



Carchain SRL

Innovative Startup

2020

Idea

Dynamic QR codes & Blockchain technology implementation into the automotive industry to enhance integrity, security, and privacy.



Vision

To become the world's most loved platform to store and share vehicle data, enhance the classic and vintage car market liquidity.



carchain

Carchain Solutions



Watch a video



Private Sellers

Targets Private sellers

Dynamic QR code linked to the car listing.

Internet & In-person advertisement.



Watch a video



Enterprise

Targets Car Dealerships

Dynamic QR code linked to the car listing.

Internet & In-person advertisement.



Watch a video



Car Collectors

Targets Car collectors

Dynamic QR code linked to the car listing. Information stored on the Ethereum Blockchain.

Internet & In-person advertisement.



Car Collectors Joint Ownership

Targets Car collectors

Vehicle equity creation, shares trading, and equity dissolution services.



Printing Service

Waterproof Dynamic QR code printing service.



Private sellers

FREE

€ 0.⁰⁰

Listing on the website

Up to 3 Scans per day

Up to 6 pictures



GET NOW

PREMIUM

€4.⁹⁹/wk

Listing on the website

Unlimited Scans per day

Up to 15 pictures

Customized QR codes

Analytics

Lead Generator

Editable short URL

Activate / Deactivate feature

GET NOW

Free

1 Week

50% off

3 Weeks

Up to the sale

Price

Billed

€ 0

€ 0

€ 9.99

€ 9.99

€ 4.99

€ 14.97

€ 24.99

€ 24.99

Featured listing € 9.⁹⁹/wk



Enterprises

35% off

GOLD
€64⁹⁹/mo

Up to **100** listings & codes

- Listing on the website
- Unlimited scans per day
- Up to 15 pictures
- Customized QR codes
- Analytics
- Lead Generator
- Editable short URL
- Bulk generation
- Password Request
- Activate / Deactivate feature

Extra Code
€0⁹⁹
/mo

SIGN UP

	Price	Period	Billed	
Up to 10 listings	€ 34.99	6 months	€ 209.94	Bronze
29% off Up to 10 listings	€ 24.99	12 months	€ 299.88	
Up to 50 listings	€ 69.99	6 months	€ 419.94	Silver
29% off Up to 50 listings	€ 49.99	12 months	€ 599.88	
Up to 100 listings	€ 99.99	6 months	€ 599.94	Gold
35% off Up to 100 listings	€ 64.99	12 months	€ 779.88	
Extra listing	€ 0.99	6 months	€ 5.94	
Extra listing	€ 0.99	12 months	€ 11.88	

Featured listing € 9.⁹⁹/wk



Car Collectors – B2B & B2C

Car Collectors

70% off

€6/mo

Listing on the website

Unlimited Scans per day

Up to 25 pictures

Customized QR codes

Analytics

Lead Generator

Editable short URL

Password Request

Active / Deactivate feature

SUBSCRIBE

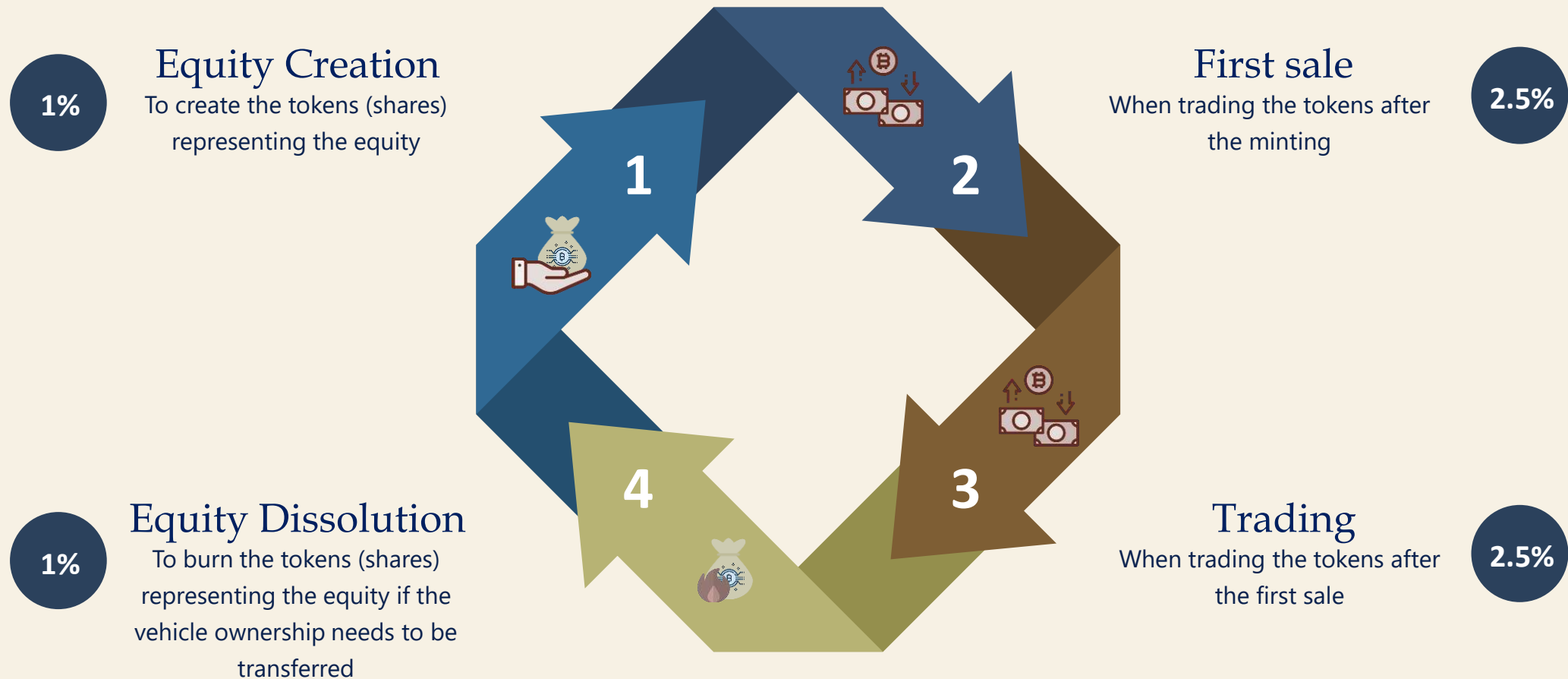
	Price	Billed
1 Month	€ 20	€ 20
30% off 3 Months	€ 14	€ 42
50% off 6 Months	€ 10	€ 60
70% off 12 Months	€ 6	€ 72

Featured listing € 9.⁹⁹/wk

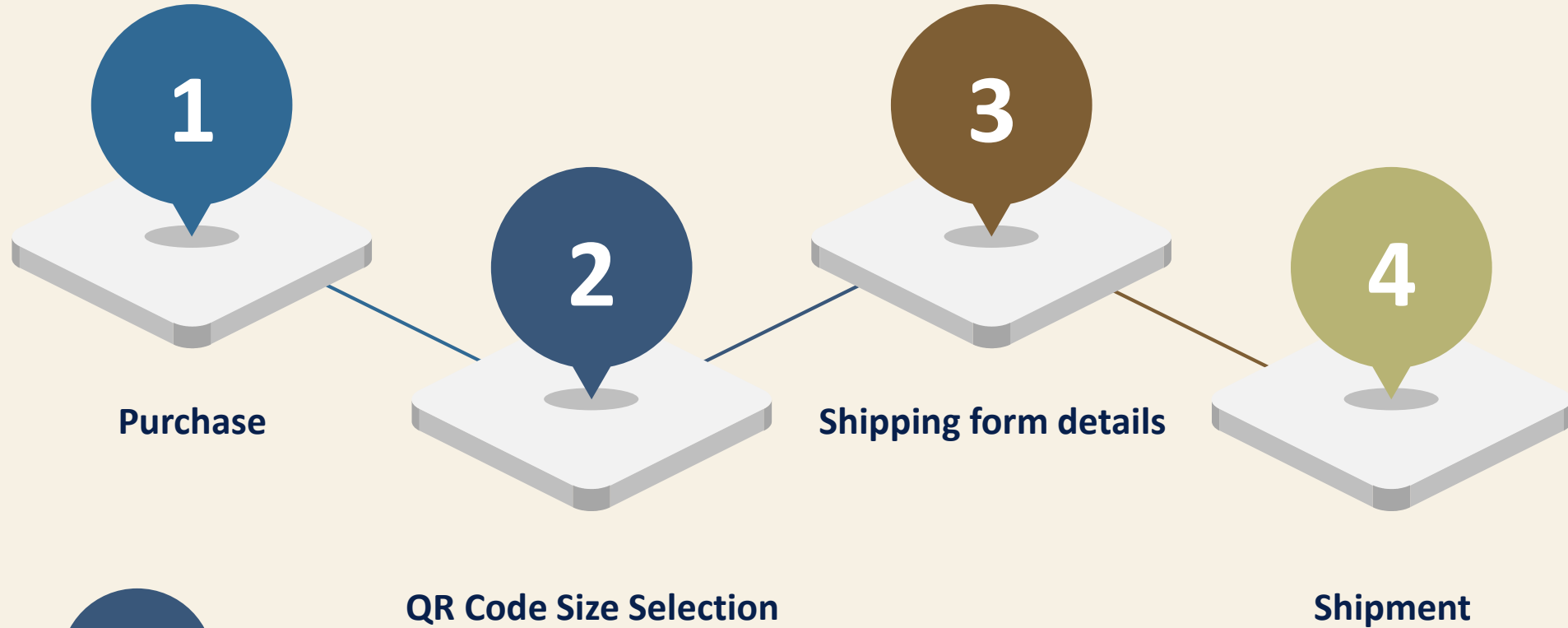
B2B

+ € 3 /mo
from car 31

Car Collectors Joint Ownership



Printing Service



Price € 9.99

Problems, Needs & Solutions

Present

N
&**S**

Online Advertisement

Website listing on the marketplace.

N
&**S**

Passers-by & Fairs Spectators Advertisement

Piece of paper showing few details about the car.

P
&**S**

Lack of Potential Buyers due to high prices

Car joint ownership whose equity is split into shares. (Rally RD, New York)

