

fobbr 

Travel Smart

[ fobbr Whitepaper ]  
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# A NEW CONCEPT CALLED FOBBR.

## SHARE YOUR WHEELS.

**fobbr** is a peer-to-peer marketplace that makes renting a car, motorcycle, bicycle or boat convenient and affordable for the renter as well as rewarding for the vehicle owner. **fobbr** combines the familiar car-sharing approach in the transportation sector with Blockchain technology. This mobility ecosystem will soon provide access to individual vehicles, as well as fleet stocks and other transportation services.

The **fobbr** Mobility System is a platform based on the "Ethereum Blockchain" and is powered by the **fobbrCoin** tokens. **fobbr** will be the first company adopting the **fobbrCoin** and leveraging the **fobbr** Mobility System. This is a platform that will be open to other companies with interests in mobility related services (e.g. insurance companies) who will be willing to join the Blockchain revolution using data and building their own DApps (Decentralized Applications) on top of the **fobbr** Mobility System.

The **fobbrCoin** is an ERC-20 compliant token that aims to become the preferred method to pay for transportation services. These services are transacted through Ethereum Blockchain and to access the ecosystem of services provided by the **fobbr** Mobility System. The adoption of cryptocurrencies will impact the way we access mobility services in the future and **fobbrCoin** is poised to play a leading role in this new era of a "commuting and sharing" economy.

## THE VISION

**fobbr** is a fully integrated mobility ecosystem with a customer-centric approach. This approach consists initially of **fobbr**, a peer-to-peer vehicle sharing application, and then the **fobbr** Mobility System. Blockchain technology allows the registration of all the following services to be provided through the platform, which are transactions between owners, operators and external service providers. These transactions are automatically processed through a single payment system, which is much more economical when based on usage. The world's leading "sharing-economy" technological giants, Uber and Airbnb, are often cited as examples of collaborative economics, but one could argue that they are not exactly centralised platforms.

The precise definition of a collaborative economy ecosystem is one in which technology allows people and companies to firstly share their resources and data and, if they wish, additionally receive corresponding payment. The **fobbr**

platform will allow all the involved parties to be rewarded fairly for their contributions into this mobility ecosystem, as the Blockchain technology will verify each single input, whether coming from a corporate authority or an individual driver being able not only to benefit from the sharing of a car but also the driving data.

Imagine being rewarded not only because you rented out your vehicle but also because of all the data that you created and shared. Imagine being able to use those additional rewards for travel and services. Imagine this data being used to further improve the mobility service themselves. Applying this technology will transform the future of mobility and data sharing and will create a more equitable and transparent process. For example, when renting a vehicle, insurance considerations can be recorded in an intelligent contract, with payments that are based on usage. Thus, your **fobbr** account will allow you to be rewarded for both the goods or data you share.

## SHARING YOUR DATA

Imagine in the future that the control of personal data is returned to each user, thus ensuring complete privacy. It is then a matter for the user as to whether he or she wants to sell-on that data to 3rd parties using **fobbr** as a platform. No longer is monetisation limited to physical assets or services. You are in turn being rewarded, not only because you leased your vehicle, but also because by driving or having others drive your car, you also generate valuable data, which in turn is paid for by our reward scheme. The plan of course is to be able to use those rewards for additional travel and services. And finally, this data will be used to further improve our mobility services. Applying this technology will transform the future of mobility and data sharing, and will create a fairer and more transparent process, where the control of personal information and data is put in the hands of the individual creating it and not the corporation providing the service to do with it what they will or dare.

## THE CHALLENGE

### To create a sharing economy

The sharing economy refers to a new socio-economic phenomenon that provides individuals with an opportunity to enable mutualisation of personal goods and services. However, even if the sharing economy is based on a peer to-peer model, today's intermediaries charge a fairly-high fee to facilitate these transactions. While the sharing economy has been remarkably beneficial for society by enabling individuals by both supplementing their incomes and lowering consumer costs, the industry is run by centralised platforms acting as authorities for which they charge substantial facilitation fees.

## Giving fair value

Today, the existing peer-to-peer rental market-places, like "Turo" and "Get Around" allow customers to rent a vehicle at a price that is far cheaper as compared to standard car renting services like Avis and Hertz. These platforms work on a quite simple two-way principle:

**"On one side there are the car owners.** These car owners agree to share their vehicle(s) for use, thus, generating income for themselves. **On the other side are the consumers or renters,** who can instantly rent a vehicle, much cheaper than compared to the traditional renting services"

The current players claim to be "changing the economics of car sharing". The catch is that vehicle owners still need to give up a fair amount of economic value, in fact owners typically receive only 75% of the amount paid by renters, whilst the remaining 25% falls into the pockets of the intermediaries.

the **fobbr** platform will allow all the involved parties to be rewarded fairly for their contributions into this mobility ecosystem.

## THE SOLUTION

### Blockchain car and data sharing

Today's blockchain revolution will minimise traditional "transportation-sharing" transaction fees. By moving the sharing economy to the Blockchain's decentralised network, we democratise the platform for the benefit of active contributors of ecosystem. Currently, centralised sharing economy platforms have two key roles in sustaining the sharing economy:

- They connect buyers and sellers through a technology platform
- They provide a secure and trusted environment for the end user

### Decentralisation is the key

By implementing Blockchain technology in the collaborative economy, it is no longer necessary for a central authority to ensure that the terms and conditions are met, and that sometimes restrictive or complex transactions are carried out with customers.

The distributed ledger technology can provide smart contracts, digital identities, which can be linked to a publicly viewable user reputation systems and digital currency payments, all of which alleviate the need for a central authority. Blockchain is best known as the technology underpinning the cryptocurrency bitcoin.

First sketched out by Bitcoin inventor, Satoshi Nakamoto in 2008, it's since been adapted to track the movement of all kinds of digital assets, from insurance contracts and loyalty points to electrons on electricity grids.

Blockchains are decentralised ledgers spread across thousands (or more) computers, and they have no singular authority. Each transaction within a time period is recorded in a block, which refers back in time to a previous block, creating chains

of blocks. As such, Blockchain technology allows the creation of permanent records, and therefore, is highly secure and is a more trusted platform.

