BLXM: the token for Decentralized Mobility

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bloXmove at a glance

bloX.move

THE #FUTUREOFMOBILITY IS DECENTRALIZED

IN A NUTSHELL

The bloXmove BLXM token provides a protocol as well as a decentralized transaction-as-a-service platform which reinvents mobility as a service. The protocol is used to build game changing 1-click, hassle-free mobility products across different modes of transportation. End users identify themselves once and can then roam and consume services with a single click.

bloXmove was incubated within the Daimler group, the inventors of the car as well as carsharing (Car2Go), over a period of more than 3 years. The bloXmove founders then joined the Outlier Ventures acceleration program and embarked on a journey towards creating the protocol for #DeMo – Decentralized Mobility.

PRODUCT KEY BENEFITS

Unified identities for customer, company and car, digitally secured and verified

New business models through trusted **integration & value-added services**

Seamless revenue **distribution & settlement** of liabilities in real-time

Open protocols for minimum invasive integration effort of legacy systems

Modular platform design for multiple use cases and business models

Enable & automate secure B2B business transactions

TEAM

The bloXmove team consists of mobility, blockchain and fleet management experts which bring the expertise, experience and network to deliver such a platform. The CEO and CTO worked for Daimler Mobility in leading positions covering Transformation, Innovation & Partnerships, IT and the Blockchain Factory where they incubated the Daimler Mobility Blockchain Platform which is the predecessor of bloXmove

Great Business Network

Very Experienced Team

Strong Business Case

Interdisciplinary Team

Great Track Record

Strong Backers, Advisors & Accelerators

INVESTOR

SQUARES CAPITAL
OV
MASTER VENTURES
BuidlHodl Capital
coin(IX)
N
BLOCKWALL
AW3 LABS

ACCELERATORS

INVEST HORIZON
DIGITALHUB.DE
F10

PARTNERS

50hertz
SPHERITY
Payment
51nodes
württembergische
VON DER HEYDT
FLiXBUS

ROADMAP

H1 2021	bloXmove funding & software sell-of after 3 years incubation at Daimler Mobility AG 2-4 pilots live
H2 2021	BLXM token launch 4-6 pilots live (+10 @pipeline)
H1 2022	Venture/brand building for global expansion
H2 2022	Recurring revenue from 10-20 clients (+50 @pipeline) Expansion to EU and APAC

TOKEN DISTRIBUTION

Foundation 54%
Seed 2%
Private Sale 2%
Investor Sale 3%
Investor LastCall 3%
Public Sale 1%
Equity Holders 24%
Advisors 11%

Token Sale Prices
Seed: 0.50$
Private Sale: 0.64$
Investor presales: 0.70$
Investor LastCall: 0.72$
Public Sale: 0.80$

20m
10m
0
09/2021 03/2022 09/2022 03/2023 09/2023

TOKEN SPECIALTY

Payment
- The only token utilized to pay for decentralized mobility services on bloXmove
- Payment of transaction fees
- Payment of B2B liabilities in the "hybrid" scenarios

Token burn
- 10%-40% of all transaction fees in BLXM will be burnt, until a supply of 10 million tokens is reached

t.me/bloXmovecommunity   http://bloXmove.com   http://twitter.com/bloXmove

bloXmove - Vision and Mission

We believe that:

1 The Future of Mobility is decentralized & lies at the center of smart cities and urban planning.

2 Urban mobility will be based on public-private collaboration while automotive and mobility services are increasingly consumed as pay-per-use.

3 Platform economics and network effects are key to scaling ecosystems. Shared, cooperative governance is the key to decentralization.

4 Sovereignty over identity and data lies with the user.
Open source protocols and standards are essential for a socially acceptable platform.

