

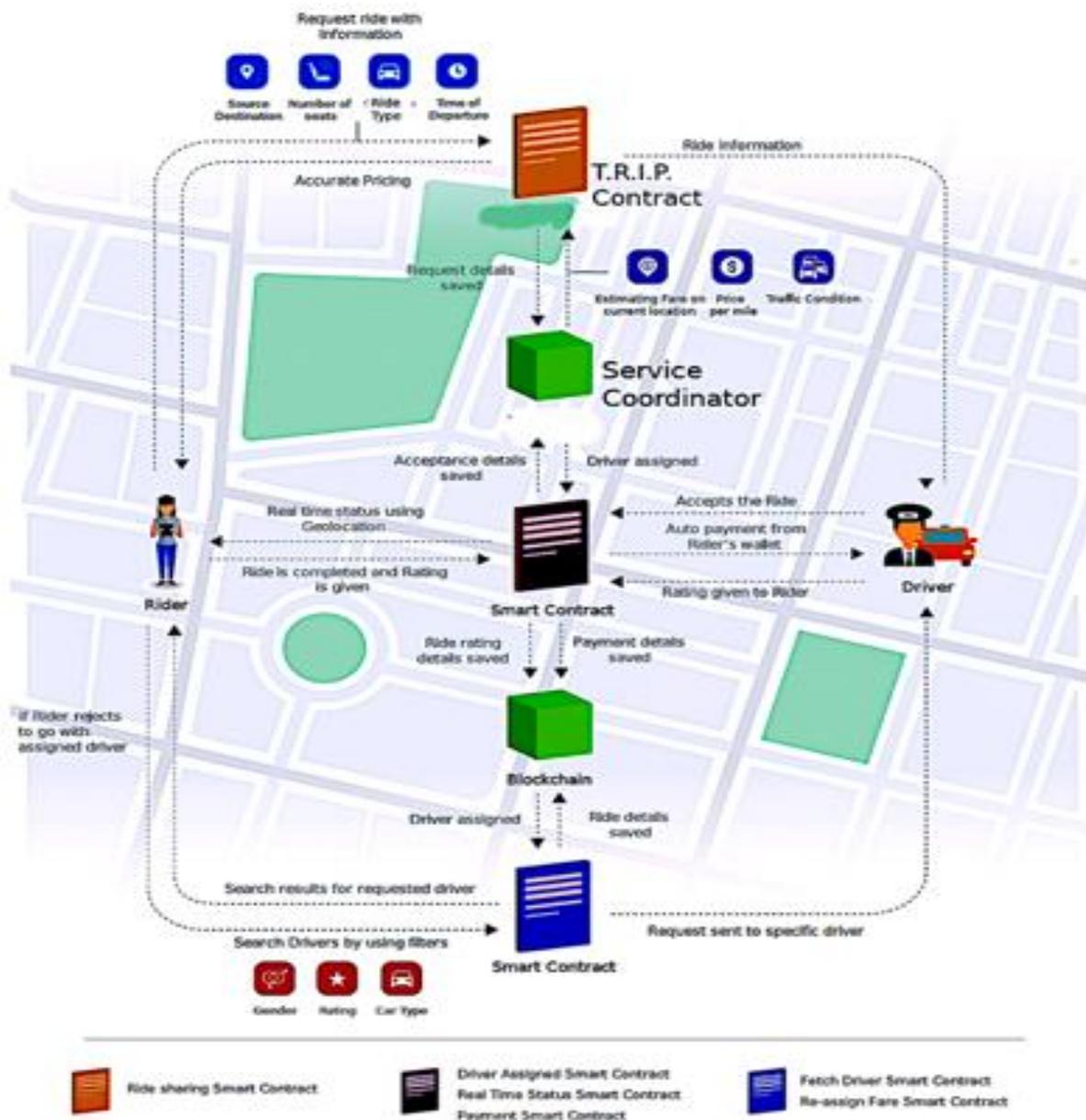


<https://www.ridenode.io>

*RideNodes™ are a virtual currency & smart contract apparatus that aims to realign the interests of Drivers, Riders, & Service Coordinators (collectively referred to as our network participants) who already utilize ride-hailing services (such as Uber, Lyft, Via and even traditional taxi & limousine companies). By leveraging the blockchain, RideNodes™ provide a superior platform not limited to logistics, payments, credential verification, and incident responses, and a special emphasis on the safety and the security of BOTH the riders and drivers.*

**Within short period of time, RideNodes™ will serve in the nexus of the security, ride and transportation sectors**

### Blockchain in RideSharing





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## **MISSION STATEMENT**

**Within the first few months of RideNode's™ ICO Launch, RideNodes™ will be utilized in the BayRide Mobile Application and capture a 5% percent market share in the present \$220 billion-dollar ride-hailing industry.**

### **A. ABSTRACT**

#### **1. RideNodes™ - The First American Ride and Transportation Blockchain**

A RideNode™ is a smart contract and digital currency apparatus that leverages proprietary blockchain technology. The inspiration and vision on which RideNode™ was created upon, to become the First American Blockchain and Digital Currency for the Ride and Transportation sector, comes from how Henry Ford's Model T went from conceptualization to becoming America's First affordable automobile that not only opened up new markets, but also united families, improved working conditions, brought prosperity, and elevated the society at a whole.

#### **2. BayRide Inc. - A "Safety Over Profits" Corporate Policy**

BayRide Inc. is an innovative and groundbreaking technology services company that seeks to eliminate antiquated market competitors especially in the ride-hailing industry by first making sure the drivers are paid exactly what they are owed and that passengers are safe





and secure from any kind of dangers during their rides. Hence, BayRide Inc. has deployed a **0% Commission** structure for drivers. **This is advantageous to BOTH drivers and passengers as drivers will get paid more and passengers will pay less on every single ride.** Simply put, BayRide Inc. cuts out the middleman, making ridesharing industry decentralized and laissez-faire. BayRide Inc.'s revenue streams will be generated from several other technologically advanced features that will be demonstrated and discussed thoroughly in this whitepaper. The Board of Directors of BayRide Inc. recognizes that the organization's primary assets consist of its core operational blockchain technology, physical security features for both passengers and drivers, with a significant emphasis on all riders. Essentially, one of BayRide's primary mission objective is to facilitate the introduction and expansion of Executive Protection services into the ridesharing market, thereby making executive protection services for all riders available, accessible, and affordable. Cognizant of the 21<sup>st</sup> century, BayRide Inc. will be using digital tokens called RideNodes™ that establish legal authenticity and data transparency between the passenger and the driver for all the transactions conducted via the decentralized mobile application.

**The organization's motto is "SAFETY OVER PROFITS."**

### **3. BayRide Mobile Application and RideNode's™ Blockchain Technology**

BayRide Inc.'s main technology will be its Native Mobile Application technology for both IOS and Android operating systems. This mobile application will be welcomed with open





arms in the markets by virtually every end-user because of “letting the markets decide” approach. Every end-user will benefit and stand to gain due to the decentralized structure of this technology, the Blockchain based apparatus. Therefore, the organization will immediately stand out in the market by being The First Technologies Provider Firm to truly implement a Decentralized Platform for the Ride-hailing, Executive Protection, Bodily Security and Courier Industries.

#### **4. Current State of Affairs in the Blockchain Technologies Industry**

From 2015 to 2017 investors across the globe witnessed the blockchain industry grow 800% in terms of initial coin offerings. Contrary to what many believe, an initial coin offering, also known as ICO, is not the same as an Initial Public Offering, or an IPO. In an IPO setting, investors pay the corporation’s board of directors, investors, and management for a slice of equity either in the form of preferred or common stock. In an initial coin offering the subtle difference is that investors purchase tokens that are leveraged in blockchain technology<sup>1</sup> but do not get any ownership or slice of the pie of the corporation.<sup>2</sup> Furthermore, ICOs are merely a necessary fundraising tool for start-ups (especially tech start-ups) to get off the ground with minimum resources. In an ICO setting, investors, you, will receive tokens by the organization, in anticipation that these tokens will increase

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<sup>1</sup> Hackernoon. (2018, September 28). Security Tokens vs. Utility Tokens-How different are they? Retrieved from <https://hackernoon.com/security-tokens-vs-utility-tokens-how-different-are-they-22d6be8901c2>

<sup>2</sup> Id.





in value in the future and/or you will be able to use these tokens within a certain venue of the start-up later.<sup>3</sup>

Shockingly, in 2017 alone, studies and data has revealed that 80% of all ICOs were all scams.<sup>4</sup> Moreover, in 2018, the ICO market surpassed \$800 billion.<sup>5</sup> Consequently, the SEC decided to aggressively shed light in this new digital blockchain boom.<sup>6</sup> As a result, many entrepreneurs and their start-ups are prevented from ever conducting their own ICOs unless they obtain one of four exemptions on 2012 JOBS Act.<sup>7</sup> However, it is common knowledge that the JOBS Act ignores the need of real entrepreneurs. This is because it does not provide any real guidance leaving start-up technology ventures right where they started, going fast nowhere. As a result, many start-up ventures have promptly moved to places like Singapore or the Cayman Islands to conduct their ICOs because the SEC has no regulatory jurisdiction in those regions. The Board of Directors at BayRide Incorporated had concluded that there were only two options available in order to achieve its fund-raising mission, either relocate and incorporate in another country (like everyone else), or find a creative and strategic solution in order to raise the necessary funds so that BayRide Inc. can outright solve the atrocities in the current ride-hailing market. To be

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<sup>3</sup> "Utility Tokens." Merriam-Webster.com. 2019. <https://www.merriam-webster.com> (8 May 2019).

<sup>4</sup> Alexandre, Ana. (2018, July 13). New Study Says 80 percent of ICOs Conducted in 2017 were scams. [www.cointelegraph.com/news/new-study-says-80-percent-of-icos-conducted-in-2017-were-scams](http://www.cointelegraph.com/news/new-study-says-80-percent-of-icos-conducted-in-2017-were-scams).

<sup>5</sup> Id.

<sup>6</sup> "Spotlight on Initial Coin Offerings (ICOs)." (2019, April 11). Retrieved from <https://www.sec.gov/ICO>.

<sup>7</sup> Id.





clear, it is the position of Bayride that companies that operate in the US and choose to conduct their fund-raising schemes abroad, just to avoid regulatory scrutiny, are unpatriotic and inconsistent with the American Dream. Therefore, Bayride Inc. will serve as an example for other ventures to conduct compliant ICOs.

