AutoBay
Whitepaper
AUTOBAY WHITEPAPER

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INTRODUCTION

Autobay is the first ecommerce platform based on the Ethereum blockchain that allows users to sell, buy and auction cars using cryptocurrency as payment method. Autobay will become the largest automotive environment in the world whose main objective is to create legitimacy to the cryptocurrency market by allowing the use of Bitcoin (BTC), Ethereum (ETH) and Autobay Tokens (ABX) as a Financial Asset to acquire goods.

BACKGROUND

In almost 10 years from 1997 to 2006 the automotive industry almost duplicated its’ production, from 54,000,000 units to 94,000,000 units produced in one year. The automotive industry works on two main business unit, new and used vehicles. The increase in population around the world that can now access to buy a vehicle, either a truck or family vehicle and those people that sell their used cars to purchase a new one. This two groups combined create an industry of over $3 Trillion (US Dollars) a year. To set an example the used car industry in China, which is the largest automotive market in the world has increased by 10X over the last 10 years, reaching a $94 Billion dollar in 2016 and only in the United States in 2017 over 37 Million used cars were sold.

Fig. 1 Shows number of cars sold since 1990 worldwide.

Both markets have increased exponentially over the last 20 years and they are forecasted to keep on growing.
On the other side, through the expansion of internet and the increase of Smart phones (reaching 1 out of 3 people in the world) ecommerce platforms have become the faster and simpler way to sell goods of any kind, and vehicles are not the exception.

Fig. 2 shows the Net revenue of the car industry since 2004.

THE PROBLEM

The Automotive and real state are among the industries in the world that create the most amounts of transactions of FIAT currency a year. When purchasing a new vehicle almost everyone in some point have got to carry FIAT currency in cash, either from or to the bank or from their house to the dealership entailing a stressful, insecure process. When purchasing a used car, we realize that the whole industry is based on a cash only selling policy, creating a larger uncertainty during the process. Furthermore, when buying a used car from a private seller, people are forced to travel to an unknown location, where an unknown seller claims to have the car they want and make cash transactions in a very uncomfortable situation. Risks such as losing money, getting mugged, payment with fake notes and time loss are part of the risks involved in cash payments. For the last 100 years the process of buying a vehicle has been in much part the same, and it’s an outdated and insecure process.

The cryptocurrency market has, on its own, seen a great increase in its market cap between 2016 and 2017 and on the other hand since December 2017 a large fluctuation on their values which creates uncertainty to investors and companies who wish to help grow a stable cryptocurrency environment.
The main reason for such unstable outcome is given the fact that a large amount of cryptocurrencies have no intrinsic value rather than the fact that there is a limited supply of such cryptocurrencies and a great demand created through its novelty factor, and a large percentage of them offer basically the same, act as a payment method with few or none distinction between each other. To better understand the fluctuating behavior of the cryptomarket, most ICO’s we have seen appearing during 2017 are mostly companies related to fintech and financial services which help create a more solid and secure method of financial transaction, but no matter how solid or stable they have become, what they lack off, is creating a real demand for their use. To understand these facts, we just need to study human history and its behavior, were we find that trade and marketplaces have been around in the world for over 5000 years and the concept of modern banking as we know it have only been around for 600 years (Italy in the 15th century). The natural course of world’s economy shows that first of all trading appeared, then coins and currencies of different sorts have appeared backed by governments and finally the institutions that gave financial services to such currencies. What we have seen in the crypto market is exactly the opposite, cryptocurrencies have appeared with financial tools to support them, but their true, practical application in real life as a financial asset hasn’t seen the light.

Financing is one of the key business units of car manufacturers and dealers as they allow them to get higher ROI for one same asset. Financing all over the world is done either from the same car manufacturers, dealerships, banks or third party institutions with differ in interest rates all over the world, depending on the country buyer lives in, their social background, income, etc. This creates a clear disadvantage for buyers that depend exclusively on this type of financing as they are subject to heavy interest rates by dealerships, creating expensive monthly payments and long term debts.

Another important factor of financing is that its only exclusive for dealerships for either used or new cars, but private sellers cannot offer that type of benefit to buyers, and in fact if a buyer would try to seek financing from a financing institution he would probably miss the opportunity to purchase the vehicle giving long due processes. This reduces the access of buyers to this segment of the market.

