

# PITCH DECK



**CARGO**  
COIN

**BLOCKCHAINING  
LOGISTICS**



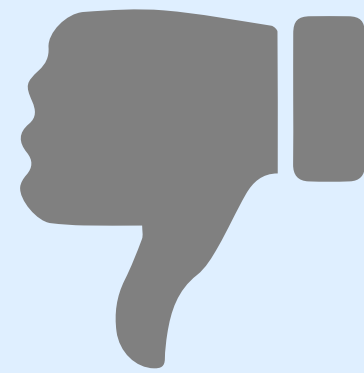
[thecargocoin.com](http://thecargocoin.com)

# THE PROBLEM



DELAYS

The logistics industry users suffer great losses caused by the use of old fashioned paper documents, such as Bill of Lading, Letter of Credit, CMR, Airway Bill. Paper documents need to be physically transported around the world as they are the title of ownership.



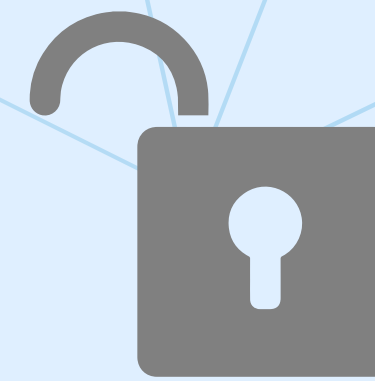
LACK OF TRUST

Parties do not trust each other and often rely on recommendations or limit their business activities to a circle of proven business partners or associate members, limiting their scope of doing business.



HIGH COSTS

The costs involved in the current logistics business model are very high, as they involve expensive courier costs, very high bank fees and transaction costs.



INSECURE INFORMATION

The information is currently insecure, as each party involved in the logistics process has access to all the documentation. Since all documents are paper based are prone to easy reproduction by the usage of modern technologies.



FRAUD

Global Economic Crime Survey in 2014 calculated that the fraud in the transport & logistics sector is up at 34%, steadily increasing each year. Such high rate of fraud accounts to additional high costs.



OPPORTUNITY COST

Global Economic Crime Survey in 2014 calculated that the fraud in the transport & logistics sector is up at 34%, steadily increasing each year. Such high rate of fraud accounts to additional high costs.

# THE SOLUTION



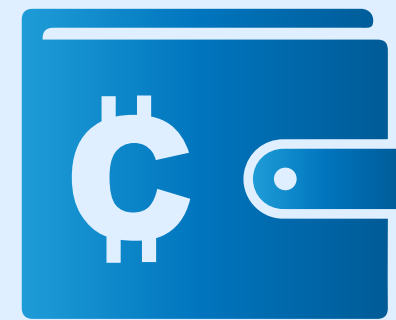
## MINIMISING DELAYS

CargoCoin avoids the delays by providing instant exchange, review and approval of documents and payments between the parties involved. The blockchain is always at work 24/7 and does not depend on human intervention. It is estimated that payment delays alone cost around \$19 billion per year in losses. (\*UNCATD).



## INCREASING TRUST

CargoCoin relies on the public infrastructure of the Ethereum blockchain, backed by thousands of people in a peer-to-peer decentralised infrastructure. Using a proven and trusted technology speaks for itself.



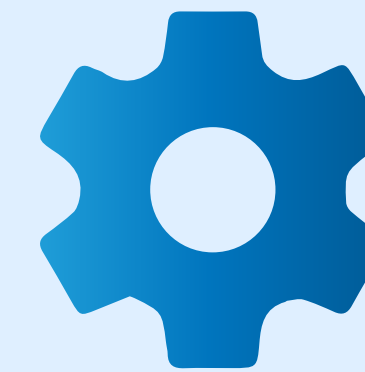
## LOWERING COSTS

CargoCoin will significantly reduce costs, compared to high percentages charged through the whole process by banks, couriers, insurers, brokers, agents, lines, etc.



## SECURING INFORMATION

CargoCoin is naturally secured. It relies on the blockchain's proven hashing algorithm technology. There is no possibility of sensitive commercial information leakage by intermediaries, such as banks, brokers, agents, etc.



## REDUCING FRAUD

CargoCoin minimises the risk of fraud, by not releasing any documents and/or payments until the smart contract conditions are met. Fraudulent endorsement and duplication of ownership documents is ruled out.



## SAFE ARCHIVING

CargoCoin, not just allows but fully relies for full historic storage of all transactions ever conducted, thus avoiding risks of physical loss or destruction of paper documents.

# THE PLATFORM

For the first time in the world there is a united transportation platform that unites all modes of transport, such as maritime shipping, inland & railroad transport, air & drone cargo and the future space cargo industries.

The global transportation platform by CargoCoin is essential for the implementation of the 21st century technologies such as the blockchain and smart contracts in global trade and logistics. It reduces delays and thus costs, while at the same time providing higher security due to the nature and irreversibility of blockchains.

