



mixrent

WHITE PAPER



mixrent

Mixrent is a blockchain-based ecosystem that connects travelers, transport owners, and assistants worldwide. Find your new favorite destinations across the globe and let Mixrent get you there.



mixrent

1. Introduction
2. About Mixrent
3. Market problems
4. Mixrent solutions
5. How Mixrent works
6. Distinctive features of Mixrent
7. Blockchain technology advantages
8. More about blockchain in Mixrent
9. Market trends and consumer behavior
10. Project's countries and markets
11. Business model
12. Economic prospects
13. Expenses plan
14. Roadmap
15. MIX token
16. Tokensale terms
17. Tokenomics
18. Team
19. Risks
20. Disclaimer

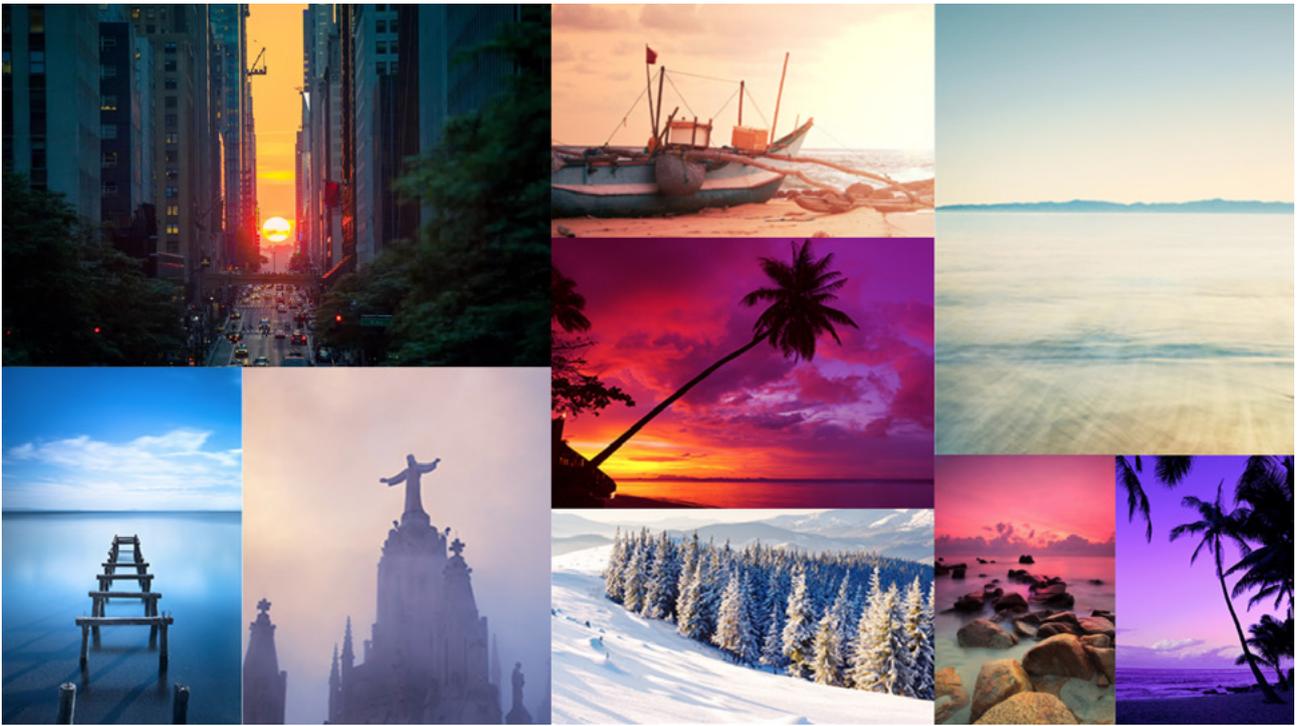


mixrent

“We have rethought the customary understanding of travel. Instead of cars we see roads, instead of yachts we see lagoons, and instead of airplanes – a cloud-covered sky.

Usually, travel begins only upon arrival at another location. But with Mixrent, it begins as soon as you leave home. With us, any trip becomes an adventure, and you can enjoy every moment of traveling and let the Mixrent community take care of all solitudes!”

Tim Kravtsov, CEO of Mixrent



Mixrent is a place where vehicle owners and the huge community of assistants work hard with the sole aim of making anyone go anywhere without spending a fortune. After all, summiting a mountain is easier on a bike, and going down on a hang-glider. You could cross a lake swimming breaststroke, but you know you've always wanted to ride off into the sunset on a jet ski.

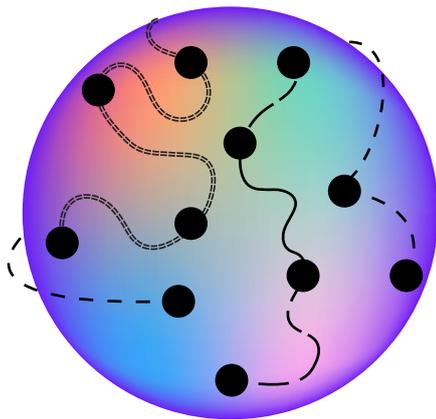
Discover your favorite
new destinations
anywhere on Earth.

Mixrent will help you get there.

And to answer your question, no, this is not the plot of a movie, but an invitation to the new, convenient reality of the Mixrent blockchain ecosystem.

Mixrent is a blockchain-based ecosystem that connects transport owners, travelers, and support assistants worldwide to help you enjoy your experience without the hassle. We take your mind off everyday routes and any organizational and service concerns, bringing you new and innovative ways to get to the places that you've always dreamed of.

Providing travel arrangements accommodating every type of budget, we allow the user to pick and choose from available transportation options—car, bicycle, or yacht – and even mix and match as per their preferences. What this means is that users of the platform can not only rent a means of transport, but also have the option of creating a route of travel mixing different transport types and turning the road itself into enjoyment.



The core audience of Mixrent is comprised of Y&Z generations. In 2017, Generations Y and Z amounted to 26% of consumer audience, and by 2020 this figure is expected to increase to 63%. “Millennials” and Gen Z prefer not to own property but pay a reasonable price for temporary use. This preference acts the foundation for the development of the sharing economy worldwide. The audience of Mixrent craves emotions and impressions - a combination that's very much possible by travelling – however it's important to note that the vast majority has been stripped of access to these emotions and unique experiences due to high expenses and complexity of organization.

Generations Y and Z seek transparency, simplicity, and positive emotions – expectations that Blockchain in Mixrent aims to meet. The process of renting simply requires a few clicks, and all terms of transactions are transparent and cannot be changed. The technology, therefore, ensures reliability as users have complete information on the transport and can view personal ratings.

Airbnb CEO Brian Chesky shared research that “three in four millennials would rather buy an experience than a physical good” showing a strong opportunity for growth (Recode, 2018).

Mixrent changes the traditional model of transport sharing. The ecosystem not only connects a renter and a transport owner, but also involves the community as a new key player. Additionally, the community is not an intermediary; it provides a number of related services upon the user's request. The user only needs to choose a route and desired mode of travel. They can entrust professionals with dealing with all planning that may be required, and enjoy an experience unlike any other.

