

Prepared for Wefunder.

SHARING ECONOMY FOR SELF-DRIVING CARS

«Such a system could go a long way to address trust issues that are currently one of the biggest question marks about AV deployment»

MICHAEL COATES

Author (Innovation&Tech article about HereYouGo business model)

«HereYouGo could become one of the most transformative private investing opportunities ever.»

Josh Enomoto

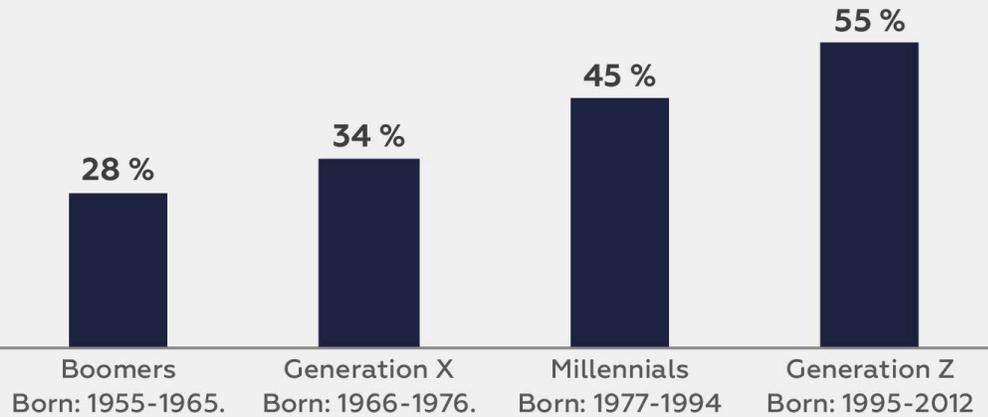
InvestorPlace Contributor (7 Equity Crowdfunding Offerings You Should Invest In ASAP)

Problem & Solution

Today

We are now in the formative stages of a powerful confluence of cultural, technological, and societal forces. New vehicle technologies like electric powertrains and autonomous driving systems are entering the market and rapidly dropping in cost. When analyzed holistically, this confluence creates the possibility for **a new mobility system** to emerge in the next few years that is superior to our existing system in almost every way.

Having transportation is necessary, but owning a vehicle is not (% agree)*



* Source: Article "The Era of Car Ownership Is Over. And These 4 Charts Prove It"

Problem

Private car ownership is ridiculously wasteful.

The rise of ride-hailing and car-booking services, coupled with a rampant rise in the broader gig and sharing economy, has enabled a plethora of transportation services which have made personal car ownership less and less important and necessary. You don't need a car to get from point A to point B anymore. Indeed, in many urban areas, getting from point A to point B is actually quicker and cheaper with a ride-hailing service, after you factor in parking costs and time.

Solution

Our sharing model for connected and self-driving cars will make it more affordable and easier to buy and use connected vehicles through sharing economy principles. This model perfectly fits for self-driving cars.

Moreover, the fractional ownership model that we will build on the next stage, will bring profit for car co-owners and will help us attract more capital to buy and use cars.

Our advantage

We are a small motivated team with expertise in the mobility area, exit experience, and with access to one of the greatest VC ecosystem in Silicon Valley, but what even more important that we are concentrating on customer experience, **we focus on to transform joyless transportation into happy commuting.**

Vision & Future Prospects

We want every person to enjoy freedom of mobility and use time on the road as he or she wants. We are working in HereYouGo to create and make accessible for everyone a new kind of public transport - self-driving cars to transform joyless transportation into happy commuting.

Our next steps:



The Team & Network



Steven Callander

Stanford GSB Professor

Steve is political economist working at the intersection of business, government, and society.



Drue Freeman

Executive, Consultant, Advisor & Investor, Experienced Global Automotive Semiconductor Executive Sand Hill Angels



Carlos Uranga

DeepRacing Founder - community of self-driving professionals Carlos is self-driving and blockchain technology expert*



Tim Draper

Headmaster of Draper University

Tim helped us with strategy creation and he always motivates us. .



Mario Herger

Technology trend researcher

Mario wrote a book Last Driver Licence Holder, he is well known in Silicon Valley.



Dan Boneh

Professor of Computer Science, Stanford University, Co-director of the Stanford Center for Blockchain Research

Lecturer of the Blockchain course at Stanford*



Konstantin Maslennikov

Founder & CEO



A graduate of South Ural State University, Draper University and Stanford ExecEd program., Serial entrepreneur founded companies TakeBus and Projector Group. Engineering degree in Telecommunication.

