



Whitepaper



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ABSTRACT

Communication

Communication is the integral part of everyday life. No single person can live without communicating with others. Through communication, human beings explore the world in which they live, familiarize themselves with other people and with themselves (the person changes his or her views, habits, values, behavior...). Successful communication among people does not, however, take place automatically. Thus, communication is a process, in which the involved parties send, receive, and interpret messages or symbols, which are connected to a specific meaning. Communication is always a two-way process, because it incorporates simultaneous mutual perception and mutual exchange of messages.

Communication enables us to harmonize opposing opinions, achieve various goals, and also to set-up, maintain, and change mutual relationships. Although communication is the most important skill a human possesses, it is rarely intentionally learned.

Effective message sending: the message must be clear and understandable, the sender must be trustworthy, but we should also acknowledge the importance of feedback, especially in terms of how the message affected the recipient.

Modern-day-man uses numerous different symbols:

- With spoken or written word, he conveys his thoughts, emotions, and feelings to others
- With sound signals he draws attention onto himself (horn-honking of drivers), or has fun (music)
- With pictures, drawings, statues he expresses his view of the world, expresses the beauty he feels
- With light symbols he conveys rules.

Source: Wikipedia

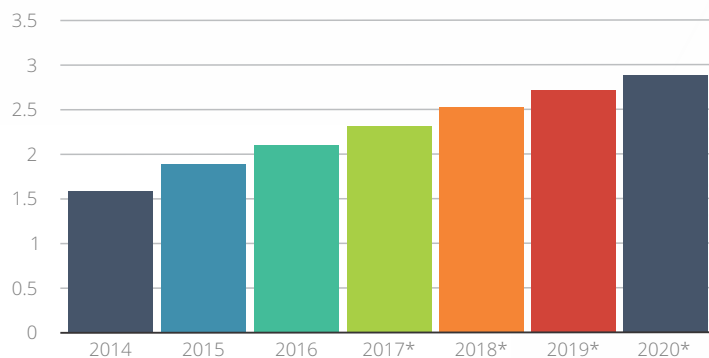
CURRENT STATE OF THE MARKET

Smartphone users around the world

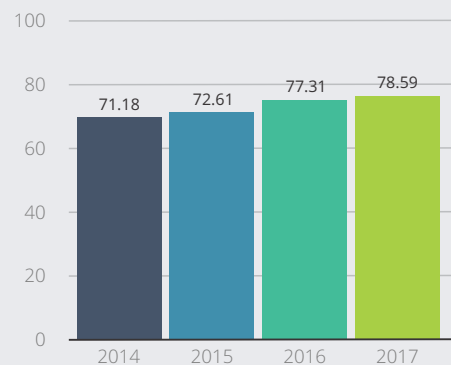
In the developed world, there are few adult people, who haven't encountered the smartphone yet. Statistic data says that the number of smartphone users is drastically increasing year in, year out. If the estimated number of 2.5 billion smartphone users in the year 2017 holds any merit, experts predict that by 2020 we will have around 2.9 billion smartphone users.



Number of smartphone users worldwide from 2014 to 2020 (in billions)



Number of cars sold worldwide from 1990 to 2017 (in million units)



According to statistic data of public records there are currently around 1.3 billion registered cars in the world. Taking into consideration there were 2.3 billion smartphone users worldwide in 2017, then we can assume, there is a large majority of car drivers who also use smartphones.

The car chain of additional attributes that are tightly connected to the car user is getting longer each day, which poses the question of a universal payment system, which could satisfy payment needs for individual services from the initial vehicle purchase onwards, during the vehicle's use cycle, and up to the final point when the vehicle gets recycled.

