

Revolutionizing taxi with the
blockchain

WHITE PAPER

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DISCLAIMER

This whitepaper is for informational purposes only and does not constitute an offer or solicitation to sell shares or securities. The positions and plans outlined in this White Paper may be altered as the project progresses. The launch of the project may be delayed due to unforeseen development barriers. We recommend you to read the whole document and consult a professional advisor for further guidance prior to participating in the token sale event outlined in this document.

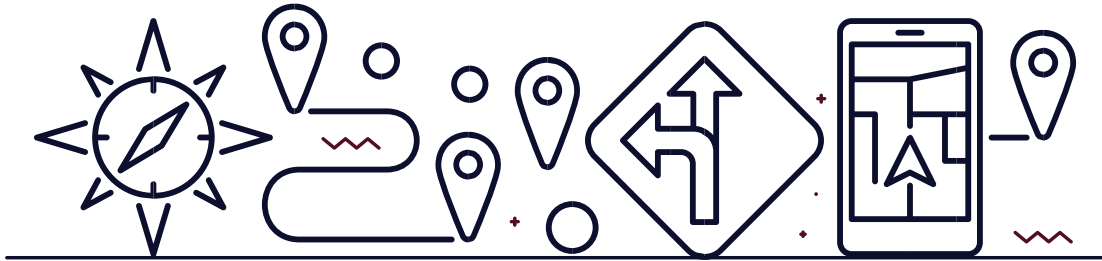
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Our goals



Our vision is to make the everyday commuting smooth and simple for our clients. However, taxi and ridesharing services sometimes lack not only comfort but transparency as well. That is where we are going to efficiently use blockchain and distributed ledger technology to change the business for the better.

Using an app on a smartphone already became a natural action to call a car for casual commuting through the city. We found a way to improve this service and set an essential role for blockchain in it. We see it as a chance to bring user experience to a higher level and to put it into the cryptocurrency industry by using new utility tokens.

As common sellers' experience points out – users tend to choose brands which provide more information about the product. Therefore, that is what we are going to offer them – transparent-guaranteed information about our product, taxi service: our drivers' experience and background, technical characteristics of our licensed automobiles and our pricing structure. Not a single person can change it as blockchain technology simply makes it impossible to edit or manipulate secured data on the go.

Therefore, we are going to reach for our main goals in cities with population bigger than 500,000. Distributed system concept and TaxiCoin utility tokens will be the tools for us on our way to reach these goals. We have distinguished four of them as they define the role of our new product – a community platform. It allows users to select a car and driver that best suit their needs and allows them to see how much it really costs per journey: what amount of money the driver receives and how much will be spent for taxes and other necessities. The TaxiCoin platform will guarantee safety, transparency and bring value for both drivers and users.



Our clients will know exactly who they are traveling with. They will be able to see the driver's background: his/her driving experience, legal information and history of violating the road traffic regulations. Blockchain technology will make incidents of manipulating all this information impossible to happen. Authorized third parties will provide all information: official car dealers – automotive, service data and legal authorities – personal records.

Transparency

The TaxiCoin platform and distributed ledger technology will allow us to bring complete and guaranteed transparency to the taxi service. If earlier it could be ensured only by a trust between business and clients, now blockchain gives an opportunity to undisputedly promise it, as the technology does not allow to manipulate or conceal information.

Every TaxiCoin platform user will be able to see full cost structure: how much of it will go to the driver, which part will be paid for taxes, how much will the company receive and so on. Moreover, this data will be available for local tax authorities for easy tax administration.

Benefits for the client

We will release utility tokens called TaxiCoin tokens to use as a unified payment method for a trip in any of 46 cities. Clients will be able to transfer or get the tokens on the platform freely using conventional payment methods such as a credit card. The platform will incentivize loyal customers; they will be earning Taxi tokens for using the taxi service globally and Miles tokens for using the service locally.

However, Miles tokens will only be available to spend on journeys. It will be treated the same as "Free miles" which will be distributed to the ICO participants quarterly.

Benefits for the driver

Drivers will be able to arrive to the client and provide service faster and easier. There will be no need to wait for clients on the street anymore.

The best drivers with the best driving history will get the chance to get the most calls. Clients will be able to choose drivers by the information about them. It will bring fairness for the drivers in the taxi business.



Taxi industry in a nutshell

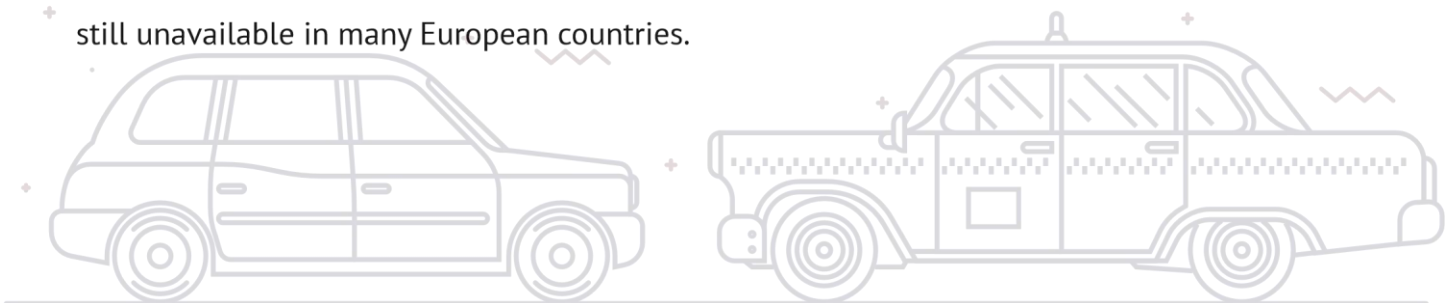
Taxi and ridesharing is considered as a very attractive way of commuting. According to the study of International Road Transport Union conducted last year, the main advantages from the point of view of the customers are the following:

- *Around 80% of people are completely satisfied with the taxi trips they had;*
- *Taxis are involved only in 1% of road accidents in the biggest cities in Europe, given the fact that this industry has around one tenth - one fifth of the overall traffic*
- *Taxis are quite flexible, for example, as opposed to mainstream public transport (buses, metro, trains, etc.), taxis are available 24 hours per day, 7 days a week.*

However, new tendencies in the market, ridesharing to be exact, does not give clients the needed transparency or undisputed trust. Uber, for example, does not allow their customers to see whole information about the cars or drivers, who are ordinary people.

Therefore, it can be said that the liberation of industry brought not only the good things and competition which leads to perfection but some issues as well. Lack of information or inability to fully trust the driver, as he/she is not licensed and monitored, forms a new demand from the clients.

Despite the steady growth of popularity of various platforms for private drivers, they are still unavailable in many European countries.





Current problems of taxi market

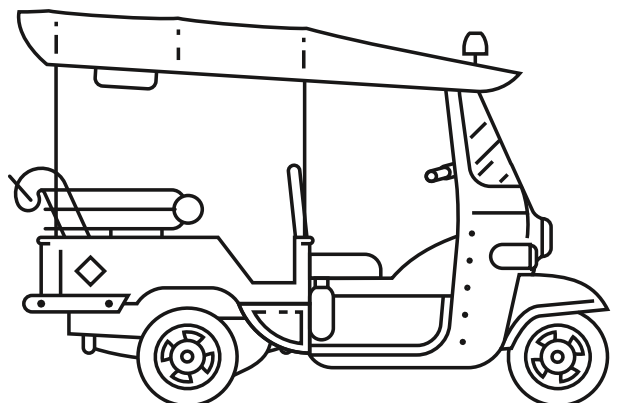
The platforms of private driver apps like Uber or Lyft are becoming more and more popular in Europe. Therefore, licensed taxi drivers no longer enjoy such a significant demand as they did before.

Many of those platforms hire non-professional drivers who drive unlicensed cars. It leads to a chance that these cars are in technically inappropriate condition. These businesses have taken advantages of legal loops which allow them to avoid difficult and expensive procedures, necessary for high-quality taxi services.

However, despite the fact that private driver services are usually cheaper than the accredited taxi, it is not necessarily a better choice. The lack of background check of the private drivers can even harm this business and make it less attractive to customers. Sometimes it even ends as an incident between a client and a driver, initiated by the latter and not always reported.

It is not a secret that the payment rate of Uber drivers is rather low in comparison with most unqualified jobs and not even comparable to traditional taxi companies. This is due to the fact that huge tax rates are taken by the company in order to make the prices lower for the customers.

All these circumstances lead to situations where customers lose money and not satisfied with the service. It includes drivers cheating on clients and taking longer routes because of the pricing, unreliable drivers who are not qualified to provide service for people or the ones who tend to violated road rules. The so-called loopholes in the laws let ridesharing companies not to pay some taxes and to bring drivers who use insecure unlicensed cars.





Blockchain: the ultimate tool

All this can be prevented by using distributed ledger technology. And we are going to use it for a few good client-oriented reasons. All information about the trips will be kept there.