As of September 2019, several prominent sources have explicitly stated that all businesses in the digital age, regardless of specialization, must take the emergence of decentralized digital assets that the Digital Revolution has rolled on steadily since the rise of giants, such as Microsoft, Apple, Google, Facebook, Amazon, and more players have joined the game. Uber, DiDi Chuxing, Lyft, and others have amassed massive market shares in the transportation industry and established themselves as some of the today's tech giants. As with new technologies, new problems have arisen which require effective & sustainable solutions. The old adage of "don't get into a stranger's car" has been all-but discarded as people from all walks of life, children to executives, quickly hop in and out of strangers' vehicles, with no real safeguards in place to ensure both the passengers and the drivers are in safe hands and secure from deliberate and/or random acts of depravity committed by one another. Numerous accounts show that there continues to be instances of thefts, assaults, sexual assault, robberies, and other negligent and depraved crimes involving both Drivers and Passengers (aka "Riders"). Simply put, once a passenger gets into another vehicle for a ride to his/her destination, he/she is practically on her own as far as safety is concern.





In addition, there are countless instances of Drivers and Riders who have tried scamming or gaming the system for personal benefit. These include unsavory acts like stealing a purse from a passenger, filing a false charge for vomit that never happened, GPS spoofing a rider, and even more heinous acts such as giving riders a bottle of water laced with psychotropic drugs, etc. As of right now, there is absolutely no safeguard measure that allows for prompt review & reaction by the company, law enforcement, or other relevant authorities.

## **B. THE RISE OF PROBLEMS, NOT PROFITS, IN THE RIDE-HAILING INDUSTRY**

### **1. Unsustainable Business Model**

The market's top ride-hailing companies are reporting mind-blowing consecutive financial losses that signals that their current business model is not sustainable in the new digital age.

For the most part, the ridesharing industry is known by its two flagship companies, Uber and Lyft. For example, on average, Uber conducts around 15 million rides a day. Investors and shareholders would presume conglomerates such as Uber and Lyft would be financially solvent. However, based on the companies 10k filings, both Uber & Lyft not only suffered





from losses for the past two years of \$2 billion and \$900 million, respectively, but Uber still managed to report a \$5.2 billion loss for the second quarter in 2019.<sup>8</sup> To add insult to injury, this record loss was posted almost immediately right after they completed their Initial Public Offering (IPO).<sup>9</sup> When confronted about this record loss, the CEO's nonchalantly stated that he will direct the company to focus more on its subsidiary entity, Uber Eats.<sup>10</sup> Lyft, another market competitor synonymous with ride-hailing, "reported a \$9.02 loss per share for its earnings reports as a public company."<sup>11</sup> Any reasonable person of reasonable intelligence would find it outright unfathomable for such a financial loss especially in the same quarter that reported a 6.5 million active driver growth.<sup>12</sup>

Therefore, when two of the top market leaders synonymous with ride-hailing services, both report record losses, right after their institutions went public, one should be very cautious regarding the future probability of these companies and question the financial solvency of these institutions as well.

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<sup>8</sup> Siddiqui, Faiz. (2019, August 8). Uber posts record loss of \$5.2 billion in the wake of going public. [www. Washingtonpost.com/technology/2019/08/08/uber-reports-loss-billion-wake-going-public/](http://www.washingtonpost.com/technology/2019/08/08/uber-reports-loss-billion-wake-going-public/).

<sup>9</sup> Id.

<sup>10</sup> Id.

<sup>11</sup> Feiner, Lauren. (2019, May 8). Lyft sinks the company reports a big loss, but analysts still see a path to profitability. [www.cnbc.com/2019/05/08/lyft-sinks-after-reporting-a-big-loss-but-analysts-still-see-promise.html](http://www.cnbc.com/2019/05/08/lyft-sinks-after-reporting-a-big-loss-but-analysts-still-see-promise.html).

<sup>12</sup> Id.





## **2. Nationwide Protests and Strikes by Uber and Lyft drivers**

Drivers are currently disgruntled and angry at two conglomerate ride-hailing companies: Uber & Lyft. This nationwide and global anger has caused so much outrage that Uber and Lyft drivers already commenced large scale strikes in four states, a recent one taking place right in the heart of New York City.

## **3. Uber & Lyft Continue to Show Lack of Concern or Regard for Riders**

Competitors such as Lyft and Uber have shown to endanger passengers and severely undervalue drivers to the detriment of both parties involved. It is no secret that safety needs of the passenger are overlooked. The main reason the RideNode™ project was undertaken was because the Chairman and the Board of Directors decided that Uber and Lyft were not doing enough for the safety of their customers. Thorough research further concluded that these companies were perpetrating this unacceptable conduct. Thus, ridesharing end users continue to fear for their lives as they enter the vehicle. Serious allegations of Uber and Lyft drivers committing heinous and nefarious crimes against their own passengers in their vehicle frequently are being reported by news outlets, sometimes daily throughout the U.S. alone. One such instance is where a female rider was senselessly murdered by a person posing as an Uber driver. At this point in time, there are way too





many instances of Uber and Lyft drivers committing depraved acts of crime against passengers. Especially, the number of instances involving bodily harm to passengers is astonishingly high. Hence, Uber and Lyft continue to carry a bad reputation shamelessly putting their customers in harm's way.

#### **4. Uber and Lyft's 40% Commission Structure for its Drivers is Extortion**

A reasonable person would agree that a 40% cut from drivers is untenable. To make things worse, Uber and Lyft are rumored to be in planning to increase it to 50%! Consequently, we are seeing massive driver strikes in play from drivers. It has been reported that suicide rates among drivers is alarmingly high for drivers of these services. Often, they come in expecting to earn a certain amount of money but as time goes on, they learn that those incomes are far from attainable, causing significant damage to morale, and in many cases causing drivers to commit suicides. These events all stem from greed of the executives of these companies. It is clear that the exploitation of the drivers by the corporate executives is made possible by the centralized nature of their operations even though the concept of ridesharing is fundamentally based on the principle of decentralization. As stated earlier in this whitepaper, this is an unsustainable business model, and the driver protests demonstrated right now throughout the U.S. is evidence for it.





Bayride Inc. views the approach of these companies as outright hypocrisy because ridesharing is based on a peer-to-peer business model.

### **5. Passenger Fares are Skyrocketing**

Passengers constantly complain about their fares skyrocketing. Reports of falsified price surges prevail throughout the industry.

### **6. Decline of the Value of Traditional Taxi Medallions Nationwide, Now Worth Virtually Nothing**

Taxi cab owners, like the NYC Yellow Cab Owners, who spent a fortune for the city medallions just to operate, now find those medallions devalued significantly and worth virtually nothing. In fact, the current state of medallions everywhere is in chaos as their values are significantly underwater – this is similar to the predicament that homeowners faced during the mortgage crises of 2008.

### **7. Automation Threatening the Economics of Ride-hailing Markets**

Automation in the market means no more driver jobs in the near future and income displacements for several middle-class families. While Bayride agrees disruption is necessary for businesses to thrive in the markets, it is strongly against it because this is against the





underlying principle of ridesharing. Currently companies like Uber and Lyft allocated massive funds to the research and funding of self-driving vehicles. Consequently, the threat of automation for drivers equals damaged workforce and morale.

### **8. Lack of Accountability for Shareholders by the Current Industry Leaders: Uber and Lyft**

Companies like Uber and Lyft are taking massive advantage of their shareholders and investors evidenced by the first Quarter 2019 earning reports of record losses. Essentially, these market companies are insolvent, and thus investors are going to suffer massive losses.

## **C. INDUSTRY ANALYSIS**

### **1. Financial Analysis**

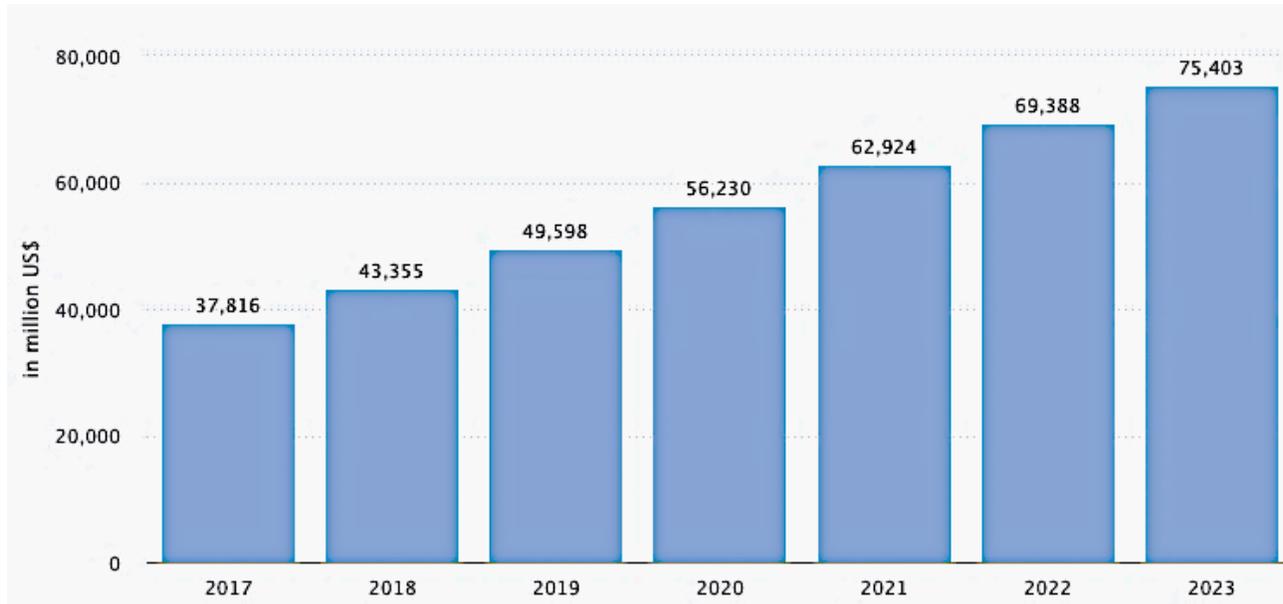
As per Reuters, the Ride Sharing Market is expected to reach \$220 billion by the 2025 year. In 2017, this ridesharing industry was valued at \$51 billion, along with a healthy growth rate of more than 20% over the forecast period 2018-2025.<sup>13</sup>

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<sup>13</sup> Global Ride Sharing Market 2019, By Type, Expanse, Ownership, Business Model, Demographic and Growth Opportunities to 2025. Retrieved March 2019 from <https://www.reuters.com/brandfeatures/venture-capital/article?id=83120>