### Reducing cost. Building trust.

Blockchain technology has the potential to reduce transaction costs and re-build trust issues. It is these two issues that prevent car owners from monetising their vehicles and selling on their driving data. **fobbr** aims to create value by automating the following three key areas:

Sharing ownership of the vehicles

Information services associated with utilisation of the vehicle

Driving data that is generated from the use of the vehicle

## THE FOBBR MOBILITY SYSTEM

The **fobbr** Mobility System is a platform based on the Ethereum Blockchain and powered by **fobbrCoin** tokens. **fobbr** will be the first company adopting the **fobbrCoin** and leveraging the **fobbr** Mobility System, a platform that will be open to other companies with interests in mobility-related services and in joining the Blockchain revolution, by accumulating data and the building DApps (Decentralized Applications) on top of the **fobbr** Mobility System.

### Summary

The system connects car owners, renters and service providers through a simple, easy to use interface.

To simplify the process and increase **fobbrCoin** adoption, the **fobbr** Mobility System will integrate several services into one single platform as described opposite.

- An explorer to discover available transportation options and related services.
- An internal exchange to convert major cryptocurrencies, like bitcoin and Ethereum into **fobbrCoin**.
- A built-in wallet to store and use the tokens easily.
- Templates of smart contracts to allow vehicle owners to share their assets.
- Templates of smart contracts for data providers to set the rules and the level of reward they are willing to offer to data owners. Remember, the data owners retain control to cancel the contracts or edit permissions.

## HOW THE APPLICATION WORKS



## ACCESS USAGE CASE AND TECHNICAL OVERVIEW

### Privacy & Security

**fobbr** proposes an interconnection with a range of sophisticated services specific to the vehicle owners, transport partners, and external services. **fobbr** also solves a series of security and privacy issues i.e. location detection or direct remote control. By using blockchain technology it is possible to identify many solutions to these challenges. **fobbr** proposes an architecture based on securing privacy for users, increasing the safety of the vehicle's ecosystem and expanding the market to all independent operators. The data provided by the vehicles holds confidential information, such as location, and therefore can open new privacy challenges. The conventional methods of security and privacy used in smart vehicles tend to be ineffective due to the following challenges:

### Centralisation

The current architecture of "smart" vehicles is based on centralized models of mediated communication in which all vehicles are identified, authenticated, authorized and connected through central servers in the cloud. It is unlikely that this model will scale as there is a large number of vehicles connected. In addition, servers in the cloud will continue to be so bottlenecked that a single error or point of failure can frustrate the entire network.

### Lack of privacy

Most of today's secure communication architectures in this area, do not take the user's privacy into account, they participate in the exchange of all the vehicle data without the owner's express permission or consent and they can show inaccurate or over- summarized data. This is misleading and often incomplete

**fobbr** proposes an architecture based on securing privacy for users, increasing the safety of the vehicle's ecosystem and expanding the market to all independent operators.

data results in bad decisions. However, using the **fobbr** application, the data is extracted from smart vehicles the data and is used in the decision making. This will make the decision making extremely accurate and will be digitally signed to ensure accuracy and safety. Current Smart vehicles have an increasing number of autonomous functions. A vehicle malfunction due to a security breach (for example, during the installation of a malicious software) could cause serious accidents that endanger the safety of passengers and other road users who are close by. Not so with **fobbr**.



## FOBBR ADVANTAGE COMPARISON

A summary of Fobbr Blockchain based Platform advantages compared to conventional methods

APPLICATION	CONVENTIONAL METHODS	ADVANTAGES INTRODUCED BY FOBBR PLATFORM
<b>Market Management</b>	<p>Centralized - not scalable.</p> <p>Partial participation - not addressing the full chain.</p> <p>Lack of privacy a direct link between the vehicle and App Mgt System can compromise the driver's privacy (e.g. driver behaviour or location).</p> <p>Only App Mgt System can verify communications or history of update downloads/communications.</p>	<p>Distributed data exchange and security provide scalability.</p> <p>End-to end: Involving SP, OEMs, vehicles, service centers, insurances etc.</p> <p>Ensure privacy of the user (also for diagnostics).</p> <p>Update history as well as authenticity of the SW can be publicly verified.</p>
<b>Insurance</b>	<p>Current systems are often unsafe, which puts the integrity of the vehicle at risk.</p> <p>Users have no control over the data exchange.</p> <p>Privacy sensitive data must be sent continuously to the insurance company to receive the services,</p>	<p>Safe and distributed data exchange that preserves privacy.</p> <p>Users control the data exchanged confidential data is shared on demand (for example, an incident) rather than a continuous exchange of data.</p> <p>The authenticity of the data stored in the user's wallet can be confirmed in a transparent manner on the blockchain.</p>
<b>Car-Sharing services</b>	<p>Central payment and accounting.</p> <p>User's can be monitored by their identity Central authorization.</p> <p>The location and behaviour (eg. using a specific charger on a specific day) of the user can be tracked.</p>	<p>Private and decentralized security, payments and accounting.</p> <p>Users use changeable identities,</p> <p>Distributed authorization.</p> <p>User data such as location information remains private.</p>

## DATA OWNERSHIP

Giving users ownership of their own data is increasingly important. GDPR for example is a significant step towards this. This in turn, will give users additional confidence that they are in control. This will in consequence create greater capacity to collect and analyze data from people. Considering this challenge, **fobbr** will further prove how blockchain technology can create privacy and build trust among parties. It will eliminate various types of fraud - through the constant recording and fast updating of all data from a vehicle; such as mileage, damage history and GPS location movement and protecting it in the blockchain. Essentially it will prevent, for example, odometer and title washing fraud.

Our users own and control their data, while ensuring complete integrity. This facilitates certification of that data and enables a new kind of "mobility data marketplace" where **fobbr** will aim to provide users with seamless options through the smartphone application to share their data with 3rd parties in exchange for tokens.

### The scenario

In this scenario please note that no central authority is needed to agree on transaction terms, verify payments or screen participants' identities, as all that would be handled by our distributed ledger technology which underlies all the transactions.

