

The Idea

carVertical is a **blockchain-based vehicle history registry**. First of its kind, carVertical will gather as much information about car history as possible from different sources, and put it into the blockchain registry.

Why blockchain needed for such a simple web product?

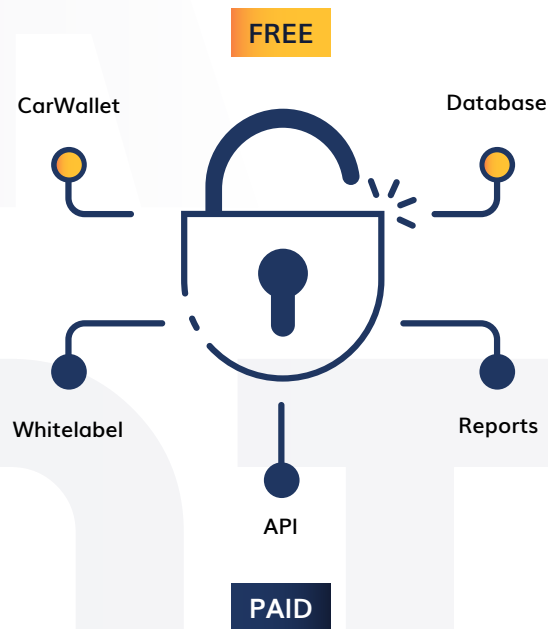
Well, all data which is in the blockchain cannot be changed, faked, rewritten, or manipulated. It provides full transparency and builds trust. Most importantly, all vehicle history data becomes de-centralized and has **public access** to it. This is an important approach for fighting various kinds of fraud.

For example, vehicle value is often exaggerated by clocking the odometer. It is estimated that **30% of world's car fleet has such odometer fraud**. Converted to dollars, this represents a loss of more than 10 billion annually.

Our solution will provide possibility to **share data between** centralized databases. At last, private and centralized national registries will be able to share data between each other. This is crucially important in **fragmented regions**, such as Europe or Asia.

One world - one registry for all vehicles. This is an unprecedented case. This is just the beginning of what we are going to do and achieve.

The Business Model



Global and trusted vehicle history blockchain registry enables us to build five products for both B2B and B2C segments and monetize them in a very short time. Those products are:

1. carVertical.**Wallet** is a mobile gateway to virtually manage your car's registration and maintenance records, perform insurance, or technical inspection tasks;
2. carVertical.**Reports** - a unified and easy-to-read report which includes full car history and specific information about that particular vehicle;
3. carVertical.**Whitelabel** - a franchise solution for everyone who wants to run vehicle history report business on their own;
4. carVertical.**API** - an automated programming interface for large corporate customers. Data can be easily integrated within their in-house systems and supported 24/7;
5. carVertical.**DB** - public car history blockchain registry. The registry is free to access for a person or a company that has specific knowledge how to do it.

For everyone who wants to save their time or does not have specific knowledge we offer our monetized products.

Since our team is very experienced, we can guarantee a **cash flow start in just seven months** after completing the ICO.

The Team

Our team have broad experience of working with various global web products. We have acquired experience in product development by utilising the latest technologies, business development, and marketing through real-life applications. It is definitely safe to say that we are well-prepared.

Please check our website (www.carvertical.io) for more detailed information

The Token

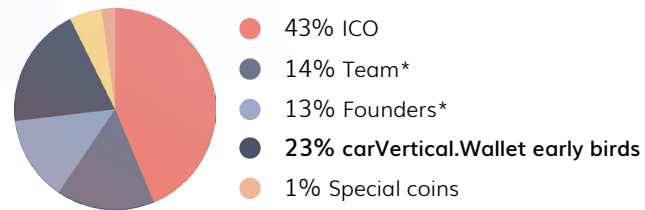
Our main goal is to establish a working company with cash positive revenue stream in the shortest period possible and get stable growth of the company and community. That is why we are going to set equal and individually assigned purchase cap for each contributor during the ICO. **The hard cap of the ICO is 15050 ETH.** The soft cap of the carVertical ICO is 3050 ETH. The pre ICO stage is 1050 ETH.

The Team and founder tokens will be vested in 4-year period to show our commitment to the overall success of carVertical.

We will not have any bounty or programs. We will offer different discounts in 6 waves of ICO. Pre-ICO stage participants will be granted with various gifts. Contributors who purchase more than 2,5 ETH worth of CVs will have to perform KYC check to prevent identity theft, terrorist financing, money laundering, and financial fraud.

Tokens are compatible with the ERC-20 standard and the token sale will be distributed via smart contracts on the Ethereum Network. We will not pay dividends, bonuses or other pay-outs for token owners in any form. Utility tokens are used to purchase carVertical services and get paid for joining services; thus, we consider it as a currency. More details about token execution, flow chart and other information can be found on carvertical.io & white-paper.

Distribution of carVertical Tokens (cV)



6% ICO organization, legal and incorporation expenses, payments for advisors, third-party services and marketing;

*The tokens for the team and founders will be frozen for 4 calendar years.

Token price

1 ETHEREUM = 240 000 cV + Wave Bonus



Brief roadmap