P
&**S**

Fraud, Scams, and Data Security Vulnerability

Paper form records & information stored in centralized databases

Carchain Solutions

S

Website listing linked to a Dynamic QR code

S

Dynamic QR code implementation

S

Blockchain & cryptocurrency implementation

S

Blockchain implementation through asset tokenization

Technology & Benefits

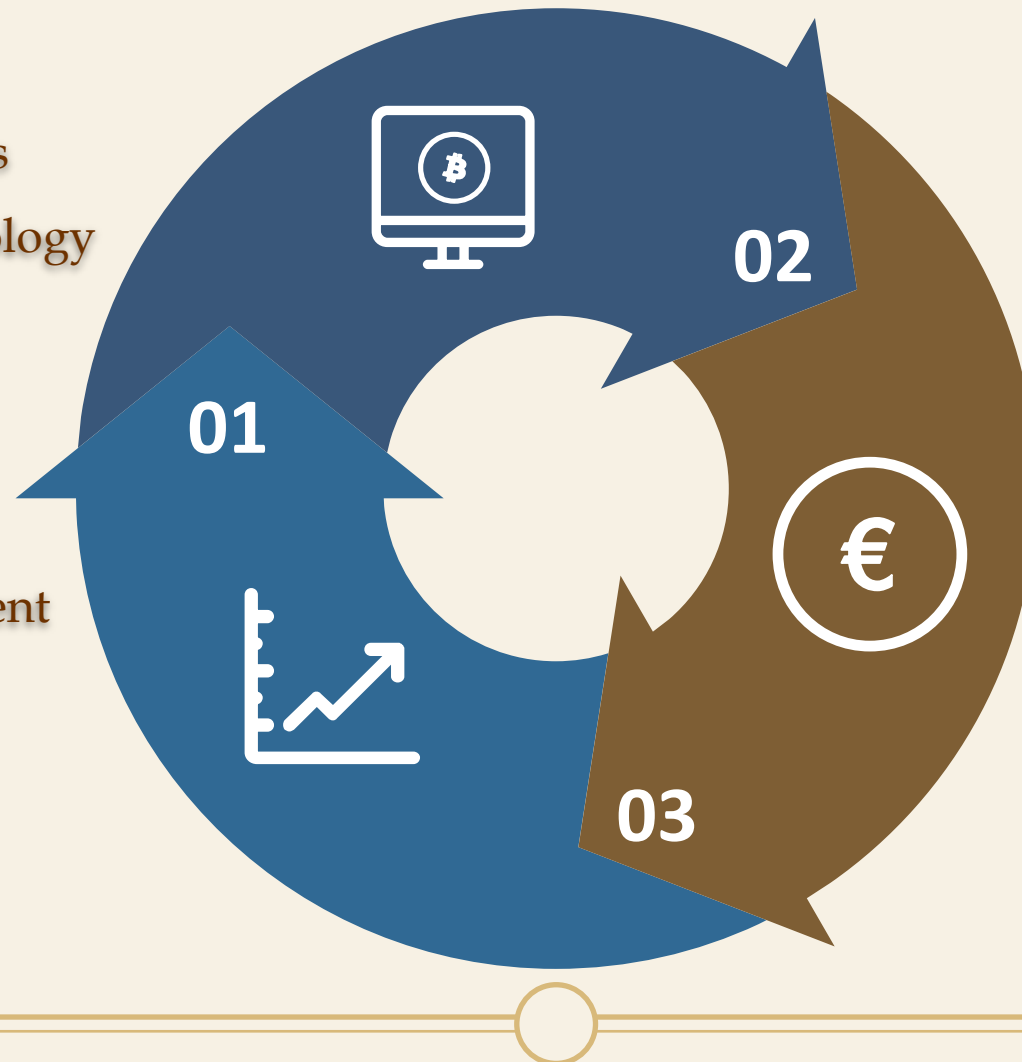


Technology

- Dynamic QR codes
- Blockchain Technology

Benefits

- In-person advertisement
- Transparency
- Traceability
- Security
- Privacy



Price

Competitive prices for all segments which guarantee the best trade-off between cost and benefits

Blockchain

1

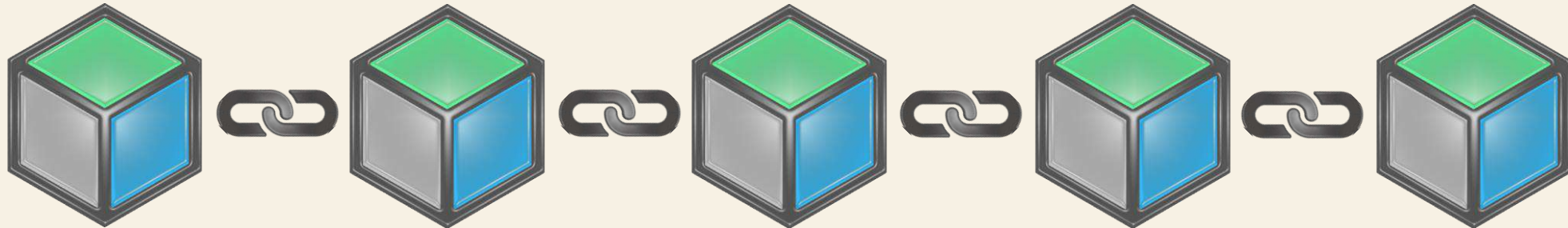
Distributed Database
Everyone can get a copy of it.

2

Everyone with a copy can
add new records.

3

No changes allowed.



Budget

Reduced the cost
of transaction.



Security

Cryptography makes
impossible to break
the scheme.



Velocity

Transactions are worked
on almost instantly and
confirmed within
seconds or minutes.



Globalization

Computers are
indifferent of your
location.

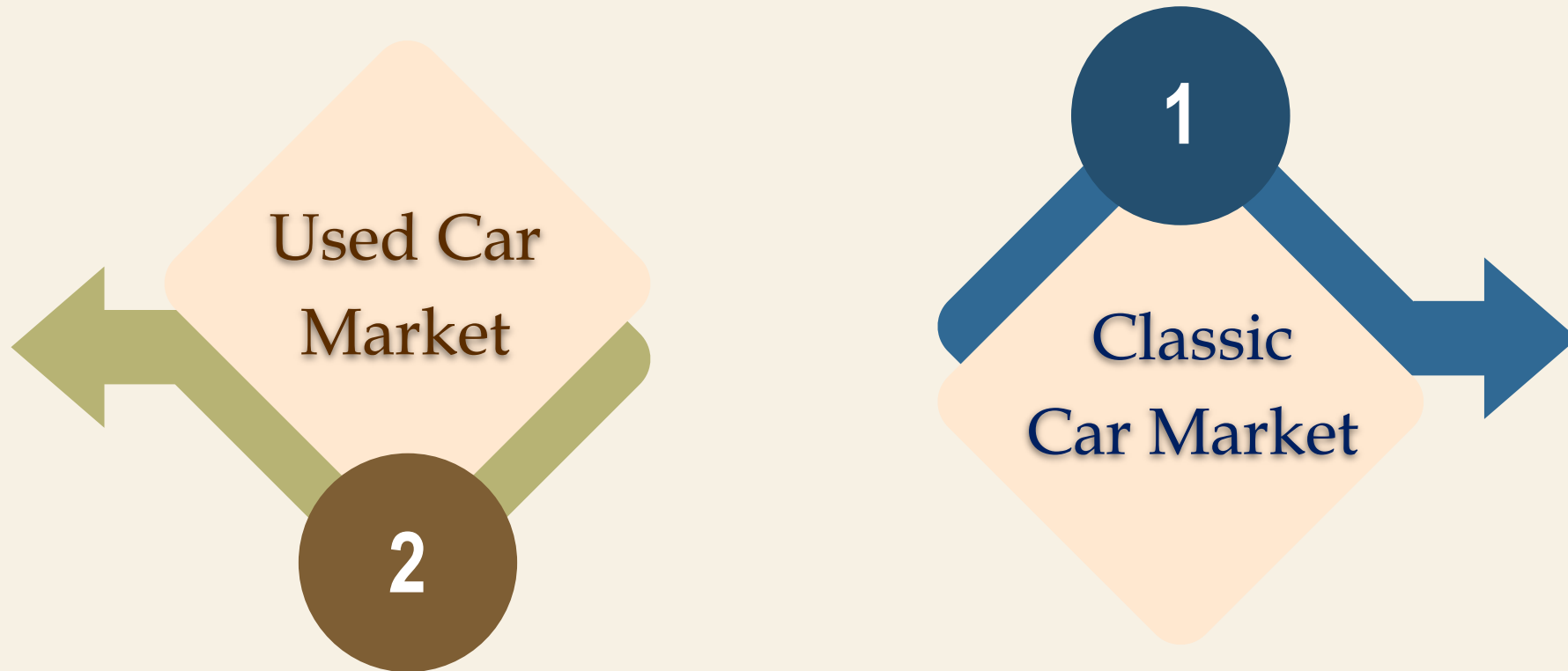


Irreversibility

After confirmation a
transaction cannot be
reversed by anyone.

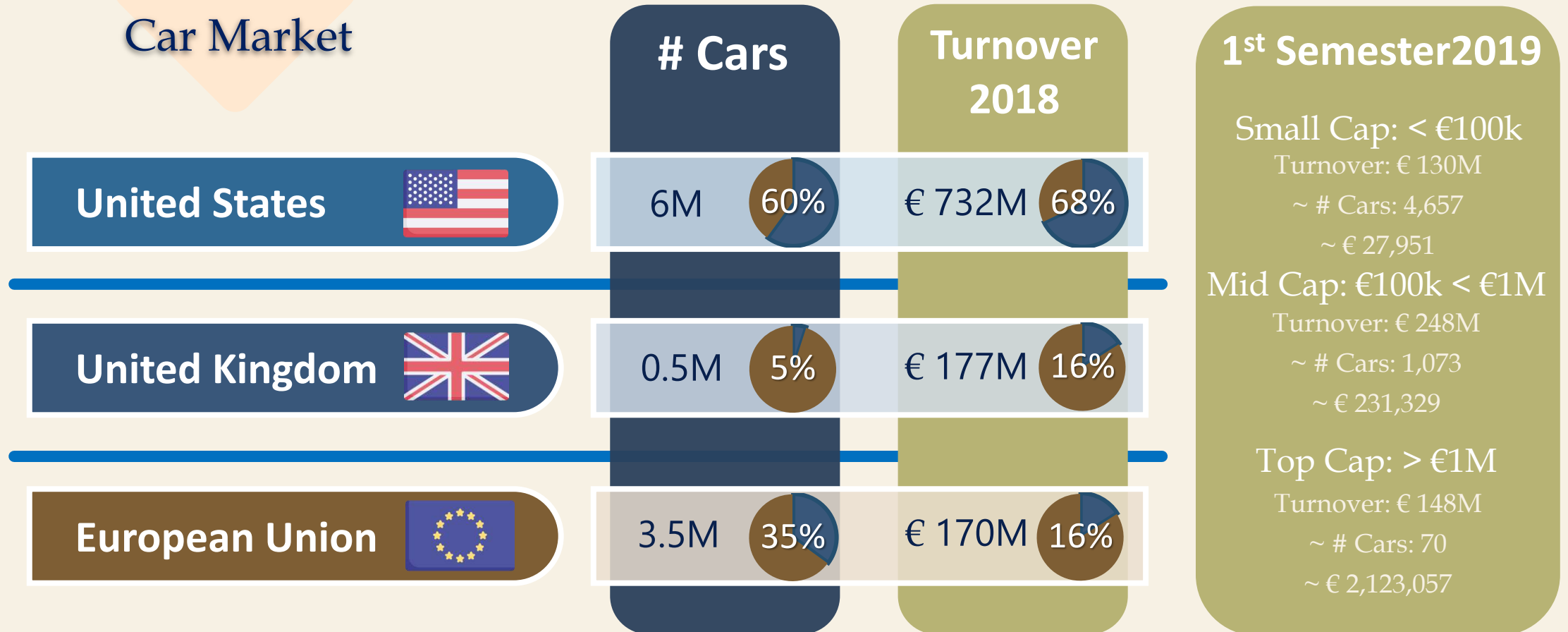


Market Analysis





Target Market



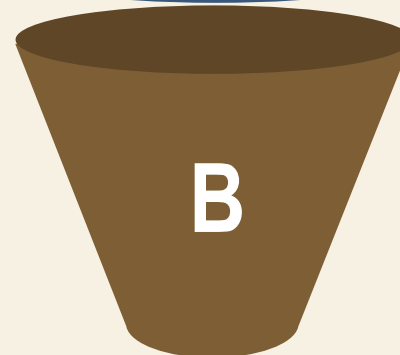
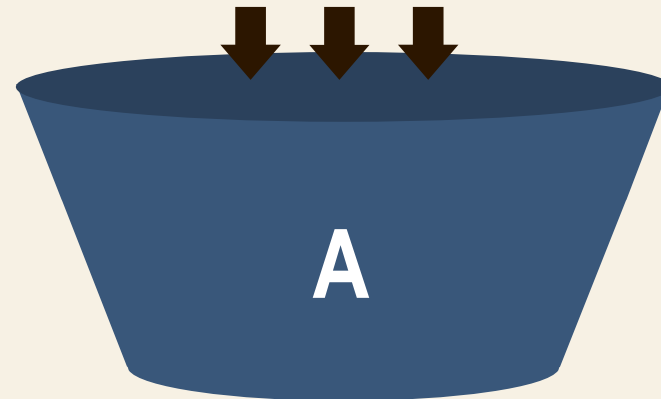
Market Analysis