We will upload pricing and trip payment history into the distributed ledger, therefore the driver will not be able to cheat on the client with the price. Also, all information about the journey will be stored within the distributed ledger. So, all routes and distances will be calculated fairly and in turn be easier to check and clarify. All the access rights to the data will be managed on a public blockchain.

Each and every client review will also be placed on the blockchain. Therefore, there won't be any possibility to manipulate that information or conceal anything from new clients. Violations of road rules will be automatically taken from the respective institutions and placed online. Clients will be able to make sure that the driver has a driving license, taxi license and also that the driver was not violating the road rules.

There will be all information about the taxi vehicles as well. Customers will see everything about the accidents these cars were in, kilometres driven, all service history and anything that can have any importance for clients' safety. So, if a car took part in an accident where airbags were activated – The client will see that and, if that would not fit the requirements, he/she could choose another vehicle.

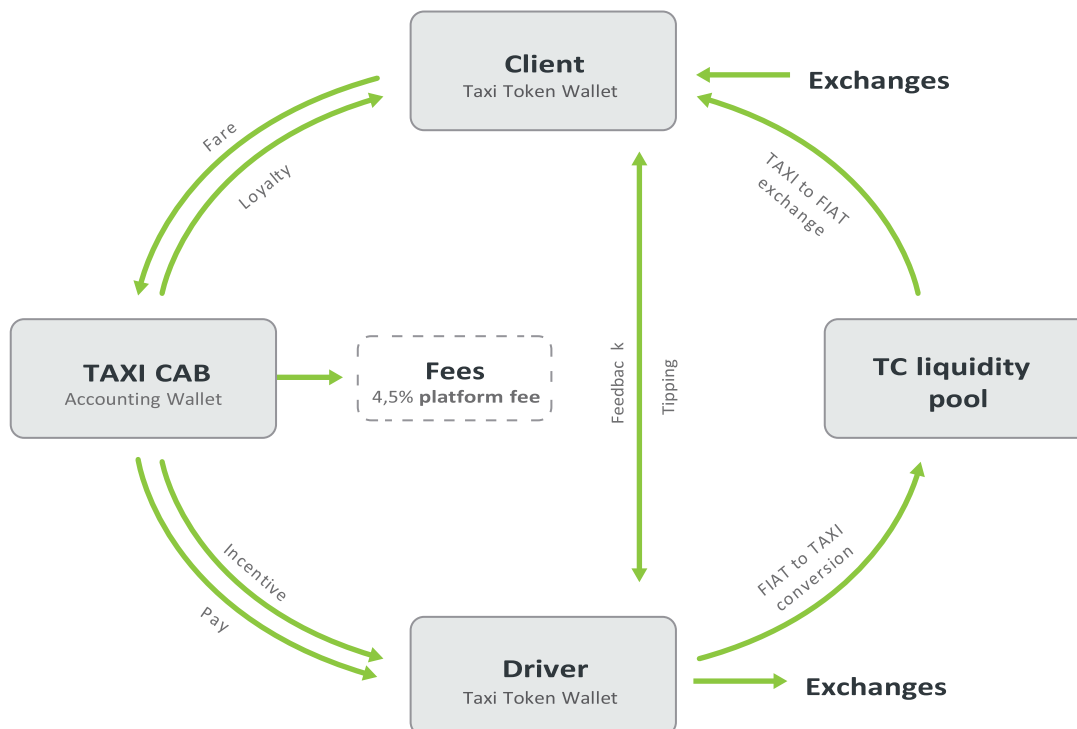
State institutions will be able to get all information about pricing and accounting records on the blockchain as well. Local tax authorities will be able to check how much money each driver has earned and the procedure of tax accounting and payment could be simplified. Drivers will have to open their data to be able to use TaxiCoin platform benefits.

We will use Civic for single sign-on, Enigma for scalable privacy and many other acclaimed effective digital solutions, where feasible.



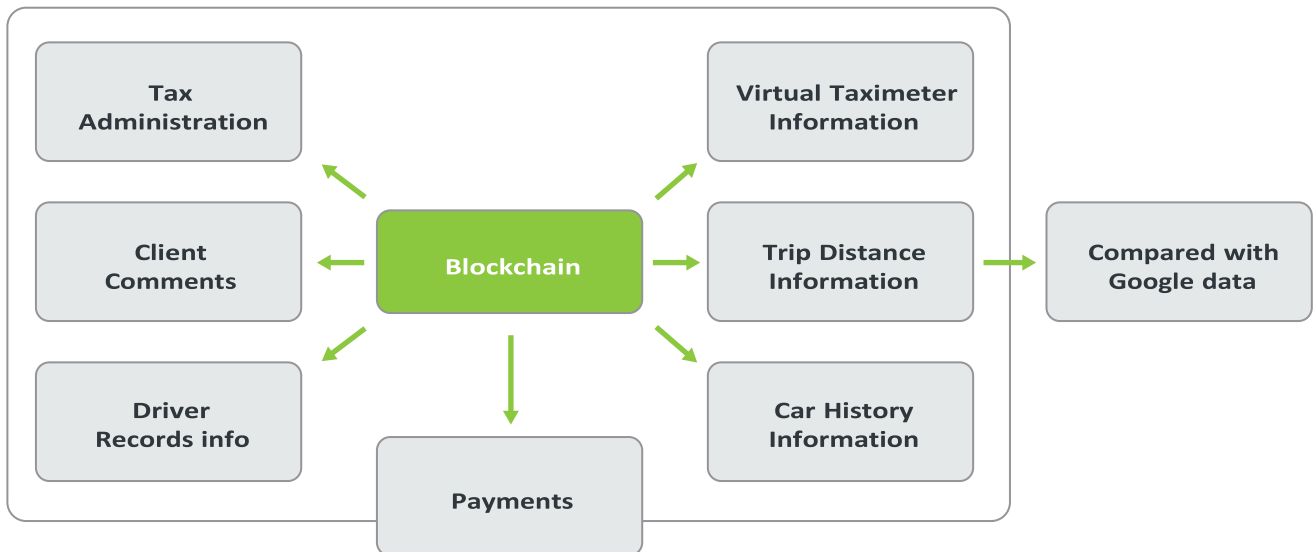
All information will be put both on Ethereum blockchain and will be available for the users access. Data will not be kept in one place. One of the options is to keep them on IPFS. Customers will be able to use the technology due to the integrated wallets on the platform.

Tokenomics model





The solution: TaxiCoin platform



The current situation in the market has inspired us to create the platform, specifically designed to connect customers with professional and accredited drivers directly.

The customers will be able to order the services via an application on the smartphone and all requests will be sent to the driver who can pick up the customer.

The payment for the driver will be completed electronically. This system will be available in 46 cities across Europe.

The TaxiCoin platform only employs licensed drivers. It will not cause any legal consequences. Furthermore, the potential of a traditional taxi industry is still not being completely fulfilled. In many European cities ordinary taxi drivers are usually still dependent on old-school call centers or simply pick up customers straight from the streets.

Both drivers and customers do not find this system convenient – the former cannot work in a financially stable environment and the latter are forced to search for a car in complicated ways rather than simply requesting for a car via the app.

The most prominent platforms are focusing towards the pickup service only; hence, there are not many alternatives for traditional taxi drivers.

■ Usage of the app - taxi companies

In some cities TaxiCoin will work in partnership with existing Taxi companies, while in other cases TaxiCoin will cooperate directly with taxi drivers who are working independently. The first company that will be using the platform will be TaxiCoin in Vinnytia. After that other partners will join the platform as per business growth.

After the token sale campaign and further development of the software TaxiCoin will start the expansion of the business from Vinnytsia to other European cities. Targeted cities will have 1 or 2 depending on location, TaxiCoin employees/ambassadors who will work within their own market in order to attract and assess more independent taxi drivers. This is done to ensure competent staff are always employed with TaxiCoin.

As for the existing taxi companies in each city - TaxiCoin local managers will do B2B sales and offer companies to join the platform and increase the number of bookings. Please refer to “Business development and Marketing” section for more information.

Drivers or taxi companies will get paid daily in TaxiCoin tokens via the app and they will be able to cash them out into Fiat currency or keep their tokens.

■ Requirements for drivers

All TaxiCoin drivers will be verified before entering the system and will have to pass these following requirements:

- Automobile no older than 5 years (or less depending on the city rules)
- Automobile with 5 or more seats
- A license that is accepted by the city council or any other local authority
- Impeccable reputation
- No violation of road traffic regulations for the past 1 year
- Knowledge of at least one foreign language

16. Driving experience (exact number of years depends on the regulations in the particular city)

During the working hours, clothing requirements as well as requirements for behavior and general service culture will be imposed. A Customer Service Standard will be established for the drivers to follow.

First 15,000 drivers who will join the platform and will work with the assistance of it for more than a week will also have an opportunity to receive 1000 tokens (worth around 100 USD). Please refer to the “Development and technical stats” section for more information about the app.

■ Payments via TaxiCoin



The payments on TaxiCoin app will be completed using cryptocurrency, which will be released by the company during the primary stage of the project. In the beginning, the payments completed with our cryptocurrency will be encouraged via making a discount of 30% or by returning the amount paid back in cryptocurrency.