Car Auctions around the world are events that differ in category and target market and pricing range. From Insurance companies and government selling seized cars to high stake auctions were millionaires target to acquire rare gems that rarely appear in the market. This processes allow sometimes for people to get scammed by acquireing tampered vehicles or vehicles that are misrepresented in auction sites as something they are actually not. That is the main reason why ordinary people avoid car auctions allowing small circle of people to have access to better deals for cars.
THE SOLUTION

Cryptocurrency Payment

Autobay is a decentralized ecommerce platform that allows users to promote their vehicles for everyone to see them online allowing users from all over the world to purchase such vehicles using cryptocurrencies as a payment method. Autobay creates a much simplified, safe experience when buying a vehicle, allowing people to buy a car in just 3 easy and safe steps. **Step one**, the person has to browse for the car they want, using filters that shorten their search to specific brand, model, year, millage, price range and location (radius in km). **Step two**, when a person finds the car they want, either new or used, they just click in button that appears in the publication that says **I'm interested**, entailing that they are willing to visit the location where the vehicle is, in order to assess the car. By pressing the I’m interested button, both parties, seller and buyer receive each other’s profile information. In this way one of the factors creating uncertainty is diluted given the seller knows who is selling the car and can see previous reviews of other users who have bought from him in the past and private sellers know who to let into their homes.

**Step three**, and most important, when the person has agreed to purchase the vehicle there is no need for cash payments, the only thing the buyer has to do is open the Autobay Decentralized app on their mobile device, enter the “I’m interested” menu, where a listing of all the cars the buyer was interested in appears, he then looks for the post on the specific car he wishes to buy, and through an embedded wallet in the Dapp, he can create an advanced deposit or the full payment, choosing the cryptocurrency he wishes to pay with and by pressing the “Buy” button he creates the Smart Contract in the Ethereum Blockchain that pays for the car.

Vehicle History verification

Companies such as Car Vertical and Vinchain have appeared in the last couple of years in the market offering a solution to vehicle tampering offering the creation of a universal vehicle registry were insurance companies and buyers will have access to available data about a car’s history being able to check to avoid any kind of fraud or misleading from resellers, bringing legitimacy to the automotive market.

Autobay will bring transparency in the purchasing process as every single transaction will be set as blocks within the Ethereum blockchain creating a record of proof of ownership and records all of the data of the transaction creating a record of the features of the car that enables future buyers to keep track of the cars history, creating a safe, secure and stress free process. The Smart contract will include data such as Brand, model, Patent / ID number, milage, etc. therefore future buyers will be able to access such data and verify the authenticity of the information provided by future sellers. Cars which
have been already sold in the platform and are already included within the blockchain will have a Verify Badge creating further certainty to buyers.

E-commerce Platform

There are currently no automotive e-commerce platform in the world that transcend from their countries sphere, such as AutoTrader in the US or CarPrice in Russia which are locally based. Thanks to the decentralized concept created by the Blockchain, almost every single Blockchain based company has got a global presence creating the link between sellers (either private or dealerships) and buyers. Autobay will become a Global e-commerce platform becoming an end to end solution empowering buyers through a transparent and fair process the access to vehicles.

In terms of reach Autobay will be a global platform available in all markets but that will work on a regional basis. Each country will work as a separate business unit as vehicles are goods that are traded locally, therefore buyers will only have access to purchasing vehicles within their same country. In fact through filters they would actually be able to enter the distance from their location where they want the car to be found so as to avoid getting results from a different location.

On terms of how Autobay comes to separate itself from almost every cryptocurrency out in the market is because for the first time, there will be an ecommerce platform that will allow people to buy good exclusively in cryptocurrency, there will be no FIAT payment allowed. In fact, Autobay will encourage a growth in the crypto community as,

- It will open the cryptocurrency environment to people with little or no experience.
- It will allow people from all over the world experience the simplicity of this kind of payment by providing them an embedded wallet.
- Allowing anyone to acquire cryptocurrencies without the long process of opening an account in exchanges and cryptocurrency brokers,
- Allowing people to acquire cryptocurrency without the fees taken by sellers (between 0.5 – 2%)  
- Create a real value for Bitcoin, Ethereum and Autobay Tokens, as their value will be backed by purchasable goods therefore creating a real demand for them.