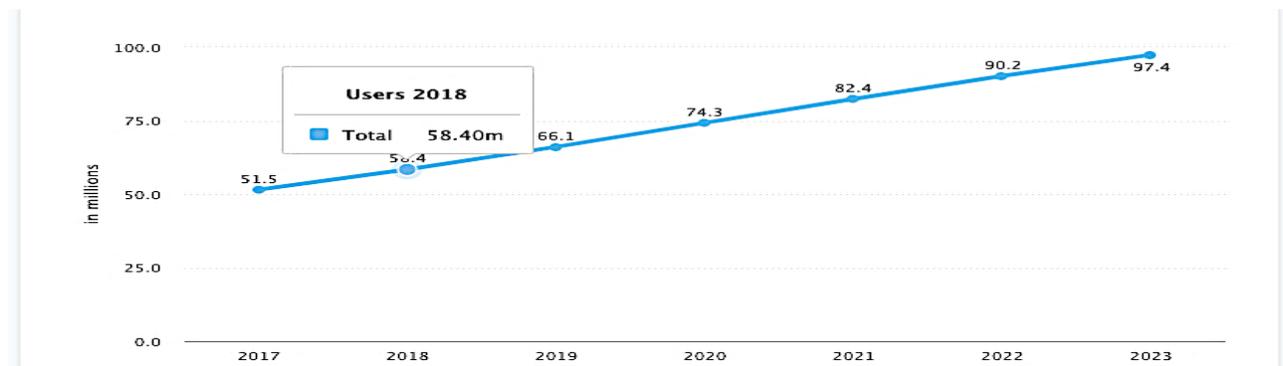


## RIDE-HAILING INDUSTRY REVENUES IN MILLION US DOLLARS



REVENUES IN RIDE-HAILING AMOUNTS TO \$49.598 MILLION IN YEAR 2019 ALONE.<sup>14</sup>

## RIDE-HAILING USERS IN MILLIONS



NUMBER OF RIDE-HAILING USERS TO REACH 97.4 MILLION BY YEAR 2023.<sup>15</sup>

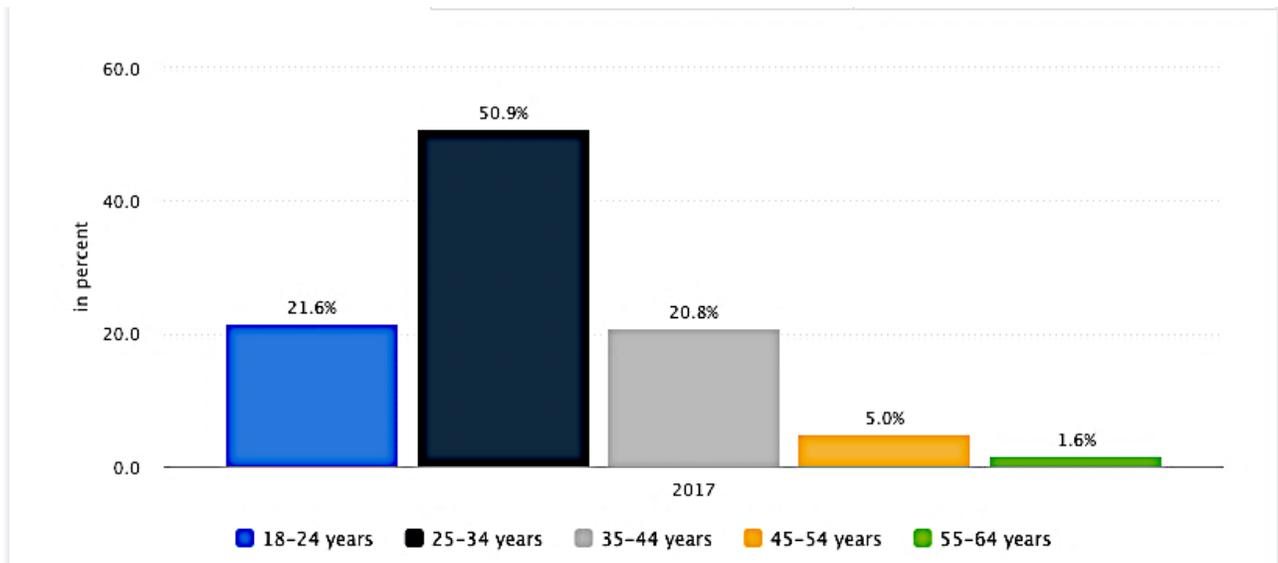
<sup>14</sup> United States Ride-Hailing Statistics. Retrieved July 10 2019 from <https://www.statista.com/outlook/368/109/ride-hailing/united-states#market-marketDriver>.

<sup>15</sup> Id.



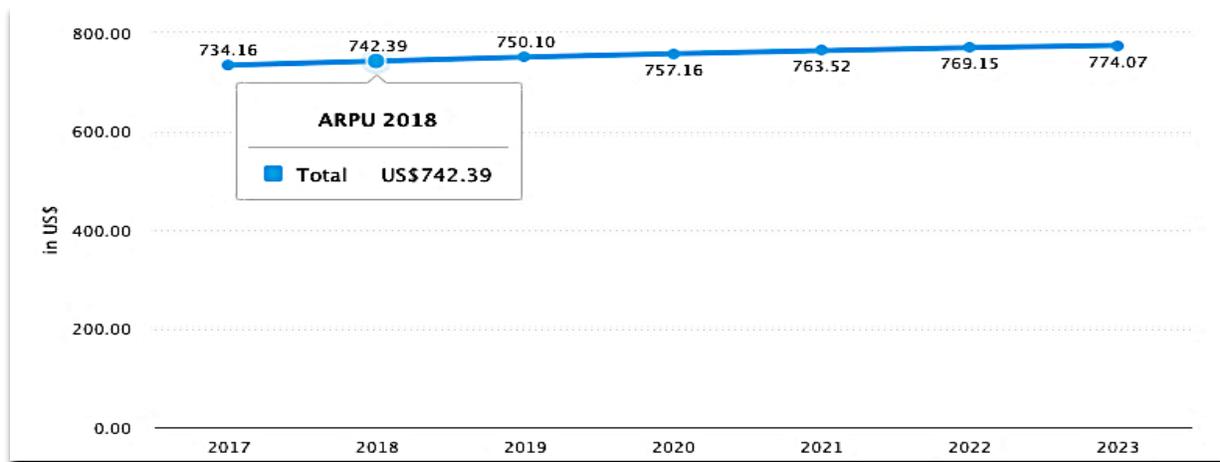


## PERCENTAGE OF USERS BY AGE IN YEAR 2017



IN 2017 ALONE, OVER 50% OF RIDE-HAILING USERS ARE IN THE 25-34 AGE GROUP.<sup>16</sup>

## AVERAGE REVENUE PER INDIVIDUAL USERS OF RIDE-HAILING SERVICES



IN 2018, THE AVERAGE REVENUE SPENT BY EACH INDIVIDUAL USER WAS \$747.39 FOR PURPOSES OF OBTAINING RIDE-HAILING SERVICES.<sup>17</sup>

<sup>16</sup> Id.

<sup>17</sup> Id.





## **2. The Rise in Rideshare**

A McKinsey & Company research revealed "that 83 percent of US rideshare consumers report convenience, not price, to be the primary reason for choosing a provider such as Lyft or Uber over traditional taxi options." Furthermore, the research "found that ridesharing's appeal lies in large measure in the consumer's positive sense of experience." Thus, "Passengers enjoy ride shares for social outings. More than half of riders love the conversations they have with drivers. And elderly users enjoyed a new sense of freedom, reporting that they have come to use ridesharing for doctor appointments, errands, and visits to friends without having to rely on family or caregivers for transportation."<sup>18</sup>

The ability to store and share information digitally has been revolutionizing the world for years and continues to do so. It started with the dawn of the Internet and has continued in these early years of cryptocurrency and blockchain related innovations. RideNodes™ specifically serve in the ridesharing market. Therefore, RideNodes™ are ridesharing digital currency and affiliated smart-contracts providing specific means of payment and data logging that can be tailored to industrial needs, such as money transfers within a financial institution or patient records for healthcare providers. As time goes by, we are seeing widespread adoption of crypto-assets and blockchain technologies in the private and

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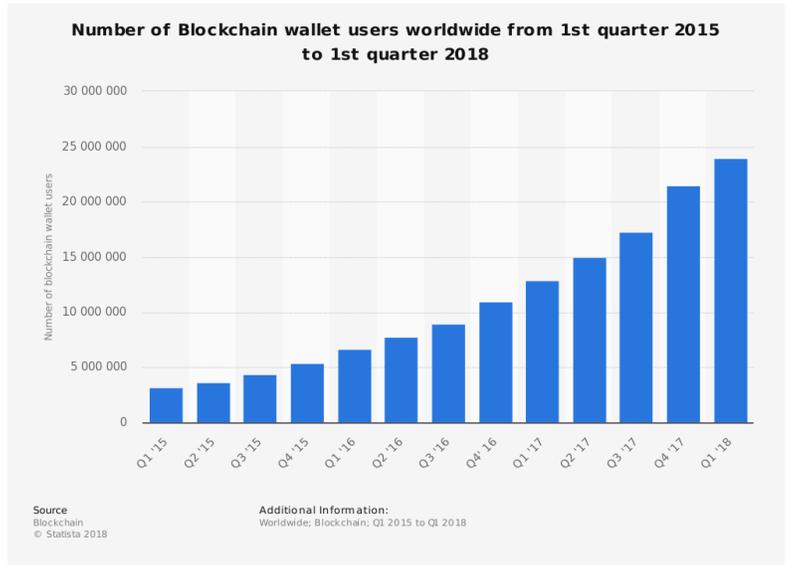
<sup>18</sup> Hensley, R., Padhi, A., and Salazar, J. (2017 July). Cracks in the Ridesharing Market- and how to fill them. <https://www.mckinsey.com/industries/automotive-and-assembly/our-insights/cracks-in-the-ridesharing-market-and-how-to-fill-them>.





public sectors.

As major brands, such as Samsung, push blockchain wallets and adoption via their devices and existing customer bases, there is room for explosive growth in an industry already on the rise.





Specifically, the ridesharing industry is flourishing and needs a more digitally-connected apparatus. What was once managed by taxi & limo companies is now managed by free-lance drivers listed under at least one (often multiple) rideshare companies, such as Uber, Lyft, DiDi Chuxing, etc. These new services have new problems; one being the safety and security of their passengers and drivers, and another being the management of fares and a workforce of hired contractors.



### Low-cost

With no middlemen to impose uncompetitive fees and with a reward mechanism built into the protocol, transfers require only small transaction fees.



### Immutability

The ledger is policed by every member of the network and its integrity checked and agreed by the network as a whole on an ongoing basis. Any changes that one or other party attempts to make to the blockchain are recognized and rejected by the majority.



### Transparency

Everything that takes place on the ledger is visible to anyone. It is possible to see everything that has ever been recorded on the blockchain.



### Irreversibility

Because the ledger is immutable, a transfer that has been accepted into the network cannot be reversed. With no trusted intermediary to act on behalf of users or control the movement of their funds, bitcoin transactions are immune to chargebacks and are like paying in physical cash, but online.



### Pseudonymity

Blockchain addresses are effectively just strings of random characters that cannot intrinsically be associated with a specific individual. While it is easy for the owner to prove they control an address if they wish, and it is often possible to build up a picture of transaction relationships due to the transparent nature of the blockchain, the address itself does not contain the owner's PII. Assuming best practice, this enables a high degree of privacy when required.