Client will be able to buy TaxiCoin tokens by a credit, but this method will cost relatively more. Therefore, it is more beneficial to pay in tokens from the very beginning.

However, the method with cards will still exist for the customer’s own convenience. Later, when the platform becomes more and more popular, the method of bank cards will be eventually dissolved and only the cryptocurrency will be accepted, this in turn will increase the demand for the token.

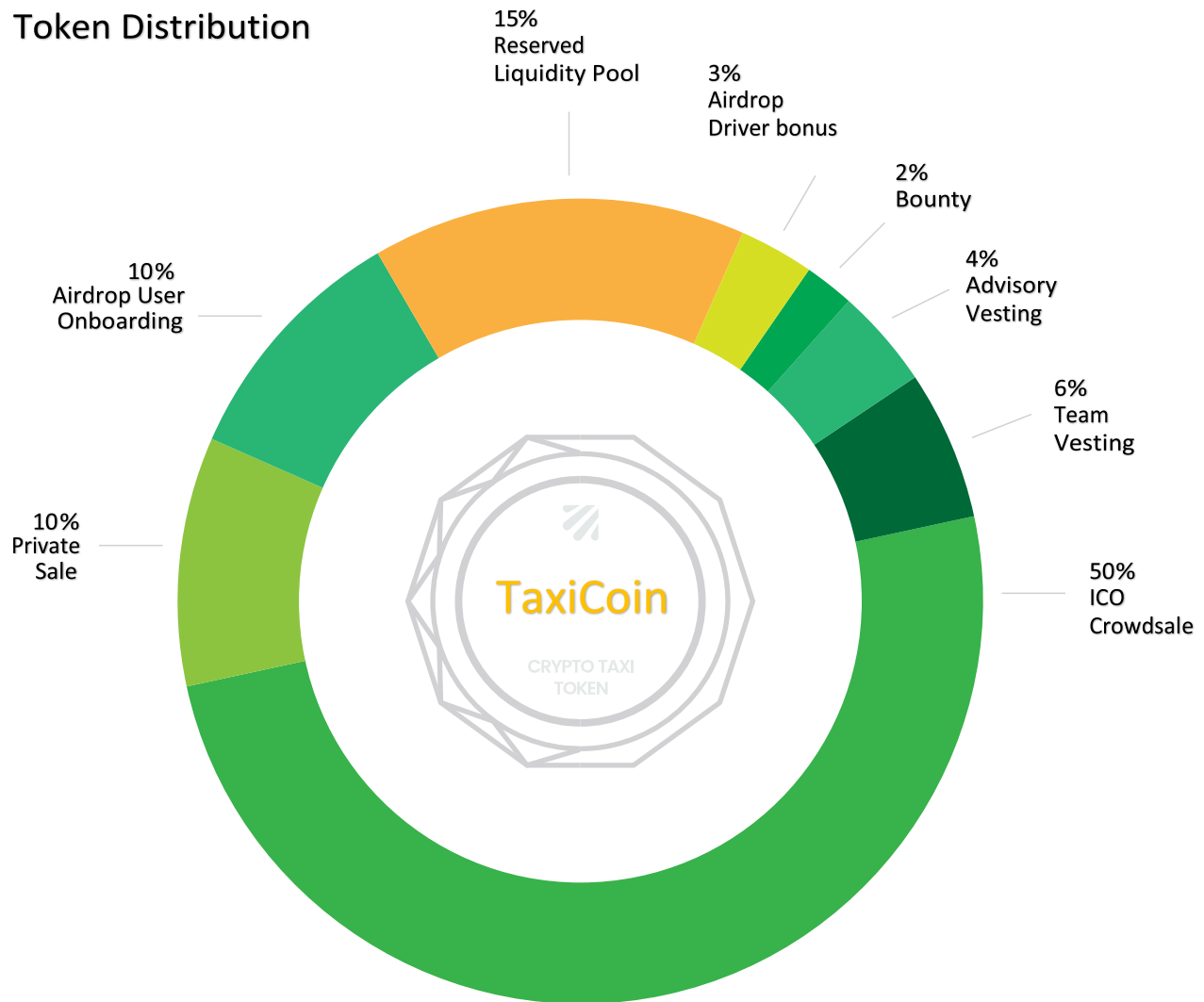
■ Customer Support

As TaxiCoin will work only with verified taxi companies and drivers, we will be able to ensure that the service provided by them will be at a top level.

This is why TaxiCoin will have their own customer service, available 24/7. The email and call center will receive all complaints from the users, analyze them and pass them on to the drivers.



Token Distribution



Financial information

Finally, the hard cap of the tokens for sale is 60%, or 30,000 ETH. The rest 40% of released tokens will be divided amongst the liquidity pool (15%), team members (6%), advisory team (4%), bounties (2%), airdrops for early adopters (10%) and airdrops for early drivers (3%).

Tokens will be valued in proportion of 1 ETH to 10 000 TaxiCoin tokens. After the ICO these utility tokens are not just restricted for services but also sold on exchanges. The New TaxiCoin Free Miles tokens will be created in addition. The Free mile tokens will not be available on exchanges, the only purpose of the free mile tokens will be to encourage loyalty from TaxiCoin customers. Free miles tokens will be embodied by Taxi Miles tokens which will be provided for pre ICO and ICO participants till the year 2022.



Token

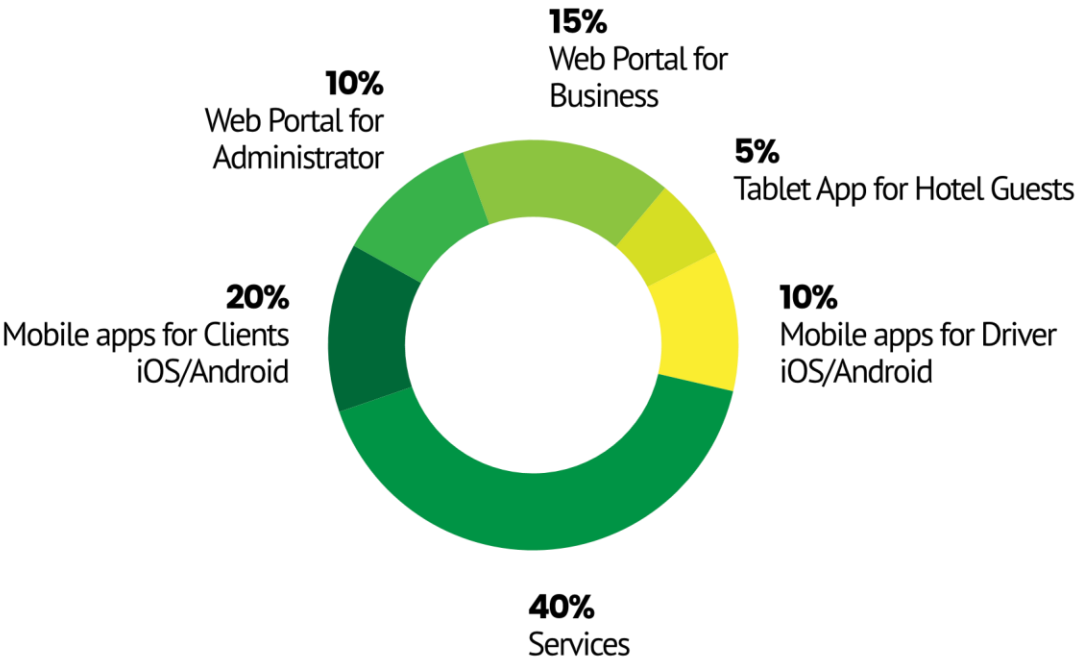
TOKEN MAX 100.00% 500,000,000 TAXI				Bonus discount	Price	Discount rate
HARD CAP	60.00%	300,000,000 TAXI	\$30,000,000.00			
Private SALE 25	10.00%	50,000,000 TAXI	\$5,000,000.00 (\$1,250,000.00)		\$0.075	pre-SALE 25%
Public SALE 15	10.00%	50,000,000 TAXI	\$5,000,000.00 (\$750,000.00)		\$0.085	SALE 1 15%
Public SALE 10	10.00%	50,000,000 TAXI	\$5,000,000.00 (\$500,000.00)		\$0.090	SALE 2 10%
Public SALE 5	10.00%	50,000,000 TAXI	\$5,000,000.00 (\$250,000.00)		\$0.095	SALE 3 5%
Public SALE	20.00%	100,000,000 TAXI	\$10,000,000.00		\$0.10	SALE 4 0%
Liquidity pool	15.00%	75,000,000 TAXI	\$7,500,000.00			
Team	6.00%	30,000,000 TAXI	\$3,000,000.00			
Advisory	4.00%	20,000,000 TAXI	\$2,000,000.00			
Bounties	2.00%	10,000,000 TAXI	\$1,000,000.00			
Airdrops users	10.00%	50,000,000 TAXI	\$5,000,000.00			
Airdrops drivers	3.00%	15,000,000 TAXI	\$1,500,000.00			
	100.00%	500,000,000 TAXI	\$50,000,000.00 (\$2,750,000.00)		\$0.09	

Overall, 500,000,000 tokens (each worth 0.1 USD) will be released. During the first sale (Private SALE 25, which will also be private) 10% of the tokens are planned to sell with the discount of 25%, what means that each of them will cost 0.075 USD each. The private sale will be available for people who will subscribe our page for a newsletter and will also express the enquiry to buy tokens.

