

Whitepaper 2022

Active Asset Decentralization

Bob Eco Limited

Bob Ultee (bob@bob.eco)
www.bob.eco & www.bobcoin.eco

Bobcoin initiated efforts to put pro-environment and equal opportunity objectives into the heart of Crypto.

Preamble / Mission statement

Bob Eco declared war against pollution and is creating thousands of jobs with the help of the world of Crypto and decentralized technology. Bob Eco is the first for-profit social enterprise offering an Asset-Backed utility token.

Bob Eco Ltd. is an electric vehicle and clean energy company registered in Hong Kong. Bob Eco's mission is to accelerate the transition to sustainable energy while focusing on emerging markets, which begins with the motorcycle taxi market in Africa. Emerging markets, including African countries, are experiencing extraordinary economic growth; on the African continent alone, the motorcycle industry has grown into a 600-billion-dollar market.

Problem

This market growth demands new logistical solutions as the existing solutions are expensive and polluting. Moreover, the population has little or no access to the financial resources required to purchase an electric vehicle; therefore, they cannot respond adequately to the economic opportunities of this rapidly growing logistics sector.

Solution

Bob Eco developed an electric motorcycle that it offers on a lease to own basis and established partnerships with African governments, and has involved the United Nations Institute for Training and Research (UNITAR) to promote these electric vehicles to the masses. Bob Eco and the UN have set a goal that almost all African people need access to financial services, and all African motorcycles will have to be electric within ten years. Bob Eco has the same aim as UNITAR and adopted the United Nations Sustainable Development Goals for 2030 to achieve a better and more sustainable future for all people and the world.

To ensure that Bob Eco can meet the government-backed demands for millions of lithium-powered vehicles, Bob Eco signed a 200-million-dollar production deal with manufacturing juggernaut Jincheng Suzuki. The companies have the collective aim to deploy up to 1.5 million UNEP certified lithium powered motorcycles for riders by 2024. The parties now produce various models, including the electric Model-X, the flagship and the focus model.

2. Bob Eco introduces Bobcoin and ICO-WA.

In a bid to create a system where Bob Eco purchases assets to be linked to crypto tokens, Bob Eco is launching an Initial Coin Offering with Assets (ICO-WA). This ICO-WA will provide opportunities to project enthusiasts. Funds gained through the ICO will be used for asset purchases linked to the bobcoin, which acts as a utility token linking the coin owner to this specific asset. To make this system more transparent, Bob Eco is integrating blockchain technology into its asset management systems to show the assets linked to bobcoin. The intention is to proactively provide digital, permanent, and auditable records that show stakeholders the status and place of assets (motorcycles or objects related to the bob ecosystem). All will be verifiable by chassis-, engine-, and GPS numbers.

Since the advent of Bitcoin in 2009, the profile of a combination of distributed ledger technology (DLT) with a variety of block-based encryption technologies has soared. While there has been a great deal of volatility and speculation around certain virtual assets and financing (including a high-profile peak in 2018), there is a broad consensus regarding the value of and other forms of DLT in finance.

An issue that has arisen is that the tokens listed do not link to a value-creating or value-retaining good. Bobcoin's underlying technologies' real value is their role in security, transparency, and permanence; each aspect is essential to crypto market efficiency, stability, trust, confidence, safety, and soundness. The setting enhances the regulatory objectives of securities disclosure, fairness, and market integrity and supports innovation and efficiency through automation and smart contracts.

Bob Eco started significant marketing activities over 2021 to create a fanbase to get a head start at the introduction of Bobcoin on the public market. The Bob concept and ecosystem have been

optimally developed over the past years (beginning in 2017), meaning that Bob Eco's launch is a sizeable solid company at the launch with all the right people, products, partnerships, and technology. The development of the product played a big part in this process; the product is carefully put together with the right components to go for worldwide expansion. The range of products is put together for developing countries.

2. History

The fundamentals of Bob Eco started in 2017 when the founders began providing small loans to individuals across emerging markets.

How Bob Eco Started

The founders went on a mission with a far-reaching impact. The idea was simple, use asset finance, technology, and a customer-centric model to help informal sector entrepreneurs dramatically increase their economic trajectory, creating over 200,000 jobs. Bob Eco started building a long-term ecosystem for micro-entrepreneurs to grow and thrive as their partner, from financing to value-added services to new opportunities. The social impact Bob Eco has is massive. Benefits of access to low-interest asset financing include:

1. Enabling entrepreneurs to start or expand micro, small, and medium-sized enterprises;
2. Savings help families build assets; they can finance school fees, improve homes (e.g., install power or running water), and achieve goals.

Bob Eco soon recorded month-on-month growth of more than 30% in loan requests and disbursement by providing credit for income-generating assets.

Within the success lies a problem.