Financing solution

An important role in the car industry and an important asset to the business model for dealership and manufacturers is selling vehicles through a financing process, either through the same dealership, car manufacturers, banks or a third party financial institutions providing the capital for such financing service. This service allows sellers to create a larger profit than the actual market value of the good, that is why it’s a preferred selling payment by most car dealerships. This type of service allows people direct access to a good (in this case a vehicle) that for its value they wouldn’t be able to do so only after
a long saving money process. Having the possibility to finance a car paying a small fee in monthly payments increases the targeted audience car dealerships have. When buying a used car from a private Seller, this kind of financing results impossible and impractical.

Companies such as Salt, Lendio, Ethlend, Celsius have appeared in the Blockchain sphere as cryptocurrency lending platforms allowing people to borrow cryptocurrency and or FIAT from lenders and as a return they receive interest over the capital lent. As part of its end to end solution Autobay will allow people that do not have the entire capital needed to purchase a vehicle the access to financing through an easier less stressful and fairer process. Embedded within the platform people will be able to access financing through third parties blockchain lenders and financial institutions that will partner up to offer such services.

Through this process buyers will be able to Buy their car and create a financed monthly payment paid in cryptocurrency in Autobay (ABX) tokens, ETH or BTC. This solution will enlarge the market by serving private Sellers who in the current system are not able to sell a car to someone that needs financing, allowing them to reach a large number of potential new buyers and will allow a fairer access to financing at more accessible rates.

**Financing Scheme**

**Auctions**

Autobay within its platform will allow auction events were cars will be sold to the highest bidder. Bids of course will be done in cryptocurrency with the same payment methods as the rest of the platform, ABX Tokens, ETH and BTC, and every bid within the sale of one vehicle will be registered in the blockchain to create a transparent and fair opportunity for every buyer. At the same time vehicles will be registered with the VIN numbers therefore by tracking their vehicle history it would be easy to assess the vehicle they are bidding for and they actual value. This authentication process will be done either by
a third party Company / institution or if the car was actually sold within the platform that data would already be accessible in the cars record.

PRODUCTS

Autobay will have a range of possibilities for its users, the first one being selling and buying cars as mentioned before, from private owners or dealerships. The advantage dealerships will have when advertising their cars in the Autobay platform is that they will have the tools to organize and analyze their own market. For instance, given the “I’m interested” button will share the profile information between parties, dealerships will have a clear understanding of the demand each one of their vehicles have got, allowing them to modify prices, create promotions or marketing plans in order to increase their sales and as a consequence benefit the buyer.

Autobay will also allow Auctions on a specific time basis. Auctions will not be a regular feature that will be present in the platform every day, but such as happens in Auto shows all over the world, they will be special events every a specific period of time depending on the country, (i.e. once a month, once every week) were people from all over the world will have the chance to buy a car in a live Auction and such bids will be made in cryptocurrency only. This entails a great deal of benefits:

- The seller will have a larger audience to showcase its vehicle,
- The buyer will have a larger display of vehicles over local or regional Auctions,
- The buyers will be able to make the payment through cryptocurrencies with a very low fee.
- The buyers will be able to buy cryptocurrencies in advance either during the PreSale – Public Sale of the Autobay Token with discount prices in order to pay for a vehicle later on at a fraction of the cost.

Finally, once the Autobay platform has established itself as the market leader in cryptocurrency transactions, it will offer Car Manufacturers the possibility of opening an Official Store inside the platform. In an initial stage a trial with 2 or 3 Companies will be made in order to allow them to become acquainted with the processes and benefits of the platform and the crypto payment. Only once the trial is proven successful we will invite other companies such as Ford, Gm, Chrysler, Mercedes, BMW, Honda and Yamaha among others to Create an Official Store were people will be able to see the cars and after going or during their visit to the real dealership will be able to create the payment though the Autobay Dapp.

Through the creation of Official Stores Autobay will cover the whole spectrum of the automotive market becoming a major leader and player worldwide, allowing its platform users and Token holders to become proud and confident in using the Autobay platform to increase their businesses and in satisfying buyer’s needs.
INTRODUCTION TO THE ETHEREUM BLOCKCHAIN

Blockchain technology holds great promise for a range of industries and use cases, including service providers. A blockchain is a type of shared database, the contents of which are verified and agreed upon by a network of independent actors. In order for a new piece of data (such as the new owner of a transferred property) to be added to the blockchain, the independent verifiers must come to consensus as to its validity.

Because each new set of transactions (a “block”) is cryptographically linked to the previous block, it is extraordinarily difficult to change data stored in a blockchain and any such change would be readily detectable. Thus, blockchains are widely considered to be immutable and thus can serve as a record of proof of ownership.