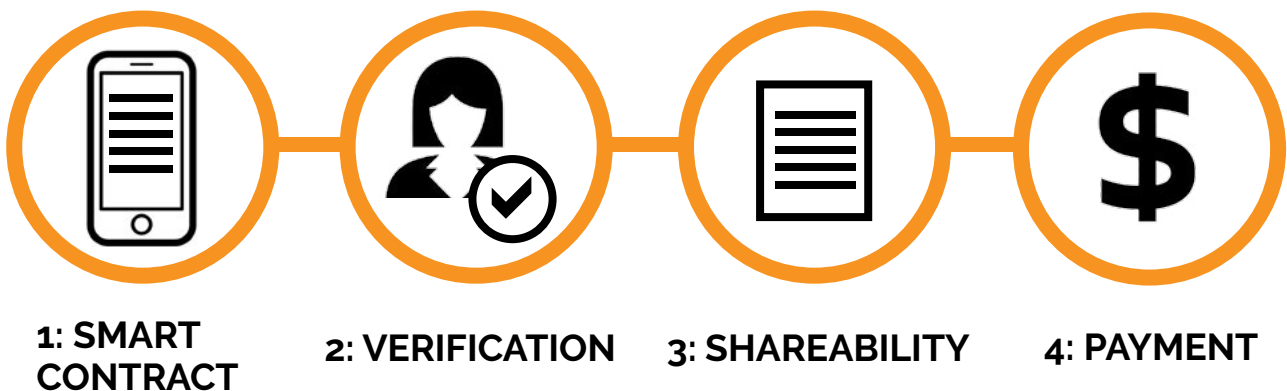
1: A smart contract verifies the following conditions:

- ownership of vehicle.
- willingness to share it with customers meeting the minimum reputation scored.
- specific conditions of the vehicle's availability.

2. The renter will have the option to share his or her data and be rewarded accordingly;

3. The contract will also facilitate payment using **fobbrCoin**, a dedicated currency for the purpose, that will allow participants to avoid financial transaction fees coming from the use of money in a traditional ecosystem – for instance, the fees we pay to MasterCard and Visa.

4. Any individual wishing to rent a vehicle will need to meet these criteria, then unlock the vehicle's doors for rental, the start of the engine and off they go.



## REGISTER / IDENTIFY/ SHARE DATA

### Register and verify identity

To create an account on the fobbr Mobility System, vehicle owners must register their vehicle(s) and receive verification from us in order to be able to show their vehicle for rent on our platform. Once registered and verified, they will be able to share a variety of information about all aspects of the vehicle with potential renters (e.g. general info, vehicle address and images and reviews) through a public profile. The **fobbr** Mobility System will also provide a private dashboard to manage all information, actions, orders, transactions and connection with other users. Vehicle renters will have the option to share different levels of their personal data choosing preferred privacy settings through their private dashboard.

### Share data

As a data owner you will probably want to know who is accessing and using your data, what it is being used for, and if you are to be rewarded for the value you bring. By using Blockchain to map virtual identities, you can create a trusted community of users. Smart contracts add an additional layer of privacy by tokenizing recorded data and personal information. This personal information can be encrypted and viewable only by parties that have either the legal right to do so or are participating in the transactions. The immutability of data further prevents fraud. In the near-future Blockchain will give near-real-time insight into where and how data is being used. The transparency of realised value combined with micro-payments opens opportunities for granular value-based pricing of data. The **fobbr** Platform Blockchain Module can store vehicle usage data and information about vehicle owners, drivers and passengers. This profile information can help validate a smart contract between two parties and manage the payment of services

between them without the need for a financial intermediary, thus saving transaction fees. The system can also provide connectivity to vehicle functions for remote-lock / unlock doors and engine start / stop.

### Mobility inefficiencies and Fiat limitations

Fluid mobility is burdened by market inefficiencies and fiat limitations. Currently, there is no reward mechanism for an individual to contribute value back into the ecosystem, such as sharing data with service providers, or sending electricity back to the grid from their EV. In essence, this means that an important chunk of exploitable value is left untapped, needlessly slowing down the process of innovation. Thankfully, blockchain is exceptionally well suited to solve these problems. *"Imagine being rewarded for all the data you create and share".*

### Circular economy for mobility

Companies such as Uber or Airbnb are often cited as examples of a sharing economy, but due to the inherent risk around trust and responsibility with strangers doing business, these markets require large infrastructure to manage relationships between two parties wishing to exchange value. A true sharing economy is one in which individuals and companies are empowered by technology to exchange value and if they wish — send or receive payment for it. Because blockchain can verify value contributed independently, whether you are a corporate or an individual, the **fobbr** Platform empowers everybody to be fairly rewarded for their contribution to the mobility ecosystem. This transforms 1:1 relationship to many.

Imagine your car paying you to drive it. Imagine being rewarded for all the data you create and share. Imagine being able to use those rewards for travel, services, and transport globally. Imagine this insight being used to further improve mobility

services, working towards fluid movement of goods and people in our cities. Applying this technology will transform our thinking about data and mobility. For example, when renting an autonomous car, insurance considerations are recorded in a Smart Contract, micropayments are usage-based, and the **fobbr** platform allows you to be rewarded for the data you share or the activity you have carried out.

The **fobbr** Platform handles creation and management of reward and redemption systems between individuals and partners, creating an ecosystem where tokens are earned and used against mobility related products or services. Based on Ethereum, the FBR token is used for transactions within the ecosystem. The in-wallet Marketplace both provides a means to discover and connect to partner rewards but also encourage new peer to peer mobility services.

### The **fobbr** Ecosystem

The **fobbr** wallet and Marketplace are the simplest way to access and engage with the circular economy. A simple and intuitive interface connects transport related partners to individuals and handles all transactions and logging of those transactions. Contributing to the quality of the ecosystem can earn you FBR Tokens. Similar to in-game rewards, contributors are rewarded with tokens based on the quality and/or frequency of their input. This introduces a self-reinforcing and peer reviewed feedback loop continuously enhancing the quality of the ecosystem.

The **fobbr** Platform also empowers 'data owners' (individuals, organisations and even IoT devices or any source of data) to control access to the data they share, whilst receiving value from future profits of the use of that data in return – in the form of FBR Tokens.

Partners inside the ecosystem can define Smart Contracts to set conditions of use and the level

The **fobbr** wallet and Marketplace are the simplest way to access and engage with the circular economy.

of reward they are willing to offer to data owners, whilst data owners forever retain control to cancel the contracts, change and revoke permissions.