About Mixrent

Mixrent is not only a beautiful idea, but an already implemented project which has been operational since 2017. The following results have been achieved with organic traffic and no online marketing:



9 500+

units of transport, and the number is growing daily



12 000+

users for the first half year



6

countries: USA, Canada, Russia, Mexico, Australia, South Korea



3069+

orders, around 200 orders daily without marketing expenses

According to the project plan, we will launch mobile applications for iOS and Android, along with widgets and an API for travel and other partner sites.

We are not just another project in the field of short- and long-term leasing of transport. The objective of the project is to completely transform the existing model of transport leasing and evoking the right emotions with the unique adventures that we create. We strive to develop a high-quality service and launch a model conducive to unlimited growth of the MIX token.

Mixrent conducts tokensale with an operational product which is under active scaling and is consistently used by clients. Tokensale is aimed at the business to be transformed into a decentralized ecosystem which saves time and expenses for renting transport and encourages scalability.

Market problems and our solutions



Problems

Lack of trust

There is a serious lack of trust in the market. Owners often require renters to pay hefty amounts upfront, but fail to keep their word when these deposits are made. These large deposits are a consequence of the combination of the absence of credible information about market participants and the lack of availability of reliable ratings..

No single global rental ecosystem

There is no single global platform which would allow the renting of different types of transport worldwide, and facilitate the creation of routes and experiences based on one's preferences. In order to rent different types of transport, clients so far have had to use different platforms – all while dealing with the hassle that comes as part of the package with each platform.



Solutions

Reliability and security

Blockchain technology in Mixrent solves the problem of trust in P2P transactions. The rating and history of the renter, owner, and all means of transport are reflected in the distributed ledger after transaction completion and cannot be changed or tampered by any of the users on the platform ensuring integrity. All data are available in the public domain and affect decisions on transport renting. Furthermore, the reputation affects the number of concluded deals and is a powerful motivator.

Single rental platform

Mixrent is a single international platform for the rental of different types of transport. The number of categories constantly increases so that the renters are provided with a wide range of transport types and means. The unique functionality of Mixrent does not only allow the use of multiple transport types, but also allows making routes by mixing different categories and models.

Market problems and our solutions



Problems

Big deposits and high risk of losses

Anyone who's had some experience in renting transport understands that deposits may be very large. Frequently, it is the amount of deposits that keeps clients from the deals. The deposit in itself is justified, but the clients have no guarantees for the return.

At the moment, cases of fraud are very common, and owners often refuse to return a deposit (either partly or in whole).

No payment with cryptocurrency

Rental companies and transport owners cannot receive cryptocurrency as a means of payment, and renters cannot pay with digital money. With the popularity of cryptocurrency increasing with each passing day, it goes without saying that the payment option needs to be accommodated.

Underdeveloped service

There is no single comprehensive platform for related services in the transport rental market such as delivery and return, repair, washing, etc. This is inconvenient both for renters and owners because they have to look for a separate platform for every need and often find "a pig in a poke."



Solutions

P2P lending

The Mixrent ecosystem allows the raising of necessary funds for a deposit from the project community (P2P lending). A renter has to pay at least 10% of the deposit amount, while the rest of the amount is distributed between the community members with each user responsible for at least 1% of the amount. At the same time, creditors are rewarded with MIX tokens for crediting. Renters can, therefore, experience previously unavailable categories.

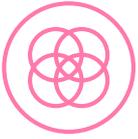
Payment in cryptocurrency and fiat

A renter can choose fiat, main cryptocurrencies, or MIX tokens to pay rent. Payment in MIX tokens saves up to 25% and eliminates multiple currency conversion, as well as long payment processing.

Related services

Mixrent ecosystem allows a renter to forget about usual organizational issues such as delivery and return, repair, etc. The Mixrent community provides all these services and has the ability to spare the owner from having to meet the renter personally. Reviews on the work of each community member are available in the public domain.

Market problems and our solutions



Problems

Hidden commissions

Frequently, users find out about hidden commissions and additional payments after the transaction has been finalized. This specifically proves to be a severe issue for travelers who, according to statistics, are about 30% of transport renters around the world. Usually, their banking cards are issued in currency, different from the seller's monetary unit. The processing of such payments is carried out via international payment systems, so their processing may take up to several days, especially in a foreign country. During the processing phase, payment can be converted several times, followed by additional expenses for travelers, ultimately increasing the final rental value.

No mechanism for dispute settlement

Dispute settlement is protracted and users waste a lot of time and effort trying to protect their interests. As reservations are often transboundary and the parties of the deal are often in different jurisdictions, rental companies and transport owners can avoid fully depositing returns and the renter's legal costs can outweigh the lost deposit amount.

Transport is entrusted to an unknown person

On traditional sharing platforms an owner meets a renter only at the time of deal. It is unsettling.



Solutions

Transparency and openness

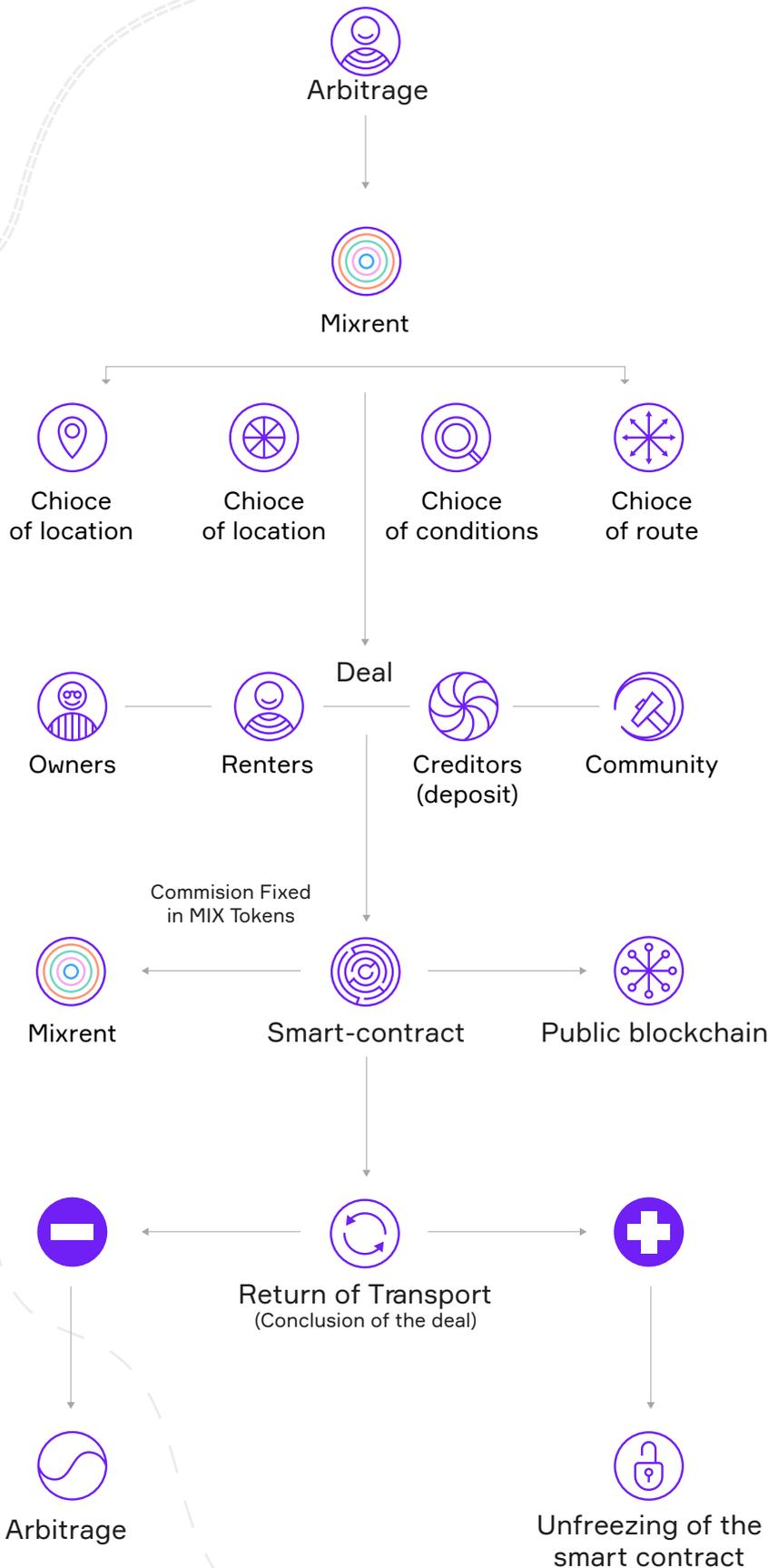
With Mixrent, there are no hidden commissions and additional payments. Renters can see data on all transactions via public blockchain. The information cannot be changed or tampered.

