

Mission

The mission of the Bookmap project is to improve the service market and the sale-and-purchase market of used vehicles. For this purpose, we use advanced information technology (blockchain, IoT/M2M) and hope that future smart development will help us with this. We see Bookmap as a global company with flexible policy that can meet the needs of many people and companies in the automotive business.

Problems and Solutions

Problem

Inaccurate car history



- Makes the evaluation of real cost more complex.
- Worsens relations among market participants in the sale of a car.
- Increases the risks of unexpected and costly breakages.

Lack of broad communication between car service stations and customers



- A colossal waste of time to find a service provider and book services!
- Inconvenient booking systems. The lack of the interactive map of car service stations.
- Neglecting marketing instruments has a negative impact on number of sales.

An overpriced or underpriced service



- Car owners use the services of the nearest or familiar car service station that can charge higher prices and see no alternative.
- Car service stations reduce the service price in an effort to attract new customers, but they work at a loss.
- The discrepancy between the cost and the quality of services.

Weak customer service



- Car service stations do not study the level of customer satisfaction and do not offer additional services.
- They do not collect and/or do not use a customer base to increase sales level and loyalty of regular customers.

Solution

Full and reliable car history



- Allows to realistically assess the cost of a car.
- Includes the exact car mileage (is being realized from Bookmap Mileage Counter). The location of a car is hidden from third parties and is available only to a car owner.
- The availability of reliable maintenance history helps to replace worn parts of a car on time.

All car services in one place



- With the help of a smart car service aggregator, it is possible to find and book a service in 3 clicks.
- A mobile application that allows you to book services in an unfamiliar district, city or other country on an interactive map.
- Notification to a customer about the car's condition, for example: a reminder of passing tech inspection or extending insurance.

Fair price of service



- Marketing instruments for promotion of remote or unpopular service centres.
- Car service stations' rating with feedback, price and location on a map.
- Creating competitive environment.

Competition over each customer



- The rating of car service stations will increase the service quality.
- Push- and SMS-notification to provide convenient services. Fully functional CRM-system for effective business management and with an overview of its current status.

The advantages of the Bookmap platform



Mileage count and reliable car history

Mileage count will be made through GPS/IoT/M2M technologies: Bookmap Mileage Counter. The system for checking the reliability of car history information: Bookmap Car History Checker.



All maintenance history always in one place

The history of car(s) maintenance will always be available to a car owner in the personal Bookmap cabinet.



Synchronous interconnection of the market participants

As customers-car owners connect to the system, we at the same time shall expand the database of the car service providers. The growth of the platform will stimulate the participation of both parties.



The potential of the platform

Car services, car washes, tyre services, tech inspection, car rental and other providers of car services, where advance booking and queue is available.



Ease of service

The system operates in real time. Booking a service and payment in 3 clicks.



Search convenience

In the Bookmap application, a car owner will be provided with an interactive map with car service stations available for booking in real time. Depending on the location the application will be able to show the nearest car service stations.



Community motivation

Involvement and motivation of both parties in the generation of reliable service history with the help of Bookmap. We will reward car service stations with BKM tokens for shaping detailed history, whereas car owners will receive cash back when paying for services with BKM.

Business model, 4 points of Bookmap monetization

1 Bookmap Service Fee

Bookmap will charge a fee of 3-5 per cent (depending on the invoice amount: the greater the invoice – the smaller percentage is) from the car service station's account for every booking that was made through the Bookmap system, i.e., for each new customer. We will receive payment only for work actually done.

2 Big data

Sale of car history data to insurance services, car sale parks, individuals on blockchain, who are interested in buying a car with "clean" history, etc.

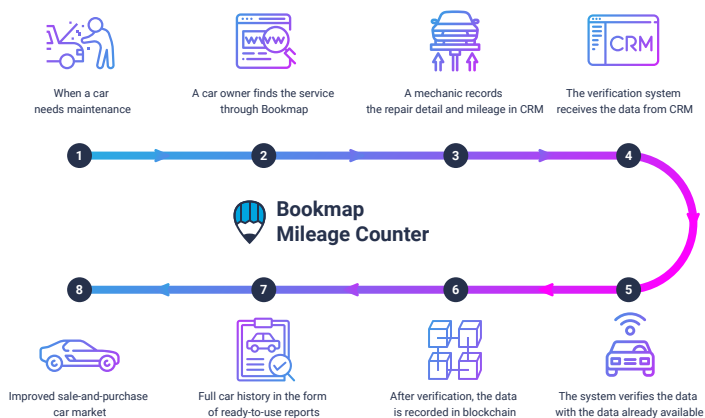
3 Subscription fee

Bookmap provides a convenient system for business management – Bookmap CRM, which will include the working time recording functions, invoices generating functions, functions for analysing the number of customers and work performed, as well as customer service history, customer database, built-in email/SMS notifications, and other marketing tools. Income from the sale of supplementary functional packages or marketing packages to car service stations

4 Ad sales

Income of the sales of advertising spots on the Bookmap website and in the mobile applications. With the expansion of the platform the visitor traffic will increase, and many companies from automotive business will want to purchase advertising spaces on our platform. Certain advertising spaces will be formed for each country.