5 Blockchain/DLT, Decentralized Identifiers and IoT are key technologies in building scalable, collaborative platforms.

We believe the future of mobility lies in an ecosystem where mobility services are delivered over software platforms and based on a pay-per-use business model. Therefore, it is crucial to develop a modular platform that is simple to integrate and automate. This means ensuring an optimal fit with existing infrastructure, enabling mobility service providers to dock flexibly on an existing, technical backend without cost-intensive and time-consuming development efforts.

All the actions we are undertaking aim to ensure the success of our vision. We want to make the world of mobility better and simpler.
The Mobility Blockchain Platform's mission is to establish an open mobility ecosystem that empowers people to access more integrated and transparent mobility services around the world.

bloXmove - an introduction to the platform

bloXmove is a software platform designed and built to provide a common infrastructure around which mobility services can be managed, operated and financially settled.
Our mission is to establish an open mobility ecosystem that empowers users to access more integrated and transparent mobility services around the world. With an emphasis on openness and collaboration, bloXmove utilizes blockchain and distributed ledger

technology to provide trust and consensus for all business actors within the mobility ecosystem.

Based on a decentralized, shared approach to cooperation, collaboration and competition among participants from the public as well as the private sector, the Mobility Blockchain platform can be used to develop an ecosystem bringing together participants in the world of future mobility.

bloXmove integrates the services of various mobility services providers. This allows users of any registered operator to access any mobility asset or service with one set of identity and credential verifications. This provides the required functional capabilities necessary to conduct business without the need for a centralized party.
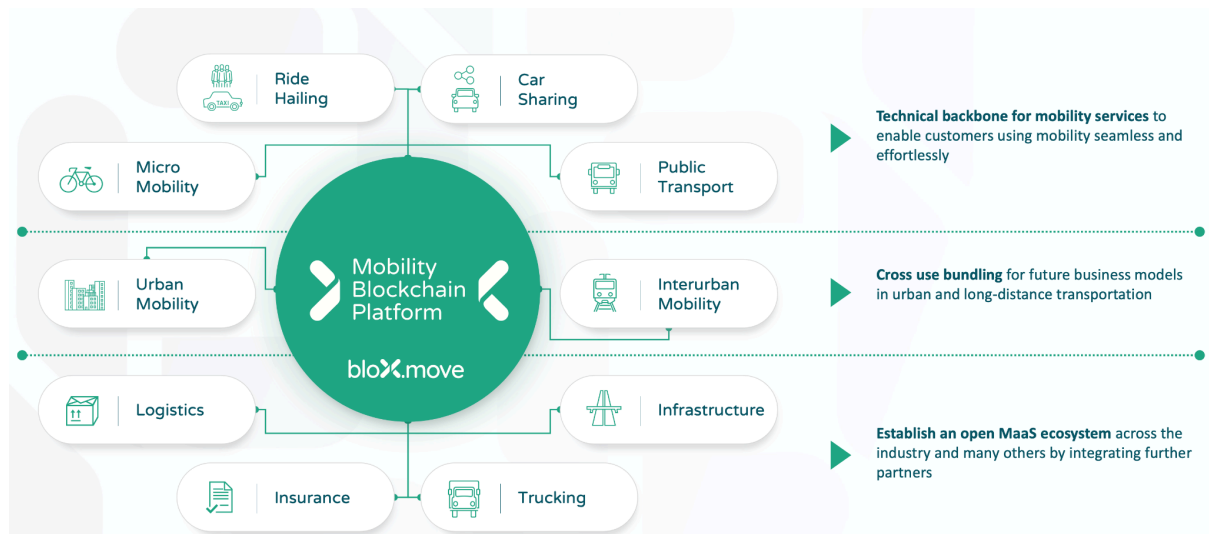
In general, the capabilities of the bloXmove network are offered by independent service providers and can be divided into two broad categories:

1.   **Functional (technical platform) capabilities,** such as digital identities, verification, service discovery, contracting, settlement and payment.

2.   **Mobility services**, such as car sharing, ride-hailing, public transport, parking, charging and micro-insurance.