Decentralized arbitration

Disputes are regulated by independent and impartial arbitration: if a renter does not agree with the concluded deal, he or she can send an application to independent referees selected from the Mixrent community in a random way. Mixrent patents this selection method. Disputes are settled by online voting. Referees are rewarded with MIX tokens.

Choose whom you entrust your transport to

Renter reliability is evaluated by the platform using a unique scoring system. The owner can judge the renter's reliability not only by system rating, but also by linked social media account.



Deposit

- The renter transfers part of their deposit from their funds
- The other part is raised from creditor community funds
- The maximum amount to be levied from 1 creditor cannot exceed 1% of the deposit
- In case of insured event, the renter's funds are debited, then the creditors' funds are also debited
- Creditors are rewarded with tokens
- Fixing of the maximum sum in the amount of 1% does not allow for large monetary losses
- i.e. the average amount of non-insurance transactions is higher

Smart-contract

- Fixes the terms of rent and the price
- Blocks the amount of the price on the renter's account
- The amount necessary for paying the community is fixed in tokens
- Part of the deposit is debited from the renter (the higher the rating, the lower the amount)
- The remainder of the deposit is accumulated from the community
- The smart contract is fixed in a public blockchain for independent arbitrage

Transaction complete

- The renter receives the money, the community receive their reward
- The creditors receive their money and the reward
- The owner, the renter, and the transport receive ratings

Arbitrage

- In case of a dispute, the data is upload from the blockchain and sent as an application to the arbitrage for consideration by 300 random arbiters of the system
- The first three arbiters to reply receive application for consideration
- Decisions are made based on majority voting 2/3

Distinctive features of Mixrent

Creating of a global sharing community

The Mixrent ecosystem does not only connect owners and renters, but also works with the project's service community which performs services such as delivery and return, washing, repair, arbitrage, and P2P lending for both a deposit and an extended coverage in addition to other services.

Rent impressions, not transport

The platform's users can not only choose any means of transport, but also turn their usual trips into real adventures. Even one's hometown can be rediscovered if you look at it from a new perspective.

Client's comfort comes first

Our main goal is to create the most pleasant traveling experience. Mixrent, therefore, takes the hassle of organizing a trip into consideration, and does not only help one choose the location and transport type, but also helps with partial lending for a deposit or an extended coverage, use the services of delivery and return, repair, washing, and other related services.

Any transport monetization

Due to Mixrent, users can monetize any transport type. There are not any limits: cars, motorcycles, quadrocycles, yachts, and other transport types can be added to the platform. All transport which had not been used for a long time can be used to generate additional income for the owner.

Unique offer from owners

Exclusive offers from owners are available to renters including tuned cars and motorcycles, yachts made to measure edition, houses on wheels equipped with modern technical equipment, and rare bicycle models. Such offers are not available at other rental companies.

Profitable offer

With Mixrent, members can not only save time in the planning phase, but it is also possible to save money with discounts. Furthermore, due to complete openness an easy comparison of all offers, the prices on the platform are lower than in huge rental companies. Upon payment in MIX tokens, an additional discount is also provided.

Blockchain technology advantages

From transparency and reliability of transactions, high speed of transaction performance, and independence of third parties — Mixrent uses all advantages of blockchain for an experience that's truly unmatched.

Accurate agreement fulfilment

All terms of transactions (information on renters and owners, ratings, history, and timelines) are reflected in smart-contracts. All parties of the agreement are protected from fraud. Owing to the integration of smart contracts, transactions are secure and independent.

Security and confidentiality

All smart-contracts are encrypted and stored in blockchain. Only the parties of the agreement are aware of the terms and modifications that are impossible. Smart contracts act as a guarantee for the implementation of parties' obligations to maintain integrity.

Individual ratings

As mentioned earlier, details about vehicle owners, renters, service community members, and each transport unit have ratings that are reflected in the blockchain. These ratings cannot be changed or tampered and are formed as a result of each transaction.

Fair arbitration

Upon disagreement of one of the transaction parties, a dispute is regulated by decentralized arbitration within the digital jurisdiction. The user sends a request to the decentralized arbitration to have the problem solved in the most efficient manner possible. The data are exported from the blockchain and sent as an application to 300 referees who will have passed KYC and qualification tests. The first 10 referees who respond are assigned to the application. The decision on each transaction is taken by multiple voices anonymously.

Low commissions

Blockchain reduces transaction costs which are often deducted by international systems while conducting payments.

Fast payment

Due to payment in cryptocurrency, operations will be processed significantly faster. This will allow to avoid delays that are common with interbank payments.

More about blockchain in Mixrent

Each vehicle owner fills out a detailed registration form, which includes all the necessary fields to execute a rental agreement. Each renter fills out a detailed questionnaire while booking the vehicle of their choice. Both questionnaires are completed in the corresponding personal area with two-factor authentication.

The rental contract consists of 2 parts:

- 1. Multilingual template which constitutes 99% of the contract text.**
- 2. Details of the parties encrypted on the client side and stored in a blockchain.**

To execute a transaction, a contract signed by both parties shall be registered and stored in a blockchain formed as a special smart contract.