How Does Bookmap Ecosystem Work?



1 From this section you will learn how Bookmap Ecosystem will work; how it is designed and how it maintains balance between all elements; what is the part of customers and BKM token in it; movement of funds and data.

2 A car service employee records all the details of the repair/service in Bookmap CRM, thus creating a feature of car history.

3 To make payments, a car service generates an invoice in Bookmap CRM. The invoice can be generated only in tokens or it can be a mixed one: tokens + euros.

4 A customer sees a new invoice in his/her personal cabinet and pays the bill. A user may choose how to pay for the service: only in tokens or combining tokens with euros. If a user does not have tokens or their number is insufficient to pay for the service, Bookmap Smartpay will automatically take the money straight out of the user's bank card and convert it into the needed amount of BKM tokens with the help of Bookmap Change. Then, tokens are transferred to Bookmap Wallet of a car service. The service is paid.

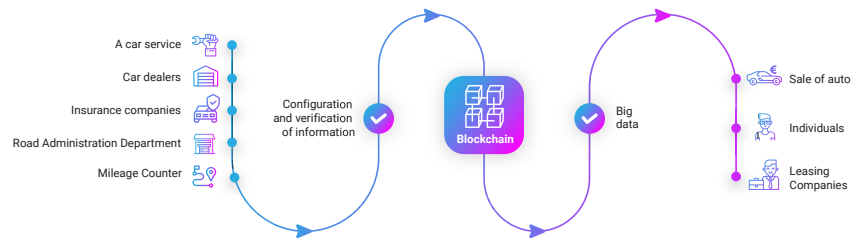
5 Bookmap Smartpay will automatically award cashback in BKM tokens to a car owner, depending on the number of tokens that were used to pay for the service. We thus motivate our customers to use BKM in transactions on the Bookmap platform. Car services also will be rewarded in BKM for maintaining diligent car service history.

6 After the payment, Bookmap CRM will send information to Bookmap Car History Checker, where its authenticity will be verified. Then, after checking, the repair detail with the odometer readings will be recorded and stored in blockchain.

7 BKM tokens accumulate in the car service wallet. And, if necessary, they can be exchanged to euros (other fiduciary currency) via Bookmap Change or at the external cryptocurrency stock exchange, or to pay for the Bookmap service in tokens. For example, advertising promotion. Car owners will also be able to sell, and exchange tokens accumulated through cashback.

The processing of car history

In order to create full and thorough car history, it is necessary to obtain data from various sources, with which a car and its owner interacts in the span of a car. All data verification operations will be performed by Bookmap Car History Checker.



Stage 0

December 2016 – July 2018

The origin and development of the idea

- December 2016 the origin of the idea
- January 2017 – June 2017 writing a business plan and market analysis
- June 2017 – December 2017 development of the idea and the formation of a team
- December 2017 – July 2018 writing WP, website creation

Stage 2

April 2019 – October 2019

The development of MVP

- Initiate development of MVP Bookmap Aggregator and the mobile Bookmap application
- Attracting customers to the platform and signing contracts with car services
- Setting up a platform for selling advertisement
- Launch of MVP and a mobile application on the Estonian market

Stage 4

February 2020 – July 2020

Implementation of blockchain technologies and preparation of the platform for paying for services in BKM token

- Development of infrastructure for storing the entire maintenance history on blockchain (Hyperledger)
- Integration of Bookmap Mileage Counter
- Development of Bookmap Car History Checker
- Development of personal wallets for storing BKM tokens - Bookmap Wallet
- Development of external exchange of tokens Bookmap Change
- Development of the Bookmap Smartpay payment system

Stage 6

April 2021

Expansion beyond Europe

- Expansion to the global market: Asia, Russia and America
- Creation of own car sales sites with reliable history

Roadmap

Stage 1

August 2018 – March 2019

Private sale of BKM tokens

- The sale of BKM tokens to the first waiting list
- The sale of BKM tokens to investors
- The establishment of partnership collaborations
- Bookmap Aggregator prototype development

Stage 3

November 2019 – January 2020

ICO stages

- Entering the Baltic market: Latvia, Lithuania
- 5 weeks of ICO – the sale of BKM tokens
- Entrance of BKM tokens to stock exchanges
- Initiate development of Bookmap CRM for car service stations
- Involving automotive manufacturers, transport departments, and dealer car services for obtaining registration number data and Vin-code data and recording these data into blockchain

Stage 5

August 2020 – March 2021

Expansion and involving related services to Bookmap

- Entering the market of 17 biggest European cities
- Aggregation of related services to increase traffic (insurance companies, spare parts stores, rental of "green" cars, "green" taxi)
- Involving related services to using BKM token
- Development of Bookmap Assistant

The main team



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