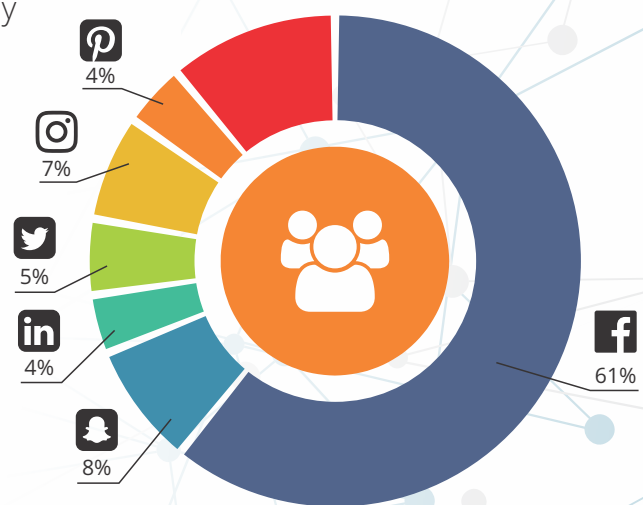
Driver and vehicle safety are important factors in cases where the driver is using means of communication while driving. Statistical data shows that despite numerous bans, 7 out of 10 people still use their phone more than just as a means of communication while driving: they even write short text messages or actively use social networks.

Current use of social networks around the world

Social networks have become an important part in the lives of the average person. Experts say that 55% of smartphone users use one or more social networks, and 45% of them already have an account on one or more social networks.

The main valuable features of using social networks are:

- People have the chance to stay in touch with friends and family even when they are away
- Meeting other people with similar interests
- Participating in different non-profit campaigns or charity organizations
- Increasing creativity through publishing ideas, music, photos, etc.
- Social marketing in terms of advertising activities
- Advertising social platforms for the purpose of marketing and sales
- Being the creators of new media of the future



CARCO

The word CARCO

As indicated in the first part of the product's name ("CAR"), the technology is closely connected with vehicles, whose main characteristic, regardless of vehicle type, is movement, travel. The word communication originates in the Latin word *communicare*, which means to consult, to discuss, to ask for advice. The bond between these two words is a synergy phrase, CAR-CO, which connects two attributes of high importance in the age of the modern human – travel and communication.

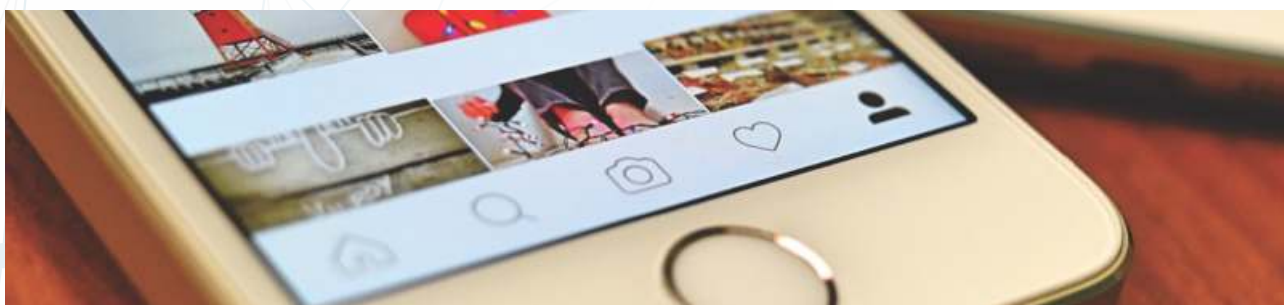
We believe our technological solution, aptly named CARCO, will soon become the synonym for this word combination, therefore for travel and communication.



Highlighting the problem of communication

On today's market there is no universal communication interface, which would enable drivers to safely communicate while driving. Although some attempts at implementing a protocol-based communication interface have been made, these interfaces work solely on information data transfer in the so-called modern vehicles, and do not cover current car parks or driver communication on social networks. Communication among drivers is essential, since it often influences the factor of "safe driving". Research has shown that such car accidents could be avoided simply with mutual communication.

CARCO is a wholesome technological solution, which primarily offers drivers and other users within the car chain a friendly means of mutual communication. Additionally, it also offers a culmination of additional attributes that are an integral part of everyday processes tied to vehicle use, and which are significantly simplified with “CarCo©”. CARCO is an excellent alternative to traditional means of communication and payment systems. Due to its simplicity, it offers a high percentage of added value, and is not dependent neither on time nor space in which we live.