During booking and depositing the system 'initializes' a smart contract, 'activates' the date and 'blocks' the renter's funds.

When a renter is fully satisfied with the vehicle that has been provided and is ready to rent it, the smart contract gets "activated" via MIX tokens.

Once the vehicle is returned, the execution of a smart contract gets "completed".

If the process is successfully completed, "finalization" occurs i.e. funds are transferred to the vehicle owner, and the deposit is returned to the renter. While executing "finalization," the system will receive feedback and evaluation from each contract participant.

The rating will be recorded in a blockchain with public access, thus forming the concept of "tidy" rent.

Market trends and consumer behavior

Generations Z&Y are the growth drivers

In 2017, representatives of Generations Y and Z estimated 26% of consumer audiences. According to UN projections, this figure will increase up to 63% of global consumer audience to 2020. One of the main values of these generations is getting impressions from traveling. They are ready to save on material goods and spend their money on traveling. The sharing transport market integrated into the industry of travels and entertainment is a target product for the new generation.

Desire for green consumption

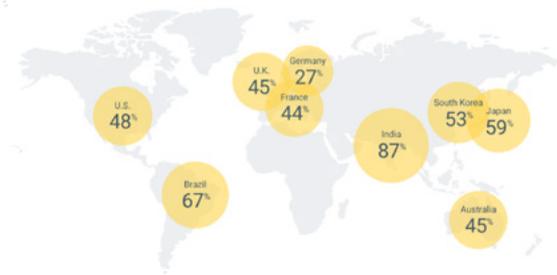
The current generation of users is conscious about resource consumption and their annual impact on ecology. 66% of Generation Z respondents have even declared their readiness to pay more for goods and services offered by companies committed to positive and ecological impact. Renting transport reduces the number of vehicles being used and encourages research for the creation of new and efficient means of traveling and transportation.. Convenient renting of types of transport such as bicycles, kick scooters, and segway also proves to be a great alternative to the use of transportation options that are not eco-friendly.

Development of the independent traveling market

Today, many tourists prefer to travel on their own, without help from tourist agencies. One of the main advantages of traveling in this way is complete autonomy and authority. Tourists today are not tied to a separate tourist operator or any tourist program. In the last year alone, the independent traveling market has grown by 20%.

Google Consumer Insights, 2018

Percentage of smartphone users who are comfortable researching, booking, and planning their entire trip to a new travel destination using only a mobile device.



The growth of the transport rental market

The relevance of the market in the near future has been confirmed by projections from leading research agencies. Based on analytics, the transport rental market is expected to grow by 18% from 2018 to 2022. This growth will not only depend on the average duration of journeys, but also on attracting new clients.

Development of the carsharing industry

Interest in P2B and P2P transport rental market has already been expressed by huge automakers. In 2008, German auto company Daimler AG, in terms of turnover, launched Car2go service testing. In 2017, Daimler AG expressed interest in carsharing again, to the P2P market, becoming the key party of the investment round of \$92m for the leader of American market Turo. A year before, Toyota invested \$10m into the Getaround carsharing service.

Project's countries and markets

As of now, Mixrent operates in 570 cities in six markets – USA, Russia, Mexico, Australia, South Korea, and Canada. The number of countries and cities is growing constantly.

Here are the categories of transport in these countries included in our research: bicycle rental, car rental, yacht rental, rental of construction and special equipment, and small aircraft rental. The total volume of all these markets exceeds 113 billion US dollars.

Car rental market

The U.S. car rental market is the most advanced car rental market today. According to our analysis, the American market is estimated at 28 billion USD. The market growth rate is 16% per year. The Russian market, on the other hand, has the highest growth rate of any country (CAGR), and is growing annually by 30% on average. The current size of the Russian market has risen beyond 170 million dollars. The Canadian market has a volume of more than 4 billion dollars and is growing at a rate of more than 5% per year.

Bicycle rental market

The most promising bicycle rental market is China, which covers a quarter of the world market (1.6 billion USD) and has more than 30% annual growth. Also worth mentioning is the United States market, which, according to research, is estimated at 110 million USD. The American market is growing at a rate of 13% per year. The bicycle rental market in Russia has a volume of about 7.5 million USD.

Yacht rental market

According to an analysis of the global yacht rental market, the most developed market is in Europe, with annual growth of 7.6%. However, in the long term, by 2026 the Asia-Pacific region will have become the most rapidly growing market. Its current growth rate is 8% per year. Asia-Pacific is followed by the Middle East and Africa, where the annual growth rate is measured at 7.8%.

Construction equipment rental market

Renting special equipment is steadily replacing purchasing, and is gaining popularity among construction companies around the world. According to Global Market Insights Inc., in 2024, the rental market for construction equipment will double to 75 billion USD from today's 34 billion USD. Thus, the global market will grow about 9% per year. The US market is the most developed in the realm of special equipment rental, and is estimated at 14 billion USD. By 2024, its growth is expected to be 8% per annum.

Experts also believe that the Russian market for special equipment rental is one of the most promising. The growth rate of the market is estimated at more than 30%, with a current volume of 1 billion USD.

Small aircrafts market According to the GAMA Association, in 2017, the global business fleet amounted to 22,002 units, increasing from 21,544 in 2016 and showing a growth of 5,762 aircrafts compared to a decade ago. Given the method of calculating the volume of the small aircrafts rental market proposed by the authors of this research (see below), the global market volume is 15.4 bln. USD.

The market growth is about 3% per year.

Business model

Mixrent plans to hold up to 4% of the world vehicle rental market a year after its ICO is complete, and 3 years after that, we intend to hold up to 10% of the world market. The platform will make money on rental fees. The size of the fee will be 15% for each party – both for renter and transport owner.

Rental businesses are responsible for a wide range of costs related to the maintenance of the vehicle fleet i.e. cost of the vehicle, maintenance, advertising costs, and much more. According to expert estimates, the fleet-associated costs amount to 45% of the rental rate.

The average margin of the traditional vehicle rental business varies from 10% to 15%. Just to survive, they are forced to offer a number of additional services, take risks on insurance payments, and deal with fraud in order to retain deposits. According to statistics in the United States, every third renter faced withdrawal from their deposit under the pretext of “newly-made” scratches or other damage.

Moreover, in times when demand is low, traditional rental businesses dramatically increase marketing budgets to try to cater to the low market demand, which has a detrimental effect on profitability. Any attempts to save on advertising lead to long downtime for stored vehicles. In Europe, by reducing the advertising budget by 20%, you will see a drop in vehicle rental time by 60% on average.

Mixrent is not an intermediary, but a unique marketplace that unites renters, vehicle owners, and a community of assistants.

Mixrent also allows to turn around the traditional understanding of the transport rental market and offers another one. Now no one rents transport. Everyone rents impressions and the opportunity to draw any route you want.

As a result of discussion of the Mixrent business model and consumer behavior, it is possible to claim that habitual business models of rental exhausted the potential for further growth.