When transacting in a blockchain platform, each user makes use of a public address (needed for other actors in the network to send a transaction to that user), and a cryptographically paired “private key.” Private keys are used to sign transactions digitally, a form of authentication to ensure that a given user has genuinely generated a transaction.

Blockchain is a relatively new technology. The first implementation of blockchain, Bitcoin, launched in 2009. The Ethereum blockchain was released in 2015. In addition to the distributed ledger capability of the Bitcoin blockchain, the Ethereum blockchain allows so-called “smart contracts,” which are programs stored in the Ethereum blockchain that can act autonomously to execute sophisticated transactions*1.


DATA ANALYTICS

Autobay will make available a large variety of Statistical Data to dealerships and sellers, empowering them into creating better sale, marketing and pricing strategies. Among these statistics will be, the Nº of viewers of a publication, the Nº of viewers per segment (motorcycles, family cars, SUV’s, trucks, freight trucks, etc), the pricing range of competitors for similar vehicles, etc. These functions will provide sellers with the necessary tools to increase their sales and create a more direct understanding of the targeted market.

Sellers will also have a better time management given that the platform will inform them of people who are willing to visit the vehicles.
REVENUE STREAM

The revenue of the Autobay decentralized e-commerce platform will be the result of

Car Publications

Cars will be published by private sellers or companies in the Autobay website and Dapp. The costs of this publications will variate according to customer needs and will be separate in categories according to pricing, exposure and duration of the publication on the Autobay website.

- **BRONZE** publication will allow users to post their vehicles (cars, trucks, motorcycles) free of charge, giving them low exposure on the site and Dapp and with a limited duration of 30 days. Once this period has expired, if the vehicle wasn’t sold the seller can re publish the vehicle. Bronze publications will only accept ABX Tokens as payment method.

- **SILVER** publication will allow users to pay a small fee duplicating the exposure of the Bronze category and a have a longer duration for the publication of 90 days. Silver publications will only accept ABX Tokens as payment method.

- **GOLD** publication will have a higher fee than previous ones, and will allow sellers to gain twice as exposure as Silver publications by being higher in the result listing than the Silver category and will not have a duration, they will be on site until car is sold or user deletes it. Gold publications will allow ABX Tokens and ETH as payment methods.

- **PLATINUM** publications will pay the highest fee within the site and will allow the vehicles to have the largest exposure within the site, appearing between the first results of the site and they will also have got no limit to its duration. Platinum publications will allow ABX, ETH and BTC as payment methods.

Car Dealerships will be able to pay for GOLD, SILVER AND PLATINUM packs allowing them to post large quantities of vehicles at a bulk price.

Advertisement

Another revenue stream will be awarded by selling Advertisings within the site. There will be a top, a bottom and a lateral banner advertising which will be sold to companies who wish to promote their products in the Autobay platform. The companies targeted for such advertising spaces will be the ones related to the automotive world i.e. car, motorcycle and truck manufacturers, car shows, car auctions (even within the site), races, etc.

These types of advertisement will be sold exclusively through cryptocurrencies and paying with Autobay Tokens will allow for a better pricing over BTC and ETH.
NETWORK GROWTH

Initially, 30% of the total supply of ABX Tokens will be allocated for Marketing of the platform, responding to the markets in which Autobay decides to grow its participation. The main focus will be in North America, Europe (Russia) and Asia (India and Japan) and Oceania. The focus will be in countries were cryptocurrencies have had good adoption and governments haven’t imposed any restrictions to their use as well as combining these with countries with large automotive markets.

Marketing Campaigns will be divided between Online advertising which will be focused on searches done in Google Ads and Youtube and traditional advertising which will set focus on Radio Ads and DOOH. These two kinds of traditional advertisings have shown the greatest response in terms of brand awareness for Applications and websites with a relative smaller cost than for instance TV or print advertisings.

Autobay will promote the access of key players such as Car Manufacture Companies into the Platform through the creation of Official Stores, in which such companies will be able to promote and sell their cars for the first time with cryptocurrencies. This kind of expansion will create an immediate reaction from the market in terms of free advertising for the platform as well as expanding the product offer Autobay has to offer, therefore attracting new customers to the platform.