CargoCoin introduces the use of smart contracts for the whole supply chain process of cargo in terms of documents and the CargoCoin token will allow for escrow payment of cargo and supplemental services. The expected transition of the shipping industry towards using blockchain technology will provide for a constantly growing demand for tokens to cater for smart contract deployment and blockchain escrow payments.



## ALL IN ONE PLATFORM

# MVP/Beta



CARGO COIN BLOCKCHAINING LOGISTICS
English
Dark view

[DRY/BULK CARGO](#)
[VESSELS](#)

Search

LPOR/DPORT	TYPE	LAYCAN	QTY	REGION	COMM%	ADDED
FRANCE	SID	8-2-2018	100	FRANCE	100	YES
GERMANYWORDWRAPPORTUGAL_GERMANYWORDWRAPPORTUGAL	STEEL PIPE	8-2-2018	300	FRANCE	100	YES
ITALY	GAUJAGE	8-2-2018	800	FRANCE	100	NO
SWITZERLAND	SID	8-2-2018	600	FRANCE	100	YES
ROMANIA	SID	8-2-2018	400	FRANCE	100	YES
INDIA	METER	8-2-2018	200	FRANCE	100	NO
PORTUGAL	SID	8-2-2018	300	BULGARIA	100	YES
BULGARIA	SID	8-2-2018	300	FRANCE	100	NO
PORTUGAL	SID	8-2-2018	300	PORTUGAL	100	NO
FRANCE	SID	8-2-2018	300	FRANCE	100	YES
ROMANIA	CLOCK	8-2-2018	300	FRANCE	100	YES

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SHIP NAME	DWT/CAPACITY	REGION	GEAR	TYPE	OPEN DATES	ADDED
FRANCE	100	FRANCE	100	SID	8-2-2018	YES
GERMANYWORDWRAPPORTUGAL_GERMANYWORDWRAPPORTUGAL	300	FRANCE	300	STEEL PIPE	8-2-2018	YES
ITALY	800	FRANCE	800	GAUJAGE	8-2-2018	NO
SWITZERLAND	600	FRANCE	600	SID	8-2-2018	YES
ROMANIA	400	FRANCE		SID	8-2-2018	YES
INDIA	200	FRANCE	200	METER	8-2-2018	NO
PORTUGAL	300	BULGARIA	300	SID	8-2-2018	YES
BULGARIA	300	FRANCE	300	SID	8-2-2018	NO
PORTUGAL	300	PORTUGAL	300	SID	8-2-2018	NO
FRANCE	300	FRANCE	300	SID	8-2-2018	YES
ROMANIA	300	FRANCE	300	CLOCK	8-2-2018	YES

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LPOR/DPORT	TYPE	LAYCAN	QTY	REGION	COMM%	ADDED
FRANCE	SID			FRANCE	100	YES
GERMANYWORDWRAPPORTUGAL_GERMANYWORDWRAPPORTUGAL	STEEL PIPE			FRANCE	100	YES
ITALY	GAUJAGE			FRANCE	100	NO
SWITZERLAND	SID			FRANCE	100	YES
ROMANIA	SID			FRANCE	100	YES
INDIA	METER	8-2-2018		FRANCE	100	NO
PORTUGAL	SID	8-2-2018		BULGARIA	100	YES
BULGARIA	SID	8-2-2018		FRANCE	100	NO
PORTUGAL	SID	8-2-2018	300	PORTUGAL	100	NO
FRANCE	SID	8-2-2018	300	FRANCE	100	YES
ROMANIA	CLOCK	8-2-2018	300	FRANCE	100	YES

**LAYCAN**

Ready Date: From To

Cancel Date: **SEPTEMBER 2018**

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	31	01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	01	02	03	04	05	06