On average, a city-based vehicle owner uses his/her vehicle up to 25% of the time, while the vehicle is unused for the rest of the time. This opens up the possibility to turn a vehicle into a profitable investment. For renters, Mixrent gives the option to save up to 20% by doing business directly with vehicle owners.

Mixrent makes 10% of its revenue by providing owners with options such as:

- Search promotion
- Listing additional vehicles in different categories

As of now, our team has a totally functioning marketplace. About half of the proceeds will be used for marketing purposes, whereas about 30% will go towards developing the marketplace in the following directions:

- Mobile applications development
- Multilingual support
- API development for partners
- Legal support
- Financial expert consultants involvement

The chosen directions in which to develop the marketplace will become the foundation of the project's scalability and commercial viability.

Key data from the business plan

Planning period	7 years
Net income without considering discounting	\$7 428 351 242
Internal rate of return per a year (IRR)	251,4%
Net discounted income (NPV)	\$3 857 487 465
Net discounted income with terminal cost (NPV with TV)	
Payback period	11 mo.
Payback period with discount	12 no.
ROI	282,0

Economic prospects

The platform significantly increases the efficiency of the market and removes the main obstacle for its development: low trust between contractors. Increasing the number of owners would be impossible without a clear rating and leveraging the advantages of blockchain. Modern technological solutions will solve the main problem in the market since participants of the traditional market today barely trust each other.

Mixrent lowers market entry barriers

A lower rental market entry threshold will allow more and more companies to enter. Moreover, for many years, vehicle owners have waited for the moment when they would be able to start making additional money on vehicles that they own, are not using most of the time. High barriers to the traditional rental market prevented them from achieving these goals. However, the Mixrent platform ensures that this market is open to all owners. In addition, by integrating smart contracts and Tokens into the platform, Mixrent guarantees its users will meet contract obligations and make payments in a timely manner. Without blockchain technology, this task could not be implemented

Global vehicle rental platform

Due to the market dynamics, a vehicle rental platform should have the widest possible coverage. The market features network effects that increase the value of companies that work with a large number of users and owners. Mixrent has all the pre-conditions to become such a global platform. Even now the company is targeting several markets. When the ICO is complete, Mixrent will be available in more countries and will manage to significantly speed up its development. Thus, Mixrent will be able to make the vehicle rental market fundamentally bigger and add a huge number of new owners. When this happens, because the total number of tokens will be unchanged as the popularity of the platform and cryptocurrencies grows, the internal value of the tokens would increase significantly.

Expenses plan of raised funds

The expenses plan was developed in order to estimate effective ways to implement the project, and also to protect the interests of investors. The plan is designed for the period starting Q4 2018 through Q4 2020.

Based on the amount of funds attracted, we plan to develop our project under two potential scenarios. The positive scenario assumes our platform's audience will reach about 5 million customers in 30 countries.

An active expansion of the project around the world will require considerable expenses for marketing, building the team, reviewing local legislation, and establishing offices.

Hardcap of the project is \$17 million.

Softcap of the project is \$8 million USD.

A budget plan of the Mixrent project for 2018-2020 (based on Hardcap).

Expenses plan for 2019

Office opening	\$650 000
New employees, team augmentation	\$450 000
Mobile apps development and marketing	\$1 600 000
Partnership program launch, Mobile apps marketing	\$250 000
API development, marketing, and cooperation with global partners	\$350 000
Testing, addressing the service vulnerabilities	\$100 000
Marketing in key markets	\$2 600 000
Financing of post Bounty program for users, payment to project ambassadors	\$100 000
The site promotion in target countries	\$1 500 000
Listing on exchanges	\$400 000
Total	\$8 000 000

Expenses plan for 2020

Products and services multilanguage support	\$390 000
International team	\$570 000
New partner projects	\$250 000
New transport types connection and the project territory expansion	\$800 000
Internet-marketing	\$3 300 000
Software development for CarPlay, Android Auto	\$650 000
The blockchain development team augmentation	\$550 000
Legal department	\$900 000
PR in mass media	\$850 000
Post-ICO management	\$290 000
Office expenses	\$450 000
Total	\$9 000 000

Roadmap

- 
- Q4 2016** Creation of the idea, transport rental market research
 - Q2 2017** Development of a prototype for local market, the idea testing
 - Q3 2017** Autotransport rental applications number increase. New transport types addition to the platform (motorcycles, ATVs, boats)
 - Q4 2017** Transport types addition (special equipment, yachts, motorhomes)
 - Q1 2018** Research on global transport rental and sharing market. Mixrent international expansion launch, launch in the US and Canada
 - Q2-Q3 2018** Preparation for Tokensale. Implementation of international expansion strategy. Among achievements: over 8 thousand transport units are available on the platform, 585 cities, 12 000 users.
 - Q4 2018** Tokensale execution. Smart-contracts implementation on the platform, monetization setup. Launch of API and mobile apps on iOS, Android. Implementation of a payment system.
 - Q1 2019** Implementation of arbitrage. Office opening in the US. The development team augmentation, user ratings implementation. Addition of new types of transport.
 - Q2 2019** P2P lending implementation. Office opening in China. Expansion to markets of India, China, Brazil, and Australia. Multilanguage support implementation.
 - Q3 2019** Partnership with industry participants: tourism, airfare, rental property, organization of events. Implementation of the Mixrent widgets to partners.
 - Q1 2020** Expansion to markets of other countries. Launch of marketing campaigns in 120 countries of the world.

Token sale terms

Token:

MIX

Emission:

6 000 000 000

Hard Cap:

\$17 000 000

Soft Cap:

\$8 000 000

Accepted cryptocurrencies

ETH, BTC, LTC

SWOP from the partner projects are planned

	PRIVATE PRESALE	PRE ICO	ICO
Token emission	\$3 000 000	\$2 300 000	\$11 700 000
Token nominal value	1 MIX = 0,004\$ 33,33% off	1 MIX = 0,005\$ 16.67% off	1 MIX = 0,006\$
Bonus	25%	15%	10%
Minimum transaction	50 ETH	-	-
Maximum transaction	7 000 ETH	100 ETH	100 ETH

Tokenomics

To participate in the MIX Token sale, buyers need to sign up at mixrent.io.

After passing KYC, MIX Tokens buyers can purchase tokens for Bitcoin or Ethereum in order to use them on Mixrent.