Later, the first public sale (Public SALE 15) will take place and a tenth of the tokens will be sold with the discount of 15% and will cost 0.085 USD each. Additionally, two more sales will be announced (Public SALE 10 and Public SALE 5), where we will sell the following tenths of tokens with 10% and 5% discounts respectively, as they will cost 0.09 USD or 0.095 USD each.

We will exchange with our customers through Ethereum cryptocurrency. A person who will purchase TaxiCoin tokens will actually buy ETH and will send it from his/her wallet to our wallet address and will get TaxiCoin tokens returned to the same wallet. The process is automated and the calculated action is to sell the first 50 million tokens with a bonus of 25%, another 50 million with 15% bonus and the third 50 million with 10%, the fourth 50 million with 5% bonus and 100 million without any bonus. All this will be conducted using trusted smart contracts.

Platform development costs distribution





We see the potential to operate in 46 European cities. The exact number of cities that TaxiCoin platform will be available in depends on the level of your contributions.

The starting costs in every city is around 0.43 million Euros. These investments will also be used for advertising, marketing and attracting future customers/drivers.

The most important thing for TaxiCoin to begin with is marketing, here is the breakdown of where exactly TaxiCoin will spend the marketing budget:

- 30% - *Advertisement on Google, Facebook, etc.*
- 30% - *First free trip promo codes.*
- 20% - *Recommend to the friend promotion.*
- 15% - *Other advertisement (billboards, magazine ads, etc.)*

And $\pm 5\%$ will be spent on entry into the new market (recruitment, training, business trips, office & office supplies).

During the first year, all of the profit will be reinvested on marketing in order to expand. Considering that the plan is to release the platform in 46 cities, the overall sum is $(0.43 \times 46 + 3) \sim 22.7$ million Euros. If this amount is not reached, the activity can be conducted in less than 46 cities.

To be able to deliver full scale of the project and expand to other countries all unsold tokens will be locked for 12-24 months and will be distributed in a second or third coin offering after some milestones have been reached to keep up with the industry standard DA-ICO principles. Token holders and early ICO investors will have a priority.



■ Financial predictions

The income in this platform will be the commission fee from every order. The drivers will have the commission fee in percent applied (it will vary in each city, depending on the market, usually 5-10%).

At first, this income will be used for encouraging customers to use the cryptocurrency. After the company has setup in all 46 cities the payment will continue in cryptocurrency only, this income will not be distributed anymore and will carry over to profit generation.

■ Accountability to buyers

Both accountability and transparency is of most importance to the TaxiCoin team. This is why the company is fully committed to be open about all financial and ongoing developments with the contributors after the token sale.

The TaxiCoin team will be releasing monthly reports to all token contributors. These reports will state the status of the ongoing platform development, testing and implementation within the initial market – Vinnytsia. Monthly accountability will be ongoing until Q3 of 2018. Heading into Q4, quarterly annual reports will be produced.

Company reports will provide information presented below:

- Outgoing and finished work related to the development of the software.
- Financial aspects of the company
- Expenses
- Turnover

- Profitability
- Number of free km provided for marketing purposes
- Number of clients and other related statistics
- Application statistics (number of downloads, retention, etc.)

■ Benefits for token owners

The owner of TaxiCoin Tokens purchased during both the pre-sale and the sale will receive a bonus of free kilometers every quarter. This bonus can be used in every city, where TaxiCoin services are available.

Free kilometers will be given only for the token holders who contributed in both the pre-ICO and ICO. If these tokens are sold later, the original acquirer will keep the kilometers, as they are not transferable.

2 000 tokens – 1 km/quarter (4 km/year)*;
 Up to 4 000 tokens – 2 km/quarter (8 km/year)*;
 Up to 6 000 tokens – 3 km/quarter (12 km/year)*;
 Up to 10 000 tokens – 5 km/quarter (20 km/year)*;
 Up to 20 000 tokens – 10 km/quarter (40 km/year)*;
 Up to 40 000 tokens – 20 km/quarter (80 km/year)*;
 Up to 60 000 tokens – 30 km/quarter (120 km/year)*;
 Up to 100 000 tokens – 50 km/quarter (200 km/year)* ;
 Up to 200 000 tokens –100 km/quarter (400 km/year)* ;
 Up to 300 000 tokens – 150 km/quarter (600 km/year) *;
 Up to 400 000 tokens – 200 km/quarter (800 km/year)* ;
 Up to 500 000 tokens – 250 km/quarter (1 000 km/year)* ; Up
 to 600 000 tokens – 300 km/quarter (1 200 km/year)* ; Up to 1
 000 000 tokens – 500 km/quarter (2 000 km/year)*.

*All unused tokens will expire quarterly. Free miles are issued until 2022, 3 years after the start in all cities within Europe. After that there would be no Free Mile tokens.



Team

TaxiCoin is not a newcomer within the taxi industry. Our team has over 5 years experience in the taxi service. Many companies are labelled with the brand TaxiCoin and are located in Ukraine. Currently TaxiCoin provides the services of taxis in Kyiv with a fleet of over 40 Volkswagen and Skoda vehicles. These vehicles are chosen for their quality.

There are more than 100 employees in the company and our annual turnover of Taxicoins is expected to be more than 2 million Dollars this year, This means that the current business model is profitable.

Both public and private sector use our service. Today there are 252 long-term contracts signed with various institutions in Ukraine.

TaxiCoin team members:



ALEX
HONCHARUK

CEO (FOUNDER)

in



DMYTRO
MYLOSERDOV

BLOCKCHAIN
EXPERT

in



IHOR
ANDRUSHCHENKO

BLOCKCHAIN
EXPERT

in



IEVGENII
LYSENKO

FRONT-END
DEVELOPER

in



MYROSLAV
DEREVIANKO

FRONT-END
DEVELOPER

in



ARTUR
PREPODOBNY
MENDESH DA
MAYA

FRONT-END
DEVELOPER

in



VOLODYMYR
PAVLIVSKIY

MOBILE APP
DEVELOPER

in



OLEKSANDR
VOSMUSHKO

BACK-END
DEVELOPER

in



VLADYSLAV
PLYSAK

BACK-END
DEVELOPER

in



PAVLO
OSIKOVSKIY

BACK-END
DEVELOPER

in



DENYS KOROL

MAIN ADVISOR

in



VLAD NESTERUK

MEDIA EXPERT

in



Business development and Marketing

After the ICO has completed the project will continue to progress in the 'home market', Ukraine, using the resources we already have and presenting it to our current customers. Later, the project will be expanded to other cities, also including local taxi companies whom work individually.

However, in other cities we will start our business by hiring so-called city ambassadors managers who will work on recruiting, advertising, marketing and getting clients. First of all, they will start to recruit taxi associations. After that they will carry on and try to get drivers who are not members of associations, on board. The biggest European cities along with Moscow and St. Petersburg are included in our potential market of 46 cities with 75 million people overall. Moscow is quite desirable in the market of taxis because of the population and longer trips on average; for example, Vinnystia – 6 km, Moscow – 28 km.

Taxi drivers will be attracted and selected in a few ways. First of all, the institutions that unite taxi drivers will be contacted, these institutions can provide reliable and professional drivers who will also approach their colleagues to encourage them to join the platform and attract more competent people to part of TaxiCoin taxis. The selection process will be conducted amongst the people with other professions. It is expected to attract them via the TaxiCoin bonus scheme (for example, they will be given bonus's for completing a certain number of trips).

Considering the existing companies already providing taxi services, they will be encouraged to join the TaxiCoin platform. Currently the main goal is to ensure the mutual cooperation of our sales managers and various taxi companies. All newly approached taxi companies will have an opportunity to receive extra advantages whilst being part of TaxiCoin, for instance, more orders for trips.

In this table, all cities, where TaxiCoin will be located, are listed. The predictions are estimated regarding our current results in Vinnytsia, Ukraine. In order to see the predicted results, the size of cities and the differences of price were put into consideration.