Global Analysis

Analysis through 61 countries considering:

- Number of cars = 1.17B
- GDP = 77,736B
- Population = 5.36B
- Language = 12
- Location



Market Potential

Countries = 50

Languages = 3



Target

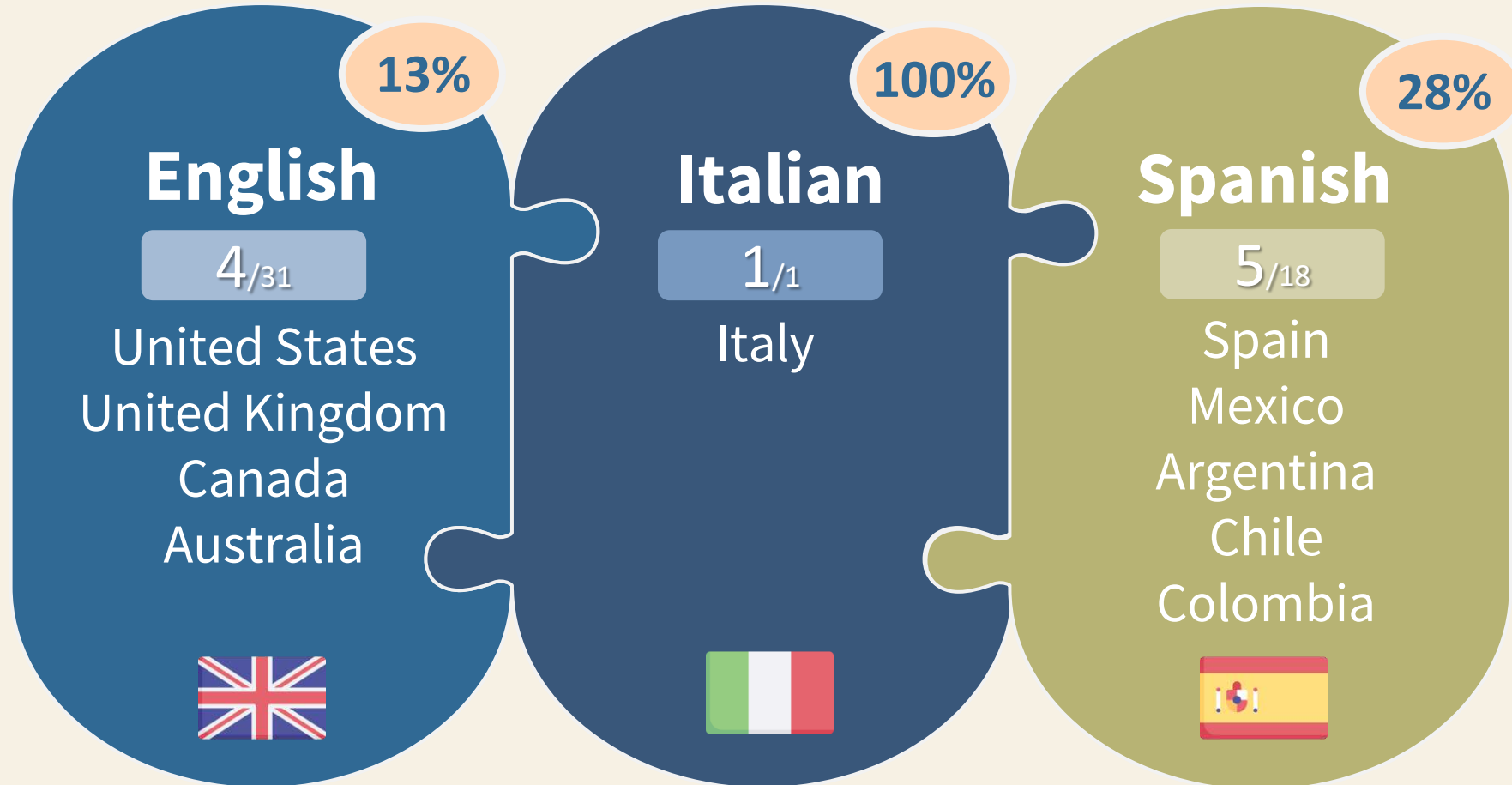
Countries = 10

Used Car Market

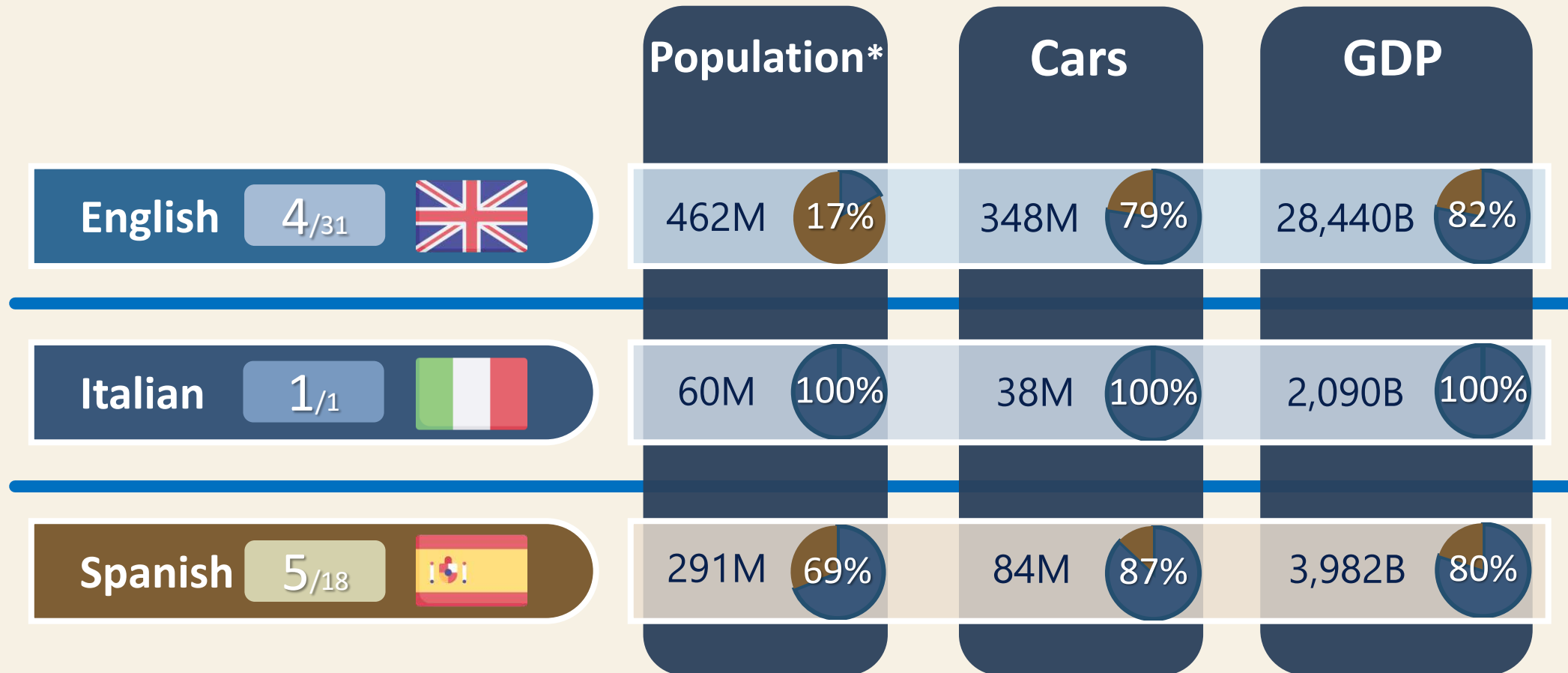
2



Target Market



Target Market



Target Market Size & Segmentation



Used Car Market

Car
Dealerships

54.5M cars

Private
Sellers

15.8M cars

10 countries



4



5



1

Classic Car Market

1. Private
Owners

10M cars

2. Private
Sellers

1B € turnover

3. Car
Dealerships

4. Car
Auction Dealers

8 countries



Potential Competitors (PC) – QR Code



Some of the Companies providing
QR code generation services

- Unitag
- QRcode.kaywa
- Img2qr
- QR code generator
- QR code
- UQR.me
- Scanova

Revenue model

Annual or Monthly Subscription

	B2B	B2C
Avg Price	€ 83/mo	€ 9.5/mo
# QR Codes	Unlimited	1-2

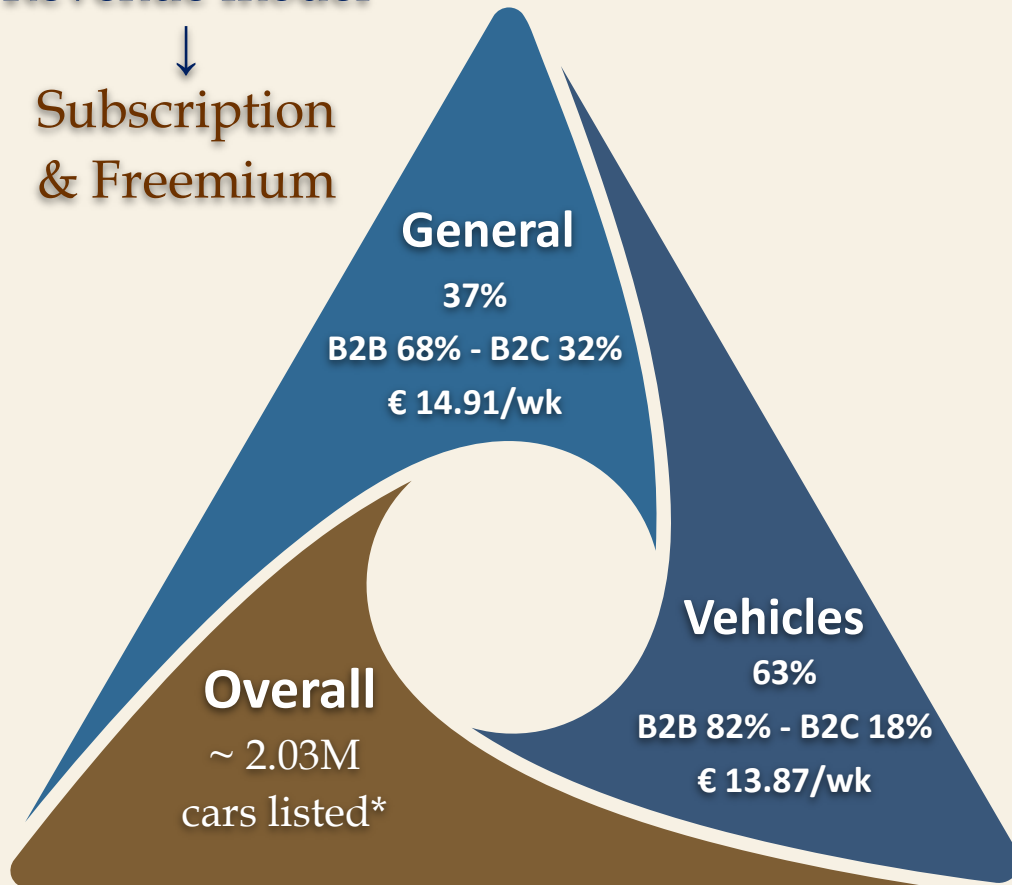
PC – Car Marketplaces



Revenue model



Subscription
& Freemium



Focus on Vehicles

- Autoscout24.it
- Quattroruote.it
- Automovile.it
- Repubblicaomotori.it
- Automoto.it
- Alvolante.it (B2B)
- Autosupermarket (B2B)