#General Management



Alex Winter

CTO



A graduate of South Ural State University, and has intense experience of technical team management over 20 people with TakeBus and Microsoft. Engineering degree in Computer Science.

#technology & R&D



Anastasia Bawari

Founder & PR director



A graduate of South Ural State University and who has worked in AIESEC, Alcatel-Lucent, Electrolux and Hult business school. Engineering degree in computer science.

#Operations: finance, HR



Sergey Malyarov

CMO



Founded Moscow Marketing and Design Agency, and who has a great experience in hardware and software design and product management.

#Sales & Marketing

Team common projects:

1. TAKEBUS

Team involved: Konstantin & Alex Sold to the biggest transport conglomerate in East Europe. Investor (IIDF) organised meeting of TakeBus with president of Russia Vladimir Putin.

2. AIESEC

Team involved: Konstantin & Anastasia Organised biggest conference for AIESEC in the world with budget over \$ 1 million + 1 year internship of Konstantin in Taiwan

Other team:

1 mobile app developer
1 back end developer

* Networking relationship

The Product

Sharing model for connected and self-driving cars.

With the app you can choose and book a vehicle near your home by the minute, hour, or day!

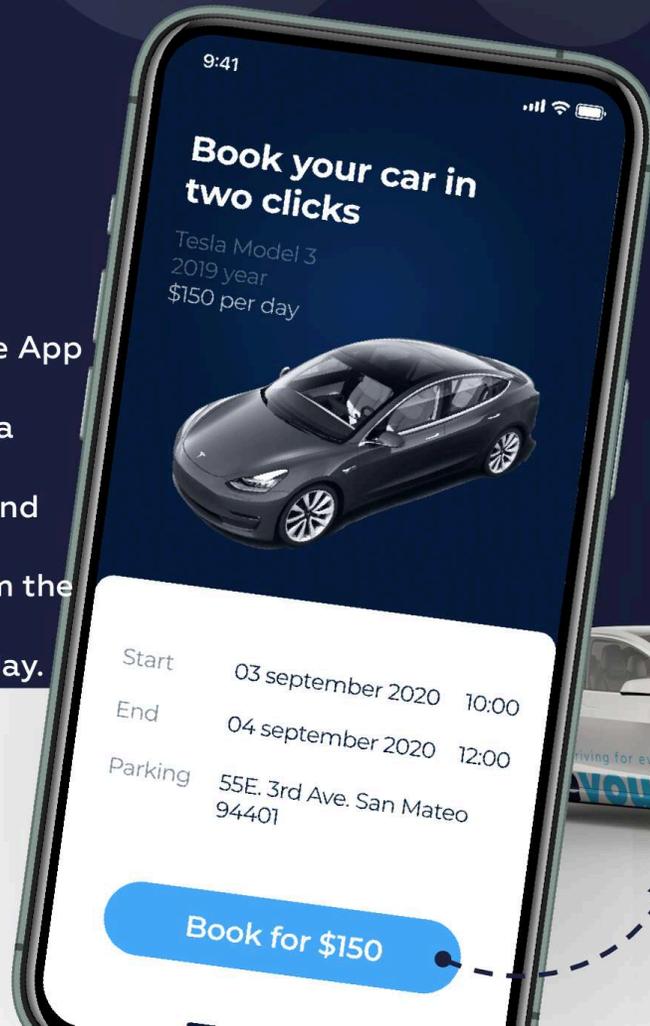
Users

Residents of one or two nearby apartment building

Sharing rules

1. Download the HereYouGo app from the App Store or Google Play Store.
2. Sign Up: Enter your email address and a password.
3. Register: Upload your driver's license and credit/debit card.
4. Add Location: Select your location from the drop down menu.
5. Book a vehicle by the minute, hour or day.