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## Registration

Email

Company

Country

Freight Forwarder
  ship Owner
  Broker
  NVOCC
  Ship Agent
  NVOCC

I agree to terms of usage

I'm not a robot

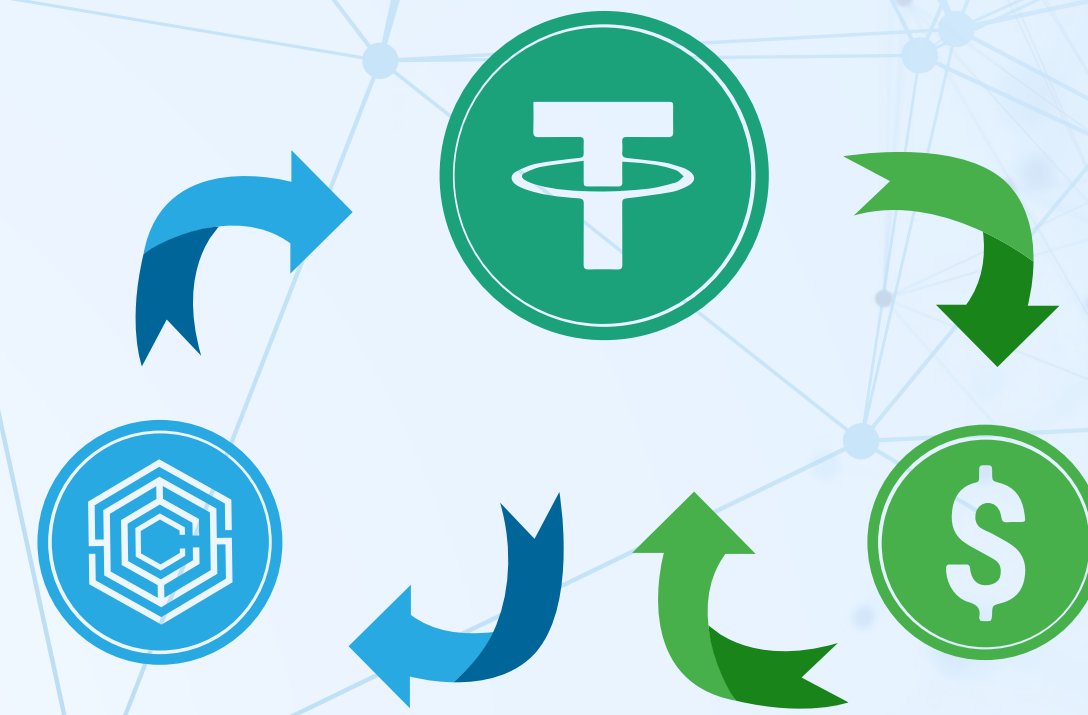
[Registration](#)

Already registered? [Click here to login](#)  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

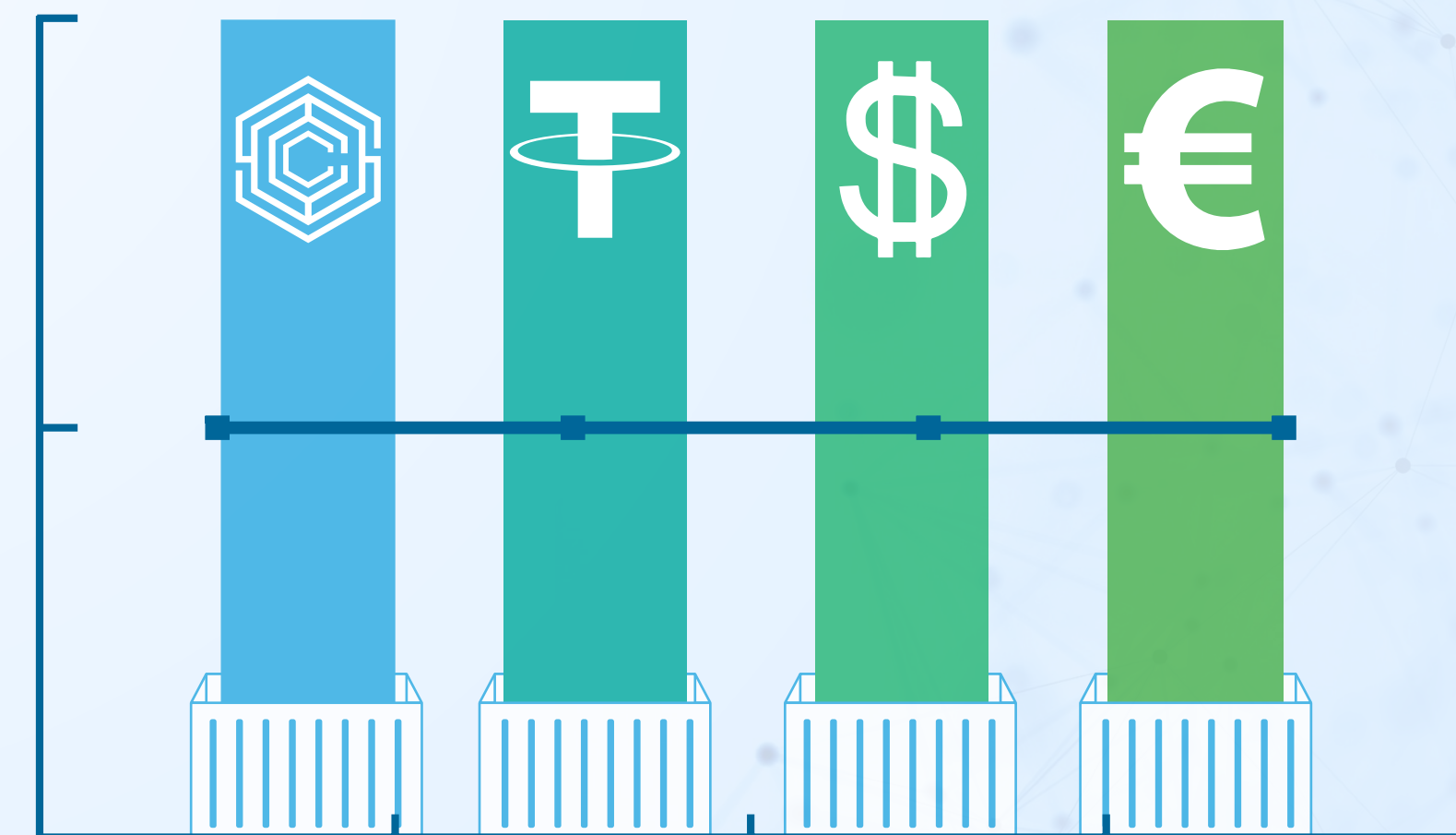
# HEDGING

The CargoCoin hedging option will allow for stable and predictable cargo and freight costs in the delivery process.

