

BIKEDEED



BLOCKCHAIN PROTECTED.

BLOCKCHAIN REVOLUTION?

Getting the average person to see beyond the hype of Tokens, Blockchain and ICOs is a difficult task. People need to be exposed to **real-world applications** that are based on concepts they already understand before they will be open to the ideas that make Decentralization so **exciting and revolutionary**. That was the primary motivation for creating BikeDeed.

The huge market of bicycle ownership represents a unique opportunity to bring a significant portion of the world's population into the Blockchain ecosystem, leading to further opportunities.

THE NUMBERS

- **Two Billion** 2,000,000,000

Number of bicycles in use around the world.

- **One Hundred Million** 100,000,000

The number of new bicycles manufactured, shipped, sold and maintained worldwide each year.

- **Sixty Four Billion** 64,000,000,000

PMR Estimate of size of bicycle product market by year 2024.%

- **One and a Half Million** 1,500,000

Estimated number of bicycles stolen each year in the U.S.

- **Five Percent** 5%

Percentage of stolen bicycles returned to owners.

THE PROBLEM

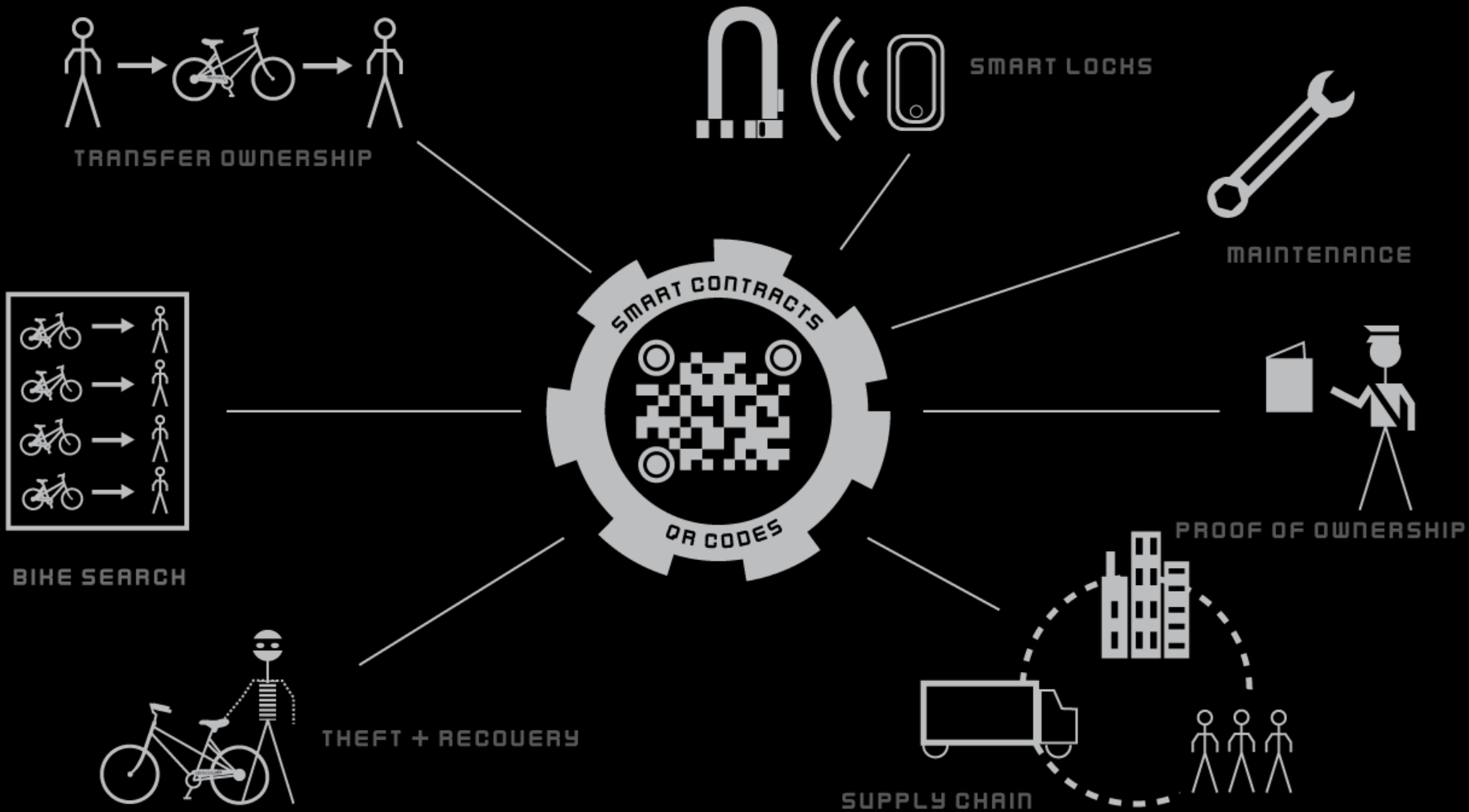
There is virtually no authoritative source of information about the individual bikes that are bought, sold, stolen, recovered, or serviced - anywhere in the world.

THE SOLUTION

A Decentralized, Universal, Borderless
Repository for Bicycle information.

A Carfax for Bikes. But better.

ENTER BIKEDEED



BUSINESS MODEL

- **A Buck a Bike** Flat fee for OE Manufacturers.
Potential revenue of 200 Million Dollars per year.
- **Sales Channels** Cross-sales of Bikes and Components.
Bike Product sales are projected to be a 62 Billion Dollar Industry by 2024.
- **Insurance Referral Partnerships** Renter's, Home Owner's, (and Bicycle?) Insurance.
Up to 10 – 15% profit off premium of insurance cross-sales.
- **Crypto Wallet Referral Partnerships** Trust, Cipher.
Token based crypto compensation for steering users to partner wallets.
- **Big Data** Value Added Reseller.
Unique niche in the value chain for maximum sales opportunities.