### Security

Because the blockchain is maintained by a large network of participants, no one actor can easily gain enough influence to submit a fraudulent transaction or successfully alter recorded data. Although possible in theory with enough resources, it would be prohibitively expensive in practice. The more valuable the token, the larger the network and the more resources would be required, meaning that the cost always outpaces the benefit.





### **3. Data is the New Dollar**

RideNode™ provides a means of payment for these rides which records and stores the data for each transaction, allowing companies (and even Riders) to gain valuable insights, as well as providing Law Enforcement a means of investigating incidents tied to a Driver and/or Rider. With more than half of all US Residents using at least one ridesharing service, and a market value aimed at \$220B by 2025, the value of ridesharing industry data is greater now than ever before and calls for a solution like RideNode™. Utilizing the blockchain we can safely hold encrypted data that has been openly authenticated, referenced, documented as accurate and reliable.

With about 15 million rides per day via Uber alone, there is a massive global market for this product.<sup>19</sup>

For the past few decades, the execution and administration of monetary transactions have rapidly evolved and found a suitable home in the digital realm. From the Bank Secrecy Act of 1970 to the Anti-Money Laundering laws of the 1980's, the American government (and governments around the world) were realizing that in order to both prevent and react to crime, there needed to be verification between parties doing business, so that reasonable trust could be established. Knowing your customer and verifying the identities of who you

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<sup>19</sup> Iqbal, Monsoor. (2019 May 10). Revenue and Usage Statistics (2019). <https://www.businessofapps.com/data/uber-statistics/>





do business with is standard practice in today's world. It's how we deter malicious activity, as well as react to anything that does go wrong. Enter the Blockchain.

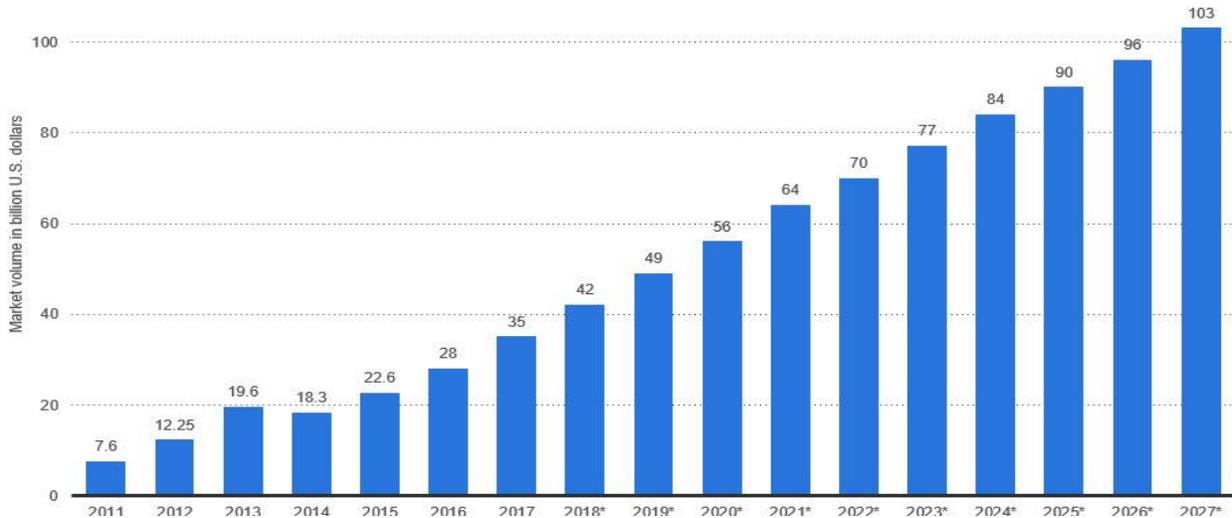
**As per the U.S. Mint (Bureau of Engraving), it currently costs 6.6 cents to make a nickel, and 2.06 cents to make a penny. The initial token sale per RideNode™ is \$.05, or simply put, a nickel.** Data and the analysis of data has always been a valuable aspect of an industrial society, but the modern world has magnified that value tenfold. Companies, governments, and even singular traders making personal plays in the market, rely on the detailed and nuanced data provided for the industries in play. We've seen the value of data drive once-beloved brands such as Facebook into less popularity, after the public learned of the data-pipelines that had been established, largely without their knowledge or consent.





Forecast Revenue Big Data Market Worldwide 2011-2027

### Big Data Market Size Revenue Forecast Worldwide From 2011 To 2027 (in billion U.S. dollars)



We have also seen the rise of incredibly free (and often open-source) services, from apps to web-sites to full-fledged software, which manage to cover much of their costs via sales of user and business data, which has value to everyone from other businesses in the industry, to marketing and business intelligence firms, and beyond.

Logistics have long defined the transportation industry, and with the global rideshare market rising rapidly in value, the associated data grows in value accordingly. RideNode™ aims to provide a means of both storing and organizing the transaction data, as well as facilitating payment and accounting of said payments. The RideNode™ token provides a





way for industry data to cross the metaphorical borders of the different companies with their own respective stakes in the global market, as well as a universal payment method for drivers and riders on a global scale.

## **D. THE SOLUTIONS**

BayRide Incorporated is the most technologically advanced ride/transportation, security, and delivery organization which has positioned itself to disrupt the present-day ride-hailing market particularly, and to revolutionize it by assimilating the security and courier industries.

RideNodes™ are the digital tokens that can be used for all ride transactions.

### **1. The BayRide Mobile Application – THE GREAT DISRUPTER**

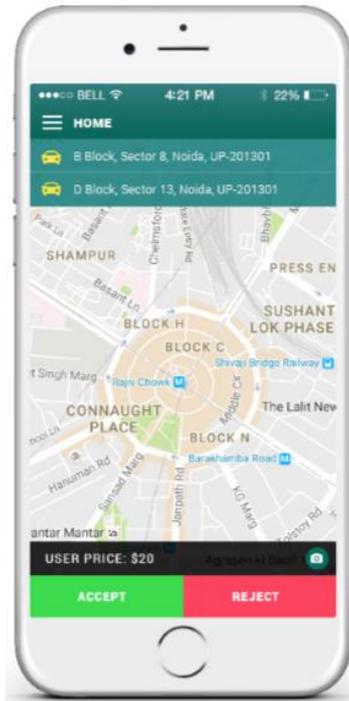
BayRide Inc. is the FIRST ridesharing and ride-hailing mobile application that leverages not only the Blockchain technology, but

also has a **0% COMMISSION policy for its drivers** and a **NO-PRICE-SURGE guarantee for its passengers.**





BayRide is a native mobile application developed for Android and IOS smart phones. It serves as a ride sharing application that allows the rider not only to bid on fare prices but also provides the driver with 100% of the fare, which is far greater than anything Uber or Lyft can provide.



The way BayRide Inc. can allow such a system is because of its revenue model which has different ways to secure revenues.

## **2. RideNode™ – Commencing the Decentralization Process in the Ride-hailing Market**

Imagine not having to worry about currency exchanges to get a ride from the airport to your hotel. Imagine being able to more easily see which vehicles or routes were most profitable for your transportation company. Imagine being able to examine the authenticated transaction history for your transportation across platforms in one ledger. These are but a few of the benefits brought to the table via RideNode™. RideNode™ is a utility token that is essentially an enforceable smart contract. RideNodes™ will be circulated exclusively for ground transportation to begin with – this includes

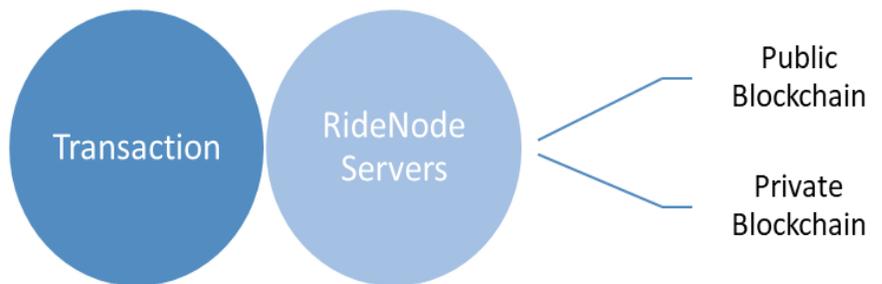




security ridesharing and courier delivery services to the masses. Bayride, using RideNode™, intends to expand coveted executive protection services market into the general public. Operating as an ERC20-compliant token, on the Ethereum platform, RideNode™ functions as a means of payment and implicit agreement between the passengers and the drivers.

RideNode™ functions as a universal ledger and analysis tool for ground transportation, enabling safe and authenticated payment for the every-day transactions, as well as collecting valuable industry data which doesn't compromise any personal information in the process. There is inherent value in being able to see which vehicles are, on average, most profitable, or what times of

day see the highest frequency of Riders, etc. There are also significant security advantages, such as providing a clear ledger for account activity which would help identify accounts utilizing



scams or exploits to game the system. RideNode™ smart contract apparatus is an ideal option for covering (and tracking) professional travel expenditures, as well as gift-giving. RideNode™ will be the new equivalent of a “gas card” for the growing number of people who choose ridesharing over vehicle ownership.





RideNode's™ function is to provide a platform for payment and market intelligence that benefits both the drivers and riders, and the companies themselves, by ensuring transactions are safe and verifiable, as well collecting data in an ethical manner for the benefit of industry unlike our market competitors. Data from the point of transaction is pulled on to our servers, which is then stored among the public and private blockchains. Access to the private chain is a pay-to-play premium service for companies interested in the market intelligence and free for law enforcement agencies.

### **3. S.M.A.R.T.CHAIN™**

BayRide Inc.'s proprietary patent-pending technology called "S.M.A.R.T.CHAIN™" (SCREENSHOT & MOBILE AUTHENTICATION RECEIPT of TRANSPORT CHAIN) pulls a screenshot of the relevant data, as well as a signature which further verifies the transaction, as seen in the image below. This technology will be a key factor in Bayride, the first use-case of RideNode™.

This data is kept internally and select parts are sent to a public-facing blockchain which displays the data regarding the transaction amount & time, as well as other relevant details about the transportation service itself. This provides a public ledger for payments that anyone can refer to, in instances of financial dispute or accounting, and also serves as a





tool for referencing the private blockchain regarding specific transactions. The private data is kept in the private blockchain which can be accessed by the RideNode™ Team and approved parties, ranging from companies purchasing data/market intelligence to law enforcement investigations.