Millions of motorcycle taxis operate in African countries, with some driving up to 16 hours a day, often covering hundreds of kilometers daily. Bob Eco experienced that over 94.3% of all loan requests were used for taxi vehicle financing, and therein lies the problem. Bob Eco was helping to move people out of extreme poverty by majorly threatening human and environmental health. Bob Eco actively promoted a significant source of carbon emissions: ubiquitous fuel-powered motorcycles. This CO₂ spewing is a considerable obstacle. Bob Eco decided that it could no longer pollute the environment this way. The day Bob Eco stopped providing credit for CO₂-spewing taxis was a good day for electric transportation in emerging markets.

Solution / Existing business

Bob Eco offers its electric vehicles to local people on a lease-to-own basis, which means that people can own the Bob electric motorcycle after a maximum term of 36 months. Training, life and medical insurance, and high-quality safety gear are all included, and Bob's staff actively support clients to reach their ownership goals.

Bob Eco offers users the world's first mass-market electric vehicle that costs less to acquire, maintain, and operate than a fuel vehicle. On average, motorcycle taxi riders spend USD 4.40 daily on fuel and make an average daily profit of only USD 1.50, which they take home to their families. Bob riders save around \$4.40 on fuel a day, which makes them earn almost four times as much as a petrol motorcycle taxi.

Part of the profits is put in their fixed savings account, reducing risk for Bob Eco and earning the rider a passive income through monthly interest income. The other part is placed in their flexible saving account, which lets riders learn about the benefits of saving and responsible spending. The emphasis is on helping the riders to learn to save money for school fees and contingencies such as emergency medical costs. Riders learn about this spending behavior as a part of the financial literacy and sustainability program.

Bob Eco knew that Bob riders needed a solution that went well beyond just replacing an internal combustion engine with a battery pack and calling it an "electric" vehicle or getting them from Point A to Point B. Bob Eco needed to make the lives of Bob riders more

accessible and cities more livable for everyone. Bob Eco developed their electric vehicles to be un-stealable and with regular software updates, keeping riders safer on the streets. Bob Eco constructed their distribution network to be scalable and flexible with a small footprint, making it a cost-effective smart city upgrade.

Bob Eco designed electric vehicles that people love to ride and want to own, equipping them with compact computers and the world's first operating system that constantly notes what the Bob riders might need next.

Years of work have identified the correct market, designing the business model alongside Bob riders to acquire the perfect fit. Bob Eco ensures their electric motorcycle is the obvious choice for customers by putting serious amounts of money back into the pockets of low-income riders and their families.

Mass adoption opportunities for Bob Eco

Two and three-wheelers are the fastest growing transport mode in low and middle-income countries. Bob Eco has a focus on African countries. Growth rates of two and three-wheelers in many African countries are the highest globally! Today, about 300 million registered and non-registered motorcycles are on the road in Africa, with annual motorcycle sales accounting for about 65 million. By 2050, the total fleet of motorcycles is projected to consist of more than 450 million vehicles, representing a 50% increase compared to today.

A strong case for zero-emission electric motorcycles

More than 99.5% of all vehicles used in Africa are old types and inefficient, thus emitting substantial amounts of particulate matter and black carbon. Given the rapid growth of two and three-wheeler fleets in African countries, Bob Eco is supporting countries to develop national programs to introduce lithium powered two and three-wheelers.

Bob Eco plans to scale up the number of electric motorcycles to 2,000,000 electric motorcycles by the end of 2025. Bob Eco received an order from the Senegal government for 232,000 electric motorcycles, the most significant order of electric motorcycles ever! The Senegal purchase is part of its plan to convert all motorcycles running on fossil fuel to 100% renewable energy by 2030. Switching to electric vehicles will make cities greener and more livable. Shifting to electric bikes will reduce costs, air pollution, and greenhouse gas emissions and create jobs.

Client Profile

Motorcycle taxis are an indispensable mode of transport across Africa. In cities choking on unplanned growth, moto-taxis effectively navigate congestion while transporting hundreds of millions daily in Africa.

In many countries in Africa, more than half of all vehicles on the road at any moment are motorcycle taxis. These motorcycles are not cheap to own for an average African; they pay rent or lease prices that are sky-high. Fuel is expensive, and only a few people are insured for damages and injuries. The motorcycles produce severe pollution and greenhouse gas emissions as they transport their passengers.

Most of Bob Eco's clients are men and women in their late 20s and 30s who work six or seven days per week. They work for an average of 14 hours and cover 200 km per day. The income they generate can be used to support up to three people, and thus they can support their spouses, children, and family while saving for their children's future.

Lease-to-Own

Bob Eco uses the original lease-to-own strategy to give riders the opportunity to ride their Bob Eco motorbikes, earn money by carrying passengers from A to B, and use (part of) the money earned to pay for their motorcycle. In this way, Bob Eco is tackling the credit gap for riders that would otherwise not be able to purchase a high-end bike, such as the Bob lithium powered models.

By providing this opportunity, riders will own income-generating assets, and after paying off their motorbike, they will earn future growth opportunities such as financing and value-added services.