This is a paradigm shift away from blanket acceptance of traditional terms and privacy policies, granting large organisations the permission to use and resell data without few, if any, controls on its use, and with little recourse or cancellation if abused. The **fobbr** Platform will make it possible to harness the power of Smart-Contracts and Blockchain to put control of data back in the hands of the data owners. Fairly rewarding them for it, and thus encouraging greater sharing of data, whilst automatically reprimanding or blocking if there is a breach of agreed terms.

## The fobbr Platform

Imagine the ability to be rewarded for sharing your travel data, with total control and an infallible guarantee over which data you are willing to share, and the kinds of organizations you are willing to share it with, when, how and so on. The **fobbr** Platform offers that. It's similar to collecting reward points for your supermarket shopping, but on a much larger scale, with flexible controls and a remuneration with far greater utility – the FBR token.

The first example of the open data economy (where data owners are rewarded for their data) is the **fobbr** marketplace, allowing data providers to easily and honestly deliver data to a market of data consumers interested in creating the next generation of mobility focused startups. The **fobbr** Platform and SDK will utilise well established cryptography standards (such as the SHA-256 Cryptographic Hash Algorithm) so that data can be signed, and relationship verified at every stage of usage. **fobbr** will also offer an authentication API and Smart Contracts management platform so that data owners can easily enter into (or cancel out of) agreements with data providers – from any app on a smartphone, website, or IoT device. Examples could include a **fobbr**-enabled smartphone app to unlock a shared vehicle, and automatically sign-in to the **fobbr** platform from that vehicle's onboard computer, with options to allow access to the car's data while driving. Additionally, a smartphone app to track movements such as walking, running, cycling, driving – imagine being able to sell this data in return for FBR Tokens that can be used to buy petrol, train journeys or bus rides. Discounted travel costs in return for your data, simply by using a **fobbr** enabled app to buy your tickets.

Each user on the platform will be identified with a 'Wallet' (a public address on the Ethereum blockchain). This wallet guarantees both

anonymity to the user, yet total transactional transparency of token flow and contractual terms. The user can decide if they wish to attach and share any personal data to this, based on the rewards offered. At the same time, each Wallet provides the means to both accept and spend FBR Tokens.

The Ethereum Blockchain provides the means of value exchange through FBR Tokens, as well as the Smart-Contract infrastructure. The **fobbr** Platform will provide a layer on top of this to retain a 'ledger of value' to record FBR token payments to data owners Wallets based on the value agreed in the Smart Contracts. For example, Smart-Contracts facilitate granular charging of activities through the **fobbr** Marketplace, incurring far less transaction fees by only moving the FBR Tokens between Wallets on the Ethereum blockchain when significant value is ready to transfer.

**fobbr** has access to the relevant professional industry networks and is well positioned to build lasting strategic partnerships.

## COMMERCIALISATION STRATEGY

There is an urgent need for practical uses of blockchain technology to bring it to the masses. Leveraging blockchain technology for mobility solutions has broad market appeal. This not only unlocks opportunities for businesses, such as data monetisation and utilization, but also for individuals, who can be rewarded for their contributions to the ecosystem. Using **fobbr's** circular economy to create previously impossible mobility services – **fobbr** will drive revenue through tools and services on the **fobbr** platform.

Companies will be forced to recognise that open rewards and incentivisation is beneficial to everyone. Staying siloed, e.g. a closed platform lessens the utility and value of those incentives. Rewards becomes exponentially more valuable for everyone outside of the ecosystem. Partners still develop enormous benefit through consumer insight and action but improved customer experience and trust through openness (see emissions scandal etc.,) enhance overall loyalty.

Disrupting the mobility sector will require a mixture of fast-moving startups and strategic partners ranging from car manufacturers (OEMs) and Tier 1 automotive suppliers to public transit providers. Through its network of advisors, partners, and investors, **fobbr** has access to the relevant professional industry networks and is well positioned to build lasting strategic partnerships.

## WHY NOW?

### Lack of trust

Consumers are currently facing a new landscape for information sharing. With data and consumer insight influencing everything from elections to how products get marketed to us, it's hard to know what information we share or transactional

behaviour we conduct that contribute to our personal data profiles. The largest data companies in the world are now struggling to repair the bad feelings generated by breeches of trust in how data is used. By changing the conversation entirely to one of conscious, controllable and open sharing of data and activities, brands can show they not only value their customers data but demonstrably reward customers for providing them value. With **fobbr** we create a new model where everybody wins, nothing is hidden, and business value is fairly rewarded.

**fobbr** will drive revenue through tools and services on the **fobbr** platform.

### Data is the new oil

Data generated by the way we travel tells us so much about the services and facilities we use. In a world of connected vehicles and trains, information-sharing infrastructure, traffic lights, and IoT enabled smart cities, this data provides the fuel that runs these systems. This data is generated by a myriad of platforms using varying rules and following local regulations. Smart cities and movements are a fast-growing sector with increasing complexity. Data and corresponding services need permission from users, incentives to share and a means to demonstrate compliance with regulation and privacy concerns. **fobbr** provides the mechanism to bridge consumers with business infrastructure, handling permissions sharing and rewards for doing so.

## NUDGE ECONOMICS

Tokenisation provides a powerful way not just to reward for sharing of data but for encouraging small changes to people's behaviour.

Undesirable, laborious or repetitive tasks carried out by consumers often provide incredible value to business, saving them time, effort and also being able to influence changes in behavior towards more efficient and ecologically friendly activities. Changing transport behaviour is one area that works really well through nudge economics. You can effect simple changes to habits perhaps a change of route or a different mode of transport simply by incentivizing people with token. In total, these can have a huge cumulative benefit. These tokens will then feed back into the ecosystem as participants spend them on additional mobility products or services.

### Enabling Mobility Transactions

The FBR token creates a digital transport economy for the next generation. Every mobility related application that transacts monetary value can benefit from blockchain based currency. Using the FBR token unlocks benefits such as built trust (Smart-Contracts), flexibility (micropayments), and security (authorisation). Vehicle usage will evolve and offer new opportunities for ownership. Imagine flexible leasing on a daily or minute rate, with up-front authentication, built-in insurance and value-based pricing. In addition, there is the offsetting your fuel/charging costs by earning tokens and then exchanging for free/discounted fuel or servicing. Peer to peer transactions with the security of blockchain make ride sharing and car-pooling an opportunity for income generation. Terms and conditions are agreed and legally enforcing from the point of transaction thus diminishing the need for administrative paper work and optimizing asset utilisation. When a passenger rents a car or any other vehicle, the car calculates the cost

associated with the trip and determines value-based pricing accordingly. Insurance policy is flexible based on actual activity, and payment is invisible and instantaneous.

