

## WHAT IS VESTELLA?

VESTELLA is a **market platform** that combines mobility with humanity and data with the world. In line with the emergence of the **future mobility era**, mobility users will be able to own 100% of the sovereign rewards from driving, car sharing, car hiring, etc. Also, autonomous mobile module manufacturers, large-sized vehicle companies, and aftermarket service providers create a data ecosystem that brings in data acquisition costs and marketing costs into the platform leading to a virtuous cycle.

## MOBILITY DATA MARKET

Annual Growth Rate of  
Mobility Data Market

41%

More than 8x Growth in  
the Mobility Market

Amount of Annual Data  
Traffic per a Vehicle

280 PB+

Gartner,  
<Magic Quadrant Report>

Annual Mobility Data  
Market Size

\$450 B+

Mckinsey & Company,  
<Monetizing Car Data>



### Lack of Motivation for Data Provision

In order to request mobility data including vehicle condition data, driving history data, and driver's behavior data of vehicles or various means of transportation, it is necessary to provide reasonable rewards to the individual drivers who provide the data and enterprises that own corporate vehicles. However, many navigation providers and location collectors now collect this data for free and sell it to marketers, and do not offer any form of rewards to the provider.



### Low Reliability for Mobility Data

There is a risk of seizure when the generated data is transmitted to the mobile device or server, and there is also a risk that hackers who can operate the simulator may generate a large amount of fraudulent data (e.g. gas mileage manipulation, displacement manipulation, etc.) and decrease the reliability of the data.



### Absence of Mobility Data Market

Leveraging and trading mobility data in a wide variety of areas is an integral part of the future mobility era. However, there is no data market that can satisfy both consumers and providers in all areas, not just the mobility sector. In particular, the actual data that mobility drivers generate is essential to the development of autonomous vehicles and electric vehicles, but this data are not collected properly and transactions are not being performed. This hinders the development of the mobility industry.

## FEATURES OF VESTELLA

Build a trustful market platform that everyone in the data market can rely on.

### MOTIVATE USERS TO COLLECT DATA



Leverage VESTELLA's inherent technology to provide reasonable rewards for data provision and sales revenue to motivate data provision.

### SEAMLESS DATA SECURITY



By encrypting the identification of each vehicle owner, driver, and the vehicle itself, it protects illegal leakage of sensitive information and ensures reliability.

### VESTELLA AI & BIG DATA



VESTELLA's core competence, machine learning technology, detects only real data from all the vehicle data collected, delivering the high-quality solutions.

## MOBILITY DATA MARKET PLATFORM, VESTELLA

### VESTELLA MARKET

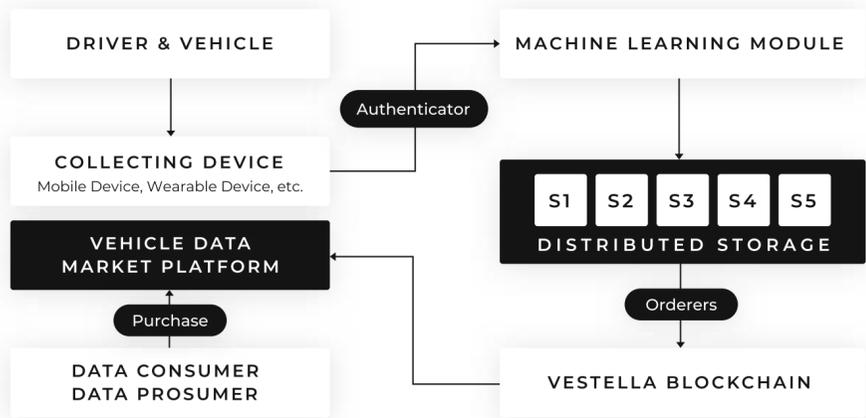
VESTELLA uses AI machine learning, big data and distributed storage technologies to create a reliable space where mobility data, which is essential for decision-making processes, can be traded.

### VES COIN ECOSYSTEM

We are building a market platform that can effectively utilize VES Coin generated through driving. Users can use the VES Coin in their daily life such as refueling, aftermarket, travel, etc.

# DIFFERENTIATIONS

## DATA FLOW



All mobility data generated by the vehicle, owner, and driver are transferred in an unidentifiable manner and distributed to the Hyperledger-based repository through the machine learning verification system. All data is recorded in the VESTELLA blockchain from the moment it is created to the moment it is stored and sold in the data market to prevent the risk of hacking and to reward data providers.

## DATA INTEGRITY

VESTELLA AI verifies the authenticity of all transmitted data. It detects counterfeit data that cannot be found by a person, sends a warning to the user, and imposes sanctions on the account of the user who receives the warning. Verified real data is stored randomly in distributed storage operated by VESTELLA's partner organization to ensure the security and integrity of your data.

## DATA EXCHANGE

VESTELLA's architecture can be applied to all areas of the mobility industry. Mobility data is required not just for developing autonomous driving technology, but also for insurance, aftermarket, and management decisions. The more partners VESTELLA has, the more users and data transactions there will be, and the more elaborate and bigger the VESTELLA market platform will be.

# ROADMAP

- PHASE/01**  
**Q3. 2018**
  - Initiation of VESTELLA Mining Device Production
  - Initiation of the Development of the Open Source Platform "VESTELLA"
- PHASE/02**  
**Q4. 2018**
  - Token Sale Begins (ERC-20)
  - Alpha Test of VESTELLA MVP Application (VESSENGER)
  - Partnership with DApp Service Suppliers
  - Partnership with B2B Service Suppliers
- PHASE/03**  
**Q1. 2019**
  - Main Sale (ERC-20)
  - Token Distribution (ERC-20)
  - Collecting Driving Data of Corporate Vehicle
  - Connection with Control Solution for Corporate Vehicle
- PHASE/04**  
**Q2. 2019**
  - Beta Test of VESTELLA Application
  - Collecting Individual Driving Data
  - Partnership with Cryptocurrency Payment Solution
  - Pilot Project Begins
- PHASE/05**  
**Q3. 2019**
  - Fundraising for Decentralized Data Lab
  - Partnership with Car Manufacture Companies
  - Partnership with Gas Stations
  - Partnership with Car Repair Shops
  - Partnership with Car Sharing Companies
  - VESTELLA MAINNET Construction
  - Token Swap (VES Token - VES Coin)
- PHASE/06**  
**Q4. 2019**
  - Launch of VESTELLA Fleet Management (Control System for Corporate Trucks)
  - Strengthening Existing Partnerships
  - Sequential Launch of VESTELLA DApps
- PHASE/07**  
**IN. 2020**
  - Actual Trade of Mobility Data
  - Opening of Decentralized Data Lab
  - Development of Autonomous Driving Modules Based on VESTELLA Mobility Data
  - Project GO Live
  - Launch of VESTELLA Data API / SDK

# CORE TEAM MEMBERS



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## PARTNERS