Service providers using bloXmove can compile and realize new B2C offerings and offer them to their end-customers. In this regard, bloXmove enables a participating provider to:

- Access the service network through free and open-source protocols and APIs;
- Offer its own services as a verified ecosystem partner within the network;
- Access available services, offered by other verified providers within the network;
- Order resources and services offered within the network; and
- Settle the use of services or resources digitally.

We believe that decentralized, open and cooperative systems offer many benefits compared to existing, centralized platforms controlled by a single owner. An open ecosystem benefits all participants. Customers enjoy a seamless journey and transparent billing. Service providers not only get better utilization and broader reach for their offerings, but also seamless revenue distribution and real-time settlement of liabilities. Furthermore, service providers can monetize their data to develop new products for insurance, credit or finance.

bloXmove targets service providers for urban mobility
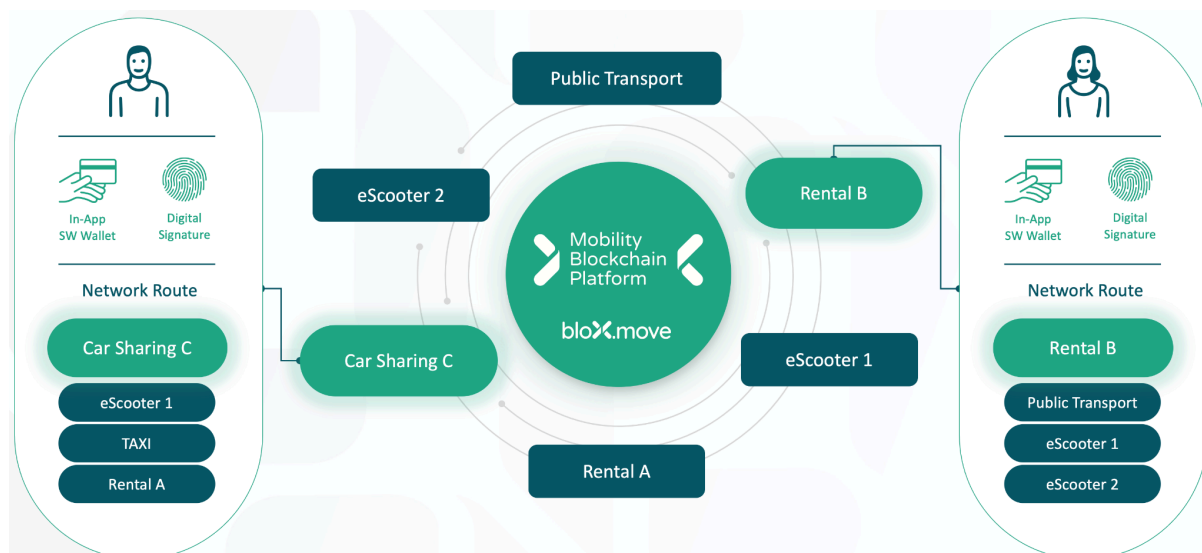
bloXmove is designed to:

- Provide the market mechanisms, resulting in the supply of services best suited to urban policy and market demand;
- Be flexible in providing the appropriate mode of transport and vehicle, according to requirements and preferences;
- Provide users with a choice of service provider, services and pricing models.
- Allow urban planners to steer traffic and the utilization of urban infrastructure;
- Be effective in transporting people and goods;
- Be efficient in terms of resources needed to transport increasing number of people and volumes of goods;

Such a Mobility-as-a-service (MaaS) platform needs to provide a common and jointly used transaction infrastructure for service providers, providing their individual services, ranging from public transport, taxi and ride-hailing to car sharing and micro-mobility as well as financing, leasing, insurance and fleet operations.

Users should be provided with one fully bundled ticket, allowing them to "roam" through individual operators' offerings, including access control and billing. Operators should be able to create feature-rich products without having to own and operate all assets needed for the delivery of the service. And all of this needs to be provided with the ease-of-use, efficiency and scalability we see in platform economics.

