



Vinchain Executive Summary

ICO summary

Token Sale Volume: 440,108,901 VIN tokens

Token Issue Volume: 840,108,901 VIN tokens

VinChain ICO dates: 1 Feb, 2018 – 15 Apr, 2018

Token price during ICO: 1 ETH = 20000 tokens

Amount collected: 12,516.50 ETH

Preferred Form of Payment: Ethereum (ETH)

Accepted Forms of Payment: Bitcoin (BTC), Litecoin (LTC), Dash (DASH)

About

VinChain is the first complete immutable database of vehicle history. It facilitates the accumulation and exchange of the 100% trustworthy information between the sellers, buyers, insurance providers, repair shops, and manufacturers worldwide.

Problem

The market mechanics where one party (the seller) knows significantly more information about the product than the other party (the buyers) is called the market of 'lemons.' Introduced by the Nobel prize-winning economist George Akerlof in 1970 it reflects the situation with the used cars market worldwide to this day.

While in control of the car information the unethical sellers are running all sorts of scams: from hiding pieces of car repair information – boosting its market value – to changing the odometer reading and selling stolen cars. By collecting and securing the full vehicle history information on the Blockchain VinChain aims to fight the used car sales frauds and build a Smart Economy of connected cars on top of the existing eco-system.

VinChain solution

VinChain is a complex system combining the software, hardware, and blockchain solutions.

- **The hardware solution** is currently realized through the support of industry-standard OBD chips that communicate the car information to the database straight from under the hood. VinChain team is working on the development of the next-gen chips that while being make-sensitive will generate the most accurate vehicle data on the market.
- **The software solution** is the VinChain app that provides the users with the intuitive interface to communicate with the system. Use VinChain app to request the accurate car history reports while shopping or sell your generated data to the aggregators for VIN tokens – native in-app currency.

- **The blockchain solution** protects the car data in the database from being compromised. This protection establishes the new industry standard of trust allowing the market of used cars to step confidently towards the Smart Economy renaissance. While changing the odometer reading might be prohibited in many countries, encrypting it on the Graphene Blockchain will guarantee its superior immunity.

VIN Token

Blockchain platform: Graphene (powering Bitshares, Steem, EOS, Muse)

Hashing method: SHA-256

Token classification: utility token

With VinChain, the users are in charge of their data and may choose to sell or share it with the third-party data collectors and service providers. All of the transactions in the VinChain eco-system are processed in VIN tokens.

With VIN tokens the individual users will can:

- 1 Make in-app purchases (i.e. buy reports)
- 2 Participate in the loyalty programs on VinChain network (i.e. discounts for parts, services, and insurance from the VinChain partners)

Unlike with the existing vehicle history documenting the process, with VinChain it will be possible for certified mechanics and other participants of the Network to submit the updated car information directly onto the Blockchain passport of the car. As more information providers are verified, VinChain will allow for more widely crowdsourced information on vehicle histories.

Token Distribution

- Allocated for the ICO: 440,108,901 VIN tokens
- Founders, consultants and team: 250,000,000 VIN tokens (sale restricted for 2 years)
- Reserve: 87,500,000 VIN tokens (sale restricted for 2 years)
- Advisory board reserve: 50,000,000 VIN tokens
- Reserved to early investors: 12,500,000 (sale restricted for 3 months)

Team

Driving the evolution of used car economy takes a lot of resources, talent, and experience. The founding core of the VinChain project is the top-level professional, battle-tested in building and running businesses in the automotive industry.



Alex Miles
CEO



Andrei Krainik
Founder, Chief innovation officer



Aleksey Listopad
CMO



Antonina Binetskaya
CTO



Eugene Koval
Software Development Advisor



Konstantine Perzhukou
Software Development Advisor

Advisors



Matt Carpenter
Chief Financial Manger at Audi of America & Canada



Dr. Simon Hassannia
Head of Business Innovation at ATU, Germany



David Carp
ex-CPO for Kia Motors America



Joseph Derkos
Senior Account Executive, Digital Supply Chain Specialist at SAP, expert in the arena of automotive sales analytics, with a focus in the used and Certified Pre-Owned market.



Donald Harris
VP of Financial Planning and Analysis, Sonic Automotive



Jon Arnett
President, Consulting, Canadian Sales & Business Development at Contact At Once! a LivePerson Company

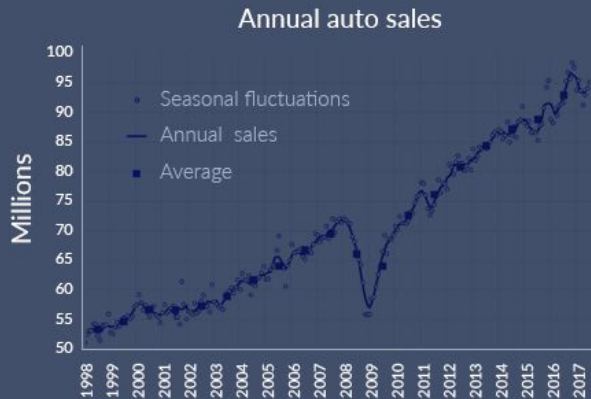
Key milestones

Launching the ICO campaign on the 1st Feb 2018, Vin-Chain team aims to hit 4 key milestones by January 2019:

- **Feb 2018:** VinChain app alpha release
- **July 2018:** Beta releases of the (1) VinChain Block-chain, (2) VinChain App, (3) VinChain API, and (4) VinChain reports
- **Q3, 2018:** US market adoption starts
- **Q4, 2018:** Europe market adoption starts

— Markets and Customers —

With 1.38 billion cars sold in 2016, the global market for automobile sales continues to grow. With an average cost of a vehicle history report at \$15, the total volume of VinChain's market potentially reaches \$20 billion!



Creating a global database of car digital identities secured on the Blockchain builds the foundation for the various business use cases.

Individuals will be able to sell their cars at the market price, have confidence when buying the used cars, save on insurance, own and sell their car data as well as communicate with their vehicle more efficiently.

Car Manufacturers will be able to request, collect and analyze the data for the most actual production and marketing plans.

Car dealers will be able to gain loyalty among consumers by providing them with the complete, secure vehicle history, while also selling the car at the accurately determined market value.

Insurance companies will be able to protect themselves from scammers by identifying fabricated accidents before making the insurance payments.

Banks and leasing companies will be able to determine the market value of the car precisely.

Service stations will be able to provide better service when supplied with the detailed history of car repairs and maintenance as well as the readings from the OBD devices.

— Learn more about the VinChain project —

- [Website](#)
- [White paper](#)
- [Alpha version \(MVP\)](#)
- [Telegram Channel](#)
- [Buy VIN tokens](#)
- [FAQ](#)
- [Legal Opinion](#)
- [VinChain App](#)
- [Graphene Blockchain](#)