CARCO PRO's for CARCO issuers and users

From the user's perspective:

- They have a useful applicative interface, whose usability is a huge added value to the technology itself
- The payment system covers all processes connected to their car
- They can relax with the newest interactive computer games, where they can convert rewards from completed levels into tokens, which can be traded with, or used for their services
- The simple slogan “the more you drive, the more you earn!” encourages users to use the social network, and earn money while driving or using the social network

If we take into consideration the CARCO issuer, the most important aspect for him is the partnership with investors, because:

- With investment capital the project will get its horizon and critical mass of users on the primary as well as secondary level, which will make the technology usable to the extent for which it was intended
- New users will have higher and higher demands, which will reflect on the level of constant product upgrades, which will lead to a rise in quality, both of service and of technology
- Mutual trust between investors and issuers is needed, since it leads to greater loyalty in partner relationships on the secondary level, while the technology is still gaining usage momentum on the primary level

CARCO TECHNOLOGY

AND ITS NESTED PRODUCTS

CARCOHUB

Our goal is to connect drivers among themselves through smartphones by using the advanced, and customized for drivers, social network **CARCOHUB**, with the aim of increasing safety coefficient, reliability, and social networking. Since we cannot avoid everyday smartphone use, **CARCOHUB** is based on (and compatible with all) current active mobile platforms such as Android, iOS, Windows, as well as personal computers.

CARCOHUB's advantage lies in its simple user interface, which is specifically designed for use behind the wheel. This allows the driver or user to use it without infringing on the driving experience itself.



CARCOPAY

CARCOPAY enables all direct CARCO technology users to simply make financial transactions while on the go, as well as in everyday life. Drivers encounter various challenges while on the road – some of them are most visible while border crossing, when they must switch from one currency to another. In that moment, the bank card becomes the primary payment option, although it is a less than ideal option due to its high operative costs. **CARCOPAY** technology is based on transactions with their own background cryptocurrency, which is an integral part of the CARCO cycle when establishing and expanding the entire technology onto the market.

With your help and the help of people, who have seen the project's potential, we will on an international level connect car manufacturers, car-part manufacturers, and service providers (e. g. car repair shops, car dealerships, car-washes) in our thematic CARCO database. This way, we will open them up to a new way of paying with the **CARCO**PAY payment system, which will be a unique, simple, low-cost alternative to current payment systems.

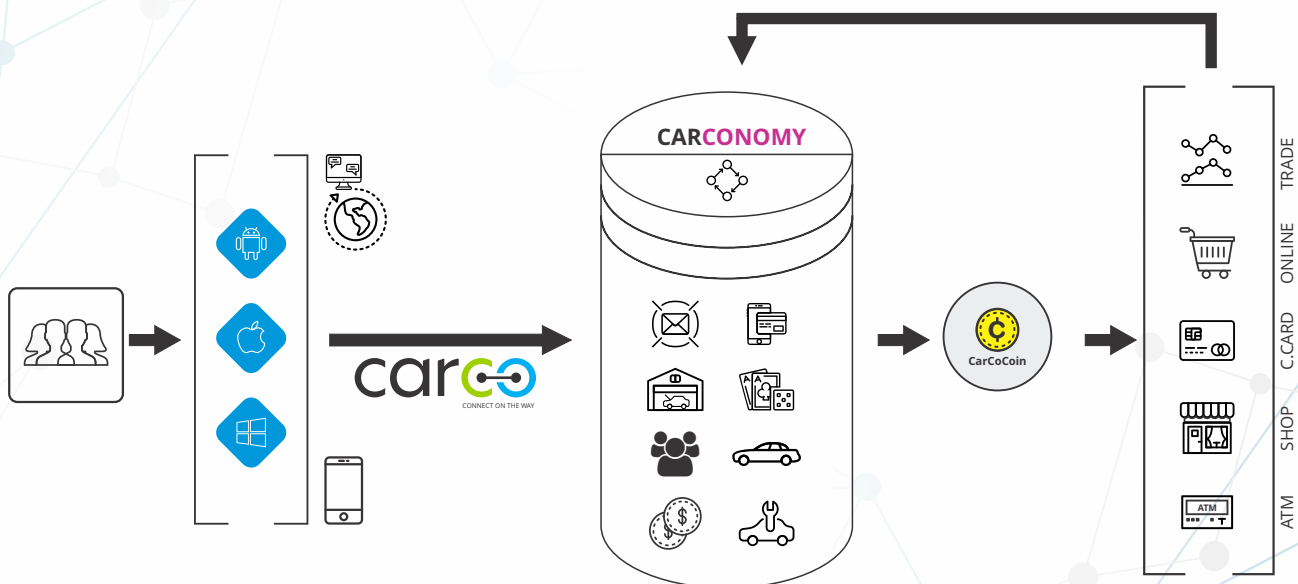
The CARCO project team has with its idea already convinced car manufactures to get involved and be part of the system at the beginning. We wish to create a system that is designed according to their standards and wishes, because this will help achieve a positive effect for the users and customers on the output side.