All users and buyers need to provide an ERC-20 standard wallet. Here are the examples of ERC-20 standard wallets to credit MIX Tokens:

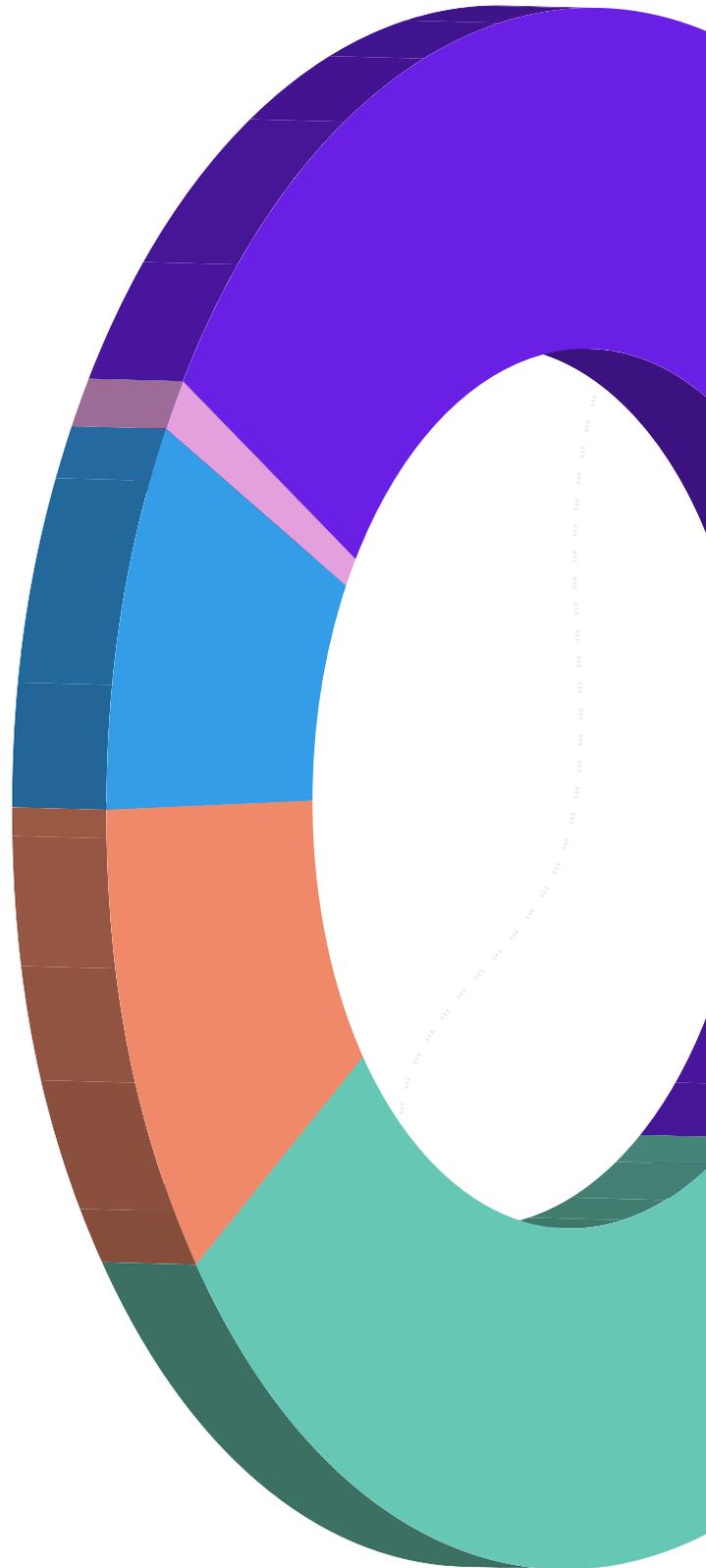
- MyEtherWallet (no download required, it is web-based)
- MetaMask (permission for Firefox and Chrome browsers)
- Mist (for desktop)
- Parity (for desktop)
- ImToken (iPhone and Android)
- Trust (iPhone and Android)
- Cipher (iPhone and Android)
- The following hardware wallets are compatible with Ethereum tokens via Myetherwallet: Ledger and Trezor.

Token allocation and terms of freeze

- **56%**
Token Sale participants
(only the bonus part)
Private sale participants
(only the bonus part)
Lockup 9 mo.
- **25%**
Reserve fund
No unfreeze
- **10%**
Mixrent team
Lockup 2 years
- **8%**
Advisors
Lockup 6 mo.
- **1%**
Bounty and rewards of community
Lockup 3 mec

All MIX tokens will be transferred to the token sale participants after the end date of the sale.

Mixrent LP will negotiate with some exchanges to transfer tokens using exchange platforms. In order to make the token sales process transparent, Mixrent LP will report the total number of MIX Tokens in circulation after the sales are complete.



MIX token

The number of MIX tokens is limited to only 6 billion to be released. As the platform grows and the number of users increases, the demand for tokens will increase. Moreover, the rental market for vehicles is generally developing very rapidly as the use of cryptocurrencies in daily payments is increasing every day. These three factors fully describe the mechanism for creating the internal value of the MIX tokens.

We see the Mixrent platform's users as the core for MIX token buyers. The MIX utility-token will be used on the platform as a means to pay for renting a vehicle, service community, and promotion within the platform.

Rental payment is available in fiat, cryptocurrencies, and MIX tokens. When paying in MIX tokens, the user can rent a car, boat, yacht, and other types of vehicle on the platform with a discount.

Additional MIX token features:

- Access to exclusive platform features;
- Community rewards for the activity within the platform;
- Exemption from standard commissions for cross-border payments when renting transport in different countries;
- Bonus for the use of service, participation in contests, writing reviews, attracting new clients, and participation in the platform's development (Bounty).

MIX Tokens in the reserve fund

The reserve fund is the property of Mix Rent LP and cannot be distributed among ordinary employees. The reserve fund can additionally be used:

- To cover possible losses;
- To redeem MIX tokens from open markets;
- To give premium to new key employees (not company owners);
- To implement the platform's users' ideas.

Team

Tim Kravtsov

CEO

Founder of Mixrent, Nomeroteka, and CEO of Multiprokat, a rental platform using the blockchain infrastructure and offering over 9 000 vehicles. Tim has 10+ years of experience in business development and is a specialist in the field of financial modeling and establishing long-term partner relations.

Young Choe

Technical Advisor

Co-founder, President, and CEO at R&D Division of Pax Datatech, a 3rd generation blockchain company. Young is a software professional having broad experience from development to top management, and theories to practices at various global companies and organizations including NVIDIA, Samsung Electronics, SK Hynix, North Carolina University, and BMC Software. He also has expertise in software engineering, compiler and language technology, and blockchain, and is experienced in Investment Analysis and due diligence for M&A.

Ismail Malik

Crypto-economics Advisor

Editor-in-Chief of the world's foremost publication on Initial Coin Offerings – ICOcrowd, Ismail has over 20 years of experience in technology related startups and entrepreneurship, and is among the leading experts in the blockchain field. Ismail is also the founder and CEO at Blockchain Lab, 'supplychain on blockchains consultant' for Chainx, and crafts smart contracts on the blockchain for SmartLedger.

John Manoogian

Business Development Director

MBA from USC Marshall school of Business, John has experience as a Director of Operations and Finance at The Veloz Group. Additionally, he has also worked as an MBA financial Analysis Associate at Riverside for a year and as an International Business Development Manager at Freeletics U.S.

Timur Malyshev

CTO

With 3 years of experience at the McArrow Coding Group and 2 years of experience as a lead developer at the SUE IKT center, Timur specializes in Vue.Js, Angular, Webpack, Sass, and SPA technologies and is currently focusing on blockchain technology.