AUTOBAY TOKEN (ABX)

INTRODUCTION

The Autobay (ABX) Tokens are built on the ERC Standard based on the Ethereum Blockchain, which allows their integration with virtual wallets such as MyEtherWallet. The ABX Token will create a Smart Contract between two parties, buyer and seller, were it will be stated the model, year and price of the car sold among other information and the tokens will be used as a payment method between parties as well as a payment method for the GAS used to create the blocks in the Ethereum blockchain.

Autobay will exclusively accept Cryptocurrencies (BTC, ETH and ABX) as a payment method, no FIAT currency will be accepted. These cryptocurrencies will also be used to pay for publication of vehicles by users and as a payment method for companies to advertise their brand in advertisement banners within the site. Paying with ABX will offer users and companies a discount over Bitcoin (BTC) and Ethereum (ETH) benefiting users for having more competitive prices and creating a higher utility for ABX Tokens.
**TOKEN INFORMATION**

<table>
<thead>
<tr>
<th>Token Name</th>
<th>Ticker</th>
<th>Token Type</th>
<th>Token Emission</th>
<th>Hard Cap</th>
<th>Token Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autobay</td>
<td>ABX</td>
<td>ERC 20</td>
<td>945,000,000</td>
<td>US $24,000,000</td>
<td>ETH 0,0001</td>
</tr>
</tbody>
</table>

**PAYMENT METHOD**

Only Bitcoin (BTC), Ethereum (ETH) cryptocurrencies are accepted to buy Autobay Tokens during the Presale and Crowdsale.

**TOKEN FLOW OVERVIEW**

The specific flow of ABX Tokens would differ between people who acquired them during the Public Sale process than between people who will have to acquire them once this one has finished given that they would do so without any bonus rewards and at a higher cost. In order to purchase them they would do so from other ABX Token holders in third party marketplaces and exchanges.

Below is a description of the basic description of the payment process:

1. Once a Buyer has selected a vehicle that he is interested in from the Autobay Website or Dapp, he presses the “I’m interested button” 2. In that moment both parties, seller and buyer receive the other parties profile information 3. Buyer would then see the car and after doing so he would be able to buy the car through the Website or the Mobile Dapp creating a Smart Contract that will transfer the amounts of Tokens which appeared as the price in the publication to the other party 4. The seller will receive a notification of the completion of the Smart Contract and the successful transaction of the Tokens to his wallet.

Once the Public Sale is over ABX Tokens will appear in a number of Cryptocurrency exchanges allowing anyone who hasn’t bought ABX tokens, the possibility of acquiring them. The exchanges targeted for token placement are: Bittrex, Binance, Kraken, Bitstamp, Bitfinex, etc.

Once the Token Sale has ended, No new Autobay ABX Tokens will be created.

In order to understand the scarcity of Tokens created the total value of the Token emission
ECONOMIC MODEL

Autobay (ABX) Tokens have a fixed supply of 945 million. The entire supply of tokens will be issued at the beginning of the token sale and no new tokens will be created after this instance. Therefore, creating a limited supply. In order to understand the scarcity and exclusiveness of the Tokens created, the Hard Cap at the Public Sale will be of $24,000,000 which divided between an average of $20,000 per car would only allow 1200 cars to be sold worldwide. In order to understand the scale of this number, Toyota sold in 2016 only in the US 223,000 new cars.

ABX TOKENS REVENUE USAGE

The revenue generated by the company through car posts and advertisings will be used accordingly for the Operational Expenses of the company, growth of the brand and awareness on different markets (Marketing) and to support Discounts, Promotions that will create user engagement to the platform.

PRESALE AND CROWDSALE OF TOKENS

Any person wishing to contribute to Autobay through purchasing Autobay ABX Tokens will have to Register in the Autobay website (www.autobay.io). Those contributors who apply to the Whitelist as Early birds will earn a 2.5% extra bonus when contributing during the PreSale.

BONUS SCHEME

- **PRESALE**
  - Bonus is of 37%
  - Starting June 26th at UTC 08:00 am. until July 09th 2018.

- **WEEK 1-2**
  - Bonus is of 27%
  - Starting July 10th at UTC 08:00 am. until 23rd July.

- **WEEK 3-4**
  - Bonus is of 17%
  - Starting July 24th at UTC 08:00 am. until the 06th

- **WEEK 5-6**
  - Bonus is of 7%
  - Starting August 07th at UTC 08:00 am. until the 21st
ALLOCATION OF FUNDS

To reach the final product described in the following whitepaper the funds provided through the Presale and Public Sale of the tokens will be allocated as follows:

**ALLOCATION OF FUNDS**

- 40% OPERATING EXPENSES
- 38% MARKETING OF THE PLATFORM
- 8% LEGAL, TAXES & CORPORATE FEES
- 10% NEW PRODUCT DEVELOPMENT
- 4% MISC. EXPENSES.