## POWERING DECENTRALISED BUSINESS MODELS

Taking the Mobility as a Service analogy further, the blockchain makes decentralization possible. The FBR token empowers vehicle owners to monetise their assets by selling rides, cargo space or even the use of the vehicle itself. The blockchain can store data about the vehicle's usage and information about vehicle owners, drivers and passengers. This information profile can help validate a Smart-Contract between two parties as well as manage the payment of services between them without need of a financial intermediary, thereby saving transaction surcharges. The system may also provide connectivity to vehicle functions for remote locking/unlocking doors and engine startup/shut off. In fact, you can decentralize most business models in mobility.

**"THE FOBBR TOKEN CREATES A DIGITAL ECONOMY FOR TRANSPORT FOR THE NEXT GENERATION."**

### Data Consumers (Insurance Example)

New models for insurance services can be originated by the Blockchain technology applied to mobility services. Currently, the amount that consumers pay for coverage depends to a large extent on how the insurance company spreads the risk among a large group of different underwriters and customer requests, a price model that is not particularly personalised. Blockchain will allow insurance based on usage, where the amount paid by everyone will be based on the real usage of the vehicle.

## CONVERT & USE THE FOBBR COIN

The **fobbr** Mobility System will allow users to convert major cryptocurrencies into **fobbrCoin** at the current exchange rate, while the built-in wallet will allow every registered user to easily manage and collect **fobbrCoin** tokens without external services. Users will be able to convert major cryptocurrencies such as Bitcoin, Ether, Litecoin, Dash and ERC-20 tokens into **fobbrCoin** with the aim to add an increasing number of cryptocurrencies and also fiat currencies in the future.

### Discover and Connect with the ecosystem

The **fobbr** Mobility System will not only allow users not only to find vehicles available on their platform, but also to search and review different service providers accepting **fobbrCoin** as a form of payment. Users can also connect with 3rd parties willing to reward them for access to their data. At the same time, service providers will be able to publish their offering, create and send direct marketing campaigns acquiring feedback if so desired.

### Easily deploy "Smart-contracts"

Smart-Contracts, being computer protocols are designed to facilitate, verify, or enforce the negotiation or performance of a specific set of rules. They are ideal to facilitate the automation of peer-to-peer vehicle sharing. The Ethereum blockchain specifically allows the registration and execution of smart contracts in a secure and decentralized way. Implementing smart contracts in the transportation sector adds a layer of security and effectiveness, allowing the transfer of funds and data only to expected recipients and if specific conditions are met. The **fobbr** Mobility Ecosystem will provide vehicle owners and service providers with templates of smart contracts that can be easily customizable with the click of a button.

## FOBBR ECONOMIC MODEL

In order to deliver a viable business model for the long term, we will establish the **fobbrCoin** to be a pay-per-use model, in order to get onto the **fobbrCoin** Mobility System or for using services available on the platform. **fobbr** will drive revenues through tools and services on the **fobbr** Mobility System.

According to our long-term view, we foresee several revenue streams as follows:

- 1: Commission from the price the end user is paying for the rental, a fraction of current car sharing services.
2. Commission from the price the service providers are paying directly to the users to share their data.
3. "Exchange" fees for using the internal exchange to convert major cryptocurrencies into **fobbrCoin**.
4. Commission on the digital locks.
5. Other services for the car owners. The company has access to a lot of data (e.g. usage, status) that may be used to sell additional services to the vehicle owners (e.g. time to check the brakes).

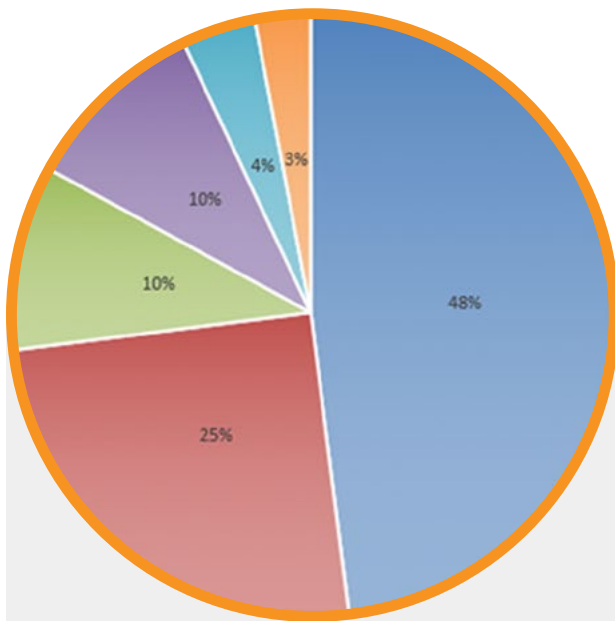
A Blockchain community ecosystem combined with a token needed to access services, aligns incentives, and generates greater participation in the platform. The products and services become more useful as more users join the system and require and use tokens.



## TOKEN SALE

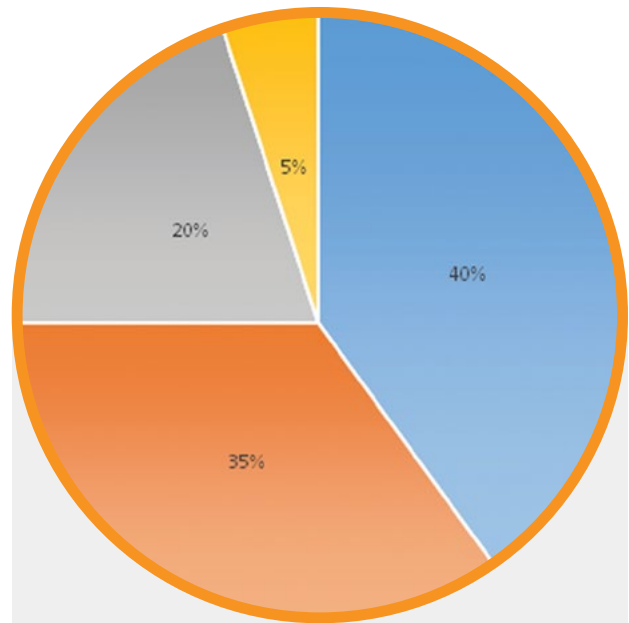
### Token generation

In order to further develop the platform, **fobbr** will conduct a token generation event that will offer 520.000.000 **fobbrCoin** tokens of the 1 billion total supply. The funds raised will be used for development of the **fobbr** platform, business development; onboarding of new car owners, rentals, dealerships as well as collaboration with insurance companies. In addition, we will need to find PR & Marketing companies to raise project awareness, desirability (like Uber), and token usability. All these combined will go towards building a strong local community.