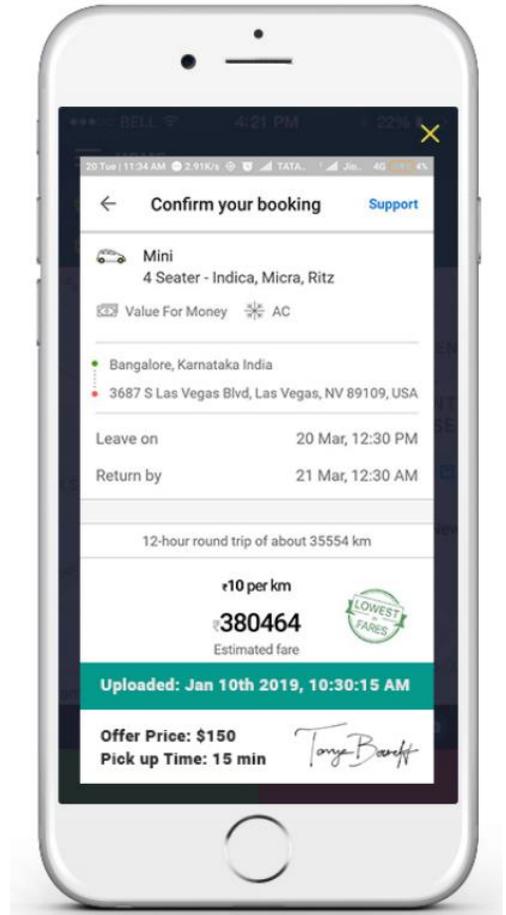
This feature prevents fraud and deceptive practices and solicitation by either passenger and driver such as faked prices and cropped screenshots. This revolutionary innovation paves the way for the legal enforceability of agreements between participants who are only communicating through mobile devices, along with holding parties liable. Currently, there is no established standard of enforcement for agreements that were made strictly from one mobile device to another. There we expect Bayride Inc.'s S.M.A.R.T.CHAIN™ to be globally adopted by other subsectors of the transportation industry. This innovation is one of many intellectual property creations that is currently secured by the company and is currently patent pending. Furthermore, all transactions will be recorded on the RideNode™ blockchain regardless of whether it is in US dollars or its digital currency.





At each transaction, our API requests the data regarding the following:

1. The Transportation Service involved (Uber, Lyft, etc.)
2. The Driver & Rider User ID's for the associated service
3. The Vehicle Type & ID
4. The Trip Details (start + end points)
5. Transaction Amount & Timestamp (in RideNode™)



#### 4. S.M.A.R.T.FARE™

RideNodes™ are introduced in the BayRide Mobile Application as a digital currency payment option. BayRide Inc. will facilitate the transactions between driver and passenger without taking any percentage as a fee for drivers for using the platform. This platform utilizes Bayride Inc.'s proprietary technology, S.M.A.R.T.FARE™ (SCREENSHOT & MOBILE AUCTIONING of REAL-TIME TRANSPORTATION FARE) which allows drivers to bid on real-time prices that passengers upload to the platform. The real-time prices that passengers upload can be from any accredited transportation company, large or small, that was





solicited to that passenger. All the passenger has to do is to simply screenshot the bid on their device and upload that bid to Bayride Mobile Application. Drivers then compete and offer a quote tailored to the passenger's needs in the allotted time limit placed by passenger. When accepted, a smart contract is created, thus leveraging the blockchain technology.

### **5. Ride.P.A.L.™**

Ride.P.A.L.™ stands for Ride Providing Accurate Location. This feature re-emphasizes the company motto of "Safety over Profits." How often is it that we wonder if our loved ones make it to their destination safely, whether on a road trip or back to their home, after a night out? With this feature, you do not have to wait for a response, you can track them in real-time. When you register as a passenger, you have an option to add people, such as your family friends, who can actively track your ride in real-time. Before each ride starts, a pop-up will allow you to select certain individuals to track your ride as you're in it, allowing safety for the passenger and autonomy if the passenger wishes to remain discreet. This feature is included for all passengers.



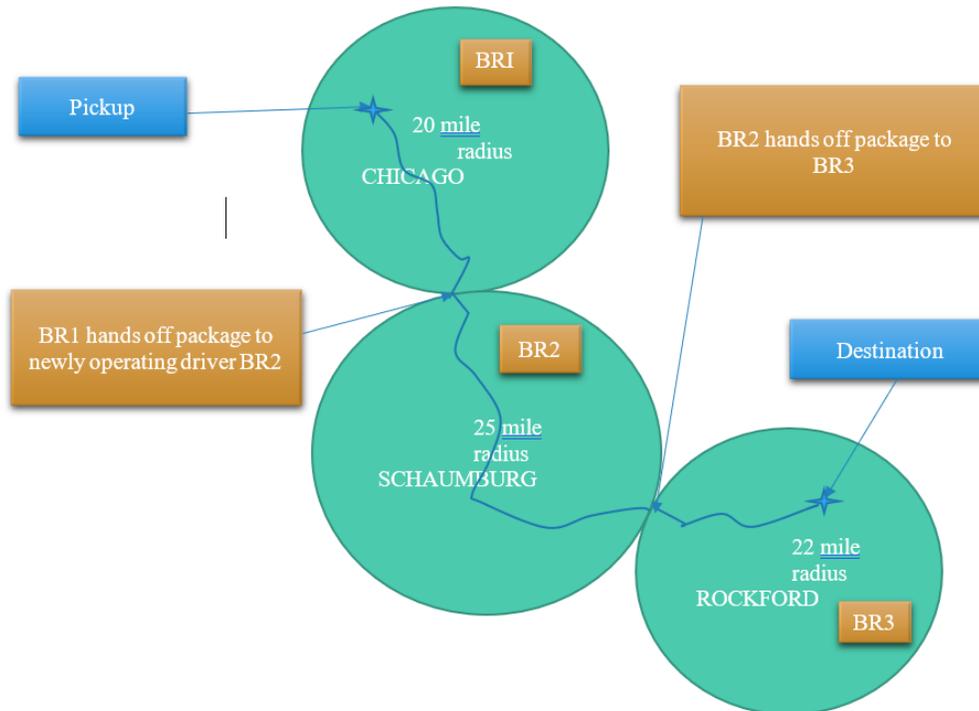


## **6. RideEx™- An On-Demand Package Delivery Service for Extreme and Necessary Situations**

RideEx™ is a DISTRIBUTED CHAIN DELIVERY & COURIER LOGISTICAL APPARATUS TECHNOLOGY ("D.C.D.C.L.A.T." is provisionally patent pending as a utility).

RideEx™ is essentially an expedited chain courier and transportation service utilizing the existing network of drivers and vehicles alike and providing chain courier delivery system, which can best be demonstrated by following logistical representation:

### ***RideEx™ package delivery service***





This system allows drivers to stay in their respective areas of providing services (for ex., 20-mile radius) that they would be ultimately driving anyway. The Uber alone conducts about 15 million rides a day; based on this, there is already a significant market for hard-working drivers; this service simply opens up the courier service further expanding the market for drivers.

### **7. RideGuard™- A Beautiful Combination of the Executive Protection Industry Utilizing the Current Market of Ride-hailing**

Bayride Inc. was founded on the principle of **Safety over Profits**. Mr. Rao, our CEO and Chairman, was always aware of the inadequacies and dangers of the current state of ride-hailing being occupied by Uber and Lyft, more specifically. Other leading market competitors also have not introduced any measures or have taken any precautions to combat the lack of safety and security for the users of ride-hailing services. BayRide Inc. recognizes an undervalued subsection of drivers with a special skillset geared towards security and thus directly addresses it with a simplistic solution, RideGuard™.

RideGuard™ is one of the more innovative and primary features of the BayRide Mobile Application.

This RideGuard™ program and initiative is offered for veterans only to begin with, at least until thorough observations are made from quarter 1 through quarter 3 of 2020. The logic is simple, almost each veteran has already been trained as part of the finest fighting force





in the world. This applies even to veterans who have never seen actual combat. The basic training is valued at a minimum of \$50,000, special forces training runs a cost of greater than \$150,000, and training as a corpsman is estimated to be around \$200,000. Our country, the same in which each individual veteran has sworn to protect, has already invested a large amount of time, money and energy into them. This investment obviously runs both ways as every veteran has also invested their time and safety as well. So why do we see our veterans not able to be financially secure when they come home? What are our veterans doing with that investment?

BayRide Inc. does not believe that our veterans are not worth the investment. In fact, what BayRide Inc. believes is simply that our veterans' particular and specialized skills are not matched to the tasks available to them when they come home. BayRide Inc. believes that our veterans need not squander the investment made by our taxpayers and/or as a result suffer any mental nor emotional pain by feeling as if they do not belong. BayRide Inc. believes that this program will become the crown jewel of our operations, and strongly feel that this initiative will pave the way for BayRide Inc.'s objectives of imposing security and safety within the ride-hailing industry. Simply put, we are going to make good on the investment our country has made in our veterans. We have surveyed, questioned, and conducted polls drawing from the sample, veterans. In the interest of protecting trade secrets of the organization, BayRide Inc. will not disclose all the research results at this time. However, BayRide Inc. can confidentially assert that former service members see a





reflection of themselves as being a soldier, airman, seaman, or marine, even after their respective service tours have been completed. BayRide Inc. believes that this is an asset, and can provide a significant benefit to our society, especially regarding safety and security.

The U.S. State Department pays private contractors, who mostly are comprised of former active service members, to protect certain diplomats from harm. BayRide Inc. will pay approved and vetted veterans to protect certain riders from harm as well. The current mismanagement of our country's resources resulted in selling out our own veterans by shipping jobs overseas and not having sufficient resources for these individuals to be gainfully employed when they come home after service. The current lack of concern to our veterans by our policy makers ignore the fact that they are letting talent go to waste. Our Veterans Affairs hospitals are also understaffed, underfunded, and antiquated in meeting the needs for our veterans. Simply put, our veterans are not being taken care of like they should be. BayRide Inc.'s RideGuard™ initiative will fill the void. This program will be met with open arms and will innovate a new security and safety standard for both riders and drivers globally, starting with the U.S. ride hailing market. RideGuard™ is commercializing the executive protection sector and making it mainstream in order to correct a social injustice. **BayRide Inc. strongly believes safety begets safety.**

The RideGuard™ feature will operate solely leveraging the RideNode™ blockchain and smart contract apparatus.





## **8. Ride-hailing Automobile Operators Union**

For the first time in the ride-hailing industry, BayRide Inc. will form a union to support the ride-hailing drivers. This is a crucial step in maintaining driver safety, financial and employment security, and overall mental health. This platform will be vital in attracting a wide driver base, especially from Uber and Lyft who continue to daringly engage in poor driver employment practices.

## **9. The OnAir™ Initiative**

This service (where available) provides next level security by sending drones to the troubled locations. With the touch of a button on their cell phone, a drone can be sent to the location of trouble within minutes to record and monitor the situation thereby deterring and stopping dangers in its tracks. In addition, hovering drones can alert nearby public and even law enforcement to attend to the ongoing situation immediately stopping crimes on their paths.