**MARKETING**

- 44% ONLINE ADVERTISING
- 20% DOOH (DIGITAL OUT OF HOME)
- 36% TRADITIONAL ADVERTISING

**OPERATING EXPENSES**

- 42% COMPANY OPEX
- 30% PLATFORM DEVELOPMENT
- 16% PRODUCT IMPLEMENTATION
- 12% GROWTH OF TEAM
PLACEMENT PARAMETERS

TOKEN PLACEMENT

30% FUND PREVISION
10% PRESALE
44% CROWDSALE
9% TEAM MEMBERS
3% ADVISORS AND EXPERTS
4% BOUNTIES AND REWARDS

NOTE

FUND PREVISION TOKENS WILL BE LOCKED UNTIL AUTOBAY DECENTRALIZED E-COMMERCE PLATFORM IS LAUNCHED AND FUNCTIONAL, LATE 2018. TEAM AND ADVISORS TOKENS WILL BE LOCKED FOR 6 MONTHS AFTER PUBLIC SALE HAS ENDED.
REWARD AUCTION

The main objective of the Autobay Dapp and website is to create value to cryptocurrency by creating a financial asset that from day one has got utility. To do so, we have created the first Reward Auction, which will act as a normal auction with the difference that in this auction the bidding will be done while participating in the Token Sale. When a person contributes in the Token Sale, that exact amount of money is considered as a bidding in the Reward Auction without having to make any further payment.

i.e. A person that contributes with 8 ETH in the Token Sale, appears in the Top 25 Token Holder list with a bidding of 8 ETH.

The listing of 25 Top token holders will allow contributors to see in what position they are in the Auction compared to other contributors. Top 10 Token holders (amounts of tokens bought) at the end of PreSale and Crowdsale will be rewarded with ABX Token prizes and the Top contributor (#1) will be rewarded a car.

List of Rewarded car: Toyota Yaris ($15,600), Honda Civic ($22,500), Mercedes A Class ($35,000), Ford Mustang ($42,000), Chevrolet Corvette ($55,495), Jaguar F Type ($78,500), Porsche 911 ($104,000), Mercedes GT ($175,000), Ferrari 488 ($255,000) and Lamborghini Huracan Performante ($320,000). *

The rewarded car will change in direct relation to the amount of Cap raised at the end of the Crowdsale i.e. if the total amount raised is aprox. US $1,500,000 the rewarded car will be a Toyota Yaris and if the Crowdsale reaches the Total Cap. of $24,000,000 the rewarded car will be a Lamborghini Huracan Performante. The car will be available only in the following countries were the promotion is valid (England, France, Italy, Germany, Spain, Switzerland and Austria), if the Top contributor (winner) is from another country from the ones mentioned, the prize will be rewarded in ABX Tokens and delivered within the first month after the Crowdsale has ended, if it’s the will of the top contributor to receive the ABX Tokens instead of the rewarded vehicle they will also be delivered within the first month after the end of the Token Sale. Delivering the rewarded car within the mentioned countries will be done within the next 6 months after the crowdsale has ended.

This Reward Auction will allow users to understand the value and utility of Digital Tokens and will reward the Top 10 contributors that support Autobay in a distinctive way.

*The prices mentioned are the retail prices of each vehicle and are expressed in US dollars.
TEAM

CEO – CO FOUNDER
ALEJO SERRANO
Architect & Entrepreneur with over 30 successful projects and patents. Early cryptocurrency adopter & Developer. He has directly managed over 500 people in different projects. He speaks 4 languages (Spanish, English, French & Italian).

CFO – CO FOUNDER
SOFIA SERRANO
Magna Cum Laude Executive MBA, Harvard Fellow and Co Founder of Acceleratio Consulting. She speaks 4 languages (Spanish, English, French & Italian).

CTO
LUCAS TAYLOR
Former Product manager for Playstation and Bitcoin enthusiast. He speaks 3 languages (Spanish, English, French).

CMO
CAMILA LEJBOWICZ
Former Mercado Libre employee (1 of 5 unicorns of Latin America worth +1 Bn dollars)

CTO
LUCAS TAYLOR
Former Product manager for Playstation and Bitcoin enthusiast. He speaks 3 languages (Spanish, English, French).