Country	City	Pop. M	Size Ratio	Fleet Size	Monthly Trips	Price Ratio	Yearly Turnover M EUR	Yearly Revenue M EUR
LT	Vilnius	0.6	1	120	21000	1	2	0.2
PL	Warsaw	1.8	3	360	63000	1.2	7.2	0.7
PL	Krakow	0.8	1.3	160	28000.0	1.2	3.2	0.3
PL	Lodz	0.8	1.3	160	28000.0	1.2	3.2	0.3
PL	Wroclaw	0.6	1	120	21000	1.2	2.4	0.2
DE	Berlin	3.3	5.5	660	115500	4	44	4.4
DE	Hamburg	1.7	2.8	340	59500.0	4	22.7	2.3
DE	Munich	1.2	2	240	42000	4	16	1.6
DE	Cologne/ Dusseldorf/D	2.8	4.7	560	98000.0	4	37.3	3.7
DE	Frankfurt	0.7	1.2	140	24500.0	4	9.3	0.9
DE	Stuttgart	0.6	1	120	21000	4	8	0.8
DK	Copenhagen	0.6	1	120	21000	4	8	0.8
CZ	Prague	1.2	2	240	42000	1.5	6	0.6
A	Vienna	1.7	2.8	340	59500.0	2.5	14.2	1.4
SK	Bratislava	0.5	0.8	100	17500.0	2	3.3	0.3
HU	Budapest	1.7	2.8	340	59500.0	1.2	6.8	0.7
LV	Riga	0.7	1.2	140	24500.0	1.5	3.5	0.4
EE	Tallinn	0.5	0.8	100	17500.0	2	3.3	0.3
FIN	Helsinki	0.6	1	120	21000	4	8	0.8
S	Stockholm	0.9	1.5	180	31500	4	12	1.2
NO	Oslo	0.7	1.2	140	24500.0	6	14	1.4
CRO	Zagreb	0.7	1.2	140	24500.0	1	2.3	0.2
RO	Bucharest	1.9	3.2	380	66500.0	0.5	3.2	0.3
BG	Sofia	1.2	2	240	42000	0.5	2	0.2
GR	Athens	0.6	1	120	21000	2	4	0.4
IT	Rome	2.9	4.8	580	101500.0	3	29	2.9
IT	Milan	1.4	2.3	280	49000.0	3	14	1.4
IT	Naples	1	1.7	200	35000.0	3	10	1.0
IT	Turin	0.9	1.5	180	31500	3	9	0.9
IT	Palermo	0.7	1.2	140	24500.0	3	7	0.7
NL	Amsterdam	0.8	1.3	160	28000.0	3	8	0.8

NL	Rotterdam	1.1	1.8	220	38500.0	3	11	1.1
B	Brussels	1	1.7	200	35000.0	3	10	1.0
FR	Paris	2.2	3.7	440	77000.0	4	29.3	2.9
FR	Marseille	0.8	1.3	160	28000.0	3	8	0.8
ESP	Madrid	3.2	5.3	640	112000.0	2	21.3	2.1
ESP	Barcelona	1.6	2.7	320	56000.0	2	10.7	1.1
ESP	Valencia	0.8	1.3	160	28000.0	2	5.3	0.5
ESP	Seville	0.7	1.2	140	24500.0	2	4.7	0.5
POR	Lisbon	0.5	0.8	100	17500.0	2	3.3	0.3
UK	London	8.2	13.7	1640.0	287000.0	5	136.7	13.7
UK	Birmingham	1.1	1.8	220	38500.0	4	14.7	1.5
UK	Leeds	0.8	1.3	160	28000.0	4	10.7	1.1
UK	Glasgow	0.6	1	120	21000	4	8	0.8
RUS	Moscow	12	20	2400	420000	1	40	4.0
RUS	St. Petersburg	5	8.3	1000.0	175000.0	1	16.7	1.7
TOTAL		75.7		15140	2649500		653.3	65.33

All calculations were estimated on the base of Vinnytsia, the mother city of TaxiCoin services. In order to make our estimations more accurate and real, we used the statistics of a popular taxi company which actually pre-exists in Vinnytsia. Predictions on other cities were made by multiplying data of Vinnytsia by the “expense ratio” and size of city.

We expect to be firmly established and expanding our business to Asia and Americas by 2020. We will also work consistently with autonomic vehicle manufacturers. Their innovations will give new possibilities for TaxiCoin. Cars with no driver will let us put a 40% cheaper service on the market.

We are already collaborating with French company called NAVYA (<http://navya.tech/en/>), who have created autonomic taxi cab vehicles already. We have signed a partnership contract with them and we will certainly be first in Europe who will get a fully autonomic automobile for taxi services. At first, the vehicle will be eligible for use in Lithuania only, as local laws currently allow autonomic taxis on all routes for customers. We will be the first entity to provide this service.

■ Business Model

The essential factors regarding the budget of each city are separate sizes and the financial situation of the region. This includes the price of public transport, levels of maintenance, the demand of taxis and taxi drivers, the amount of taxi orders, etc.

Cities in Southern and Eastern Europe have smaller budgets than the cities of similar size in Western and Northern Europe (e.g. Madrid and Berlin). This happens because of the difference between economic levels there (fewer people are commuting by taxis because of their lower income, also, the wage level is lower than in wealthier regions, hence, the smaller budget required).

Also, due to the same reasoning it is noticeable that smaller cities in the latter regions have very similar budgets to the bigger cities in the former regions (e.g. Warsaw and Glasgow). This means that the demand for budget in two areas of different cities is different because of the contrast in the economic level of countries. In other words, a wealthier and smaller city may have the same amount of money to realize the services as a poorer, bigger city.

What is more, it can be noticed that the demand for orders depends on the size of the city, for instance, Oslo and Zagreb, which are in different levels of financial situation, have the same amount of taxi orders every month. Same applies to the number of cars in each city.

The factor which changes everything is the level of price as far as taxi services are concerned. It may be spotted that the prices in Western/Northern Europe are significantly higher than the prices in Eastern/Southern Europe. It is the main point regarding the presumption of different budgets in different cities of the same size and vice versa.

However, there are some exceptions, as, for example, Moscow. This city is contrasting because of its size and distances. Also, the fact that taxi business is particularly successful there is important regarding the budget and prices in Moscow. Usually, taxi trips in Moscow are significantly longer than the average in Europe and therefore more expensive. All in all, even if Russia is considered as a generally poorer region than Western or Northern Europe, Moscow may be considered as one of the most taxi-demanding places in the map of TaxiCoin.



SWOT Analysis

■ Strengths

● FIRST-MOVER

TaxiCoin will be the first blockchain-based taxi platform, connecting customers with accredited taxi drivers only. Accordingly, being the first-mover in this market gives us an edge over traditional taxi platforms. TaxiCoin platform will provide transparency in accounting, our service rating system will be applied to both, customer and driver, parties. Community-based business model, blockchain identity and blockchain reputation are our main advantages over other providers of traditional taxi services.

● WIDE AREA OF SERVICE

TaxiCoin will operate in 46 European cities which have the population of more than 0.5 million citizens. This will give us the brand recognition in Europe, attracting more citizens to use TaxiCoin services. It will be the first time in history when the taxi platform starts its activity in such a wide area.

● BIG POTENTIAL FOR THE SERVICE

Officially, the taxi industry is worth in excess of 100 billion dollars, but a big part of it is still illegal and the real number of turnover might be 150 billion dollars. And we should not forget that such services like the ones provided by Uber are not attributed to this industry. So, there is a huge potential for a transparent, safe, licensed and fair priced taxi service within the market.

● TAXI INDUSTRY DEVELOPMENT

Taxi is one of the oldest type of businesses in the world which is still not affected by technological advancement. Regarding the taxi industry, TaxiCoin will apply the most innovative technologies, already successful in other markets. This will let us to revive the taxi service and increase its longevity. Blockchain is the solution to make this happen.

● EXPERIENCE IN TAXI INDUSTRY

TaxiCoin is already a successful taxi business operating in Vinnytsia, Ukraine. Our yearly turnover exceeds 2M EUR. Our team has more than 6 years of experience in taxi business.

■ Opportunities

● SATURATED MARKET

It will be easier to attract licensed taxi drivers, because traditional taxi companies are dealing with legal and reputation issues in European cities. Additionally, the taxi market is saturated with taxi drivers, as this occupation is always on high demand.

● AUTONOMOUS VEHICLES

We see the emergence of autonomous vehicles and their potential for the taxi industry. Our further plans are to realize the opportunity of cooperation with specific car manufacturers.

● ADDITIONAL COMMUNITY SERVICES

We see an opportunity to provide additional community-based services by cooperating with other community platforms. For example, we would be more than happy to provide a service of the transportation of children to school or kindergarten.

● AUTONOMOUS VEHICLES

We see the emergence of autonomous vehicles and their potential within the taxi industry. Our further plans are to realize the opportunity of cooperation with specific car manufacturers.

■ Threats

● DEPENDENCE ON THIRD PARTIES

Our platform will act as a mediator between taxi drivers, customers, and blockchain technology – we are dependent on other platforms. It means that if one of them experiences a less successful period, our performance will probably decrease as well.

● FEAR OF INNOVATION

Many people are not into blockchain technology as yet. Definitely, we will do everything to educate the community to ensure the usage of the platform.

● VOLATILITY

There is the risk of volatility regarding the subsidy collected by cryptocurrency. As all currencies, cryptocurrencies are not always stable.

- **PROGRESS OF OUR COMPETITORS**

We might face a threat of our competitors, as for example, platforms which are dealing with legal issues. There is a possibility they will start attracting licensed taxi drivers too and save their businesses and the reputation after this movement.



By 2021 TaxiCoin will be fully operating in the majority of the biggest cities in Europe. A part of our profit will be spent for the expansion into the further target markets. For instance, TaxiCoin sees Central Asia (Turkey, UAE, India, China, etc.) as a place to establish and to create new opportunities for both customers and employees.