The hedging option will be optional for traders who wish to x the freight and cargo costs to a FIAT currency, such as the US Dollar or the Euro. Hedging will be automatically performed through our partner's exchange using their API, by converting the CargoCoin tokens to a tether coin, such as the USDT and converting it back to CargoCoin tokens at the end of the process.



## STABLE AND PREDICTABLE DELIVERY COSTS



# THE MARKET

International trade and logistics together are one of the largest economic sectors in the world. Worldwide export accounts at USD 15 trillion annually (CIA – The World Factbook).

Nearly 90% of the world cargo is transported by sea.

Presently there are no global marketplace platforms uniting all modes of transport in a single, united platform.

It is estimated that there are at least 25 million active users worldwide involved in the trade and transport industries. These include importers, exporters, freight forwarders, ship brokers, charterers, shipping lines, NVOCCs, ship agents, ship owners, insurance agents, customs agents, private individuals.

According to a survey by KPMG, conducted in 2016 the investments by VCs in the transport and logistics sector has steadily grown from almost 0 to USD 14 bln. In 2016.

## TOTAL VC SPENDING IN TRANSPORT & LOGISTICS



SOURCE: CB INSIGHTS, KPMG (2016)

# BUSINESS MODEL

CargoCoin platform is FREE for all to use and to create a global marketplace for trade & transport. Wide user base is a prime objective and the monetization model is similar to Google model – the main service is free, but all supplemental and additional services are paid. The platform UTILITIES make the use of CargoCoins and generate demand.

By offering a FREE platform with no monthly or annual fees, we aim to attract between 750,000 and 1,000,000 active users from the maritime transport community during the first 2 years. This is realistically achievable target to seize a 3% market share through active marketing campaign.

CargoCoin will monetize by charging a modest transaction fee of up to 2% per each executed smart contract deal for cargo and by providing supplemental services as follows:

- Income from transaction fees;
- Income from insurance certificates;
- Income from escrow payments processing;
- Income from service providers, such as port service providers, customs clearing agencies, warehouses, representative agents, cargo surveyors, technical inspectors, nautical suppliers, etc.;
- Income from manning services;
- Income from marketing activities, such as website advertising, e-mail reach out campaigns, promotion, etc.
- Income from core platform services, such as verified accounts, preferred agents at worldwide locations, etc.







# TOKEN SALE

100 MLN.  
TOTAL SUPPLY

HARD CAP:  
USD 55 MLN.



SALE ENDS  
31ST  
DECEMBER  
2018

1 CRGO =  
1.00 USD

Two overlapping circles: a larger blue one on the left and a smaller green one on the right.