LEGAL ADVISOR
LEANDRO FERIGO
Legal Advisor. Lawyer with over 15 years of experience in the District Attorney office in Buenos Aires.

ADVISOR
LUCIANO HERTZRIKEN

ADVISOR
ILYA ANIKIN
ICO Advisor. Serial entrepreneur with 17 years of experience. Managing and Investment director of VC Funds Sferiq Venture Capital Fund and Imperious Group.

ADVISOR
MELODY BOHN
Cryptocurrency Advisor. Controller at Ripio Credit Network (RCN) Cryptocurrency lending platform funded through an ICO.
AutoBay

Safe, Simple and Secure.

ADVISOR
MARIANO GEGENSCHATZ
Financial Advisor. Former P&G Manager. CFO at Nutriswiss S.A.

ADVISOR
YAMILA FINKELSTEIN
Media and Marketing Advisor. Account Director at Mindshare with over 20 years of experience in Marketing.

ADVISOR
NICOLAS DI PIETRO
Product Management Advisor. Project manager at GMDAZ, managing a $25 Mm. Portfolio.

ADVISOR
JUAN MANUEL FOGOLA
Financial Advisor. Financial Manager in one of the largest cereal distribution companies of Argentina.

ADVISOR
PAUL MEAR"S
ICO Advisor and passionate tech, bio and innovation Angel investor. Co Founder at Ammeris.

ADVISOR
JOEL KOVSHOFF

ADVISOR
BRYAN COWELL
Co-founder / Partner @ HCN Ventures, Inc. Motorsport Industry expert. Automotive Sales industry advisor.
ROADMAP

2017

Q1. Product concept developed. Company founded, Team Assembled.
Q2. Website and Dapp designed.
Q3. Advisors join the team. Beta Autobay website developed.
Q4. Autobay ABX Token created.

2018

Q1. Autobay promoted in ICO sites.
Q2. Pre Sale & Crowdsale launch.
Q3. Decentralized platform and Dapp Beta trial.
Q4. Marketing campaign for the platform.

2019

Q1. Autobay website & Dapp Platform Launch.
Q3. Offering 3 Car manufacturers an Official Store inside the platform to test for a period of 4 months.

2020

Q1. Launching 3 Official Stores on a beta testing for 4 months.
Q2. Offering other car manufactures the possibility of opening an Official Store.
Q3. Marketing Campaign for Official Stores
Q4. Launching official Stores for Car Manufacturers within the platform.
CONCLUSION

For the last hundred years the process of buying cars has always been the same, involving cash only payments in used cars and when purchasing new ones, cash movements also occur in some extent. Autobay’s vision is to enable a faster, safer, real time transactions of vehicles of all kinds, from motorcycles, to cars and trucks, new and used, creating a cash free payment, taking away the stressful process of moving large quantities of cash, thus creating a better customer experience. In order to fulfill Autobay goals the following will occur:

- Autobay will be adopted progressively by cryptocurrency owners to sell and buy cars, enabling the use of cryptocurrencies as a payment method for goods.
- The practicity of the platform will encourage new users (with no previous cryptocurrency experience) to publish their cars and discover the benefits of the blockchain and of cryptocurrency transactions. This will enlarge the current crypto market.
- Dealerships will start using the platform, allowing a larger offer and more competitive prices for customers and allowing for a larger volume of sales. These will be key players as they will become the enablers for mayor Car manufacturers to understand how the Autobay platform will help enlarge their market, simplifying the out dated purchasing process, and allowing them to understand their target audience better thorugh statistical data provided by the Autobay site.
- When reaching a large number of transactions in the Autobay platform, Car Manufacturers will understand that having an Official Store within the platform will be such as having an official web site for a company in the 90’s. Therefore, this will increase the offer of vehicles and the targeted audience as a result.
LEGAL NOTICE

People considering contributing to Autobay through the purchase of Autobay Tokens should read the following Whitepaper and Legal Notice in order to make an informed decision. The following applies to the present White paper, The Autobay website (www.autobay.io) and any other documentation issued by Autobay, its representatives, Advisors and the Autobay Team through any digital communications.

RISK FACTORS

Prospective contributors should consider, the possible risks prior to making a decision with respect to any digital Token. All of the risks highlighted in this legal notice and any other possible risk not contemplated in this Legal Notice, may have an adverse effect on the value of such Tokens which can result in major financial losses on behalf of the Token Holder. Contributions in companies, cryptocurrency and various token sales are considered high risk and may incur in serious losses.