Moreover, TaxiCoin sees a big potential in self-driving cars. We believe that the cooperation with self-driving cars manufacturers is an essential requirement for the development of this sector. People, providing the services of transportation, can be really beneficial for people, working in the industry of self-driving cars, because it is possible to solve the main issues together.

For example, businesses of transport services can share the information regarding the issues in traffic, the length of individual trips and many more. For us, it is especially important to ensure the appropriate usage of self-driving cars, as we do not only believe in their future prospects strongly, but also want to acquire them for commercial purposes after the advent of them. That means that we are going to provide the services with both ordinary and selfdriving cars.



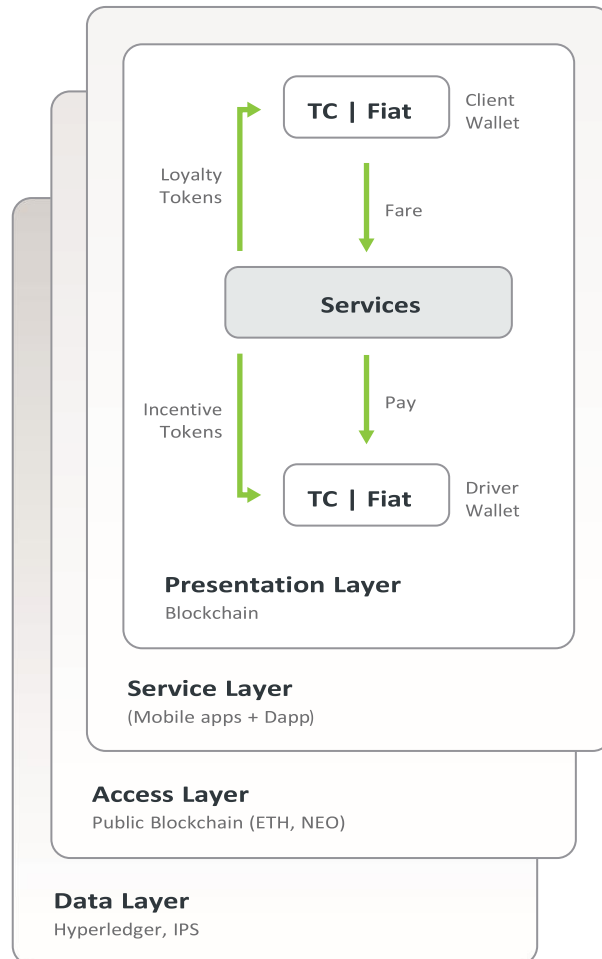


Development and technical stats

Blockchain architecture overview

Taxi solution will be implemented with service-oriented architecture. There will be three logical layers in the system: presentation, service, data. Data layer will be used for storing the data, service layer will implement business logic and the presentation layer will be a direct interface to the end user.

In the document below, all layers are explained in detail.



Presentation layer


Presentation layer represents channels through which end user will communicate with the system. It is planned to have four types of system users: Clients (Passengers), Drivers, Organizations, System Administrators. For Clients and Drivers separate mobile applications will be created. There will be special Tablet App for Hotel guests. Web Portals will be created for Organizations and system administrators.



Mobile Application for Clients

App for the client will ensure a user-friendly way to call for different services from any city in which solution will operate. App user will be able to:

- Authenticate (Sign up, Log In, Log Out)
- Manage profile information (Add or change information)
- See relevant information on the map
- Order Courier services for fast “in city” delivery
- Call Helpline for some technical assistance
- Small technical help: change the tire, start engine etc.
- Towing service
- Pre-order taxi (order will be activated 30 min before the trip)
- Order
 - Taxi
 - For the client
 - For another person (child, babysitter, business partner)
 - Shared taxi
 - for similar destination and starting points
 - Share expenses between traveling parties
 - Get notifications (taxi arrivals, late arrivals, etc.)
 - Select preferred travel route from proposed ones while waiting for a cab
 - Select payment method and pay
 - Pay as client
 - Forward payment to organization
 - Leave tips for the driver
 - Evaluate taxi service after the trip
 - See detailed trip information (amount to be paid, traveled distance, etc.)
 - Review orders’ history
 - Send invoice to a mailbox

- 
- The app will be made for iPhone, iPad and any Android device.
 - Minimum supported OS versions: iOS 10; Android 5.0 (Lollipop)

Mobile Application for Drivers

Mobile App for drivers will ensure a user-friendly way to get orders from the clients that are nearest from the location of the driver at the time of order. App user will be able:

- Authenticate
- See information on the map:
 - Client starting point and route to it
 - Clients selected route to the destination
- Get Order Information
- Accept or decline orders
- Change trip status (accepted, waiting for the client, on road, finished)
- To see real-time trip information (price, distance, etc.)
- Select payment method
- To apply discounts
- To add charges
- Evaluate clients
- Review past orders



The app will be made for iPhone, iPad and any Android device.

Minimum supported OS versions: iOS 10; Android 5.0 (Lollipop) **Tablet**

Application for Hotels

Partner hotels will have a tablet with the TaxiCoin app installed. Hotel guests will have the possibility to call for a taxi from the app by entering his phone number and name. Guest user will receive a text message with vehicle plate number when the driver will take an order and when the cab will arrive at the hotel. The driver will know where to go as the information of Hotel location will be stored in the system.

The app will be developed for iPad and Android tablets.

Third party analytics services (Google Firebase/Google Analytics) will be integrated into all mobile apps.



Web portal for Organizations

Business organizations that will sign an agreement with TaxiCoin will be able to connect to Web Portal for business. In the portal business client's administrators will be able to:

- Manage phone numbers that will be associated with organization
- See all trips
- Limit available trips
- By amount
- By hours (from 8 to 17)
- Get monthly invoice for the services
- Get different reports

The web portal will be made as a single page application using React framework.



System administration portal

System administrators will be able to see and manage all information related to Taxi services that are accessed by end users through Taxi applications:

- See information on the map:
- Position of all cars with it status
- Manage drivers information:
- Add new driver
- Block driver
- Change driver details
- See payment balance for each Driver
- See trips history with the possibility to sort/filter with different parameters (city, time of the day, payment method, duration etc.)
- Follow most important service KPI's per city:
- Number of trips per period
- Average size of the trip in
- By price
- By distance
- Average trips per period per car
- Average incomes per period per car
- Manage users (clients)
- See clients information
- Block users (clients)
- Setup/Change pricing for city
- Order taxi for clients that not use mobile application

User of this portal will be owners of the system and taxi companies that will be able to access only information related to specific taxi company business (cities served, drivers, clients etc.)

Service layer

The service layer will implement all business logic for the solution. This separation will ensure reusability of the components for serving different end users. It is estimated that the service layer

will be implemented (where possible) with .NET Entity framework that allows having a database independent solution. The Service layer will be implemented with microservices to ensure scalability of the solution. Deployment to selected cloud platform providers will be done with Docker containers. All services from this layer will be accessible through Restful services.

In the section below, all services are described in detail.

Authentication Service

For client authentication client will be able to choose to sign up for services through one of the social networks (twitter, facebook) using oAuth2 protocol or via phone number. Business clients will be authenticated by phone number only. The client will be able to choose which account he wants to use when calling for service. Drivers will be authenticated with the data that is provided with their TAXI driver license. After successful authentication, the application will receive the Identification Token. This token will be used to access all other services from the Service layer.

Maps Service

A number of Google Maps APIs Web Services will be used to enrich user experience while working with maps:

- Google Maps Directions API will be used to get route alternatives for reaching destination
- Google Maps Geocoding API will be used to translate address to geographic coordinates and so it will be possible to show various places on the map (interim stops, destination)

Order Service

Order module will take care of all the procedures required to take and execute an order. Starting from receiving an inquiry, selecting available drivers, getting a commitment from the driver, calculating final price, sending payment information to payment module. **Report Service**

■ Reporting service will track most important KPI (Key Performance Indicators) to ensure a high level of service.

■ **Configuration Service**

Configuration service will be responsible for storing all possible configuration parameters that might be required for service.

Communication service

■ In case any service will need to communicate to the end user, this will be done with a Communication service. The client will get a push notification on their Mobile phone if a request for service is received through the client app. SMS communication channel will be used for communication with hotel guests. SMS communication channel will be used for communication with hotel guests. A client with the mobile app might choose to receive SMS instead of push notifications.

Driver Information Service

Driver Information Service will provide managed data about the Driver. It will ensure that the TaxiCoin driver can only access his personal data. System preferences for the driver will be managed by this service as well.

■ This service will have an interface to an external organization that is responsible for issuing and revoking TAXI driver licenses **Data layer**

Data layer is used to store the data. Since this layer will not contain any business logic, data storage that will best fit for purpose will be used.

Client Information Service

■ Client Information Service will provide manage data about the Client. It will ensure that the client can only access his personal data. System preferences for the client will be managed by this service as well.

This service will be the main data source for Web Portal for Organizations. It will manage information about all members that belong to organizations.



Localization service

The system will be accessible in 46 European cities. To achieve the highest client satisfaction, the system will be available in different languages. Localization service will provide translations to Mobile Applications and the Web Portal. Support for different measurement units and formats will be provided with help of this service as well.