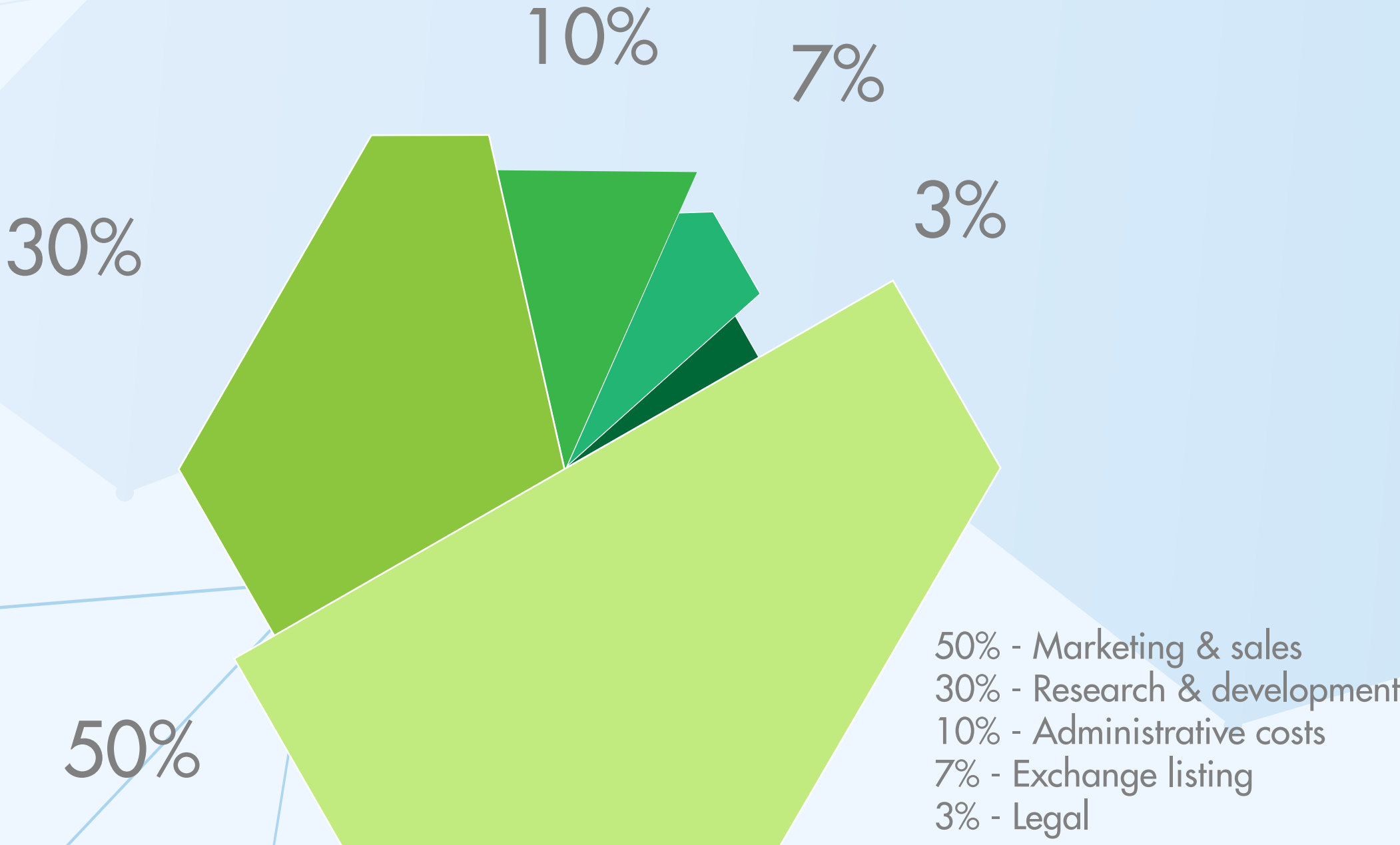
SOFT CAP: USD  
5 MLN.

TOKEN TYPE:  
ETHEREUM  
ERC223 + ERC20

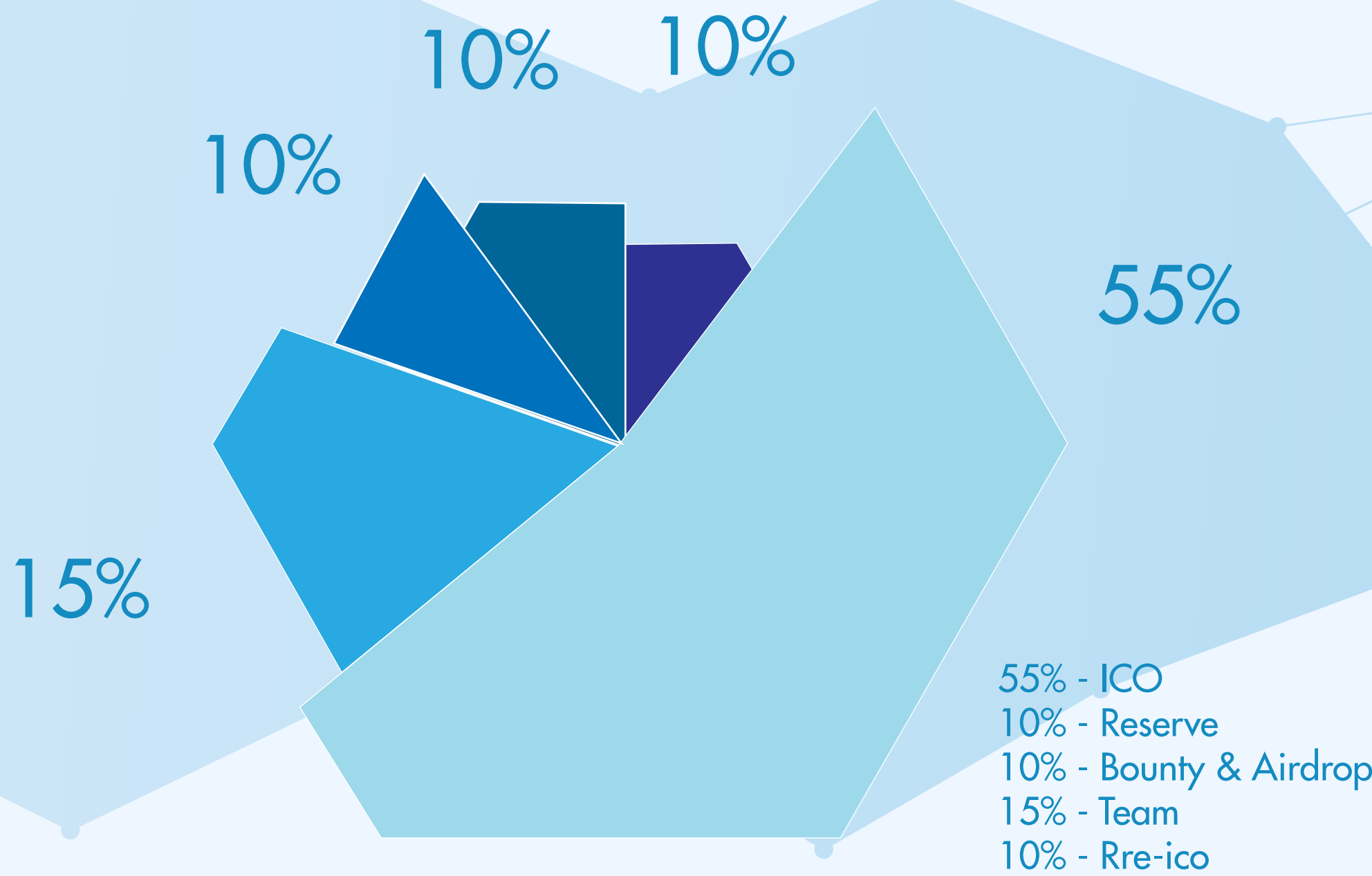
Contract: [0xf49cdd50ad408d387d611f88a647179c3de3492b](https://etherscan.io/address/0xf49cdd50ad408d387d611f88a647179c3de3492b)