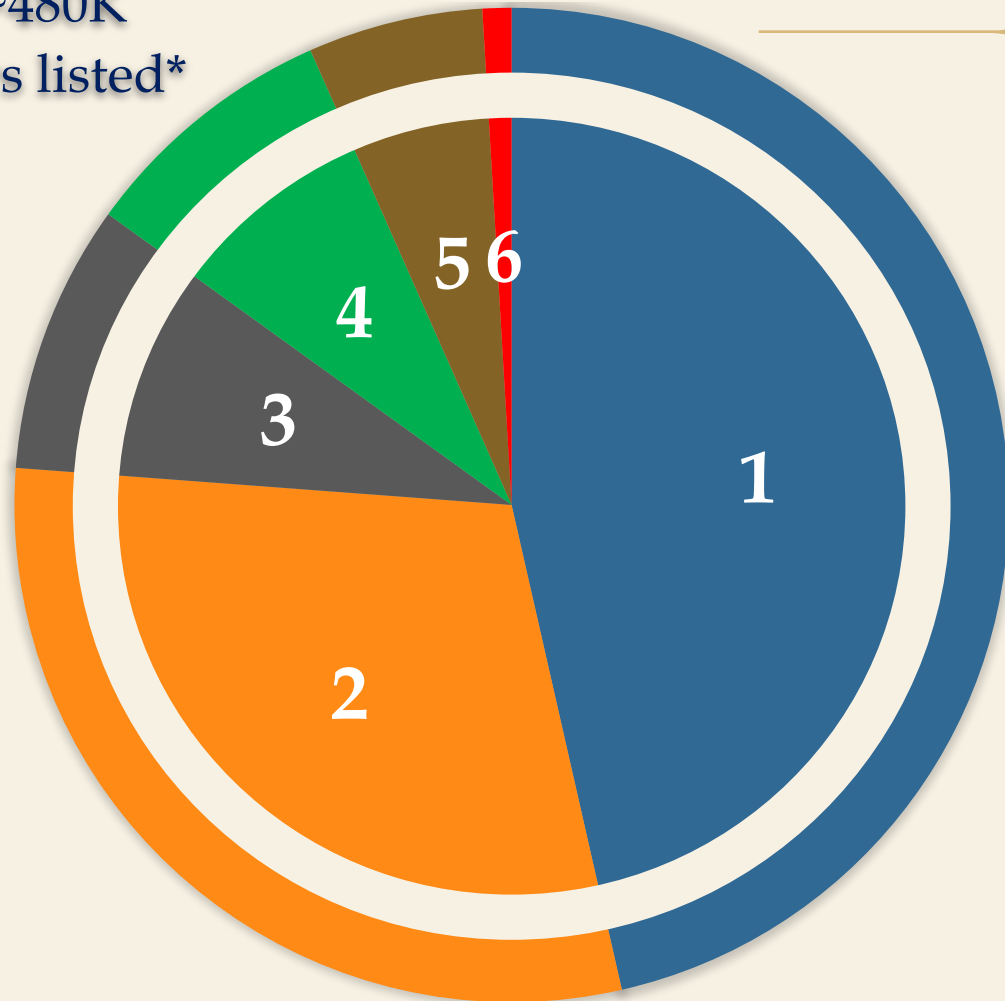
Focus on General

- Subito.it
- Bakekca.it
- Kijiji.it
- Viva Stret
- Portal portese

Market Share – B2C



~480K
cars listed*

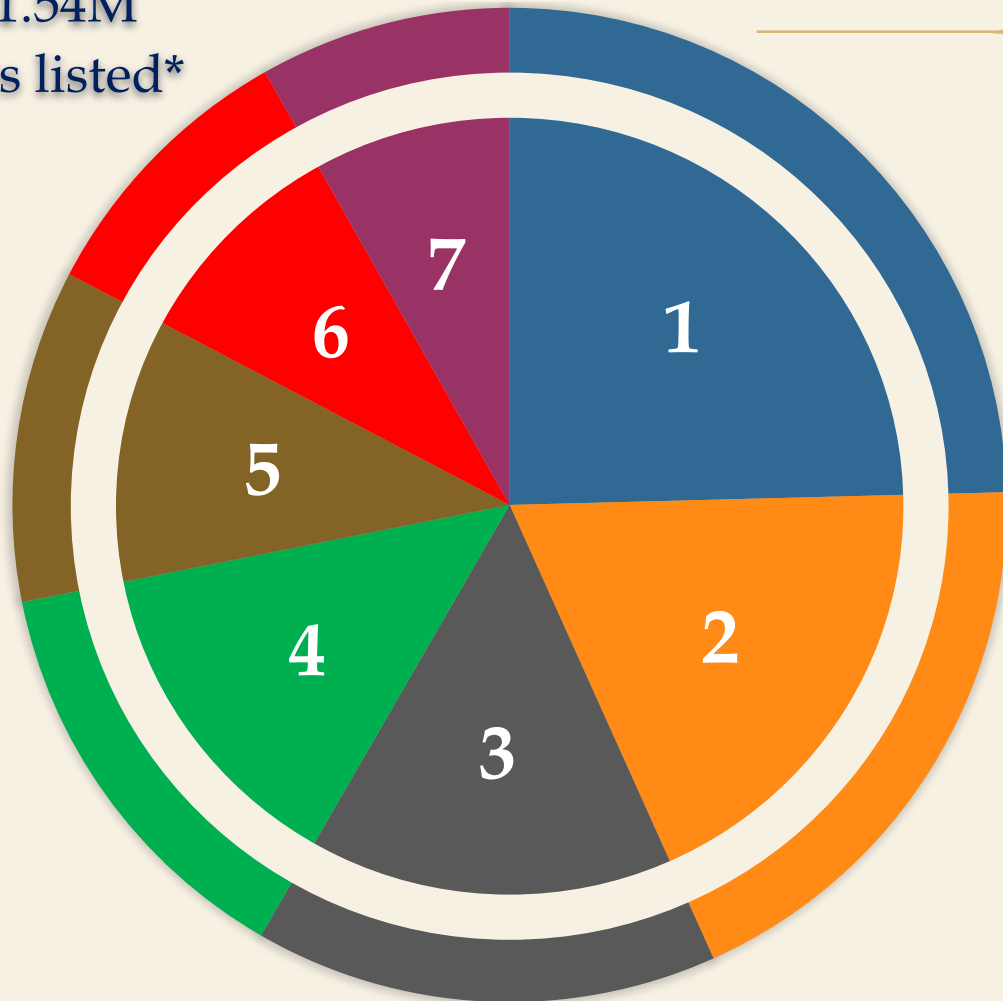


1.	Subito.it	46%
2.	Autoscout24.it	30%
3.	Bakeca.it	9%
4.	Automobile.it	8%
5.	Kijiji.it	6%
6.	Three players:	1%
	a. Automo.it	0.3%
	b. Alvolante.it	0.1%
	c. Viva Street	0.6%

Market Share – B2B

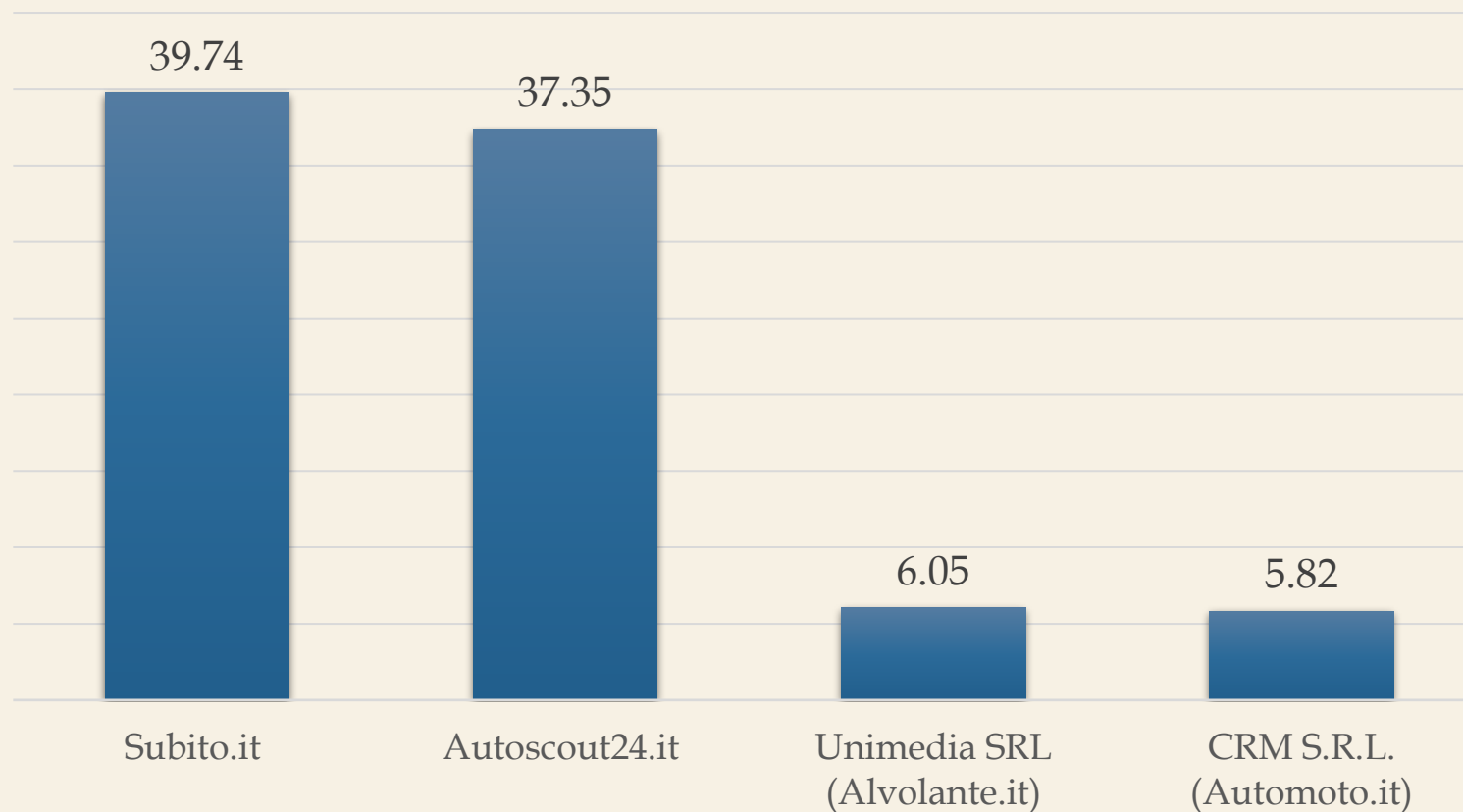


~1.54M
cars listed*

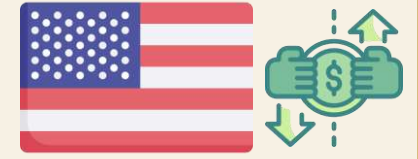


1.	Autoscout24.it	25%
2.	Subito.it	19%
3.	Bakeca.it	15%
4.	Automobile.it	13%
5.	Alvolante.it	11%
6.	Kijiji.it	9%
7.	Automoto.it	8%

Revenue by company (million)