CARCOCHAIN

The technology's main connecting link is based on the platform **CARCOCHAIN**, which ensures a multiplicative connection between all levels of the CARCO application: everything from the car's manufacturing process to the end-user's direct use. This also includes all further processes such as buying a car, repairing a car, using a car, travelling by car, social networking, and lastly – even the car's recycling process.

We know that today's driver and his car are exposed to various factors not only on the road, but also off-road: paying various travel-related services, paying in restaurants, gas stations, car washes, etc. With the variety of factors in mind, the entire range of CARCO technology is combined into the **CARCOCHAIN**, which will ensure a caring and comfortable journey of every driver.



CARCONOMY

CARCONOMY is the economic attribute of the technology. It is an idea, on which all economic effects of the CARCO model's usability are based. The economic effect is a very important element of every technology, and CARCO is no exception. Because of this, our system is based on its own economic model "**CARCONOMY©**", which provides smooth working of primary functions on the secondary level, as well as ensures the functioning of the most important function of the whole process. In turn, that reflects in cost efficient use.

Additional prominent effects, deriving from the development of the economic model CAR Conomy and its usability, are:

- Investing in constant development is of great importance, because saved resources are cyclically invested back into development, which causes a positive output in the form of additional usability bonuses of CARCO technology
- Expert development. Continuous development does not only improve the product's quality, but also the expertise level of our developers, which in turn convert their expert skills into products of even higher quality
- Economic effect. Due to its economic structure, the technology contributes to economic development, because new and useful technologies always have a positive impact on economic development
- Environmental effect. CARCO's environmental effect is positive, because it does not need an industrial plant for it to work. Thanks to the project's structure, lightness and usefulness are already included in the project's recycling cycle, which creates short- and long-term relief for natural resources.