RESIDENCY LIMITATIONS

In order to participate and / or make an investment decision in the AutoBay Token (ABX) PreSale and Public Sale investors must not be residents of the United States of America or the People’s Republic of China, as both countries do not allow their citizens from participating in high risks projects related to the cryptocurrency market. Autobay, its team member, Advisors and representatives are not responsible for any legislations or restrictions that maybe applied by any jurisdictions to each participant to the Token Sale. Nothing in this offering constitutes an offer of securities, debt, shares or obligations of any company. The digital Tokens (ABX) described in this whitepaper have not been, and will not be, registered under the securities act or laws of any State of the United States or under the Legislation of the People’s Republic of China and or any other jurisdiction, therefore the digital Tokens herein described may not be Sold, Offered or transferred to any resident of the United States of America or the Peoples Republic of China or any other jurisdiction of the world were distribution of such digital tokens is prohibited. The contribution to Autobay on behalf of participants to the Token Sale has the only objective of allowing the creation of the Autobay project and no income or revenue should be expected by participants by the acquisition of Autobay (ABX) Tokens.

This document as any document transmitted in electronic format may be altered or modified by a third party therefore neither Autobay, its team members, advisors and/or representatives accepts any liability or responsibility whatsoever in respect of any difference between this electronic document and the original hard copy available at your request.

FINANCIAL RISKS

Contributing in ICO’s and cryptocurrencies are considered high risks and there are risks incurring in potential losses. Any participation in the purchase of any digital Token PreSale and Public sale should be done by people with particular knowledge and/ or experience in such matters, being solely the responsibility of the buyer of such digital tokens, knowing and applying by the regulations and or laws of each jurisdiction were they reside.

If new laws or restrictions are imposed on cryptocurrencies, blockchain or ICO’s, token holders could be subject to taxation or other charges against any funds contributed to Autobay.
Cryptocurrencies may have high volatility and fluctuation. Financial losses are possible in the event of acute fluctuations in cryptocurrency or fiat currencies.

TECHNOLOGICAL RISKS

Being the blockchain technology and the Ethereum Network a fairly new environment of digital nature is subject to hacking and phishing attacks, technical glitches and malware among other type of problems which the Autobay ABX Tokens might suffer. Autobay, its team, advisors and representatives does not guarantee the correct functioning of the Autobay ABX Tokens, contributors could lack the ability to use tokens in any way or sell them. ICO’s are not regulated and people participating in them are not protected from risks of fraud from the issuers and payment platforms and may suffer of stolen tokens and cryptocurrencies by thirds parties.

OBLIGATIONS

The following whitepaper, Autobay website and ABX Token Pre Sale and Public Sale, are not in any way a contract or obligation on behalf of Autobay, its representatives, advisors or Team members with any third party, buyers of Autobay Tokens or any Token holder in the future, furthermore the information provided may be subject to changes without any further notice nor obligation on behalf of Autobay, its representatives, advisors and / or Team members.

The delivery of the rewarded car is subject to availability of such car in the countries were the promotion is valid for. If by any circumstance Autobay cannot deliver the rewarded car to the Top contributor (winner) of the Reward Auction, Autobay reserves the right to give the full amount of the car value in Autobay Tokens within 3 month after the Public Sale has ended. The conversion rate between the price of ABX Tokens in ETH and US dollars will be at the rate taken the day after the Public Sale ends. Autobay will communicate with the winner (Top contributor) of the Reward Auction through email, in such case the winner does not receive any notification within 1 month after the Public Sale has ended, he is obliged to contact Autobay through its e-mail contact@autobay.io within the first 3 months after the Public Sale has ended in order to redeem the prize, if such period passes without any communication, the Autobay ABX Tokens corresponding to the full value of the car will be transferred to the Wallet Address of the Top Contributor.

INDUSTRY RISKS

Autobay, its team, advisors and representatives do not guarantee the success of Autobay project or the fully adoption of Autobay Tokens as a payment method by users, if this were the case, the return of the contributions is not guaranteed. As any other company, Autobay is subject to the demand of the products it has to offer and may be subject to any legal problems it may encounter, before, during and after the Public Sale, therefore it is not guaranteed the success of the company and any participation in purchasing the ABX digital Tokens should be done under such consideration.