Roberto Minghi

Software Engineer

With a Bachelor's degree from the faculty of Humanities Computing of the Universita di Pisa, Roberto has 2 years of experience as a software developer at the fLUX Entertainment and has worked as a Javascript developer at Apparounds. He also has 3 years of experience as a frontend developer at the Deseeo Ltd and UI developer and Pushfor. At Mixrent, Roberto helps optimize the code base and make suggestions for the UK market.

Team

Kris Grig

Project Manager

Former head of marketing at the CREDITS blockchain platform, Kris has over two years of working experience as manager of marketing departments in technology driven organizations and startups in the cryptospace. She also has 8 years of experience in sales and marketing at Samsung Electronics. Kris is a member of the Altcoin Club and an active investor in over 15 early stage companies. She has successfully attended several Harvard business school programs for project management, marketing, sales, group leadership, strategic thinking, customer focus, and budgeting.

Paul Averkiev

CFO

Paul has worked with the ICO projects of Tokenfund/Tokenbox, Atlant, and the VC deal of Last.Backend project, raising substantial capital from institutional investors. He has over 10 years of experience in the investment banking area. Previously, he was responsible for fundraising and asset management for the Private Equity division in VTB Capital. He has also worked at the Otkritie Capital institutional sales desk and Prosperity Capital Management, a London-based hedge fund as head of a department responsible for global funds distribution. He also has extensive sales and marketing experience with data security and cryptographic companies like Gemalto (ex- Safenet) in Germany

Anton Yoo

Community Manager in Korea

A result-oriented community and marketing specialist with vast working experience, Anton was responsible for community management at INS. He is also acting as the Korea team liaison officer at the FIFA World Cup 2018. At Mixrent, he is responsible for community management in Korea, Japan and China.

Aaron Hynninen

Digital Marketing Specialist

An experienced digital marketer, Aaron has graduated from the Design Centre Enmore (Australia). He is being an active participant of the crypto market for the last year. Aaron manages digital marketing development at Mixrent.

Mikhael Longmire

Head of Community

Mikhael has 2 years of crypto community management experience. Mikhael has been managing the biggest Telegram space science channel, and has in-depth understanding of blockchain technologies and ICOs, which helps him organize efficient cooperation with communities and investors.

Risks

Market trends and current development of the platform allow us to be optimistic about MIX tokens and consider them promising, but any ICO is a risk that cannot be fully predicted and/or eliminated in advance. The management for Mixrent has taken strategic and tactical actions to control such risks. At the same time, before purchasing MIX Tokens, each participant is recommended to carefully evaluate all the information and evaluate the all relevant risks, particularly the following factors:

Legal status of MIX token

A purchase of MIX tokens does not equate to a purchase of shares or other securities.

The token does not give its owner any shares in any company, property rights, a permit to manage or vote, or any other rights.

Mixrent does not provide advice on investments, legal assistance or an application for investment in any security, and its activities shall not be interpreted as such. This document does not and shall not be construed as an offer to sell or subscribe, or an invitation to buy or subscribe to any securities or other financial instruments.

A user risks a loss of access to their MIX tokens in the event of the loss of their cryptographic key (keys).

A personal cryptographic key or a combination of personal keys is required to manage and dispose of MIX tokens located on a digital wallet or in a storage device. Consequently, by losing the cryptographic key (keys) to your digital wallet or the MIX token storage device, you will lose the tokens.

In addition, any third party that has access to such a cryptographic key or keys (including by gaining access to the login credentials you use to sign in to your hosted wallet) may misuse your MIX tokens. Any errors or failures caused or otherwise associated with a digital wallet or storage unit, which you have selected to receive and store MIX tokens, including incorrect personal data or use of such a digital wallet or storage device may also result in the loss of your MIX tokens.

In addition, by incorrectly following the specified procedures for buying and receiving tokens, you may lose your MIX Tokens.

Risks associated with the Ethereum Protocol

MIX token is a token on the Ethereum platform. Therefore, any malfunction, unexpected function, or Ethereum protocol failure may cause the Mixrent service to fail or lead to unintended consequences.

Learn more detailed information about the Ethereum protocol on <http://www.ethereum.org/>

Tampering and unauthorized access

We take all necessary reasonable measures to make Mixrent safe in accordance with international standards of protection against external impact. However, there are always risks including hacker attacks, malicious viruses, breaches, and other actions of third parties aimed at damaging the internal systems.

These actions may cause malfunction or incorrect operation of the service, at which point Mixrent may operate unexpectedly, erratically, with delays, or with full suspension of work. There is no guarantee that such malfunctions or unintentional functions will not result in the total loss of MIX Tokens. Third party actions aimed at causing material damage to other people are qualified in most jurisdictions of the world as a criminal act and are subject to criminal prosecution.

Risks associated with uncertain legal framework and enforcement actions

Many jurisdictions have not defined or regulated a legal status for the MIX token and Blockchain.

Mixrent can be regulated by restrictive laws, affected by restrictive or negative news or warnings, issued bans on behalf of national regulators, have investigations or other actions initiated against it, including, but not restricted to, restrictions to use or possess digital tokens, such as MIX, that can hinder or restrict the development of Mixrent.

Mixrent may terminate its activities within a jurisdiction if the regulatory actions or changes in the legislation or regulation prohibit its functioning in the jurisdiction, or make operations commercially undesirable the relevant laws by the supervisory authority to operate in such jurisdictions.

In this dynamic regulatory environment, the company makes every effort to comply with the known rules, to anticipate regulatory trends and to do its best to help protect the rights of participants.

Mixrent warns all participants that the company shall not be held responsible in case of changes of laws in a given jurisdiction.

Given the lack of regulation of the token and blockchain status in most countries, there is no definite principle of taxation in relation to MIX tokens. Due to this fact, each buyer is strongly recommended to conduct legal and tax analysis related to the purchase and possession of MIX tokens in accordance with his/her nationality and place of residence. We also recommend consulting the tax authorities personally regarding the purchase of MIX tokens, as this may result in unfavorable taxation for you, including tax withholding, income tax, as well as tax reporting requirements.

Force majeure

Mixrent operations can be interrupted, suspended or delayed because of force majeure circumstances. In the context of this document, the force majeure circumstances include: fire, flood, earthquake, strikes, wars, mass layoffs, labor slowdown, prolonged shutdown and other failures in the supply of energy or related services, actions of state authorities or other extraordinary events and circumstances that cannot be prevented by Mixrent.

Disclosure

Personal data of MIX token holders, information on the number of owned tokens, addresses of used wallets and other relevant information may be disclosed to a court, authorized bodies of the state authorities, and other third parties, if such a requirement is put forward in relation to Mixrent as a result of a statutory provision, testimony or decision of the court. Mixrent is not responsible for disclosing such information for the reasons given above.

Other risks

The use of smart-contract technology is experimental in nature, therefore, weaknesses, vulnerabilities and other problems related to its use have not been properly studied. This fact can lead to significant operational, legal,

technological, reputational and financial risks. MIX tokens do not meet the requirements of the Howey Test, and therefore are not considered securities in view of the U.S. Securities Commission.