CARCOPLAY

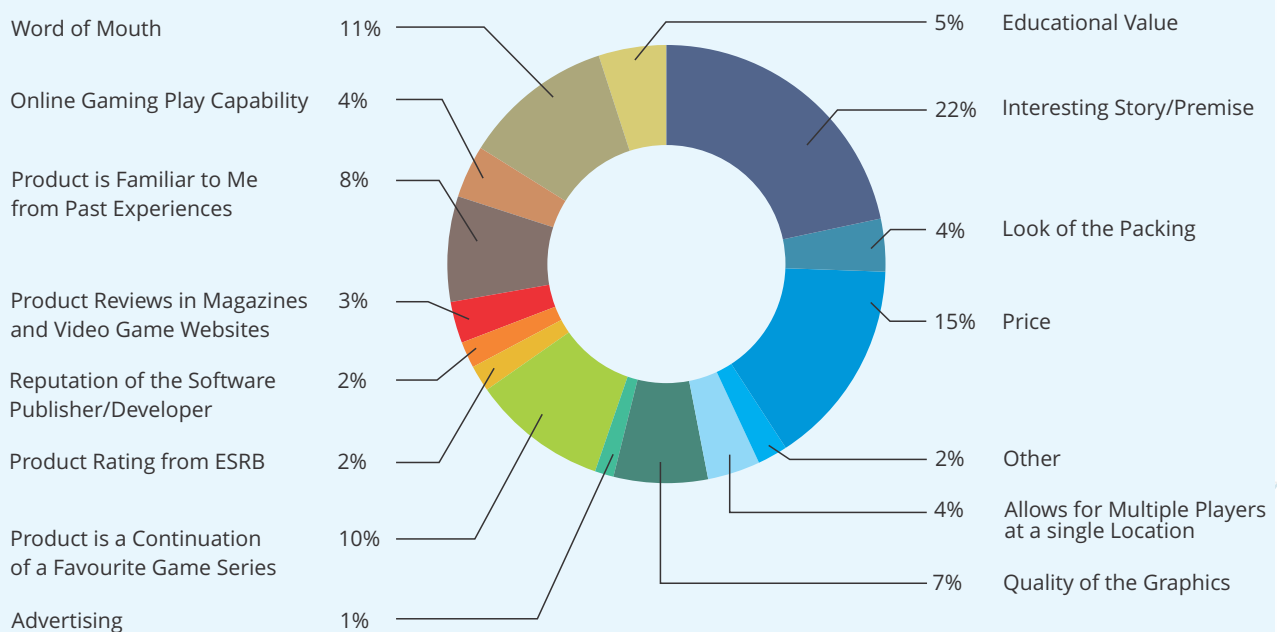
Yes, we know what boredom behind the four walls of your home looks like when you're not on the road. The CARCO team made sure that even when you're not behind the wheel, you will be able to spend time in the driver's virtual world, which is comprised of engaging multi-level games on your personal computer, tablet computer or mobile phone.

Statistics show, that in the developed world, at least 50 % of the population, who uses personal computers and/or smartphones, occasionally or regularly plays computer games.

Based on this, we decided to take a step forward, and offer the most popular video games among gamers on our social platform.

The network CARCOPLAY will allow for an advanced gaming platform, which will give gaming enthusiasts lots of pleasure while playing the newest games. Winning individual levels will give the players additional bonuses in the form of tokens, which can be spent at different service providers within the CARCO system.

Factors influencing decisions to purchase video games:



As Michael D. Gallagher, president and CEO of Entertainment Software Association, said: "Video games are ingrained in our culture. Driven by some of the most innovative minds in the tech sector, our industry's unprecedented leaps in software and hardware engages and inspires our diverse global audience. Our artists and creators continue to push the entertainment envelope, ensuring that our industry will maintain its upward trajectory for years to come."

CARCOHORIZON

CARCO is opening up new horizons in the advertising industry with its unique platform, which will be of great help to users. Advanced technologies, such as GPS and NFC, which are built in every modern phone and computer, will be offering precisely targeted user-friendly ads, depending on the user preference location, age, gender, interests, social status and other attributes. CARCOHORIZON is an open platform that connects all major advertising players, thus widening the possibilities and strengthening simplicity of use. It allows advertisement in sense of "Trade-on-the-go"!

In 2014, the share of social media advertising was estimated on roughly 14 billion USD. In 2016, this number grew beyond 31 billion USD. Experts estimate that a positive growth trend in advertising will still be present in the future, and will cause the industry to exceed 50 billion USD in 2019.

The creators of CARCO technology acknowledge the necessity of advertising, but at the same time, we are aware that advertising can be distracting. That's why we are developing an in-depth adjustable and customizable user interface, powered by a powerful proprietary advertising AI.

This type of advertising will surely be very welcome when selling cars. It will enable you to sell your car, while being behind the wheel, by displaying a notification with the car ad to drivers passing by. This will create a sales opportunity with instant on-the-spot interaction.