# FUNDING

## FUND UTILISATION

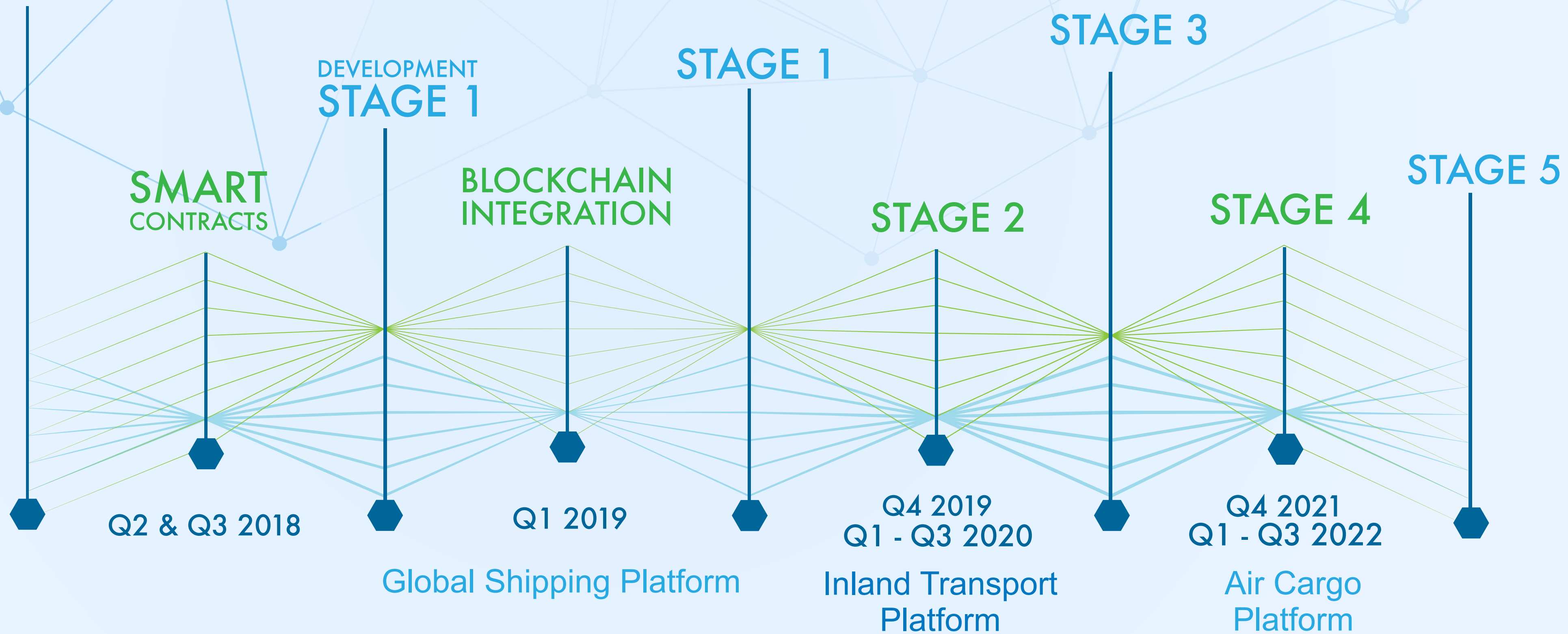
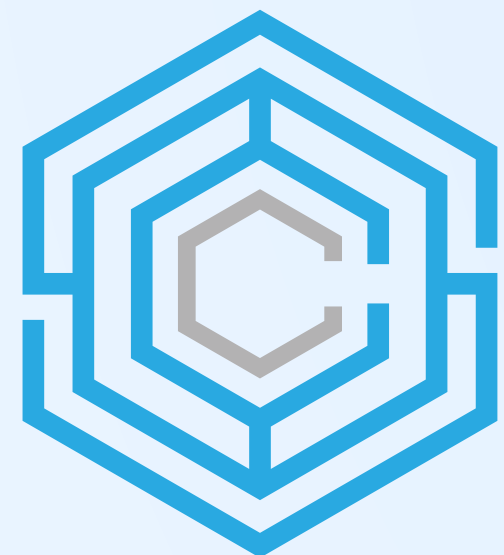


