



DriveDeal Mobility Ecosystem

DRIVEN BY SMART COMMUNITY

DriveDeal is developing an **open and decentralized platform** as the foundational layer for future **mobility** and **transportation** applications in the **sharing economy**.

Problem

Most vehicles remain unused for 95% of the time which is a **wasteful treatment of resources**. Car sharing companies offer solutions to utilize these assets by making them accessible to many consumers simultaneously. However, these **companies create the supply in one way only** - taxi services do not offer their vehicles for car sharing and vice versa. In this way companies have too much power and do not add enough value to the economy - they basically only operate as matchmakers between owners and users of the cars. A true sharing community should function peer2peer, where no **intermediaries** are required and services provided by any available resource can be used on demand. Unfortunately most business transactions require someone to take care of security, trust and payments, because most consumers and providers do not trust each other. Until now there has been no way to bypass the need for a **centralized authority which owns user's data**.

Solution

With the invention of the **blockchain and cryptocurrencies** however, it is now possible to make binding agreements directly and share assets without someone controlling the market. DriveDeal will be the first **platform** for these interactions and will provide the required infrastructure and technology to enable **decentralized peer2peer sharing**. Every application built on top of DriveDeal will combine all possible car sharing use cases and make the market supply be decided by the customers. Moreover, code of every component of the DriveDeal platform will be open source, so no single element will be crucial for the network to succeed. Participants will be able to provide cars for sharing, rent vehicles from others, develop applications or offer mobility-related services for everyone in the community. This not only will help to utilize unused resources, but also will make transportation **more efficient and less expensive**.

Approach

On unregulated markets a different solution for incentivizing business partners to follow the rules and fulfill agreements must exist. This is assured by so called **smart contracts** - independent parts of programming code on the blockchain, which are not corruptible. This guarantees once deals are made they must be upheld. One of these smart contracts is the token contract, which is the backbone of the **DriveDeal platform**. The token creates a currency on the network used for interactions of all kinds. In comparison to today's money it can be used for many different purposes at the same time. The **DriveDeal Token** not only provides a payment function, but for instance may also help network participants to reach a consensus on solutions or to perform voting. The token is fully integrated in the act of exchange and influences how decisions are made. Altogether, smart contracts **set the right incentives** and **allow agreements** to be made without the need to trust a counterparty or supervise interactions.

In Detail, the Token fulfills the following Functions:

- **Monetary** (Store of value, Medium of exchange, Unit of account)
- **Incentivization** (Guidance, Encouragement, Transparency & Display of intent, Confirmation & Truthfulness)
- **Control & Oversight** (Governance, Decision & Voting, Security, Compliance, Consensus & Resolvment of conflict)

These special properties are ensured by economic, mathematic and cryptographic rules implemented into the code.

Value Propositions

The current car sharing market is characterized by lack of innovation and higher prices. Traditional companies feel comfortable providing their services in a profit-maximizing way, without striving for improvement, if not necessarily required. They do not have publicly accessible algorithms, therefore trust in their integrity and honesty is necessary. Moreover they only provide one dimensional solutions that do not utilize their vehicle stock fully. The **DriveDeal platform** aims to solve all these issues by leveraging a **decentralized architecture**. Mobility applications



will benefit from sharing the same data layer and **open source solutions** will provide **transparency**. In that way applications will become hybrid and merge the sharing use cases to one demand driven solution. The participants of the network will **benefit** from cheaper transportation services, the guarantee their **data is not going to be misused**, the possibility to generate revenue with their assets, the option to decrease total cost of ownership and having the right to engage in the creation of the network.

Beneficiaries

Consumers are provided with inexpensive mobility and regain control over their data. Services and products are directly accessible by all participants and will be developed by **companies** as decentralized applications.

Developers drive the deployment of novel use cases as they collaborate with companies and help them realize evolving businesses. **Authorities and regulators** are invited to make use of the permissionless, immutable and publicly accessible database in this new mobility space. Ultimately, **society and the environment** will benefit from mobility and transportation being regarded as a public good. Users who contribute to the platform will be rewarded for serving the community. The environment will benefit as damaging externalities will be internalised in transactions and inefficiencies will be eliminated.

Services & Companies on Top of the Platform

As soon as an open, trusted and unquestionable framework for interaction exists, individuals can start to **utilize** it. Any person or company can start to develop their own ideas on top of the platform and create businesses that use the DriveDeal ecosystem. This will allow anybody to compete on an open market and **create businesses with revenue streams** by building applications on top of the platform. The more businesses build on top of DriveDeal, the more the platform value will increase.

Possible Applications similar to already existing Enterprises are:

- Decentralized **Car Sharing** alternatives to car2go, Zipcar, Getaround, Turo etc.
- Decentralized **Renting and Leasing services** alternative to Sixt, Europcar etc.
- Decentralized **Ridesharing Transport services** improving applications such as Uber, Lyft, Taxify etc.
- Decentralized **Delivery Services** alternative to DHL, UPS etc.

Moreover, limitless new Business Ideas and Applications may emerge, which:

- **utilize the used car stock** of dealerships
- **optimize car ownerships** using Artificial Intelligence
- **eliminate the middleman** by self-ownership of vehicles
- **minimize the stand-by time** of cars for micro-sharing communities with complementary usage behaviour
- **allow customers to own and sell** their private data
- **create shared car portfolios** of special purpose vehicles like trucks, convertibles, sports cars and mobile homes

DriveDeal will be the **first platform** that provides **access to the infrastructure, data and components** for all **mobility and transportation** related **use cases**. By incorporating **car sharing, ride sharing and logistic dApps** on top of the platform **immediate utility will be created**, and any **implementation** of these **use cases** will be **decentralized and open-source**. In that way, **everyone** can request **mobility on demand** and participants of the **community** are invited to **provide suitable solutions** to satisfy these needs.

Executive Team

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