### Token allocation

- 48%** Sold to public in crowd sale
- 25%** Held in reserve by Fobbr to fund future growth fund and expansion
- 10%** Advisors and early backers
- 10%** Team salaries
- 4%** Presales
- 3%** Bounty



### Use of funds

#### 40% - Product Development

Development of the **fobbr** platform according to product roadmap

#### 35%- Business Development

- New car owners, car rentals, ownerships & vehicle manufacturers on **fobbr** platform.
- Educate all actors involved on the use of the platform and ongoing support.
- Secure partnerships with other blockchain players to increase token usability.
- Collaborate with insurance companies to develop programs based on **fobbr**.

#### 20% Marketing

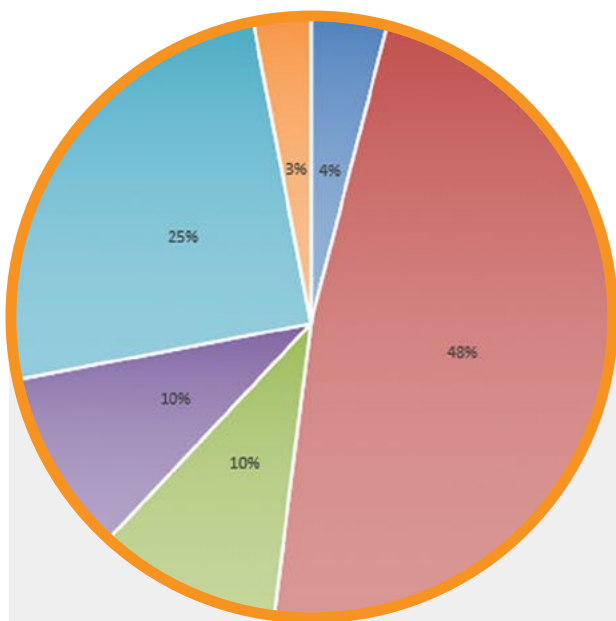
##### PR and Marketing to raise:

Project awareness, token adoption, build local community

#### 5% Legal

## TOKEN SALE

The initial generation of **fobbrCoin** is programmed by a smart contract running on Ethereum and will be distributed as follows:



**4% of ACS tokens (40M)** will be sold during the pre-sale and will be transferable when crowd sale ends.

**48% of ACS tokens (480M)** will be sold during the crowd sale and will be transferable when the crowd sale ends.

**10% of ACS tokens (100M)** will be allocated to the team and will be vested for 12 months.

**10% of ACS tokens (100M)** will be allocated to early backers and advisors that have contributed to the project's success.

**25% of ACS tokens (250M)** will be allocated to a User Growth Fund to incentivise **fobbrCoin** adoption and bootstrap the ecosystem.

**3% of ACS tokens (30M)** will be used to eventually create a bounty program. Unused token will be reallocated to the User Growth Fund.

**fobbr** will conduct a token generation event that will offer 520.000.000 **fobbrCoin** tokens of the 1 billion total supply.

## TOKEN DETAILS

Symbol	FBR
Maximum supply	1,000,000,000 FBR
Type	ERC20
Price in pre-sale	1 ETH = 8,000 FBR
Price ICO	1 ETH = 6,000 FBR
Pre-sale period	28.01.19 to 28.02.19
Crowdsale period	01.03.19 to 31.05.19
Minimum Cap	5,000 ETH
Maximum Cap (including pre-sale)	62,500 ETH

## NATIVE TOKENS

The choice to create a native token for **fobbr** transactions is not whimsical. A hard-coded economic logic can create immense value, but it also carries risks. If the economic logic is well designed, it can drive rapid growth. If poorly designed, it will create problems in the product. The conclusion of our careful analysis was that only a native token allows **fobbr** to optimise our chances of success against our 3 desired objectives. It creates a car and data market that makes transactions uniform. It guarantees international access and lastly it encourages network growth. In conclusion, a native token creates the best economic model for the "Car & Data" market.

### Underlying reasoning

*International payments without authorization is open to the world.*

**fobbr** opens the technology of car and data sharing to a whole world of stakeholders. To guarantee fair and non-discriminatory access, a single token is required that is not connected to any external economy. Any trust currency would create barriers for those who could not use that currency and make the sharing economy of **fobbr** vulnerable to manipulation by the economy that backs that currency.

### Scalability for transactions

*A Scalable Transaction Infrastructure for the Car & Data Sharing Economy.*

To enable a true sharing economy, a scalable transaction infrastructure is required. Current networks (Bitcoin, Ethereum), at this moment, cannot support the transaction volume required, but we believe that Ethereum in the "near" future will be scalable enough for our needs. (see Sharding project)

### Network incentivization

*Network Incentivization via Inflationary Rewards with Decentralized Regulation.*

Inflationary rewards let the network reward participation in a psychologically harmless way. The only other way to reward participation is through taxation of others, which creates immense psychological barriers for users. This creates a detrimental product User Experience (UX) and weakens incentives to grow the network.

## ROAD MAP

### Launching – Q1 2019

Launching the token pre-sale and crowd sale (ICO) and getting listed on a top exchange. MVP of **fobbr** marketplace and launch of operations in Zug, Switzerland.

### Integration - Q2 2019

Initial integration of the blockchain system for payments. R&D for wallet and reward system. The **fobbr** app operations will be established in Zug, Switzerland.

### Private Alpha - Q3 2019

Private Alpha allowing data owners to share and sell their data. **fobbr** app expansion

### Beta version - Q4 2019

Beta version of wallet, exchange and reward system. **fobbr** app expansion in 4 additional cities in Europe.