COMPETITIVE LANDSCAPE

	Bike Index	Bike Guard	National Bike Registry	BikeDeed
Theft/Recovery	✓	✓	✓	✓
Proof of Ownership	✓	✓	✓	✓
Transfer of Ownership	✗	✗	✗	✓
Service Records	✗	✗	✗	✓
Supply Chain	✗	✗	✗	✓
Proof of Value	✗	✗	✗	✓
Internationally Focused	✗	✗	✓	✓
Decentralized	✗	✗	✗	✓

CUSTOMER BENEFITS

Bike Buyers Individual Bike Buyers/Owners.

- Consumer peace of mind – bike is not stolen, bike has been well maintained.
- Ease of Recovery.
- Proof of value.
- Recommendations for Local Bike Shops for service and parts.
- Access to marketplaces.

Bike Sellers Individual Bike Sellers.

- Proof of ownership.
- Proof of value.
- Access to marketplaces.

LBS Local Bike Shops.

- Proof of ownership.
- Access to service records.
- Recognition via ratings system.

OEM Original Equipment Manufacturers.

- Increased sales.
- Proof of value.
- Easy access to marketplace.

Law Enforcement Police.

- Less theft.
- Ease of recovery.
- Proof of value.

REVENUE STREAMS

- **A Buck a Bike** Flat fee for OE Manufacturers.
One Dollar fee for entering BikeDeed ecosystem.
- **Sales Channels** Bike Components/Smart Locks.
Bike Product sales projected to be 62 Billion Dollar Industry by 2024.
- **Big Data** Value Added Reseller.
Unique niche in the value chain for maximum sales opportunities.
- **Insurance Referral Partnerships** Renter's, Home Owner's, (and Bicycle?) Insurance.
Up to 20 – 30% profit from premium of cross-sales.
- **Wallet Referral Partnerships** Trust, Cipher, etc.
Up to 20 – 30% profit from premium of cross-sales.

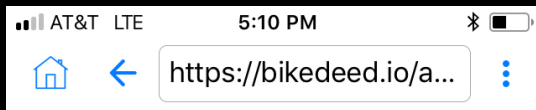
TRANSACTION EVENTS

The following Transaction Events remain part of the public record on the Blockchain.

- Bike is labeled with a QR Code/NFC and **registered** on the Blockchain at the factory.
- When bike is shipped to the wholesaler, the BikeDeed dApp is used to **transfer ownership** of the the ERC 721 deed to the wholesaler's wallet.
- The **transfer ownership** process occurs again when the bike is shipped to the Local Bike Shop for retail sale.
- When the bike is finally sold to an individual - or between individuals – ownership of the bicycle's deed is transferred **from one individual's wallet to another**.
- At every stage of the bicycle's voyage, the QR code on the bicycle is used to record the time and location of each supply-chain transaction **making it a public record on the Blockchain**.
- Every time **maintenance is performed** on the bike, the QR code and BikeDeed dApp is used to record the time, location, cost and description of the work.

This rich Blockchain history **deters theft** and facilitates recovery – especially in the case of international trafficking. It also increases **trust** among buyers, sellers and retailers.

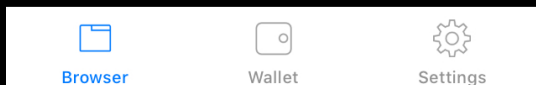
CORE PRODUCT



LIST BIKES ADD A BIKE



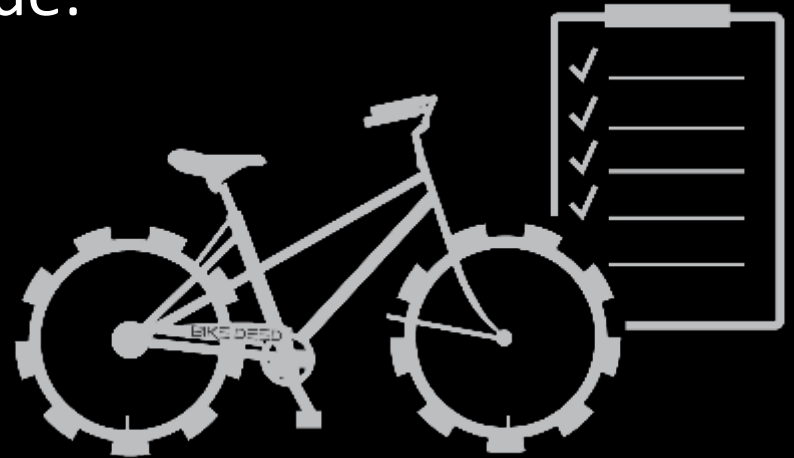
- Proof of Ownership.
- Transfer of Ownership.
- Bike Searching.
- Theft and Recovery.
- Bike Valuation/Validation.
- Service Tracking.
- Supply Chain Tracking.
- Smart Locks.
- QR Codes/NFC Devices.



THE GEEK STUFF

BikeDeed is a Decentralized Registration and Tracking Application running as a Smart Contract on the Ethereum Blockchain. Technologies include:

- Inter-Planetary File System
- ERC721 non-fungible tokens
- Web3



A functional prototype dApp is up and running on the Ethereum Mainnet now. Go to <https://bikedeed.io/app>

MORE INFO

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<https://bikedeed.io>