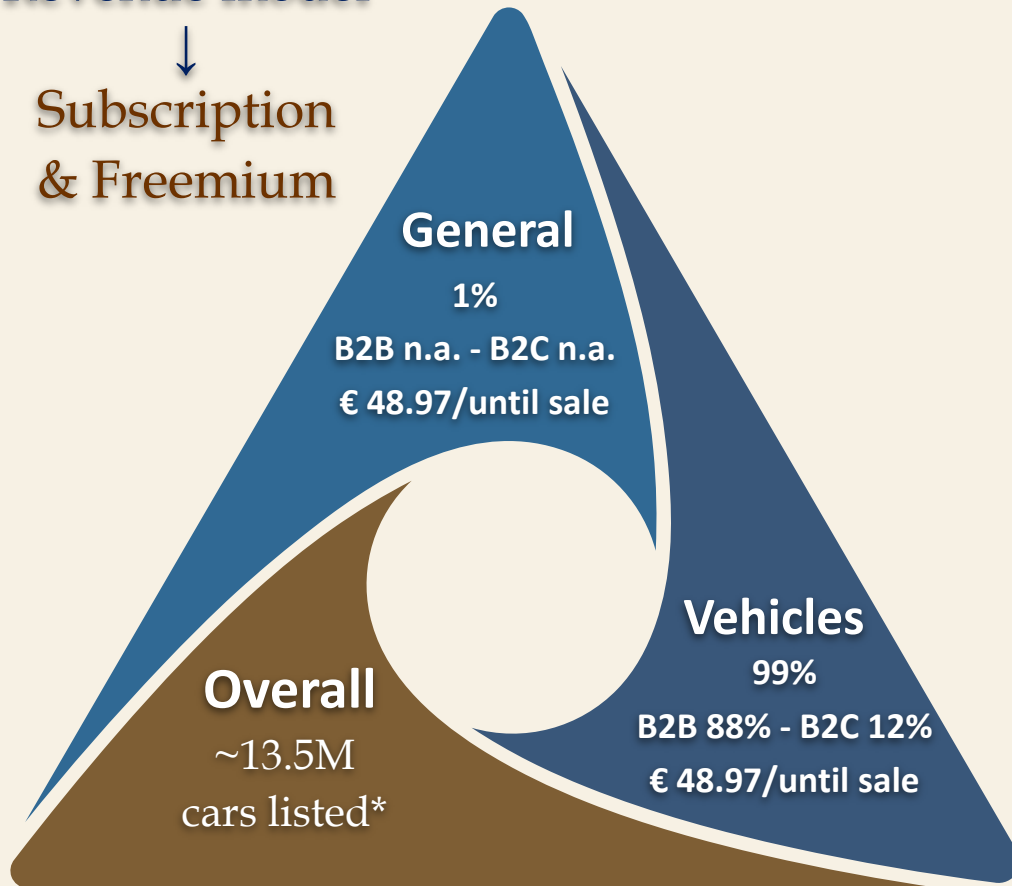
PC – Car Marketplaces



Revenue model



Subscription
& Freemium



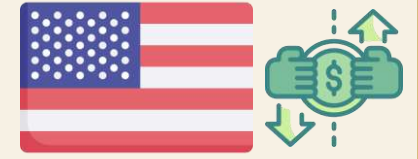
Focus on Vehicles

- Carsoup
- Autolist
- Autotrader
- Cars.com
- Kelley Blue Book
- Edmunds
- Carsdirect (B2B)

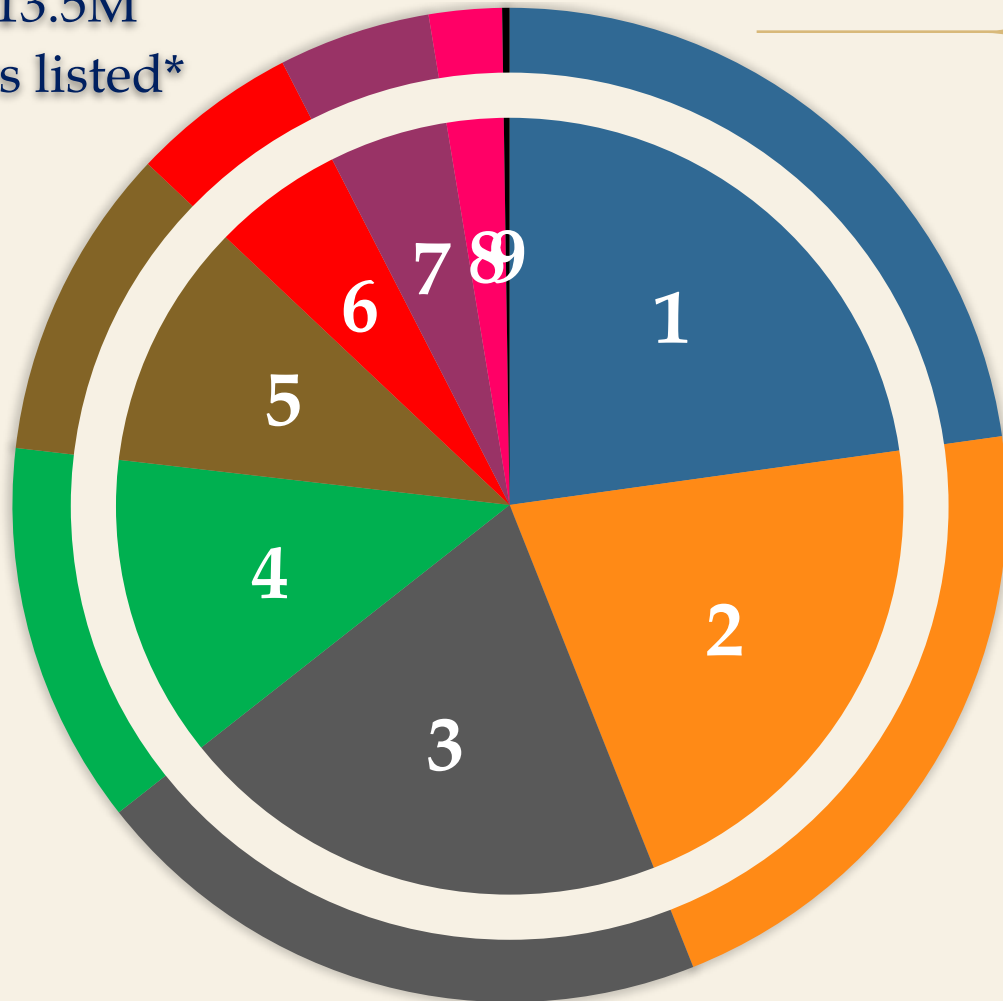
Focus on General

- Ebay

PC – Market Share

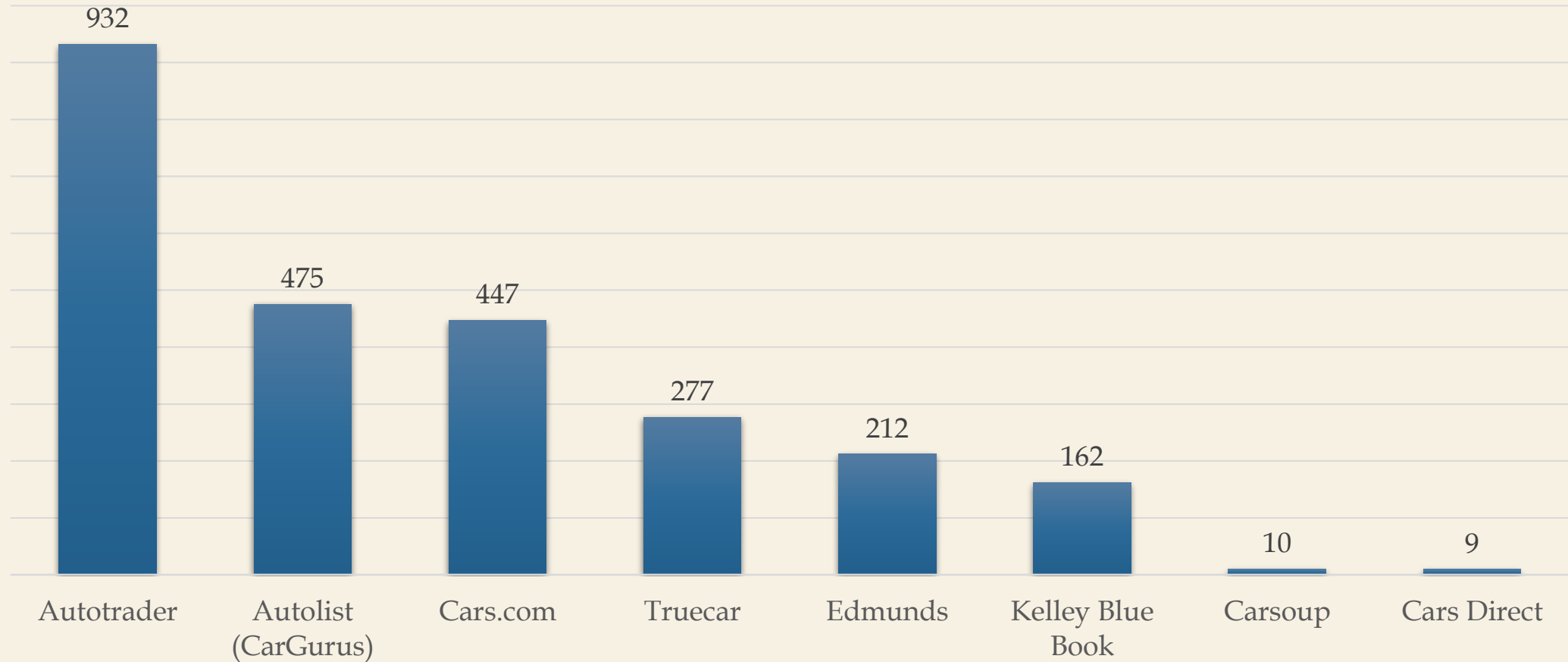
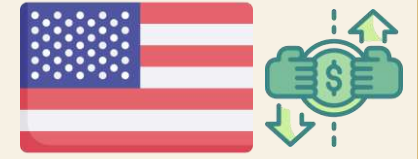


~13.5M
cars listed*



1.	Carsoup	23%
2.	Autolist	21%
3.	Autotrader	20%
4.	Cars.com	13%
5.	Kelley Blue Book	10%
6.	Truecar	5%
7.	Edmunds	5%
8.	Carsdirect (B2B)	2%
9.	Ebay	1%

Revenue by company (million)



PC – Classic & Vintage Car Marketplaces



Revenue model



Subscription & Freemium

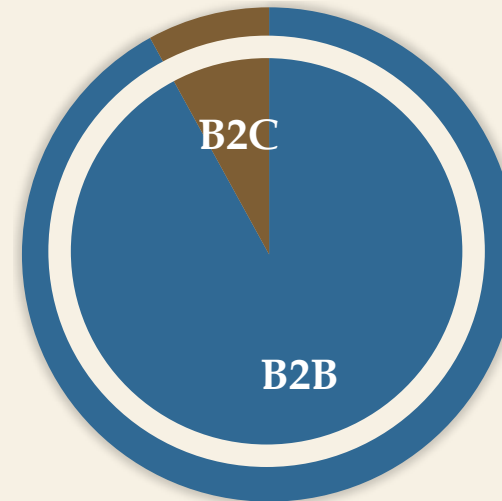
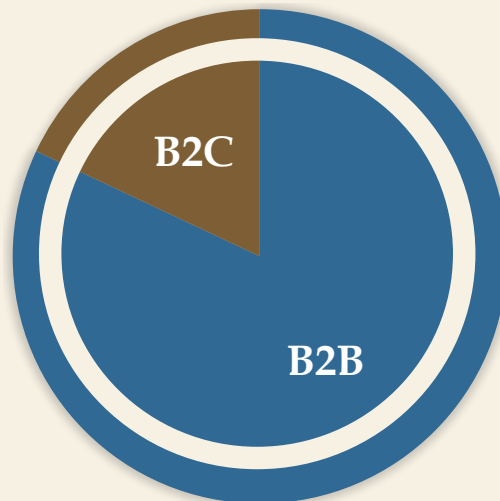


B2B 82% - B2C 18%

Avg price

€ 211.43/until sale

€ 52.52/mo



B2B 92% - B2C 8%

Avg price

€ 94.30/until sale

€ 16.68/mo

Sources

- | | | | |
|----------------------------|-------------------------------|---------------------------------|---------------------------------|
| 1. Autotrader Classic (US) | 4. Ebay Motors (US) | 7. ClassicCars.com (US) | 10. Classic and Sport Cars (UK) |
| 2. Car & Classic (UK) | 5. Classic Trader (Germany) | 8. Dyer (US) | 11. Auto Trader (UK) |
| 3. Hemmings (US) | 6. Classic Cars for Sale (UK) | 9. Classic Driver (Switzerland) | 12. ER Classic (Netherlands) |