### Public Version - Q1 2020

Version 1.0 of **fobbr** Platform online. HELBIZ token is straightforwardly a utility token, with a core purpose of being used to buy and sell car service and users data carried out by decentral.

# MEET THE TEAM

Something about the **fobbr TEAM** as rewarding for the vehicle owner. **fobbr** combines the familiar car-sharing approach in the transportation sector with Blockchain technology.



## DAN MILLER - Co-Founder & CEO

Bring years of experience in the car sharing industry as well as the Technology sector.

LinkedIn: <https://www.linkedin.com/in/dan-miller-b3736a170/>



## OLIVIA SCHMIDT - Co-Founder, COO Business Development

Responsible for Business Operations; brings years of experience in rich mobile applications & software development.

LinkedIn: <https://www.linkedin.com/in/olivia-schmidt-261198177/>



## LEE WONG - Head of Product Development

Lee is in charge of operations, business development and making sure Fobbr grows quickly while maintaining the highest quality.

LinkedIn: <https://www.linkedin.com/in/lee-wong-660802176/>



## STEVE HOLMES - Head of Legal/Advisor

Steve has built his career in the legal space, helping the M&A process of companies in Switzerland. He was consulting companies in the blockchain and ICO space before joining AirRent as a strategic advisor and Head of Legal.

LinkedIn: <https://www.linkedin.com/in/steve-holmes-088731176/>



## **LUKE GOLD- Chief Technology Officer**

Ariel is the Head of Engineering an software development. He has a vast experience in building scalable platforms.

LinkedIn: <https://www.linkedin.com/in/ariel-sasson-566304177/>



## **ARIEL SASSON - Head of Engineering**

Bring years of experience in the car sharing industry as well as the Technology sector.

LinkedIn: <https://www.linkedin.com/in/dan-miller-b3736a170/>



## **MIKE COPPOLA - Strategic Advisor**

Business operator, investor, advisor. A decade experience in mobile & enterprise technology. Held leadership roles with +\$200M +exits, & raised over \$100M in capital for startups.

LinkedIn: [https://www.linkedin.com/in/mikecoppola/?utm\\_source=coinschedule](https://www.linkedin.com/in/mikecoppola/?utm_source=coinschedule)



## **RITURAJ MITRA - Product Developer**

Entrepreneur with experience in mobile payment, technical product management and managing complex IOT projects. Expert in crypto payment and blockchain technology.

LinkedIn: <https://www.linkedin.com/in/rituraj-mitra-23495818/>



## **GHADI HAMZE - Head of Innovation**

Specialist in blockchain and IOT start-up acquisition. Deep understanding of worldwide digital industries and trends.

LinkedIn: <https://www.linkedin.com/in/ghadi-hamze-020683117/>

## Legal Disclaimer

The given White Paper document has been formulated to present the Fobbrproject to potential participants of the platform and those interested in contributing to its development. The information set out below may not be exhaustive and does not imply any contractual relationship. Its sole purpose is to provide information to potential Token holders, so they may determine whether they are willing to analyse the company with the intent of acquiring FobbrTokens.

No part of the given White Paper shall be deemed to constitute a prospectus or a solicitation for contribution, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction.

The given document is not composed in accordance with, nor subject to, any laws or regulations of any jurisdiction aimed at protecting contributors.

Certain statements, estimates, and financial information contained in the given White Paper constitutes forward-looking statements. Such forward-looking statements or information deem risks and uncertainties, which may cause actual events or results to differ materially from the estimates or results implied or expressed in such forward-looking statements.

The given English language White Paper is the primary and sole official source of information about the Fobbr project and its Token launch.

The information contained herein may be translated into other languages or used for establishing written or verbal communication channels with potential partners or contributors of the project. As a result of translation, some information contained herein may be omitted, corrupted, or misrepresented. In the event of inconsistencies between any translations or communications and the given official English language White Paper, the provisions of the given English language original document shall hold primary status and prevail.

Fobbr Ltd. reserves the right to introduce changes to the given White Paper. In the case of a difference or differences between the versions of the document, the latest version of the White Paper published on the fobbr.com website shall prevail, and all previously published versions are considered to be invalid in all their iterations and representations.

Fobbr prohibits users of the platform to avoid capital controls of any kind and does not allow them to conduct contributions in foreign assets of any manner.

The information contained in this Whitepaper and on <https://www.fobbr.com> are of descriptive nature only, are not binding and do not form part of the terms and conditions of the Token generation event (hereinafter known as the "Terms"). In particular, you should be advised that the purchase of Fobbr Tokens may involve high risks. Please refer to the risks section in the Terms for more information.

***Before purchasing any Fobbr Tokens, please ensure you are capable of offering official representation and warranties, specified in the respective sections of the Terms.***

Any distribution, public or otherwise, of the given document and the offer and/or sale of Fobbr Tokens may be restricted by law in some jurisdictions. Failure to comply with any restrictions could result in a violation of the law. At the moment, Fobbr Tokens have not been

registered under the U.S. Securities Act of 1933 (hereinafter the "Securities Act"), or with any regulatory authority of securities of any state or other jurisdiction in the territory of the United States. Fobbr Tokens shall not and cannot be offered to, purchased by or sold to, on the account of or for the benefit of, any green card holder of the United States or any US citizen or permanent resident of the United States (tax or otherwise), or to an individual having a primary residence or domicile in the United States (tax or otherwise), including Puerto Rico, the U.S. Virgin Islands or any other territory or possession of the United States.

Fobbr Tokens shall not and cannot be offered to citizens or permanent residents of the Republic of Singapore (tax or otherwise), or anyone having a primary residence or domicile in Singapore.

Fobbr Tokens shall not and cannot be offered to citizens or permanent residents of Canada (tax or otherwise), or to anyone having a primary residence or domicile in Canada.

We do not and cannot provide guarantees and disclaim any liability that the above-mentioned conditions shall be fulfilled. It is the sole responsibility of the reader and potential participant or contributor to ensure that participation in the Token Sale is not prohibited under the applicable laws of said participant's or contributor's country of residence or domicile.

## Legal Considerations Legal implications with Fobbr Tokens

Fobbr Tokens are blockchain Tokens, which are digital Tokens created on a blockchain as part of a decentralized software protocol. Fobbr Tokens are crypto-Tokens issued on the Ethereum platform on the basis of an ERC20 standard contract.