The main advantage – is a freedom to use a car without problems of ownership



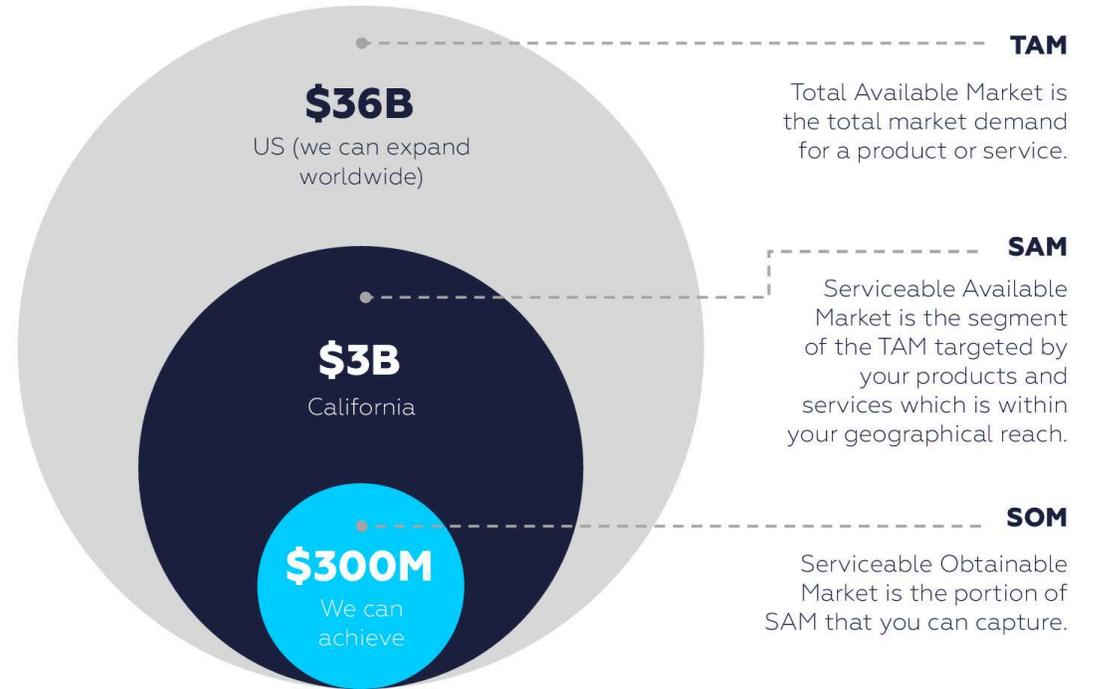
The Potential Market

Our market calculation:

We launch at Draper University and Hero City co-working space. There are around 5300 colleges in the US and around 5000 co-working spaces. If we place one car at each place it will fleet of around 10,000 cars. We can make around \$2400/month on one car by Turo estimate. So our revenue in the US per year will be around $2,400 \times 12 \times 10,000 = \$288M$. It is obvious that some universities like Stanford need more than one car to serve transportation needs and we plan to extend our service to other properties owners as residential buildings.

Another way to calculate the market might be the dividing existent car rental market into the segments. The estimate for that market is \$36Bln. and the estimate for the number of companies is 22,280. Let's 80% of the market will be held by the biggest 10 companies. And the rest \$7.2Bln should be divided into 22,270 companies. That how we will get an estimate of \$300,000/ year for 1 small company. That is where we want to start, but we don't want to fight with those small companies, we will build a new market.

We will have a great competitive advantage as a company which uses advanced technological cars by saving money with parking, washing, charging, etc. and by attracting more customers looking for cars which are more fun to drive.

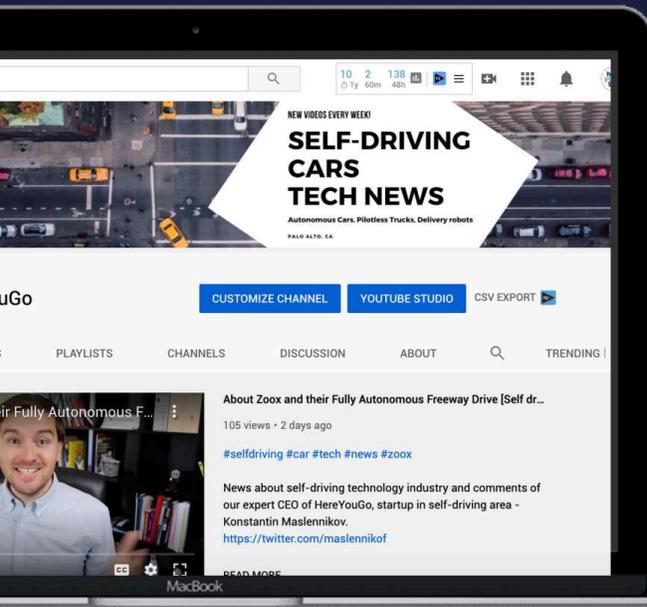


Competition

With the potential to compete economically with personal vehicles in the multitrillion-dollar mobility market, many of the world's most powerful companies are working toward fully autonomous vehicles for consumer mobility service use, several by 2020: Google, Uber, GM, Tesla.*

* We had a meeting with one of the biggest car manufacturers in US, the problem they face with autonomous cars deployment is part of our business model

Funding History & Use of Proceeds



Today key results:

- We organized pilot project with Draper University
- We started our cooperation with Stanford University to scale our project there

Cash On Hand

\$20.000

- 4 month – low speed burn rate
- 2 month – medium speed
- 1 month – high speed - fast hiring

Our ideal investor is:

- passionate about sharing economy and transportation
- will support us in growing our company to a \$1 billion business
- has synergistic businesses in the portfolio
- will help us to network with other investors and partners



Congrats to [@maslennikof](#), a seasoned entrepreneur with a passion for transportation. Today we invested in his startup [@HereYouGo](#). Every time we meet he comes in with a huge smile and full of gusto and enthusiasm!»