Revenue Model & Stream



- Private Sellers



- Printing services
- Car Collectors
- Joint Ownership

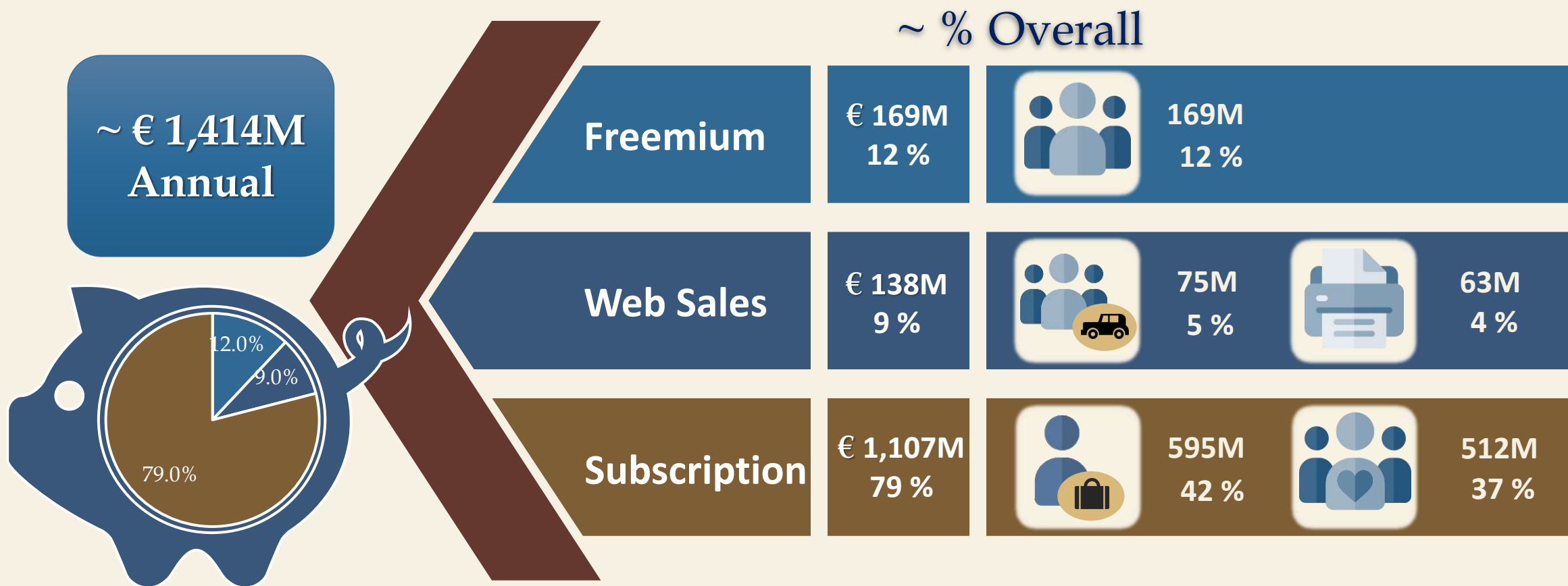


- Enterprises
- Car Collectors



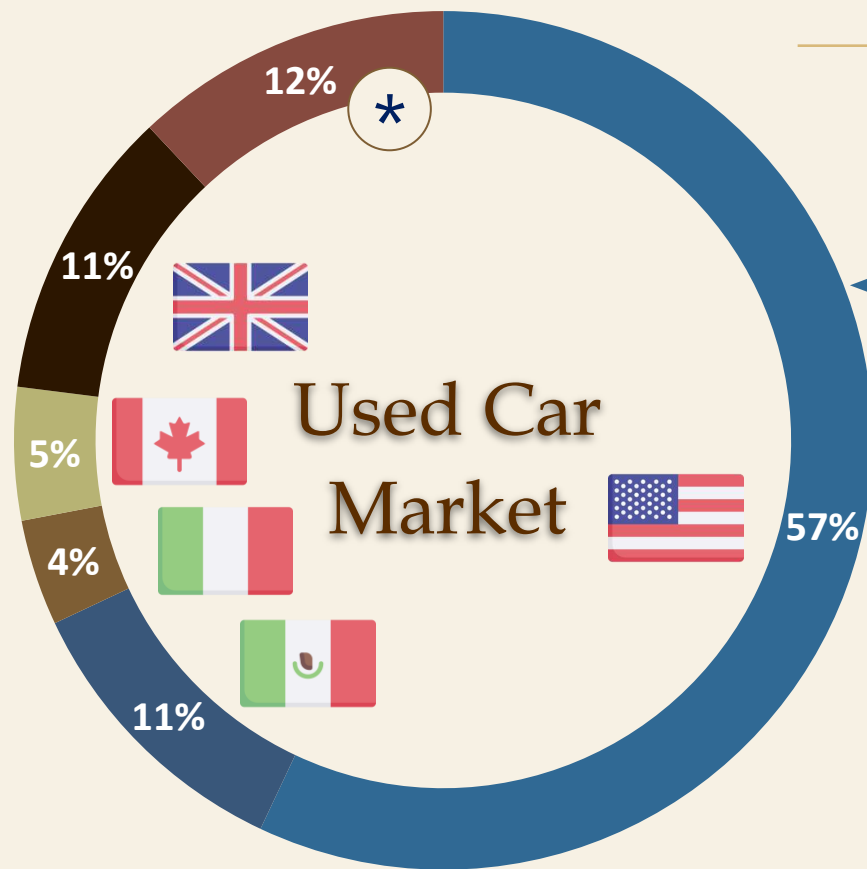


Market Potential per year



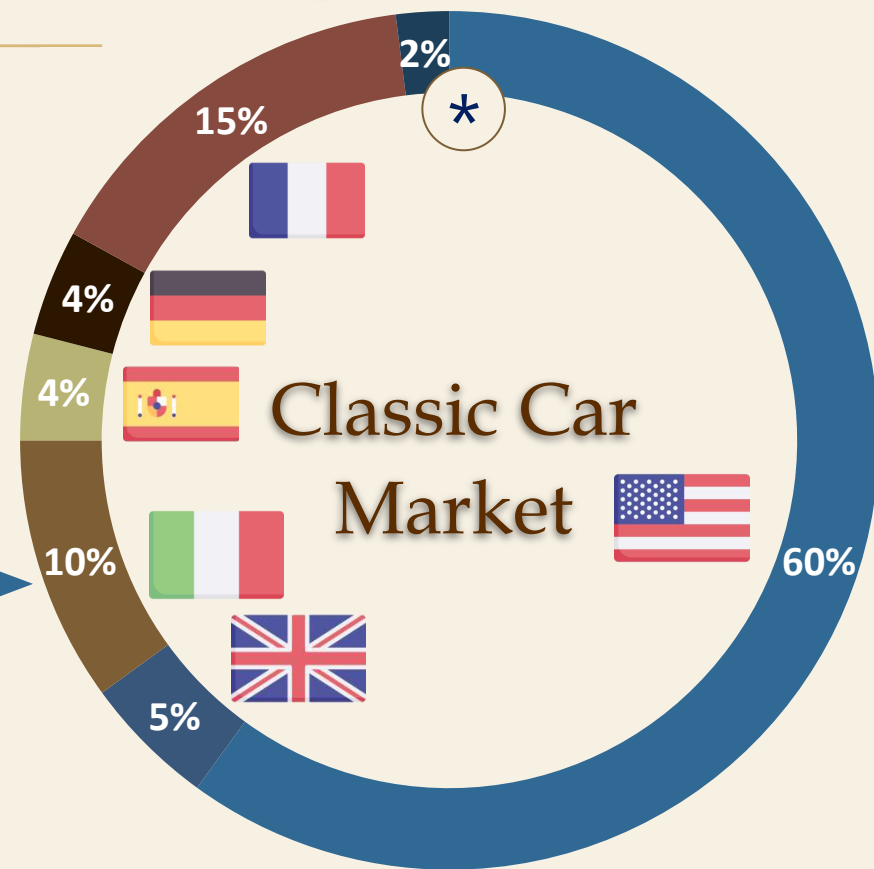


Market Potential by country



€ 828.5M

€ 585.9M



*Others 12%

1. Spain 3.17%
2. Australia 3.55%

3. Argentina 2.44%
4. Chile 1.28%
5. Colombia 1.15%

*Others 2%

1. Sweden 1%
2. Belgium 1%

Carchain Products Road Map

Short-term

1st year

Off-chain solutions

Private Sellers



Enterprises



Car Collectors



Print services



01

02

Mid-term

2nd year

On-chain solutions

Car Collectors



03

Long-term

3rd & 4th year

On-chain solutions

Car Collectors

Joint Ownership



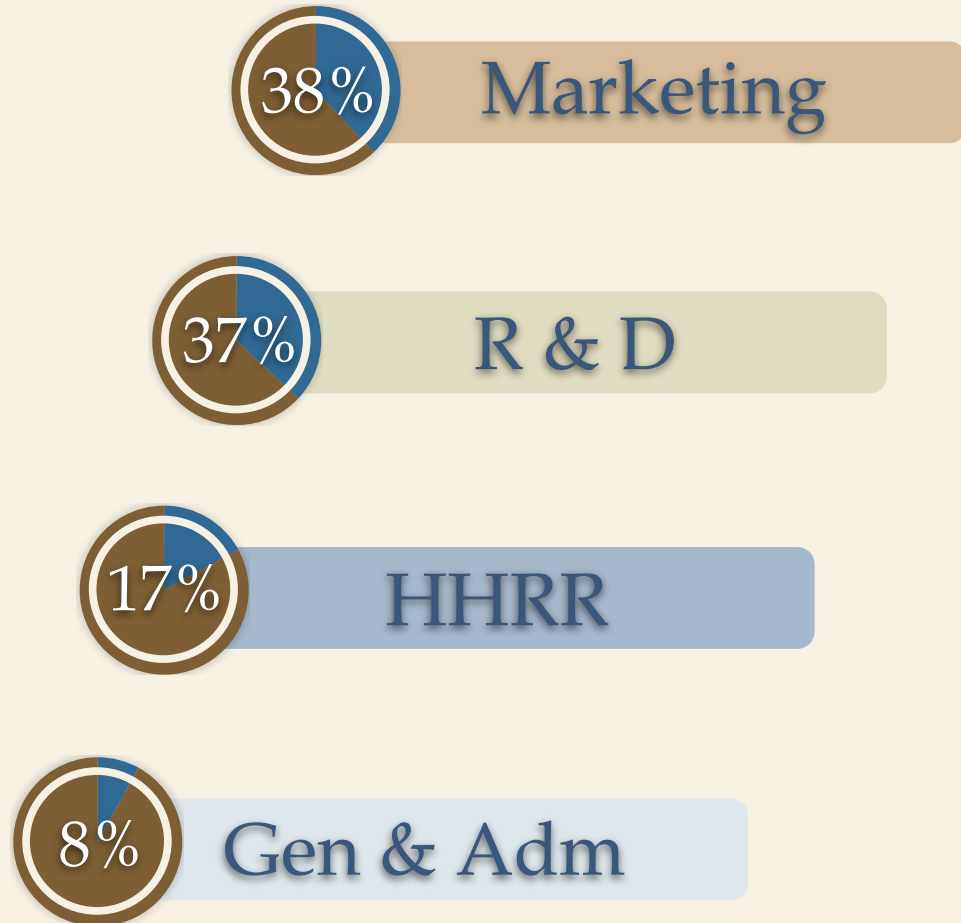
Financial need



Capital investments of innovative SMEs, registered in the special section of the Register of Companies dedicated to them, benefit from **tax relief for income tax purposes** provided for in Article 38 of the Relaunch Decree (Decree Law No. 34 of 19 May 2020) . Specifically:

- **Natural persons** are entitled to deduct in their annual tax return an amount equal to **50% of the investment** made.
- **Companies** are entitled to deduct from their total taxable income an amount equal to **30% of the investment** made.