CARCO TOKEN

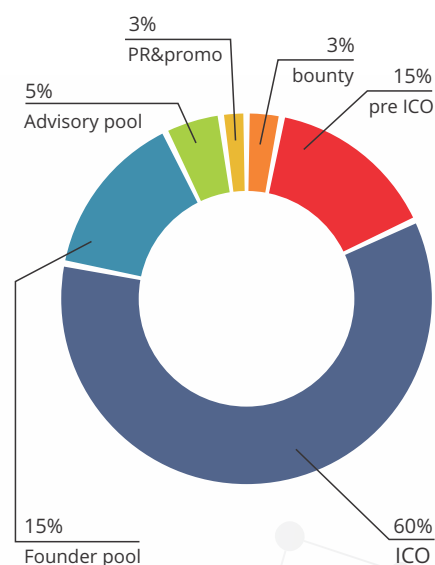
Cryptocurrency as part of blockchain technology

CARCOTOKEN, as an additional instrument of project CARCO, will be proportionally dependent on the widespread use of the basic platform, and will be a financial indicator of the project's success. The payment technology will be based on Ethereum blocks, commonly known as the blockchain platform, on which the majority of today's cryptocurrencies work. The range of CARCO technology users is wide and massive. Bearing that in mind, we will need a sufficient number of tokens in order to enable all users to use all of the technology's capabilities. We will issue 650.000.000 tokens in total!

Distribution of Carco Tokens

CARCO Tokens will be available both in pre-ICO, as well as ICO campaign, where the investors will be given the chance to buy the tokens at a discounted price. The pre-ICO campaign will begin in the first quarter of 2018, where we will distribute tokens at a discounted price. ICO will begin after the beta version is finished and the product is announced – presumably in the fourth quarter of 2018. The CARCO Token pool is distributed as follows:

POOL	SHARE, %	CARCO TOKEN GENERATED
Bounty	3,00%	19 500 000
pre ICO	15,00%	97 500 000
ICO	60,00%	390 000 000
Founder pool	15,00%	97 500 000
Advisory pool	5,00%	32 500 000
PR & promo	2,00%	13 000 000
Total	100,00%	650 000 000



CARCO represents an interesting long-term investment into technology and tokens. It is ideal for investors, who find the product fascinating, are aware of the car market size, and have recognized an excellent investment opportunity in the project. We kindly invite such investors to invest in CARCO tokens via our pre-ICO campaign, where we will offer tokens to investors at special discount prices as a sign of mutual trust.

Usefulness and trading with CARCO Tokens

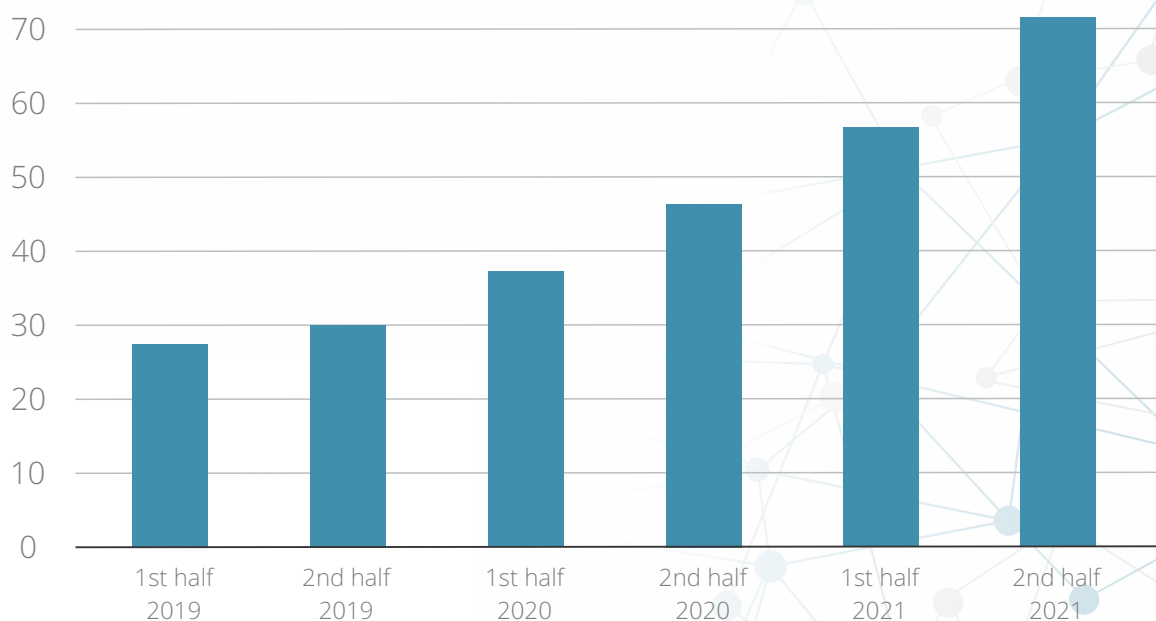
As the creators of CARCO technology, we are aware of the importance of ownership of a cryptocurrency and its usefulness. That's why we will allocate a large part of financial investments towards forging collaborations with groups of car-dealerships, car repair shops, gas stations, and other service providers that are connected to automotive costs. The project's added value is in the fact that the car market is a unique, closed cycle of numerous providers, where no unique payment policy or currency exist, which could give validity to the sector, and make financial operations and transactions between them and customers easier.