In order to comply with the requirements of AML (Anti-Money Laundering) the project will undergo KYC procedure (Know your client). The cost of the purchased MIX tokens can vary greatly for various reasons. Mixrent does not guarantee any specific cost of MIX tokens during any period. Mixrent does not carry any responsibility for any changes in the value of MIX Tokens. The buyer, having purchased MIX tokens, agrees that he/she assumes all the risks associated with possible financial losses. We do not guarantee any profitability associated with the purchase of the Mixrent tokens. The company does not give users a guarantee to exchange their tokens to any form of fiat currency. The company shall not be liable for any direct or consequential damages, or any damage arising from the use of the information contained in this document; any error, omission or inaccuracy in this information or in any other cases arising therefrom. The funds collected are not insured. In case of loss, there are no funds from a public or private insurer offering assistance to a MIX token buyer. Cryptocurrencies, cryptographic tokens, and blockchain are all new technologies which have not been tested. In addition to the risks described here, there are risks that Mixrent can not predict. Risks may also arise as unexpected combinations or changes to the risks mentioned in this document.

The risks described above are not considered to be exhaustive. There can be additional risks, including those that are currently considered insignificant, but may have an adverse effect in the future. The order that is used to present the risks herein shall not be interpreted as an index, which indicates the likelihood of their implementation or indicates their level of significance. The Mixrent management team is available to answer any questions from participants about risks during the ICO, parties, if such a requirement is put forward in relation to Mixrent as a result of a statutory provision, testimony or decision of the court. Mixrent is not responsible for disclosing such information for the reasons given above.

Disclaimer

ALL THE INFORMATION PROVIDED HERE AND ON THE MIXRENT.IO WEBSITE SHALL NOT BE DISTRIBUTED OR USED BY ANY PERSON OR ORGANIZATION OF THE UNITED STATES, CHINA, SINGAPORE, OR ANY OTHER JURISDICTION OR COUNTRY WHERE ITS DISTRIBUTION OR USE IS AGAINST THE LAW OR REGULATION OR MAY EXPOSE MIXRENT AND/OR THE ORGANIZATION RESPONSIBLE FOR CREATING MIX TOKENS (INCLUDING THE PARTNERS OF THE ORGANIZATION), OR ANY OF THEIR PRODUCTS, OR SERVICES TO ANY REGULATION, OR LICENSING, OR AUTHORIZATION REQUIREMENT WITHIN SUCH JURISDICTION OR COUNTRY. MIX TOKENS SALE IS A SALE OF LEGITIMATE SOFTWARE

PERFORMED IN ACCORDANCE WITH THE LAWS OF THE MIXRENT JURISDICTION. THE SALE OF THIS PRODUCT IS CARRIED OUT BY MIXRENT LP.

EACH POTENTIAL BUYER OF MIX TOKENS IS DIRECTLY RESPONSIBLE AND SHALL PERSONALLY ASCERTAIN THE LEGALITY OF ACQUIRING MIX TOKENS IN THE BUYER'S JURISDICTION AND ALSO IN THE ABILITY TO RESELL MIX TOKENS TO ANOTHER BUYER OF ANY JURISDICTION AFTER THE PURCHASE. YOU MAY PURCHASE MIX TOKENS ONLY IF YOU REPRESENT, CONFIRM AND WARRANT THAT YOU ARE NOT A CITIZEN OR RESIDENT OF SINGAPORE, A CITIZEN OR RESIDENT OF CHINA, A CITIZEN OR RESIDENT OF THE UNITED STATES OF AMERICA, OR ENSURE THAT YOUR PRIMARY RESIDENCE OR LEGAL ADDRESS IS NOT LOCATED IN THE UNITED STATES, INCLUDING PUERTO RICO, THE U.S. VIRGIN ISLANDS AND ANY OTHER AREAS BELONGING TO THE UNITED STATES OF AMERICA. YOU MAY PURCHASE MIX TOKENS ONLY IF YOU REPRESENT, CONFIRM AND WARRANT THAT NONE OF THE OWNERS OF THE COMPANY IN WHICH YOU ARE AN OFFICIAL IS A CITIZEN OR RESIDENT OF SINGAPORE, A CITIZEN OR RESIDENT OF CHINA, OR A CITIZEN OR RESIDENT OF THE UNITED STATES OF AMERICA, AND GUARANTEE THAT THE PRINCIPAL ESTABLISHMENT OR LEGAL ADDRESS OF THE COMPANY'S OWNERS IS NOT LOCATED IN THE UNITED STATES, INCLUDING PUERTO RICO, U.S. VIRGIN ISLANDS AND ANY OTHER AREA BELONGING TO THE UNITED STATES OF AMERICA. IF ANY OF THE LISTED CHANGES, YOU SHALL IMMEDIATELY NOTIFY THE CREATOR OF MIX TOKENS. THE CREATOR OF MIX TOKENS RESERVES THE RIGHT TO REFUSE TO SELL MIX TOKENS TO ANYONE WHO DOES NOT MEET THE CRITERIA REQUIRED TO PURCHASE MIX TOKENS, IN ACCORDANCE WITH THESE PROVISIONS AND THE APPLICABLE LAW. IN PARTICULAR, THE CREATOR OF MIX TOKENS HAS THE RIGHT TO REFUSE TO SELL MIX TOKENS TO CITIZENS AND RESIDENTS OF SINGAPORE AND/OR THE UNITED STATES, AS WELL AS TO THOSE USERS WHO DO NOT MEET THE CRITERIA SET BY THE CREATOR OF MIX TOKENS FROM TIME TO TIME AT HIS SOLE DISCRETION.

THE CONTENT OF ALL THE DOCUMENTS AND DATA OF THIS WEBSITE IS INTENDED FOR GENERAL INFORMATIONAL PURPOSES ONLY AND IS NOT AN OFFER TO PURCHASE OR TO SELL SECURITIES. THIS WEBSITE IS FOR GENERAL REFERENCE ONLY. THE INFORMATION ON THIS WEBSITE IS NOT, AND DOES NOT IMPLY, PROFESSIONAL INVESTMENT ADVICE, RECOMMENDATION OR INDEPENDENT ANALYSIS. THEREFORE, THE INFORMATION CONTAINED ON THIS WEBSITE HAS NOT BEEN PREPARED IN ACCORDANCE WITH THE EXISTING RULES AND REGULATIONS FOR SUCH PUBLICATIONS IN DIFFERENT JURISDICTIONS. FOR THE CONVENIENCE OF OUR USERS, THE MIXRENT DOCUMENTATION (WHITE PAPER, WEBSITE AND OTHER RELATED DOCUMENTS) IS AVAILABLE IN SEVERAL LANGUAGES. IN CASE OF DISCREPANCIES BETWEEN THE ENGLISH VERSION AND A FOREIGN LANGUAGE VERSION, THE ENGLISH VERSION SHALL PREVAIL.



mixrent

2018