Investments and use of funds

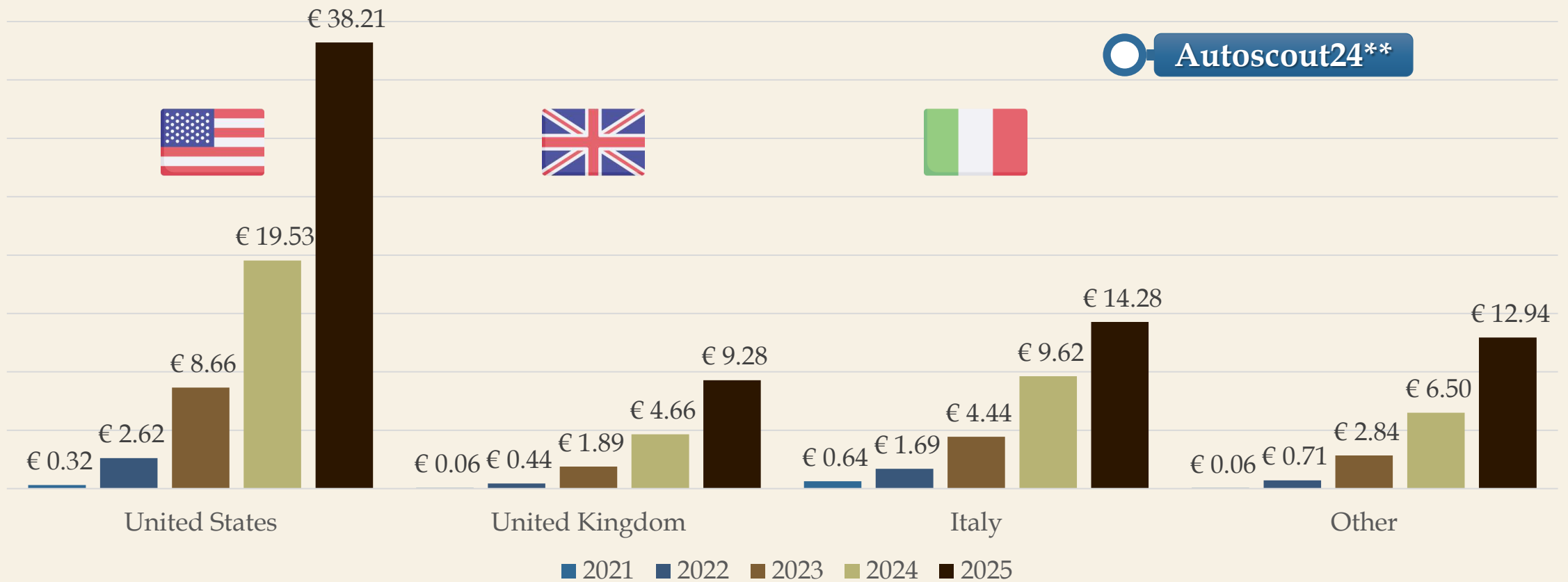


Sales Goals*



Sales Goals by Market*

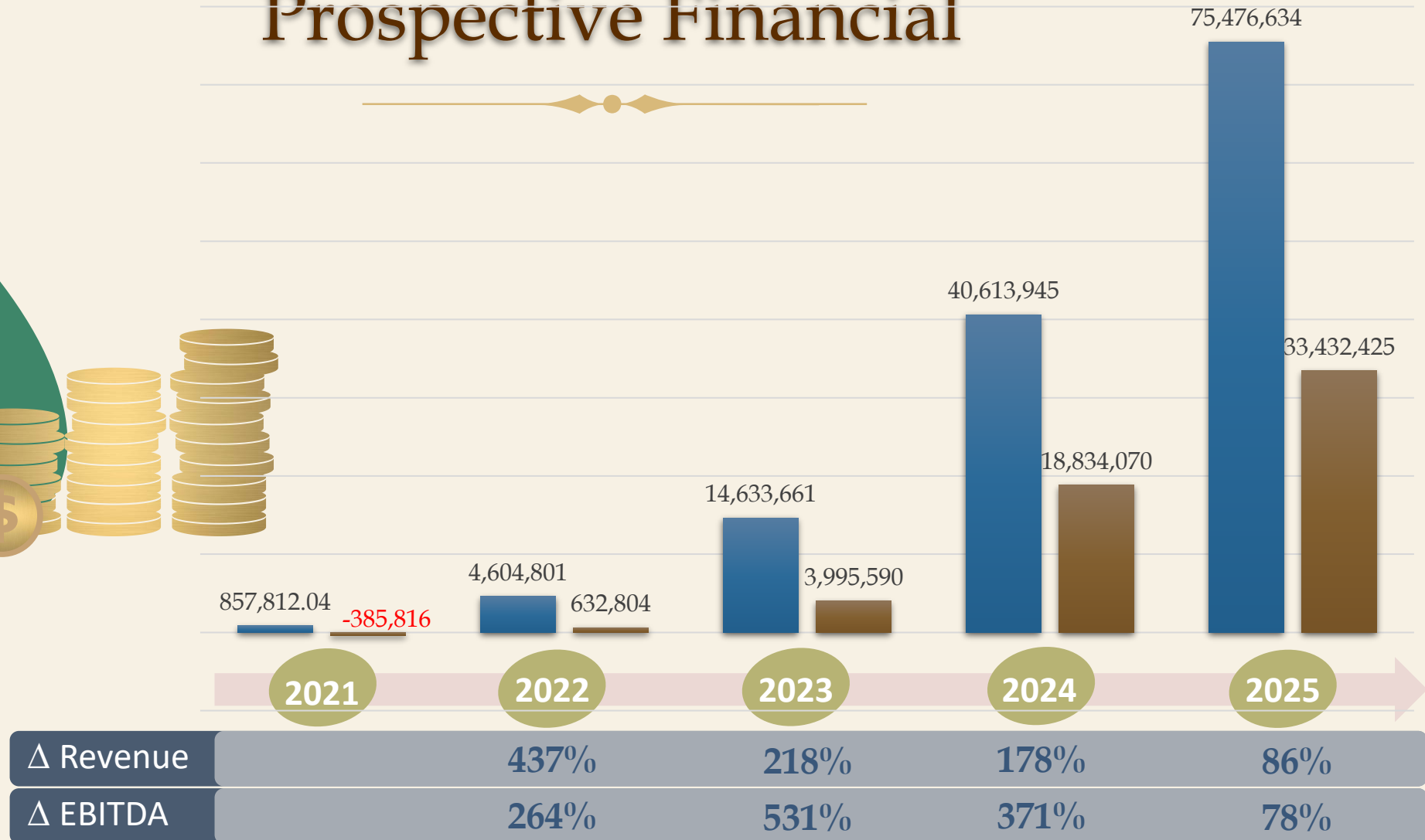
 Autoscout24**



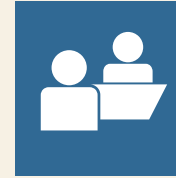
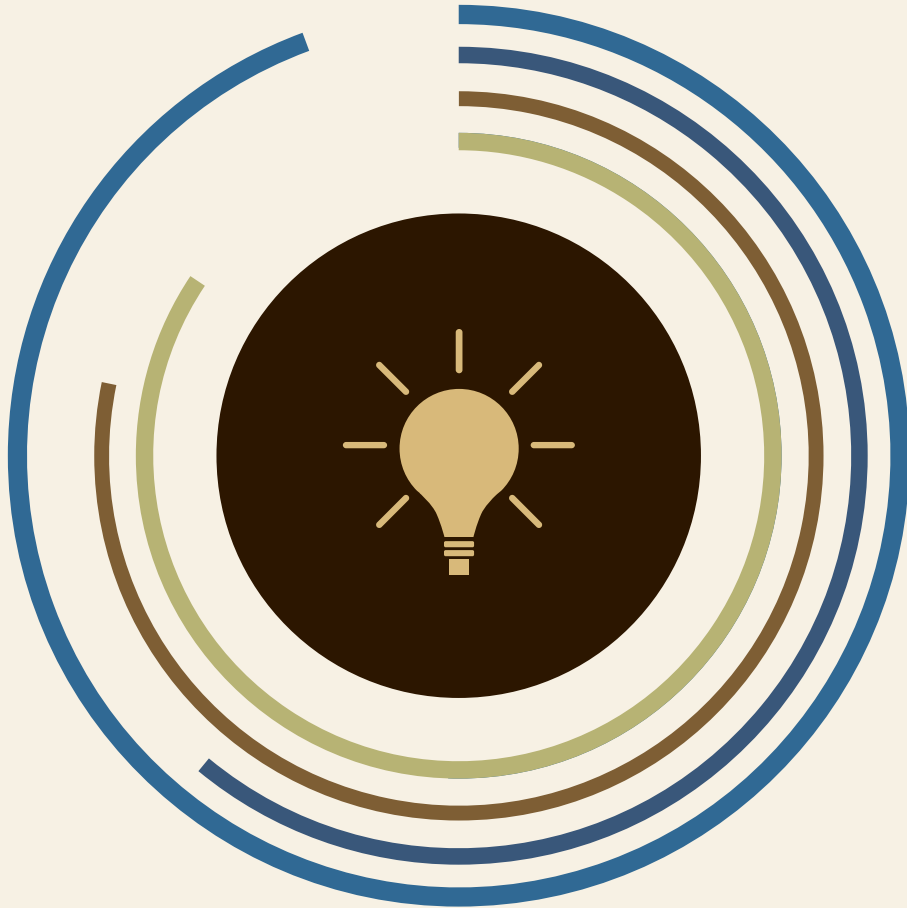
Prospective Financial

	2021	2022	2023	2024	2025
Revenue	€ 857,812	€ 4,604,801	€ 14,633,661	€ 40,613,945	€ 75,476,634
COGS	€ 216,069	€ 1,109,530	€ 3,590,292	€ 8,077,580	€ 14,979,728
HR Expenses	€ 181,200	€ 996,600	€ 2,740,650	€ 5,727,959	€ 12,269,890
General Expenses	€ 846,359	€ 1,865,867	€ 4,307,129	€ 7,974,336	€ 14,794,591
EBITDA	€ (385,816)	€ 632,804	€ 3,995,590	€ 18,834,070	€ 33,432,425

Prospective Financial

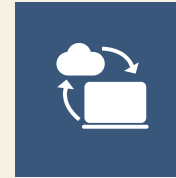


Marketing Strategy



Public Relations

Interviews, webinars, speaking, writing magazine articles, and events.



LinkedIn

Post articles, participate in groups, and answer questions.



Email Marketing

Send invitations to webinars, newsletters, events,, invite them to view another piece of content on what they downloaded the first time.



Paid Social Media & Pay-per-click

Retarget users that have already shown some interest in Carchain.