Payment Service

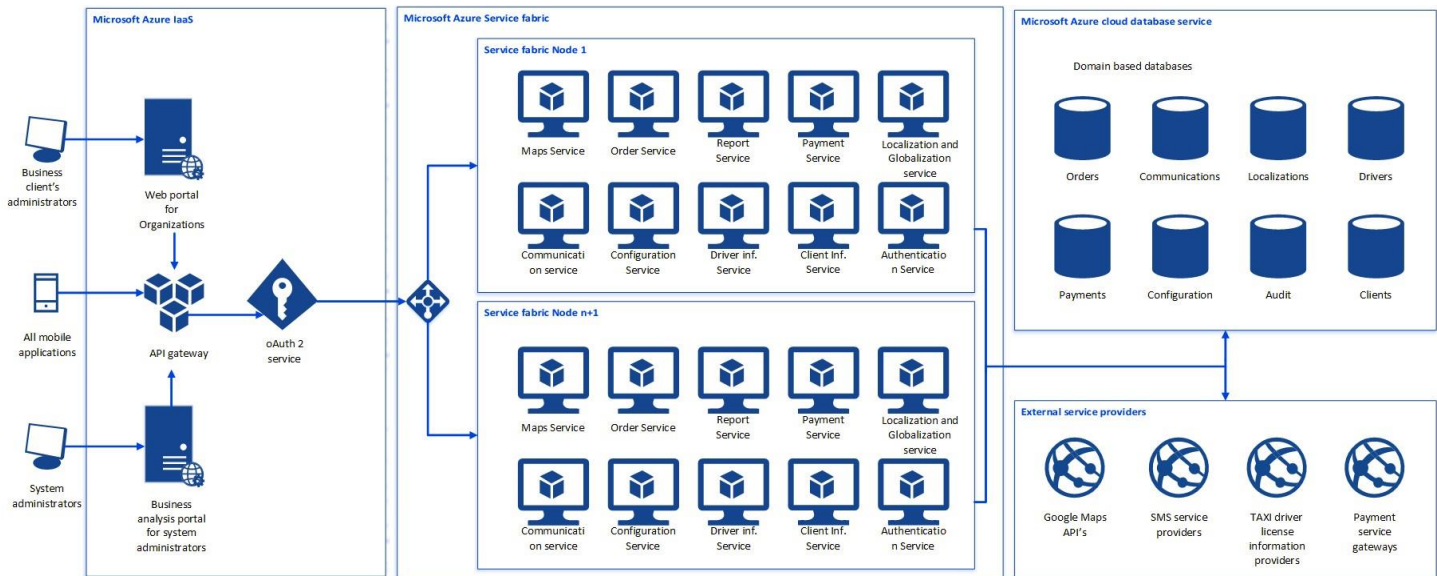


Taxi prices and car category will be fixed per city and provided in FIAT currency. At the moment of the payment, the market exchange rate will be used to calculate TaxiCoin Tokens required to pay for the trip. The payment service will ensure that payment for the services is possible by using TaxiCoin Tokens. In case the client does not have TaxiCoin tokens he will be able to pay by other payment methods, i.e. credit/debit card, but in the background, TaxiCoin tokens will be acquired from the market and transferred to each TaxiCoin taxi drivers account. The taxi driver will be able to sell those tokens in the market for FIAT currency. The payment module will be flexible and will allow adding other payment methods when project progress. In order not to reinvent the wheel integrations with different payment providers will be implemented. To ensure the possibility to pay with TaxiCoin tokens or redeem free miles integration with a smart contract that runs on Ethereum blockchain will be created. **TaxiCoin Tokens and “free miles”**

During the ICO TaxiCoin Tokens will be sold. These tokens later will be used to pay for Taxi services. Owners will be awarded a number of free miles that they will redeem when using the service. TaxiCoin Tokens and free miles will be implemented as Smart Contract that will be written in Solidity language and deployed on the Ethereum blockchain.



Technical architecture



The architecture of the system is based on the principle of microservices. The system is divided into many microservices, which are responsible only for a particular domain. The services are designed to be as lightweight as possible and independent of each other, doing their domain tasks. The microservices do not have a state, which allows you to have an unlimited quantity of one microservice instance. Depending on a number of requests, you can increase or decrease the volume of the instances to ensure proper system speed and reliability. It is planned that the micro-services will be hosted on the Microsoft Azure Service Fabric platform, which has a load balancing, monitoring, and automated instance switching and shutdown feature. All databases that will be

All system components, web portals, and mobile applications will not have direct access to the microservices. The system will use the API gateway which will be a single entry point for all clients. API gateway will process queries in two ways:

- It will only work as a proxy between the client and the service
- Will execute multiple requests for different domains, aggregate data, and return aggregate data to the client.

It is expected that API gateway and web portals for the organization and system administrators will be hosted on the Microsoft Azure Web App Service.

Security

Since the service API will be exposed to the Web, it is important to ensure that consumers will be allowed to access only their data. Security measures will be implemented:

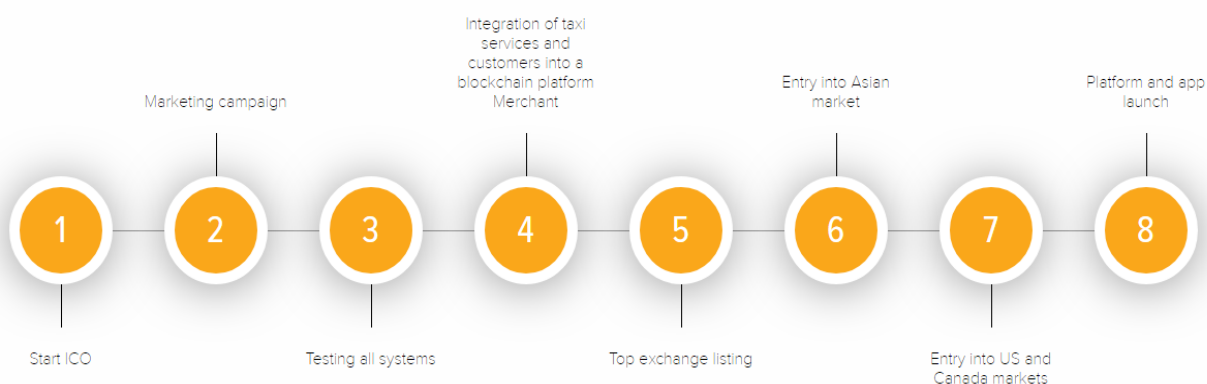
- Standard HTTPS/SSL will be used to encrypt data that used is in communication with API.
- OAuth2 is a de facto standard for authenticating API consumers
- Additional data-level security will be implemented to prevent consumers from accessing not their data

The security of API queries will be ensured using token-based authentication. It will have a specially designed new OAuth2 service. This means that the client will be required to pass the Token provided to him during authentication to call the secured service. The system will automatically validate a Token and provide the user information to the service. This, in turn, will ensure that only specific consumer information is provided.



Roadmap

It will take around 9 months to create and to test the platform. After the official release, the platform will work only in Vinnytsia for the first three months (in order to find out and analyse the trend of customers' behaviour and to improve the platform after noticing mistakes which might not be suspected in the Demo version). Later, the platform will be released in other cities in Europe monthly (1-2 cities per month). It will take no longer than 2 years to release TaxiCoin in all planned cities.



APPENDIX LEGAL AND RISK DISCLOSURE STATEMENT

This statement applies to this White Paper and any information available on our website: <https://cryptograch.com>

This statement is solely intended for informational purposes. It does not necessarily identify, or claim to identify, all the risk factors connected with the Company, the Company's business platform, the Tokens, the Token Sale, any future Token functionality. If you do not accept all of the terms and/or risks set out in this statement, you are urged not to participate in the Token Sale.

This statement may be updated and will be published as part of the latest version of the White Paper which shall be available on the Website. You shall be obliged to check the latest available version of the White Paper prior to participating in the Token Sale.

The Company will look to comply with all legal regulations of its country of incorporation and of other jurisdictions that it is required to. However, due to the current uncertain state of regulation across the world, the Company cannot guarantee the legality of the platform and/or Company's ability to develop any future token functionality in every jurisdiction but the Company will strive to be responsive and compliant in the face of any regulatory inquiry. We recommend you to seek legal advice before purchasing TaxiCoin Tokens.

Nature of the token

TaxiCoin Tokens are purely functional utility tokens designed to operate in our ecosystem. They are not securities and do not entitle you to any equity, governance, voting or similar rights or entitlement in the Company or in any of its affiliated companies. The TaxiCoin Tokens are not intended to constitute, and shall not constitute, securities in any jurisdiction. Tokens are sold as digital assets, similar to downloadable software, digital music and the alike. There are no redemption or repayment obligations similar to debt securities. The Company does not recommend purchasing TaxiCoin Tokens unless you have prior experience with cryptographic tokens, blockchain-based software and distributed ledger technology and unless you have taken independent professional advice.