## ICO TOKEN DISTRIBUTION



# ROADMAP

## ICO LAUNCH



# EXCHANGES & WALLETS

 OEX.com  Bancor  NAUTICUS bitrue EXTRADECOIN

ETHEN

 AROUSAL H&B

TOKENJAR

 MyEtherWallet BIND WALLET LABTORUM

# COMMUNITY



12 K



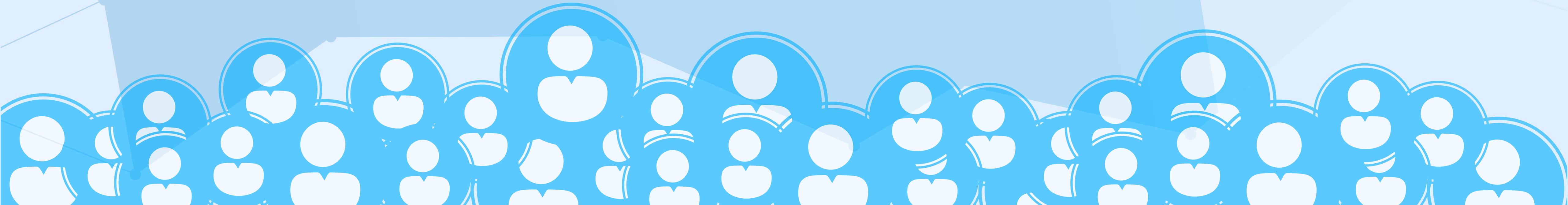
70 K



2 K



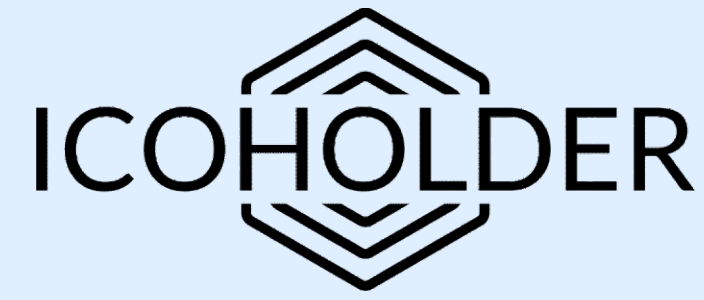
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# RATINGS



4.3/5



4.20/5



4.9/5



45/50



4.6/5



A2



9.74/10

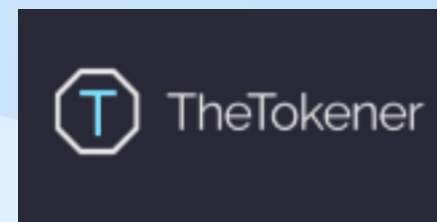


8.4/10

8.5/10



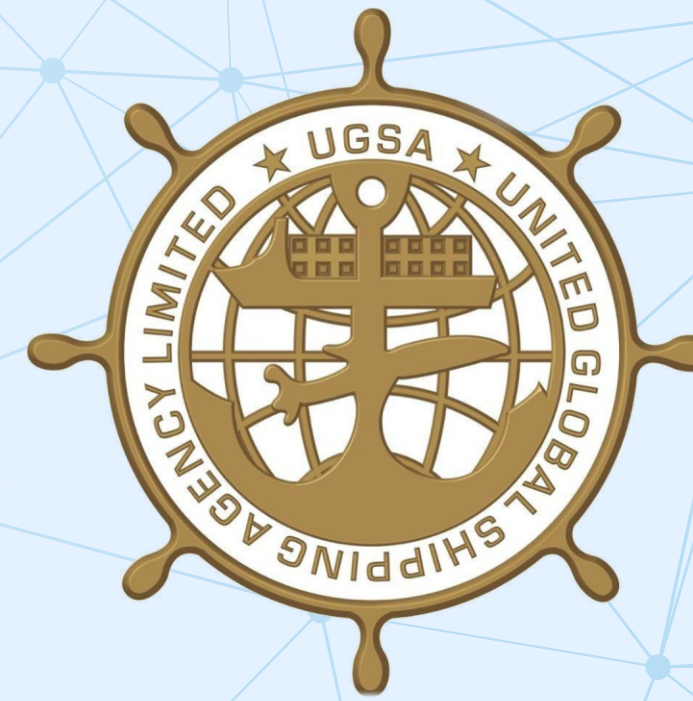
7.2/10



# PARTNERS



RoadLaunch  
Smart Digital Freight



CHRISMARE  
SHIPPING AGENCY

Sayaka Consultancy Services G. K.  
サヤカ コンサルタンシー サービスズ ゴウドウガイシャ



Trusted Shipping Limited



FMW Media Works Corp.