This might seem like an alien concept, but we are already strategically partnered with companies that can provide these services. Certain cities like New York City already make use of these services in much more elaborate and efficient ways.





## **10. Digital Medallions – DRIV tokens**

BayRide Inc. understands that the future of the ride-hailing industry must work together with municipalities. For this reason, BayRide Inc. will introduce DRIV non-fungible tokens, which will work to establish a baseline certification as per the regulations of the city.

These unique DRIV are the evolution of the ride-hailing industry.

## **E. TOKENOMICS**

### **1. Utility vs. Security Tokens: A Recap**

As per the Securities and Exchange Commission (SEC), whenever a company chooses to raise funds via an ICO, an in depth and thorough analysis by the start-up company itself must be conducted to determine whether that particular ICO is executing a sale of securities, hence security tokens, or is selling specific use tokens, better known as utility tokens.<sup>20</sup> Currently, the SEC takes the stance that a majority of initial coin offerings are in fact securities offerings.<sup>21</sup> Essentially, the process of issuing security tokens, has complex tax implications and poses a significant burden to the company trying to raise capital.<sup>22</sup> The SEC uses a two-prong test, also known as the Howey Test to determine whether a

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<sup>20</sup> Supra at 1.

<sup>21</sup> Supra at 1.

<sup>22</sup> Mitra, Rajeshri. (2019). Utility Tokens vs Security Tokens: Learn The Difference – Ultimate Guide. <https://block-geeks.com/guides/utility-tokens-vs-security-tokens/>.



start-up company are issuing security or utility tokens to its investors.<sup>23</sup> As data points out, 99% of all ventures conducting ICOs are classified as issuing security tokens to investors, compelling them to skirt the regulations of the SEC.<sup>24</sup>

Such burdens imposed on a start-up company include forcing the entity to pay outrageous broker fees, filing fees, and legal fees out of pocket. Consequently, the same start-up company will likely experience delays in its business operations because of the present-day cumbersome process of the gathering and perfecting of all documents and paperwork. In addition, when a company issues a security token during an ICO, it must conduct extensive due diligence including strictly complying with the Anti-Money Laundering (AML) and Know Your Customer (KYC) laws and statutes.<sup>25</sup> Consequently in the end the whole process results in doing more harm than good by stalling the start-up company's progress and damaging the morale and spirit of the entrepreneurs and who founded it.<sup>26</sup>

**Fortunately, issuing a utility token is not subjected** to the same scrutiny and restrictions and therefore can be more advantageous financially for prospective investors. RideNode™ is a classic utility token and therefore advantageous for investors.

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<sup>23</sup> Nicholson, George. (2018 Oct.18). Utility v. Security Tokens: What is the Difference? <https://tokenmarket.net/news/markets/utility-vs-security-token-difference/>.

<sup>24</sup> Id.

<sup>25</sup> Supra at 6.

<sup>26</sup> Id.

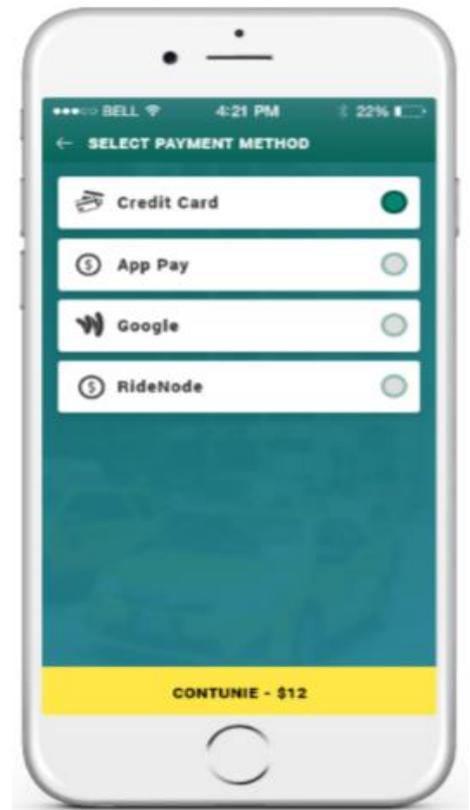




Since RideNodes™ are used as a payment for BayRide Inc. to begin with, they are by definition a utility token. Thus, as a utility token, they are not subject to the strict regulations as security tokens, giving investors less government interference risk.

RideNode™ is a dual virtual currency and smart contract apparatus system, essentially a utility token that is used only for company's proprietary technology and platform, which is the BayRide Mobile Application.

Essentially, the RideNode™ tokens are utilized within the BayRide Mobile Application for transportation purposes. This blockchain technology allows for the passengers and future cargo to be tracked independently in a decentralized manner. The data provided by these tokens will be invaluable and have several future uses.



The purpose of this token sale is to raise funds to further perfect and implement more creative and prosperous sub-technologies to help further decentralize and disrupt the current, corrupt ride-hailing industry.





RideNode's™ utility is to be measured and utilized in patent pending technology within Bayride Inc.'s mobile application, also known as its Proof of Concept, its minimal viable product. Therefore, BayRide Inc. wants to make it very clear to all investors that RideNode™ is a utility token and an internal company utility token to be used for Bayride Inc.'s proprietary technology only. Thus, BayRide Inc. alleviates every concern about the participation in this ICO. BayRide Inc. believes that this ICO will set the standard and set a clear guideline on what a utility token is.

## **2. The Howey Test Analysis**

The Supreme Court case of SEC vs. Howey established the test for whether an arrangement involves an investment contract. This is currently the test on which the SEC relies on in order to determine whether a particular transaction is in fact a security and not a utility.<sup>27</sup> Thus, in the context of blockchain tokens, there are three specific elements that must be satisfied in order for a digital token or asset to be deemed as a security: (1) An investment of money, (2) In a common enterprise (3) With an expectation of profits predominantly from the efforts of others.<sup>28</sup> All three elements must be met in order for any digital token or coin to be a security.<sup>29</sup> Thus, for the purposes of ICOs, an "investment

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<sup>27</sup> "Framework for Investment Contract Analysis for Digital Assets." Retrieved August 10, 2019, from <https://www.sec.gov/corpfin/framework-investment-contract-analysis-digital-assets>.

<sup>28</sup> Id.

<sup>29</sup> Id.





contract” exists when there is an investment of money in a common enterprise with a reasonable expectation of profits resulting from the efforts of others.<sup>30</sup>

Here, there is no reasonable expectation of profits to be effectuated from the efforts of others because investors that purchase RideNodes™ are essentially purchasing these digital tokens in anticipation of utilizing them in the domain of BayRide Inc.’s proprietary mobile technology platform only. The purchasers of RideNodes™ can only utilize these tokens in the BayRide Mobile Application such as for in-app purchases, accessing certain features, and other end-user upgrades.

Furthermore, applying the Howey Test to the RideNode™ digital token and smart contract apparatus resulted in determining that RideNode™ to be a pure utility token. Since the third element is clearly not satisfied and the criteria for the Howey Test is not met, RideNode™ is not an investment contract and thus this digital token is not security. Subsequently, RideNode’s™ ICO is not a securities offering of any kind.

In essence, BayRide Mobile Application is the sole and primary conduit for RideNode’s™ implementation. Thus, BayRide Mobile Application and RideNode™ are instrumental to each other.

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<sup>30</sup> Id.





### **3. "RIDE" Summary**

Ethereum's blockchain assets, Ether (ETH), are the most heavily traded cryptocurrency assets, ranking 3<sup>rd</sup> globally for the highest daily trading volume behind Tether and Bitcoin.<sup>31</sup> Currently, ETH's daily trading volume is over \$7.7 billion in U.S. Dollars.<sup>32</sup> Additionally, as of April 2019, there are "more than 181,000 ERC-20-compatible tokens that exist on Ethereum main network."<sup>33</sup> As such, "nearly all of the digital wallets which support the Ether currency also support ERC-20-compliant tokens."<sup>34</sup> Also, based on our market intelligence gathering of ICOs in general, we also confirmed that the majority of ICOs conducted on the Ethereum platform were all ERC-20 Compliant tokens.<sup>35</sup> This is evidenced by recent high successful ICOs conducted last year such as the Fusion and Tron ICOs. Projects, such as Fusion and Tron, raised \$109 and \$50 million respectively in their ICOs.<sup>36</sup>

Therefore, due to the vast acceptance and adoption of the ERC-20 standard throughout the industry, and the acquiescence of the ERC-20 token among token developers, Bayride

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<sup>31</sup> Saxena, Supriya. (2019 Oct. 1). Controversial USDT is Bigger Than Bitcoin, Bloomberg suggests. [https://www.coingape.com/controversial-usdt-bigger-bitcoin-bloomberg-suggests/?utm\\_source=notification&utm\\_medium=push-notification](https://www.coingape.com/controversial-usdt-bigger-bitcoin-bloomberg-suggests/?utm_source=notification&utm_medium=push-notification).

<sup>32</sup> Id.

<sup>33</sup> Reiff, Nathan. (2019 Jun 25). What is ERC-20 and What Does it mean for Ethereum? Investopedia. <https://www.investopedia.com/news/what-erc20-and-what-does-it-mean-ethereum/>.

<sup>34</sup> Id.

<sup>35</sup> Id.

<sup>36</sup> Top 50 Biggest ICOs of the All Time. Retrieved September 2, 2019, from: <https://www.coinist.io/biggest-icos-chart/>.





Inc.'s CEO and Chairman, Mr. Rao judiciously proceeded in developing RideNode™ (RIDE) digital tokens and smart contract apparatus on the Ethereum main network.