When the CARCOPAY payment system is successfully implemented in 2019, we will strive towards enabling trading with the token on all large and well-established trading platforms. Based on the project's potential, we hope and believe that Carco Token will be very interesting, successfully accepted into the trading sphere, and that its return will positively affect its popularity.

Estimated growth

According to general belief, the value of a single cryptocurrency is determined or changed proportionately according to the business success of the currency issuer or the successful launch of the issuer's product. Independent experts, which have heard about our technology CARCO, believe, that this is a unique product on the market, and will cover an interesting and large segment of goods such as the car market, which yearly generates a revenue of around 360 billion USD (This value is taken from FCA's FY 2016), and is estimated to reach a 520 billion USD yearly revenue by 2020. All these numbers show, that there will be more and more drivers and users of mobile technology. We believe that our technology CARCO will find its place among all these drivers, and will be a sought-after good with growth potential, due to all the positive attributes of CARCO Token technology. Based on known facts, we estimate the following CARCO Token growth from its successful presentation onwards:

Estimated growth of CARCO Coin



TEAM

We believe that choosing the right partners and coworkers is vital in order to successfully finish a project. All CARCO partners and advisors have been carefully chosen based on their wide range of specific skills, and their invaluable experience!

We present the CARCO project team:



Rok Areh
Founder (CEO)



Aljoša Ozimic
Co-founder (COO)



Daria Vadimovna
(Baltic operations)



Vincent Maholetti
(European operations)



Matic Breznik
(CBO)



Levan Iremadze
(lead developer)



Dare Stojan
(advisor)



Janez Zaletel
(advisor)



Andrejka Kumer
(advisor)