FOX  
BUSINESS

ion  
TELEVISION

Bloomberg



IRISH TECH NEWS



# MARKET SHARE & ROI

CargoCoin whitepaper sets a target of 3% market share for CargoCoin in the first years of operation, at up to 0.5% transaction fee based on the cargo value. We have developed 3 scenarios based on the market size, possible market penetration, expected profts and future token price, based on demand:

## 1. Optimistic scenario (5% market share, 1% transaction fee):

Market size: \$15 trln. X 5% = \$750 bln. (market share)  
\$750 bln. / 100 mln. (total token supply) = \$7,500 (price of 1 CRGO token)

## 2. Whitepaper scenario (3% market share, 0.5% transaction fee):

Market size: \$15 trln. X 3% = \$450 bln. (market share)  
\$450 bln. / 100 mln. (total token supply) = \$4,500 (price of 1 CRGO token)

## 3. Very pesimistic scenario (0.1% market share, 0.1% transaction fee):

Market size: \$15 trln. X 0.1% = \$1.5 bln. (market share)  
\$1.5 bln. / 100 mln. (total token supply) = \$15 (price of 1 CRGO token)

VERY PESIMISTIC SCENARIO =  
\$15 (PRICE OF 1 CRGO TOKEN)

WHITEPAPER SCENARIO =  
\$4,500 (PRICE OF 1 CRGO TOKEN)

OPTIMISTIC SCENARIO =  
\$7,500 (PRICE OF 1 CRGO TOKEN)



# OUR TEAM



**Martin Iliev**

CEO & Co-Founder of CargoCoin



**Bogomil Alexandrov**

CEO & Co-Founder of CargoCoin



**Cpt. Ilkay Topcu**

Shipping, Transportation & Container specialist



**Christina Sarastova**

Shipping & Transportations specialist, MSc Shipping, Trade & Finance



**Georgy Zhelyazkov**

Inland transportation specialist. Local assistant for transportation at the European Parliament



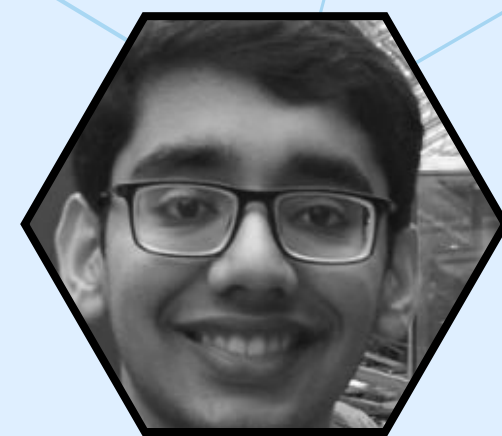
**Iliana Ilieva**

Business developer, BA Business Administration



**Samuela Valkova**

PR & Marketing expert, event manager, press communication



**Piyush Gupta**

Blockchain Developer, Indraprastha Institute of Information Technology



**Kaushik Ghosh**

Blockchain Developer having expertise in Ethereum, Bitcoin and writing smart contracts



**Rajesh Kumar**

Senior developer. An MCA graduate and a blockchain enthusiast



**Iva Kitova**

Graphics designer, St. Claire's College, Oxford, United Kingdom



**Mihaila Lukanova**

User Interface & Front-end Developer



**Bogdan Todorov**

Financial specialist. MSc in Accounting & Finance



**Petya Kalauzka**

Office manager. MA in English from South West University



**Luben Kazanliev**

Attorney at law, Legal advisor. Specialised in business law, computer law



**Dr. Zlatin Sarastov**

Financial specialist, IPO exchange listing specialist

# ADVISORS



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Chairman of the Advisory Board. CEO of Blockchain Ventures International



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**Cpt. Dr. Savio Gomez**

Marine consultant working in Japan and Korea, Certified inspector, Auditor, PhD



**Anthony Abunassar**

Former Vice-President of Goldman Sachs and Vice-President of JPMorgan



**Jonathan Chang**

Co-Founder of Nauticus exchange, cryptocurrency entrepreneur with high level banking experience



**Lin Hsiang Liao**

Vice President at China Merchants New Energy, part of China Merchants Group, Shekou Container Terminals



**Assoc. Prof. Dr. Clemens Bechter**

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**Edilson Navas**

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**Duyen Tran**

Duyen is Founder & CEO Extradecoin.com, Founder & CEO Tokenstart.io



**Krasimir Georchev**

Senior Business and IT Executive having more than 20 years experience in IBM, Siemens and Atos



# THANK YOU FOR YOUR TIME!



WHITE  
PAPER

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PAGER

HOWEY  
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<https://thecargocoin.com>

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