Regional Restrictions

Citizens, nationals, residents (tax or otherwise) and/or green card holders of:

- (a) the USA;
- (b) South Korea;
- (c) the People's Republic of China;
- (d) any other jurisdiction which prohibits participation in the Token Sale or the purchase of Tokens or any such similar activity or any other Restricted Persons are not permitted to participate in the Token Sale.

The term "Restricted Persons" refers to any firm, company, partnership, trust, corporation, entity, government, state or agency of a state or any other incorporated or unincorporated body or association, association or partnership (whether or not having separate legal personality) that is established and/or lawfully existing under the laws of jurisdictions outlined in this section.

No advice

No part of our White Paper (including this statement) and information provided on our website should be considered to be business, legal, financial or tax advice regarding the Company, TaxiCoin Tokens, the Token Sale or any of the matters to which the statement relates. You should consult your legal, financial, tax or other professional advisor before taking part in the Token Sale. **Liability**

In no event shall the Company or any current or former employees, officers, directors, partners, trustees, representative, agents, advisers, contractors, or volunteers of the Company be liable for:

- (a) damages, arising out of your use or inability to use the services or Tokens offered by the Company or the breach of any of the Terms by you or by any third party;
- (b) any security risk such as hacker attacks, loss of password, loss of private key, or similar;
- (c) mistakes or errors in code, text, or images involved in the Token Sale;
- (d) any losses resulting from the volatility in pricing of Tokens in any countries and on any exchange or market (regulated, unregulated, primary, secondary or otherwise);
- (e) arising out of or in any way connected to your failure to properly secure any private key to a wallet containing Tokens.

If applicable law does not allow all or any part of the above limitation of liability to apply to you, the limitations will apply to you only to the maximum extent permitted by applicable law.

■ Representation & warranties

The Company does not make and hereby disclaims, any representation, warranty or undertaking in any form to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in this White Paper or provided on our website.

Some statements in our White Paper or provided on our website may include forward-looking statements which reflect the Company's and its management's current views with respect to financial performance, market situation and future plans. There may be important factors that could cause the actual results of the business to differ materially from those indicated in these statements. There will be no obligation to update or review any forward-looking statements as a result of new information, future developments, etc. We do not accept any liability for truthfulness of forward-looking statements. Should you proceed with purchasing TaxiCoin Tokens and the product fails to be suitable for the particular purpose as intended by you, we do not accept any liability for such unsuitability (among other things, we do not accept the return of, or refund to you the purchase price of the respective TaxiCoin Tokens). By acquiring TaxiCoin Tokens you represent and warrant to the Company that each of the following statements is true and correct:

- (a) you have read and understand our White Paper;
- (b) you are over 18 (eighteen) years of age, and fully able and legally competent to acquire and use TaxiCoin Tokens;
- (c) you agree and acknowledge that TaxiCoin Tokens do not constitute securities in any form, information provided in the White Paper and on our Website) does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities;
- (d) you agree and acknowledge that no regulatory authority has examined or approved our White Paper;
- (e) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;
- (f) you are purchasing TaxiCoin Tokens for supporting the development of our project, being aware of the commercial and other kinds of associated risks, and you are not purchasing TaxiCoin Tokens for any other purposes, including any investment or speculative purpose;

- (g) the funds used for purchasing TaxiCoin Tokens do not have criminal, otherwise illegal origin or source, and no transaction is made to facilitate any criminal, otherwise illegal activity;
- (h) you understand that you may not be able to sell or otherwise transfer TaxiCoin Tokens due to potential lack of liquidity, including that TaxiCoin Tokens may never become available for trade on secondary market (exchange) and/or that there may not be buyers who would be interested in acquiring TaxiCoin Tokens from you;
- (i) you understand and agree that it is your obligation to ensure compliance with any legislation relevant to your country of domicile concerning purchase and use of TaxiCoin Tokens, and the Company does not accept any liability for any illegal or unauthorized purchase or use of TaxiCoin Tokens;
- (j) you understand and agree that the Company is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, or loss of use or data, or loss of reputation, or loss of any economic or other opportunity of whatsoever nature or howsoever arising), arising out of or otherwise in connection with causes beyond its control, including any hacker attack, technical failures, defects, bugs or viruses affecting our website or Ethereum platform (including any delay in receiving or failure to receive TaxiCoin Tokens), circumstances related to your wallet service provider, your failure to follow this statement, any actions taken by regulatory authorities, etc.;
- (k) all of the above representations and warranties are true, complete, accurate and not misleading.

Risk factors

You should carefully consider and evaluate each of the following risk factors before deciding to participate in the Token Sale. To the best of the Company's knowledge and belief, all risk factors which are material to you in making an informed judgment to participate in the Token Sale have been set out below. If any of the following considerations develops into actual events, the business, financial position and/or results of operations of the Company and the maintenance and level of usage of the Tokens could be materially and adversely affected.

Token Sale may not result in an active or liquid market for the Tokens

Although the Company may use reasonable endeavors to seek the approval for availability of the Tokens for trading on a cryptocurrency exchange or market, there is no assurance that such

■ approval will be obtained. Furthermore, even if such approval is granted by a cryptocurrency exchange, there is no assurance that an active or liquid trading market for the Tokens will develop. There is also no assurance that the market price of TaxiCoin Tokens will not decline below the original or issue purchase price. The Purchase Price may not be indicative of the market price of TaxiCoin Tokens after they have been made available for trading on a market.

Negative publicity may adversely affect the price of the Tokens. Negative publicity involving the Company, the Company's business platform, the Tokens or any of the key personnel of the Company and/or regulation of distributed ledger technologies, cryptocurrencies and/ or crowdsales of tokens in any jurisdiction, may materially and adversely affect the market perception or market price of the Tokens, whether or not it is justified.

There is no assurance of any success of the Company's business platform or any future Token functionality

The value of, and demand for, the Tokens hinges heavily on the performance of the Company's business platform and the continuous active engagement of its users and success of its business. There is no assurance that the Company's platform will gain or continue to gain traction. While the Company has made every effort to provide a realistic estimate, there is also no assurance that the cryptocurrencies raised in the Token Sale will be sufficient for the development of the Company's business platform and/or for the proper development, structuring and licensing of the anticipated future Token functionality. For the foregoing or any other reason, the development of the Company's business platform and launch of the anticipated Token functionality may not be completed and there is no assurance that it will be launched at all.

The trading price of the Tokens may fluctuate following the Token Sale.

The demand for, and the corresponding market price of, the Tokens may fluctuate significantly in response to the following factors:

- (a) new technological innovations;
- (b) personal recommendations, perceptions or estimates of the Token's market price or the Company's financial and business performance;
- (c) changes in market valuations and token prices of entities with businesses similar to that of the Company that may be listed on the same cryptocurrency exchanges or markets as the Tokens;
- (d) announcements by the Company of significant events, for example partnerships, sponsorships or new product developments;
- (e) fluctuations in market prices and trading volume of cryptocurrencies on cryptocurrency exchanges or markets;
- (f) additions or departures of key personnel of the Company;

- (g) success or failure of the Company's management in implementing business and growth strategies; and/or
- (h) changes in conditions affecting the blockchain or financial technology industry, the general economic conditions or market sentiments, or other events or factors.

The funds raised in the Token Sale are exposed to risks of theft

The Company will make every effort to ensure that the funds received from the Token Sale will be securely held by reputable and trusted parties. However, there is no assurance that there will be no theft of the cryptocurrencies as a result of hacks, cyber-attacks, distributed denials of service or errors, vulnerabilities or defects on the Token Sale website, on the Ethereum blockchain. In such case, the launch of the Company's business platform and the utility of the Token might be temporarily or permanently curtailed.

The Company may experience system failures, hardware or software defects, security breaches

The Company's network or services, which would include the Company's business platform and, if successfully structured, developed and launched, the future Token functionality, could be disrupted by numerous events. Any of these events resulting in a compromise of the usability, stability, and security of the Company's platform may adversely affect the utility, liquidity and/or trading price of the Tokens.

The Company or the Tokens may be affected by newly implemented regulations

It is difficult to predict how or whether regulatory authorities may implement any changes to laws and regulations affecting distributed ledger technology and its applications, including the Company's platform, the anticipated future Token functionality, and/or the Tokens.

The Company may also have to cease operations in a jurisdiction that makes it illegal to operate in such jurisdiction, or make it commercially unviable or undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction. In scenarios such as the foregoing, the utility, liquidity, and/or trading price of Tokens will be adversely affected and/ or Tokens may cease to be traded.

There may be unanticipated risks arising from the Tokens

In addition to the risks included in the above discussion of risk factors, there are other risks associated with your purchase, holding, and use of the Tokens, including those that the Company cannot anticipate. Such risks may further appear as unanticipated variations or combinations of the risks discussed above.

By purchasing Tokens, you agree to your personal data, (i.e., your e-mail address, name, address and other details personal to you) being processed by the Company for its business purposes or the purposes of building, promoting, and communicating (about) the Company's business platform and the Tokens. The Company agrees to keep your email address and other personal data private and not share it with the public (e.g., by including it on any external lists or selling to any third parties).