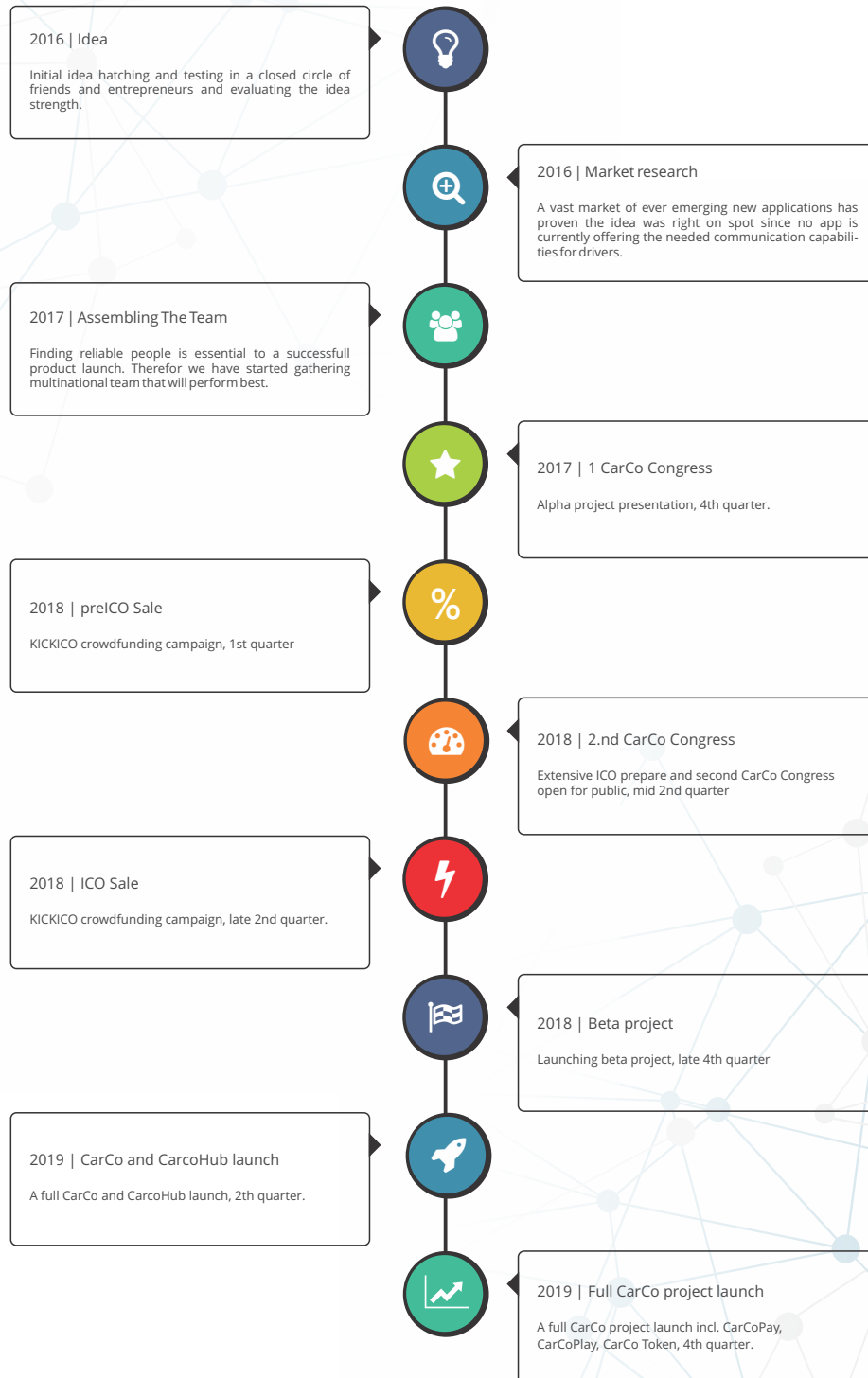


Matjaž Aberšek
(advisor)

TIMELINE

CARCO ROADMAP

Activity timeline and planned actions



PREAMBLE

This document is informative in nature, and was created in cooperation with a group of partners, advisors, and legal experts of project CARCO. According to the estimate of the authors of this paper and prior market analyzes, this project has high market potential, but poses a certain investment risk for investors.

The creators of project CARCO will strive to bring the project to life in case of successful financial support. We are giving out a fair warning to investors – these types of investments can pose a high-level risk, thus we are not giving a return guarantee!

Carco Token is based on Ethereum blockchain. This means that every failure of the Ethereum protocol subsequently leads to the failure of the CARCO Token, because the creators of CARCO technology do not have any influence on the performance of the ETH protocol!

CARCO project will be in large part financed via crowdfunding. In case the crowdfunding campaign will not be successful or will not suffice, we pledge to return all investment funds back to the bank accounts from which they were initially transferred.



Life is an adventure,
take one with Carco