Full Package Deal

All Bob vehicle riders pay a fixed fee for their lease, vehicle service, unlimited battery swapping and vehicle insurance, and private health insurance for themselves and a maximum of three of their family members.

Battery Swapping

Bob Eco is leading the battery-swapping revolution in Africa. Bob Eco will accelerate the transition to more innovative, cleaner, portable electric fuel for millions of Bob riders in African cities with a rapidly growing Bob Eco Swapping Network featuring easy-to-use Bob Eco swapping stations and hyper-efficient, swappable smart batteries. Bob engineered safer, swappable batteries that would be future-proof, software-enhanced, and accessible to all Bob riders.

Bob Eco securely synced all this together in the Bob application, which continuously improves the experience for Bob riders that swap at any of Bob Eco's battery swapping stations. These stations intelligently distribute energy so that the power needed by riders is always available and ready whenever and wherever they need it.

Bob Eco ventured into the next frontier of what is possible with software and services that enable the Smart Batteries to last longer, become more efficient over time, and easily slot into a second and third life before they are recycled.

The industry standard should not be taking up more livable space for plug-in chargers that are slow, inefficient, and only capable of charging a single vehicle at a time. Bob riders' only window to charge their batteries should not be at home or work, nor should it drain the grid for anyone else. Also, Bob riders should not have to wait over 15 minutes to get back on the road every time they need to recharge.

Bob Eco introduced the world's best fully integrated technology platform that powers Bob Eco's mobility ecosystem. IT is all built around a straightforward idea: Swap & Go. Bob Eco's mission is to put that intelligent, portable electric power within reach of every urban rider in Africa.

3. Further application of crypto technologies

Bob Eco's company revolves around the financing and sales of electric vehicles and exploiting the bob charging ecosystem, which is already built on technology. This includes the Bob battery management system (BMS), the charging systems, and many other systems to let the company operate efficiently, such as payment systems used for monthly recurring payments with local providers.

As a crypto enterprise, Bob Eco is hugely enthusiastic about crypto technology's benefits in processes and procedures. There are concrete plans for the further implementation of crypto technology. Bob eco believes that effectively employing the blockchain in its overall company processes will create trust, security, transparency with the traceability of public data shared across the grid.

Creation of Bob Ecosystem Utility Tokens

There is a wide array of practical usage for utility tokens in the Bob Ecosystem. Considering that lessees in Africa pay for an all-included price package, there is no immediate necessity at the beginning. After the lease payment has stopped, we will introduce utility tokens for maintenance, battery swaps and other applications. ' Ride utility tokens' will be created for rental scooters and motorcycles in developed countries.

Bike purchasing and good behavior bonuses

As described in our Tokenomics, there is a rebate in bobcoin for riders when leasing or purchasing a motorcycle. This will eventually lead to a further payment integration for lease payments and buying goods and services through decentralized finance.

Creating opportunities for decentralized systems

As an innovator and revolutionary company working in areas where basic systems are not established yet (e.g. think of land registry, digital payment systems), Bob eco has the opportunity to bring blockchain techniques to contribute to building trustworthy systems.

4. Bob Eco's CEO

Bob Ultee, CEO and co-founder of Bob Eco, leads all product design, engineering, and manufacturing of the company's electric vehicles, battery products, and solar energy products. Bob Ultee is the author and creator of the Bob Eco Program, the Bob Eco Community, and Bob Eco entrepreneurial courses for independent electric-vehicle businesses.

As the founding father of Bob Eco, Bob Ultee is featured on Bobcoin. Bobcoin face shows him smiling on one side and the Bob Eco logo on the other side. Bob Ultee's focuses are energy and philanthropy; his interest in renewable energy is why he co-created Bob Eco. He sought to create an electric motorcycle for the people and has revolutionized the idea of electric two and three-wheelers.

Guided by the belief that every life has equal value, Bob Ultee works to help all people lead healthy, productive lives. In developing countries, he focuses on improving people's health and giving them the chance to rise out of hunger and extreme poverty.

5.1. Roadmap start to 2022

2021 exceeded our wildest expectations; Bob Eco has succeeded in achieving a huge goal – putting electric vehicles on the radar for many African buyers, including those who otherwise would not have conceived the existence of electric vehicles. During the company development, Bob Eco launched bobcoin. The road map indicates both the company development and the development of bobcoin.

	Start of the Company
2017	In Q2 of 2017, Bob Eco started when the founders began providing small loans to individuals across emerging markets.
2020	Bob Ultee revealed Bob Eco's Master Plan, clarifying Bob Eco's mission – to speed up the adoption of an "electric economy."
2021	Bob Eco signed a 200-million-dollar deal with Jincheng Suzuki for annual volumes reaching 200,000.
Q1 2022	Bob Ultee decided that Bob Eco should launch Bobcoin on the primary crypto market.

5.2. Roadmap after listing