Juan Acosta

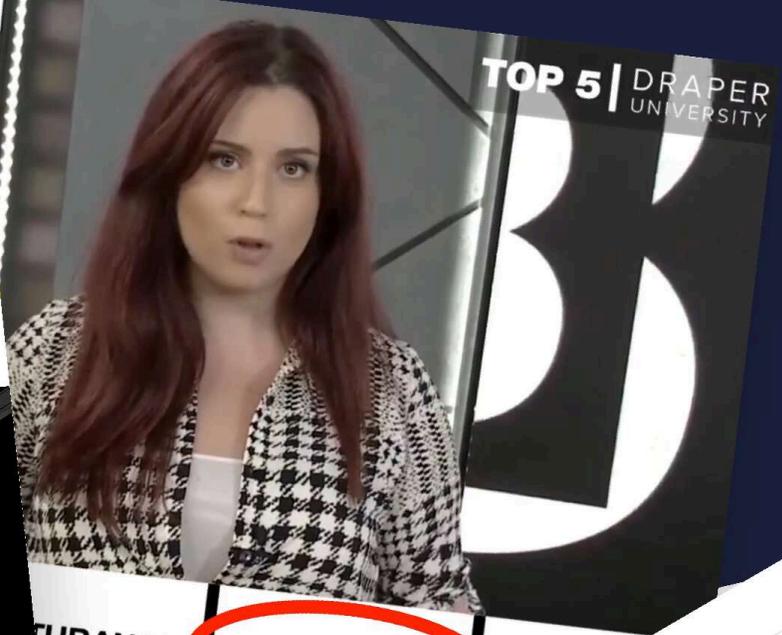
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Press about us

BLOCKTV
BLOCKT
BLOCKTV B
BLOCKTV
BLOCKTV



EMERGING TECHNOLOGY
startupgrind
MULTI-INTERNATIONAL BUSINESS SCHOOL
IN PARTNERSHIP WITH Google for Startups

HOW WILL AUTONOMOUS VEHICLES SHAPE THE FUTURE OF WORK?



CONNECTED CAR

What Blockchain Offers Autonomous Vehicles: Security, Safety, A Whole New Approach to Ownership

By Michael Coates

There's no shortage of feats that blockchain is supposed to accomplish. Let's add one more to the list - autonomous vehicles (AVs) - and dig a little deeper into how this arranged marriage might work.

First, we need to agree on the definition of blockchain. Blockchain built its reputation around monetary transactions because it allows people to set up their own secure financial system. Taking it a little broader than conventional wisdom, blockchain is described by Bebo White, a professor in the Department of Computer Science at the University of Hong Kong, as a "secure way of facilitating data transfer." Some have described it as a secure electronic ledger.

drivers would no longer be needed. Those vehicles aren't here yet, but all indications show that they could be on the market by 2020, so it's not too early to start planning.

HereYouGo's software will be a mobile application with three different roles - passenger, owner, and car administrator. The role of administrator is a new job created that could offer a work transition for former drivers. That person will oversee the car systems management, paying for fuel, car washes, and other services. The app will allow for fractional ownership of a vehicle, setting up online consensus decision-making.

system," but capable of being programmed to not only set an AV ride, but could even tell the cars when they need to go in for service. Since this would be a non-centralized database at its core, any entity using it would not be relying on any server in someone else's building. Of course, on top of this, White said the private structure offered by this kind of blockchain process adds a further layer of security and would keep transactions away from hackers, an ongoing concern as AVs add more connected software. Such a system could go a long way to address trust issues.



TIM DAWKINS
Lead, Automotive & Autonomous Mobility

KONSTANTIN MASLENNIKOV
CEO & Founder

WORLD ECONOMIC FORUM

happy commuting
hereyougo

TURANSA

HereYouGo

Superb Crew

INVESTORPLACE

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These private investing opportunities provide potentially groundbreaking upside

Enomoto, InvestorPlace Contributor Apr 2, 2021, 7:24 am EDT

Webinar
<https://bit.ly/2xoFaFj>

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