FobbrTokens are payment Tokens designed to support transactions on the Fobbrplatform. Fobbrdo not grant their holder ownership or equity in the Company or the right to participate in the control, direction, or decision making of the Company. Individuals, businesses, and other organizations should carefully weigh the risks, costs, and benefits of acquiring Fobbr Tokens. We make no promises with respect to the future performance or value of Fobbr Tokens, including no promise of inherent value, no promise of continuing payments, and no guarantee that Fobbr Tokens will not decrease in value or hold any particular value.

Fobbr Tokens are non-refundable. Fobbr purchasers shall accept sole and exclusive risk for the purchase of the Fobbr Tokens and shall recognize that the Fobbr platform is currently in development and may undergo significant changes. Please refer to the risks associated with Fobbr acquisition in the relevant section of our Terms and Conditions. This concept is fundamental to the objective of the Fobbr platform - to spread cryptocurrency to the global economy.

## Limitations on purchasing and using UBEX Tokens.

### US Legal Limitations

In July 2017, the Securities and Exchange Commission ruled that some Tokens can be considered as securities and are thereby subject to the agency's regulation. The ruling followed an SEC investigation into a German corporation, backing a group called The DAO (Decentralized Autonomous Organization), that raised \$150 million on its ICO.

The DAO issued coins that were used to pursue an automated contribution strategy, which entitled Token owners to receive rewards similar to dividends. For more details see:

<https://www.sec.gov/litigation/investreport/34-81207.pdf>.

The SEC also forced Protostarr, a decentralized application allowing content creators to receive funding from fans and contributors in return for channel earnings, to shut down midway through its Token Sale. By offering dividends and profit-sharing, these companies were clearly offering a security and failed the Howey Test created by the US Supreme Court to evaluate securities.

Under the Howey Test, a transaction is a contribution contract if:

- It is a contribution of funds.
- There is an expectation of profits from the contribution.
- The contribution of money is in a common enterprise.
- Any profit that comes from the efforts of a promoter or third party to determine whether certain transactions qualify as "contribution contracts."

Fobbr is a payment Token used to pay for Fobbr platform services. Fobbr Tokens are not linked to real assets and do not grant their holders ownership of any share of the company or any dividends. As such, Fobbr Tokens cannot be construed as securities and pass the Howey Test as:

- Fobbr Tokens are not to be purchased with expectation of profit on potential appreciation.
- Fobbr Tokens do not represent a common enterprise, as the Fobbr platform is operational prior to offers on contributions.
- Fobbr Tokens shall be purchased by affiliates, publishers and other network participants or their service providers to pre-purchase services on the Fobbr platform.
- Fobbr Tokens do not represent a contribution contract with an expectation of profits from the entrepreneurial or managerial efforts of others.
- Fobbr Tokens are not intended for contribution or currency speculation and Fobbr reserves the right to refuse to sell its Tokens to any purchaser that does not prove a bona fide intent of purchasing the Tokens for their intended purpose.
- All contributions decisions are made directly by the holder of Fobbr Tokens, independent of other holders of Fobbr Tokens or the Management of the Fobbr platform.

## Canada, Singapore and Hong Kong Legal Limitations

Singapore, Canada and Hong Kong have all imposed legal limitations on Token Sales. In July 2017, the Monetary Authority of Singapore (MAS) stated that Tokens fall under its jurisdiction if they "constitute products regulated under the Securities and Futures Act." Some offers may be subject to the SFA, while others may not. All issuers of digital Tokens, intermediaries facilitating or advising on an offer of digital Tokens and platforms facilitating trading in digital Tokens should, therefore, seek independent legal advice to ensure they comply with all applicable laws and consult MAS where appropriate," as stated by MAS officials.

In August 2017, the Canadian Securities Administrators (CSA) released notice 46-307 to initial coin offerings (ICOs) referring to the Howey Test

for determining if a Token falls under the definition of a security.

*Early in September 2017, the Hong Kong financial regulator, the Securities and Futures Commission (SFC), announced that Tokens issued via ICOs may be classified as securities.*

*Similar to the US, citizens and residents of Canada, Singapore and Hong Kong can use UBEX Tokens to pay for platform services or exchange them for other crypto Tokens not linked to assets (e.g. Bitcoin, Ether etc.).*

## South Korea (The Republic of Korea) Legal Limitations

At the end of September 2017, South Korean financial regulators prohibited domestic companies from participating in initial coin offerings. The Management of Fobbr reserves the right to stop offering Fobbr in South Korea if its financial regulator prohibits the participation of South Korean residents and citizens in offshore Token Sales.

## Legal implications of smart contract execution

Fobbr Tokens are issued on the basis of a smart contract on a blockchain platform. A smart contract is a digital instrument for the discharge via a programming algorithm. Fobbr smart contracts shall fully comply with the laws applicable in their respect and shall ensure compliance with the legal requirements pertaining to the confidentiality of information.

## Data protection

The sale and purchase of Fobbr Tokens on the Fobbr platform may require the provision of personal data. Personal data is information used to identify an individual. Examples of personal data collected may include names, addresses, email addresses, phone numbers, and fax numbers. Personal data may be obtained in a number of ways, including application via the project website, correspondence, telephone and fax and email. We ensure personal data protection through the implementation of an internal Privacy Policy and compliance with the Terms of Use. Generally, an individual is entitled to require a bank, where they concluded any transaction aimed at the removal of any data regarding such transaction from the banking system. Blockchain does not allow deleting data about any transactions concluded. As such, any user conducting transactions via blockchain connected with the purchase and/or disposal of Fobbr Tokens shall represent and warrant that they realize the above facts and shall provide a waiver renouncing their right to require removal of any such data from the blockchain. We place significant emphasis on managing possible legal and regulatory risks and work in close partnership with a very reputable international law firm to protect our users.

## KYC and anti-fraud

We pay serious attention to know-your client and anti-fraud issues in order to provide our customers and cryptocurrency holders with a transparent business model that is safe and involves minimal risk. In order to ensure that our services are not utilized by illegal elements to further their criminal motives, we intend to facilitate our operations by means of (i) obtaining sufficient information about our clients and verifying customer identity; (ii) conducting ongoing due diligence operations taking place on Fobbr platform; (iii) highlighting suspicious customers and operations.

**Travel Smart**