Investors rewards



$\geq \text{€}500^{00}$

Six months free subscription
for Car Collectors for five cars

$\geq \text{€}5,000^{00}$

One-year free subscription for
Car Collectors for thirty cars

Team



Lisandro Espindola

CEO & Founder



Andrea Ampò

Marketing Advisor



Pullumb Plangarica

Project Manager & Full-Stack Developer



Santiago Caravaca

Legal Advisor



Agustina Lonetti

UX Analyst



Maurizio De Marco

Classic Cars Advisor



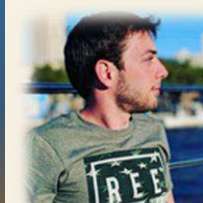
Simone Mancinelli

Project Manager & Full-Stack Developer



Maria Noelia Gamarra

UX/UI Designer



Patricio Mosse

Lead Blockchain Engineer



Team



Zeeshan Haider

Full Stack Developer



XXX

Blockchain Specialist



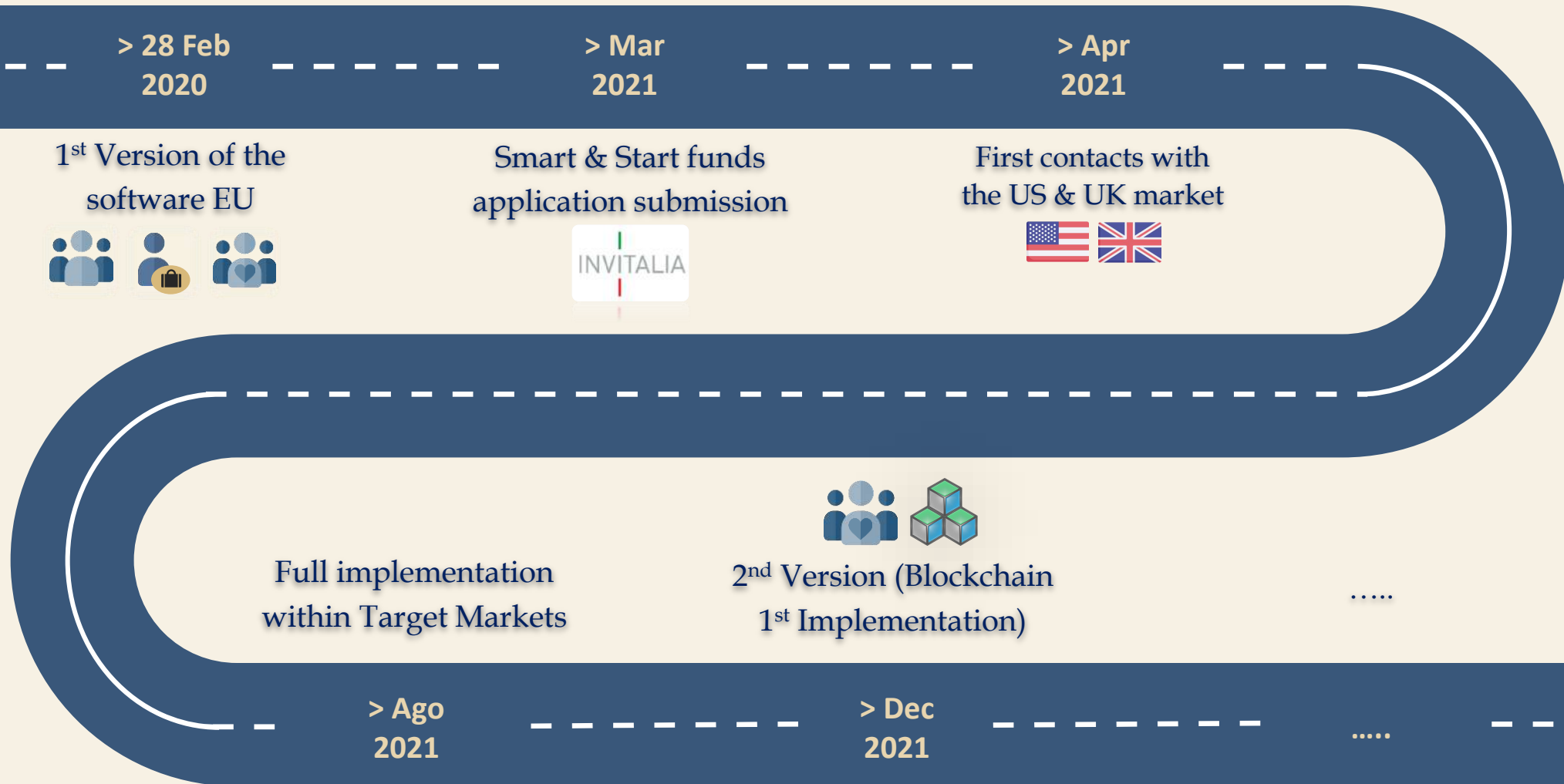
Nouman Ali

Full Stack Developer



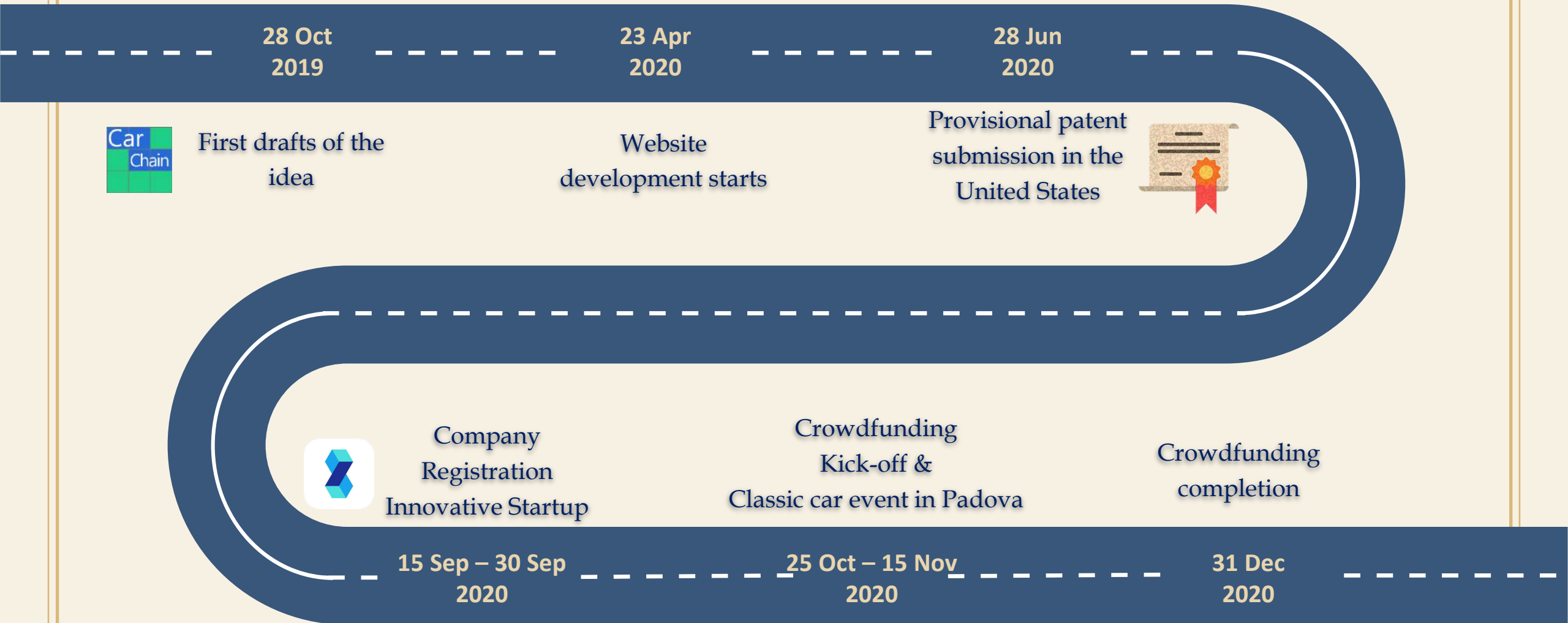
Short Term Road Map

Part 2 - 2

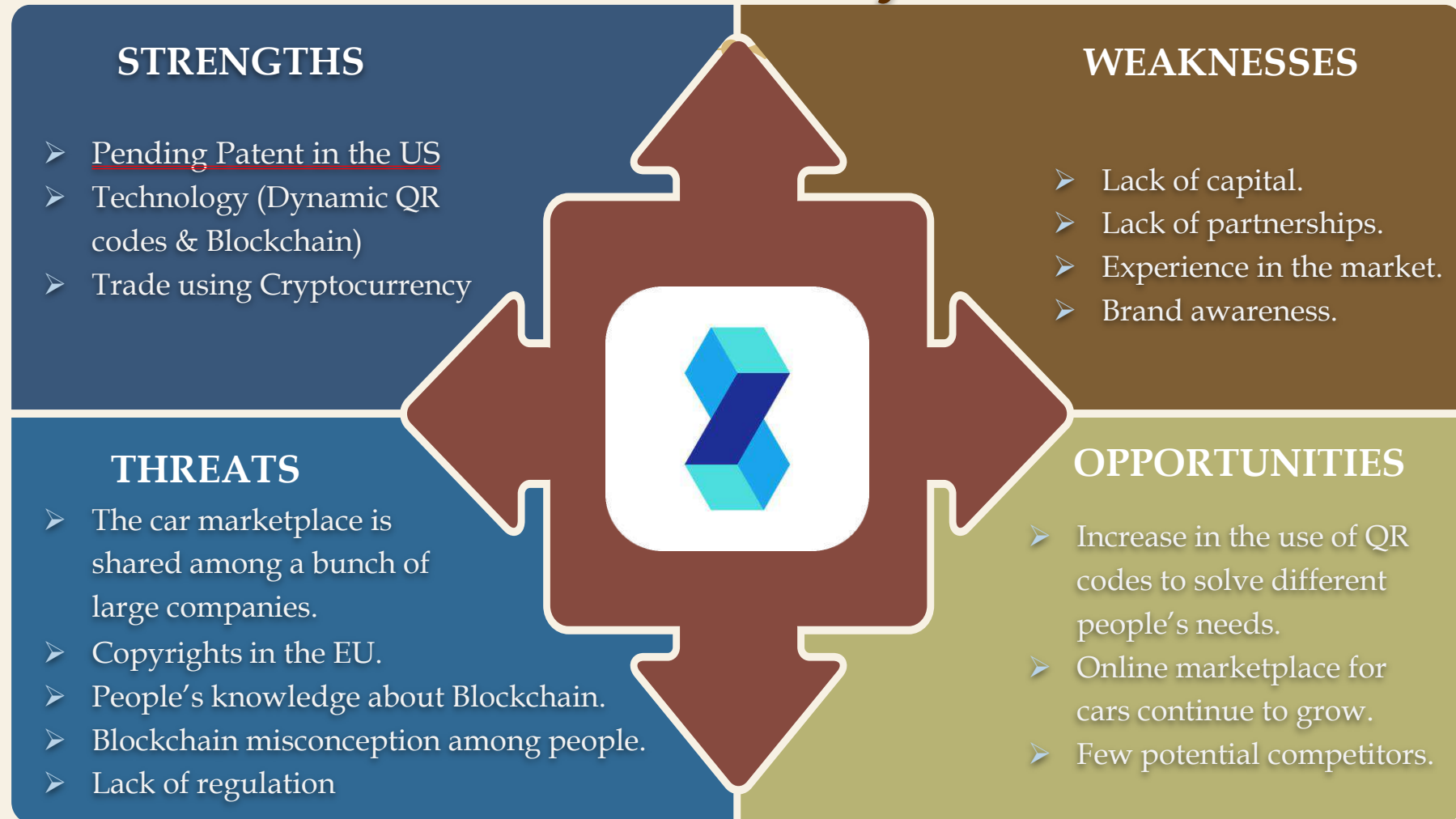


Short Term Road Map

Part 1 - 2



SWOT Analysis



Exit Strategy

A diagram illustrating two exit strategies for a business. At the top center is the title 'Exit Strategy' in a brown serif font, underlined with a decorative horizontal line. Below the title, the text '3 - 5 Years' is centered in a blue serif font. Two large, curved arrows originate from a central point below this text. The left arrow is blue and points towards a blue rounded rectangle on the left. The right arrow is brown and points towards a brown rounded rectangle on the right. At the bottom center, there is an illustration of a person's legs in green trousers and grey shoes with a black 'X' on the soles, looking up at the diagram.

IPO

Initial Public Offering (IPO)
Investors have the chance to sell their shares in the public market

3 - 5
Years

Strategic Acquisition

Another large company purchases the business



Thank You!

Carchain

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