**There will be 25,000,000,000 RideNode™ tokens generated. The RideNode™ ICO crowdsale will consist of selling 40% of the total maximum supply.**

**Symbol: RIDE**

**Maximum Supply: 25,000,000,000**

**Type: ERC20**

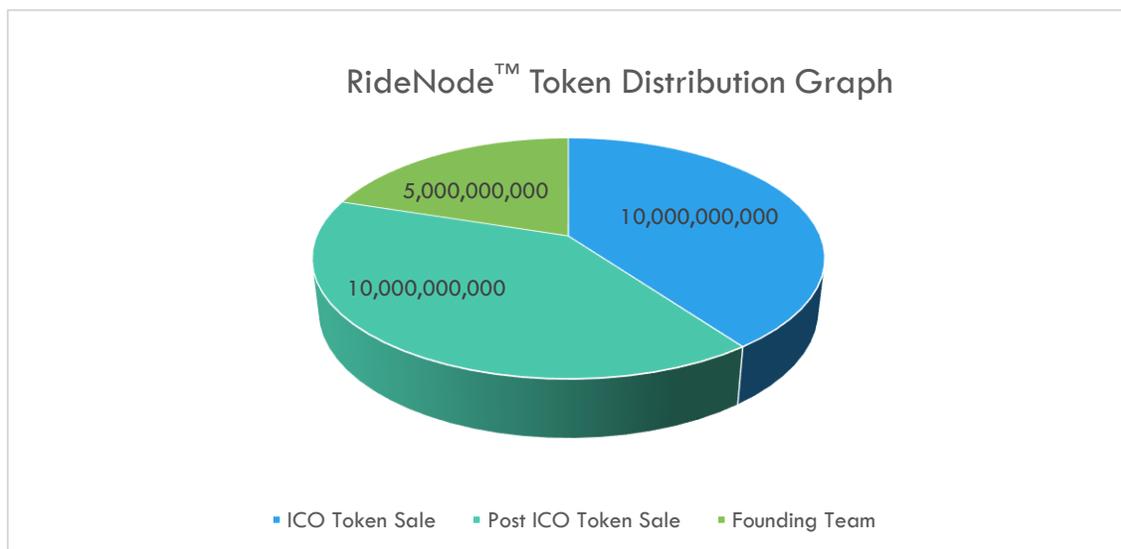
**Price: 1 ETH = 4000 RIDE TOKENS**

**ICO Period: August 20<sup>th</sup> – Jan 8<sup>th</sup> 2020 (extended from October 29<sup>th</sup> 2019)**

**Accepted Currencies: ETH**

**Soft (Min) Cap: ~25,000 ETH (100,000,000 RIDEs)**

**Hard (Max) Cap: ~2,500,000 ETH (10,000,000,000 RIDEs)**



The purpose of this token sale is to raise funds to further perfect and implement a more creative and prosperous sub-technologies to help further decentralize and disrupt the current, corrupt ride hailing industry.





## **F. REVENUE STREAMS**

This revolutionary project will generate numerous revenue streams because of its innovation and authenticity. Aside from drastically improving the existing ride-hailing market, the RideNode™ ICO will actually open up new markets that were never even thought of before. Essentially, creating and implementing the first American Transportation blockchain and smart contract apparatus will lead to higher incomes for drivers and less prices for riders. Also, pioneering indispensable services that blend the executive protection with the present ride-hailing market will also unequivocally generate record revenues for the company upon full implementation. We can expect that the supply and demand for BayRide Inc.'s in-app purchases of services like RideGuard™, RideEx™, and OnAir™ will undeniably generate significant profits overall for the company upon full implementation. This will also lead to an increasing economy within the ride-hailing market.

In order to effectively protect the organization's intellectual property and trade secrets, we will briefly detail only two of the numerous perpetual revenue streams: Subscription based and advertising incomes.

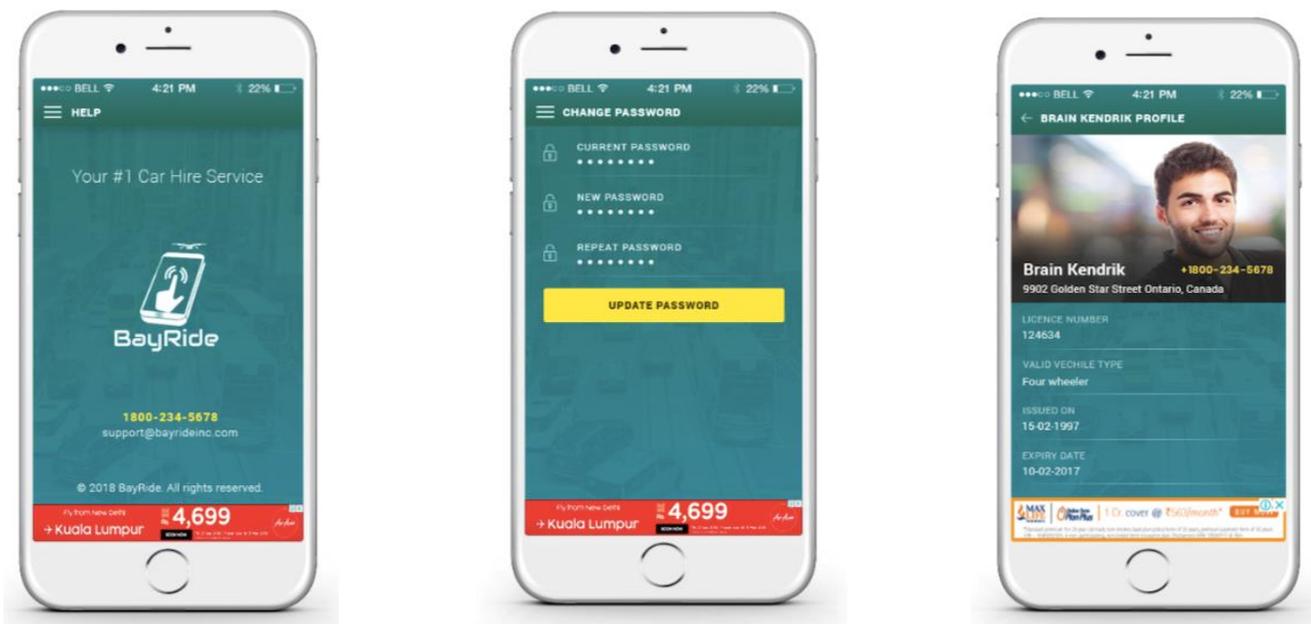
*One primary source of perpetual revenue income is the subscription monthly service fee only to drivers of \$5.95 a month that allows drivers to receive a daily payout instead of regular weekly payouts. This is an optional subscription service charge to drivers only.*





*The annual revenue generated on this subscription-based revenue model alone is projected to generate an income of \$7.1 million a year based on merely 100,000 drivers alone. This is a very conservative fiscal projection as one of competitor services about 15 million rides per day.*

*Another revenue stream is generated by the advertising space we charge advertisers and marketing companies. The BayRide Mobile Application uses banner ads on passenger and driver applications to generate additional revenues. Below will illustrate the graphical banner advertising space in the mobile application that will secure another everlasting revenue stream:*



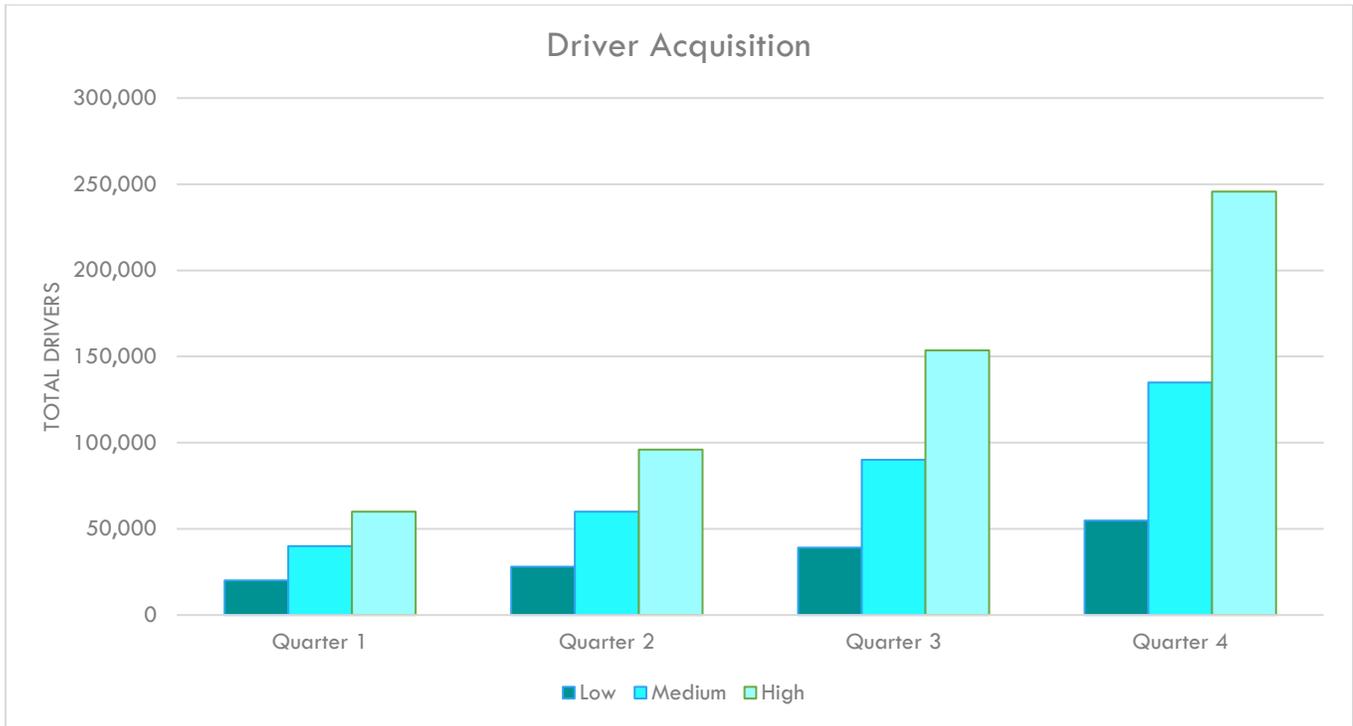


Other significant revenue streams produced include: in-app purchases, licensing fees and royalties for its patents and other proprietary intangible assets to other mobile application & technology companies, income streams from RideGuard™, RideEx™, and OnAir™ features, Equity Carve Outs (ECOs) for OnAir™, RideGuard™ & RideEx™ as independent subsidiaries, and complimenting RideNodes™ with non-fungible "DRIVE" tokens to serve as BayRide Inc.'s proprietary Digital Medallions (based on ERC-1155 standard).

## **G. FINANCIAL PROJECTIONS**

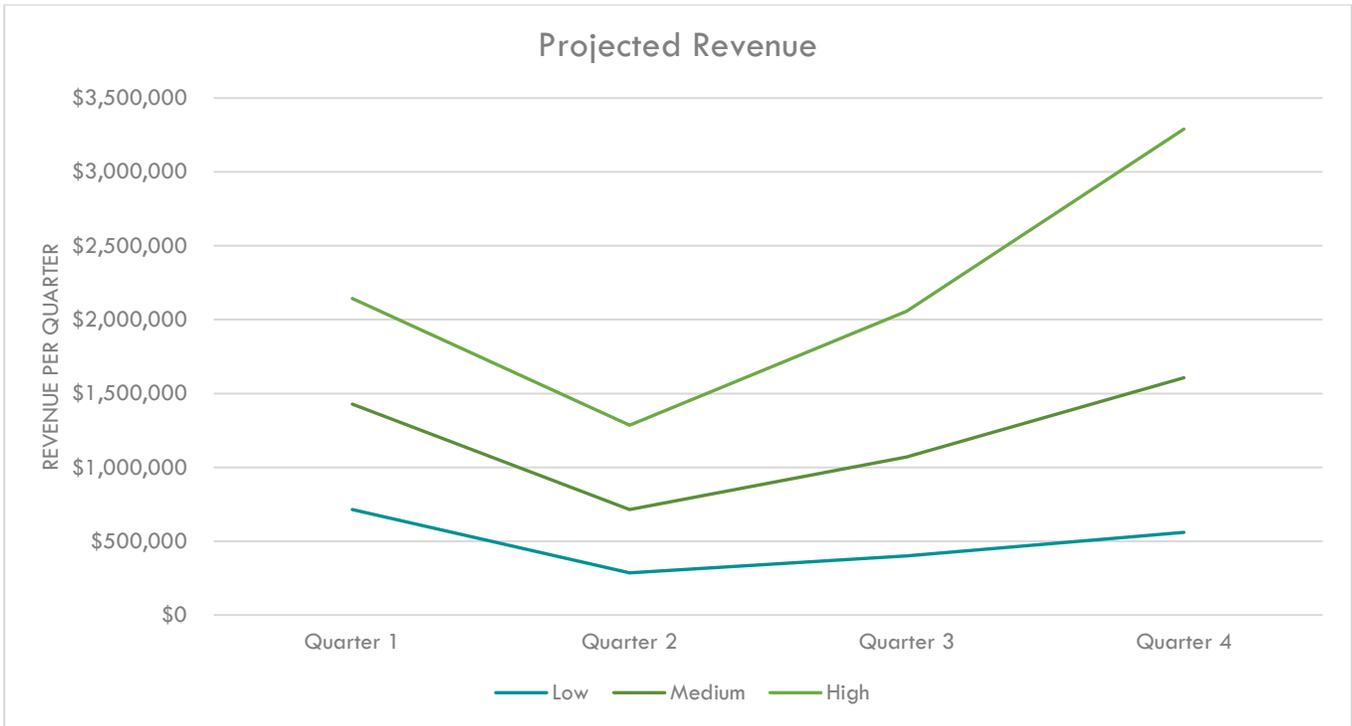
Financial success of this company relies primarily on driver acquisition. The more drivers we have, the more driver subscriptions we obtain. Thus, Bayride receives higher revenues. Currently, there are more than 3 million Uber drivers worldwide and as a company we show financial success with less than 2% acquisition of these total drivers in a year.





We also show a more aggressive projection of Bayride Inc. acquiring over 8% of total Uber drivers in a year. These estimates (labeled Low, Medium, & High) correlate to a large amount of revenue within 4 quarters from drivers subscribing to daily payout.







## H. ROADMAP

Q4 2019-Initial Coin Offering of RideNode™ Utility Tokens

Q1 2020-Full Scale Deployment RideGuard™ Program

Q2 2020-Implementation of RideEx™ Program Full Scale

Q3 2020-Implementation of OnAir™ Initiative

Q4 2020- Preparing for Initial Public Offering of BayRide Incorporated on NYSE.





## **I. STRATEGIC ADVANTAGES**

Please note that the BayRide Mobile Application has already been developed and is not really in pre development stages! We already have the application developed and are just continuing to tweak and perfect our mobile application.

Our main strategic advantage is our minimum viable product, the BayRide mobile application. BayRide Mobile Application is the sole and primary conduit for RideNode's™ implementation. Hence, the BayRide Mobile Application and the RideNode™ blockchain are instrumental to each other. We are also fully compliant with all the regulations of the Securities and Exchange Act.

Our intellectual property collection includes a vast variety of patents including for the following:

- **S.M.A.R.T.CHAIN™**
- **S.M.A.R.T.FARE™**
- **RideNode™**
- **Ride.P.A.L.™**
- **RideEx™**
- **RideGuard™**
- **OnAir™**
- **D.C.D.C.L.A.T.**

It's obvious that blockchain integration in ride-hailing markets is inevitable. Ever since the





financial crisis in 2008, companies have been coming together to establish a system not prone to another financial collapse. Bitcoin was a concept that was developed as a result of this process. Essentially, blockchain allows decentralization providing immutability and transparency of data making it secure and not subject to manipulation. There have been several projects undertaken by multiple companies to use this technology in their businesses. One such project is the Hyperledger project, where more than 270 companies have come together to optimize the uses of blockchain in an enterprise environment. The ride-hailing market is no exception to the adoption of blockchain technology; our RideNode™ is just a step towards that. We are proud to say we are the first to introduce full adoption of digital tokens to the ride-hailing market.

Finally, the ingenuity and novel approach navigating through the present dangerous waters of the cryptocurrency market speaks for a lot about the strength of the team that is responsible in the bringing this idea forth.

## **J. STRATEGIC PARTNERS & CORE TEAM**

We have several strategic partners in place to implement our features. We also expect to work with city governments to digitize medallions along with automobile manufacturers. BayRide Inc.'s strategic partners currently consist of Ethereum, My Ether Wallet "MEW", Stealth Air Corporation., TaxiWorks Ltd., Brickchain Technologies Ltd., Mitigation Master





Systems Inc., and the Representatives for Americans Organization. Further, it is in the interests of this organization that we exclusively partner with a major American Automobile manufacturer in the states. We are currently in negotiations and expect to close an exclusive partnership deal with one of the three main U.S. automobile manufacturers.

### **Our Core Team**



**Richard Rao**  
**Chairman and Chief Executive Officer, Bayride Inc.**

*Mr. Rich Rao, a New York born New York lawyer who also holds an MBA in finance, is the founder and current chairman and CEO of BayRide Inc. until he finds a suitable successor to grow the company to even larger heights.*

*Rich has held several positions supporting roles that required great integrity.*

*His passion for innovation has always been strong with a definite interest in improving the quality of life. His interests lie particularly in contributions that make our society secure*





*through the use of modern technologies. It is this exact thought that inspired him to start the Bayride Inc. project.*

*Rich has several other ideas ready to come aboard to help improve our society. He is a great philosopher and a true believer that a better society makes a better tomorrow.*



**Sudheer Kartan**  
**Chief Technology Officer, Bayride Inc.**

*Mr. Sudheer Kartan is currently the CTO in terms of the technology and infrastructure in terms of the groundbreaking technology and its implementation, RideNode™. He holds a Master's in Computer Science and MBA and has been closely knitted with the Information Technology industry since the dot com boom in the early 1990s.*

*With over 20 years of experience in Information Technology, management, business planning, financial analysis, software engineering, operations, and decision analysis, Sudheer has the breadth and depth of experience needed to quickly understand entrepreneurs' businesses and craft the most suitable solutions.*

*Before joining Bayride Inc. as CTO, Sudheer has worked for Fortune 500 companies*





*holding several key roles including Project Management, Team Leadership, and Software Development. His strength is his ability to implement solutions using the latest technologies and making ideas come to life. Mr. Kartan also serves on the Board of Directors for Bayride Incorporated.*



**Vinay Hazare**  
**Chief Financial Officer, Bayride Inc.**

*Mr. Vinay Hazare is a graduate of the prestigious Stern School of Business of New York University with a concentration in Finance and Accounting. He currently serves as the Chief Financial Officer of this corporation.*

*He worked for a venture capital firm early in his career and gained significant experience dealing with early stage companies. He has expertise in working with and advising start up and early stage companies in budgeting, financial planning, and overall corporate strategy. He also served as a business analyst for Craftworks Restaurants & Breweries, Inc. streamlining new restaurant openings and acquisitions as well as internal corporate processes.*





## **K. CORPORATE INFORMATION**

Bayride Inc. is a New York domiciled corporation that also has minimum contacts in Illinois and Tennessee. The Organization currently works with exclusive strategic partners and has three essential c suite executive officers; the Chief Executive, Chief Technology, and Chief Financial Officers. The below will briefly detail the qualifications of these primary principles of the company.

BayRide Inc. is a subsection C Corporation incorporated in New York State. At and around the time of BayRide's incorporation, on or around about September of 2018, it was Mr. Rao's sole discretion to structure this technology start-up company as a subchapter C corporation classification. Aside from the apparent consequential implications of the controversial Tax Cuts and Jobs Act "TCJA" for the individual consumer, the passing of the TCJA also presented Mr. Rao with a unique opportunity that most would even decline to comprehend. Overall, the enactment of the TCJA was met with strong criticism and opposition evidenced by polling of the American people.<sup>37</sup> The Washington Post also points out that the TCJA will "put upward pressure on interest rates", and move the U.S. economy to a more "territorial system, which reduces taxes on overseas income of U.S. companies",

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<sup>37</sup> "Trump Republicans Tax Reform Law". *Real Clear Politics*. Polls. Retrieved February 5, 2019 from [https://www.realclearpolitics.com/epolls/other/trump\\_republicans\\_tax\\_reform\\_law-6446.html](https://www.realclearpolitics.com/epolls/other/trump_republicans_tax_reform_law-6446.html)



thus encouraging the U.S. companies to further their outsourcing objectives.<sup>38</sup> However, while many media outlets, news pundits, and consumers were screaming at their screens, Mr. Rao noticed the law's silver lining. Thus, while many were in apprehension during the TCJA's enactment, Mr. Rao saw opportunity. Prior to the TCJA enactment, the corporate tax rate for subchapter "C" corporations were significantly higher at a 35% tax rate, thus encouraging many professionals to incorporate their enterprises as passed-through taxed entities, such as LLC(s) or subsection "S" Corporation(s). This was especially the notion for smaller businesses and small business owners and entrepreneurs in general. However, the TCJA's unprecedented 21% tax rate for subsection "C" corporations provided a limited window of opportunity for the new age entrepreneurs in the U.S. First, in the world of big business and industry, it is common knowledge that venture capitalists and private equity firms alike prefer to invest in start-ups entities that structure themselves as C corporations. This overcomes significant hurdles whenever a for profit organization is preparing for their Initial Public Offering "IPO". For instance, the "C" organizations have the inherent ability to issue and participate in securities offerings to their investors and shareholders.

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<sup>38</sup> Summers, Lawrence (October 17, 2017). "Trump's Top Economists Analysis Isn't Just Wrong. It's Dishonest". *The Washington Post*. <https://www.washingtonpost.com/news/wonk/wp/2017/10/17/lawrence-summers-trumps-top-economists-tax-analysis-isnt-just-wrong-its-dishonest/>





Also, these entities tend to possess characteristics that are similar to how decentralized distributed networks operate, such as having a Board of Directors and allowing its shareholders to be involved with the organization's main decisions thru voting, unlike the traits of Limited Liability Companies and Partnerships that are member owned. Thus, in addition to capitalizing on the rare 21% tax rate, and true to form, Mr. Rao felt that incorporating a company that primarily leverages blockchain technology for its main operations, was consistent to the fundamentals of decentralized networks and aligned with the principles of decentralization in general. Most importantly, Mr. Rao viewed incorporating BayRide Inc. as subchapter C entity as a preservation tactic for the company to resort to.