BLXM in the "Power & Mobility" scenario

bloXmove has partnered with 50Hertz, one of Germany's four power grid network operators, to connect electric vehicles to the power grid.

In this cooperation, we follow the mission laid out by the elia group, 50Hertz's mother company:

"Making the EU the world's first climate-neutral economy will require more than just an energy transition. To cut CO2 emissions by 2050, many sectors will need to make far-reaching changes. Two sectors that play a key role in society have the leverage needed to do this: power and mobility."
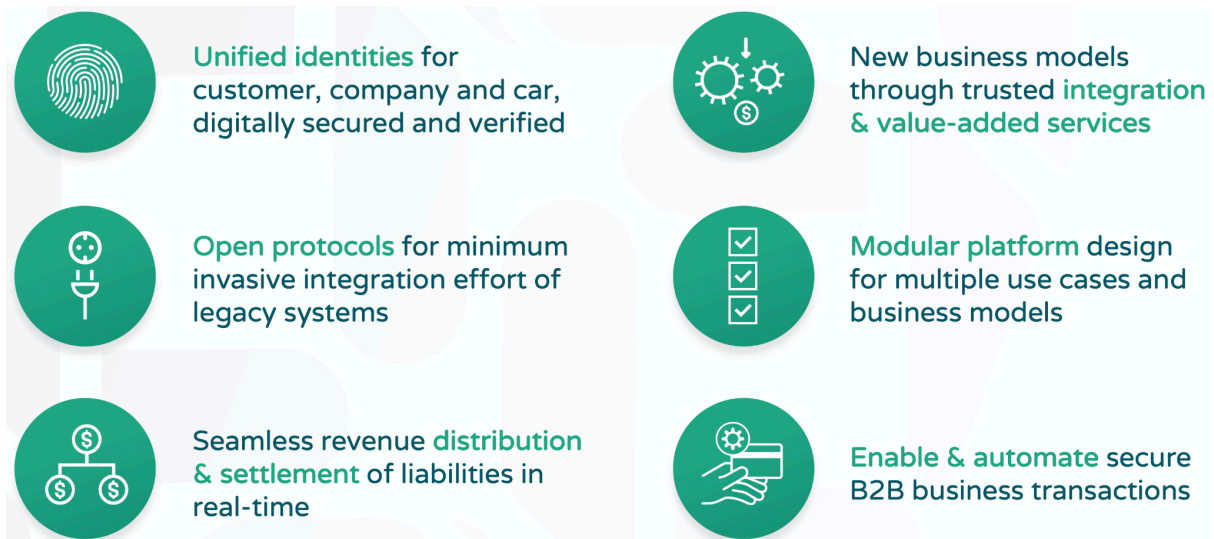
With our partners from 50Hertz, Energy Web Foundation, in addition to a provider of 100% renewable energy as well as an operator of charging stations, we are developing two use cases:

1. To develop the technology to provide "Flexibility", i.e. flexible storage and supply of electric power produced from renewable energies using e-vehicles as "rolling batteries".

2. To enable a "bring your own electricity provider" charging model in public charging stations - customers who have a contract with an electricity provider who is 100% carbon-free will be able to receive their electricity from that provider at any charging station in the ecosystem. This is independent of which provider actually operates the charging station. This use case is based on the Open Charge Network (OCN), which forms part of the EWF after having originally been launched as the Share & Charge Open Charging Network.

In both cases, we are collaborating with the Energy Web Foundation (EWF), who are providing the blockchain technology for the Power sector, with bloXmove providing the blockchain technology for the Mobility sector.

The BLXM token utility is designed such that it can be used to consume these two services within the ecosystem.

Key features of the platform

Unified identities for customer, company and car, digitally secured and verified

New business models through trusted **integration & value-added services**

Open protocols for minimum invasive integration effort of legacy systems

Modular platform design for multiple use cases and business models

Seamless revenue **distribution & settlement** of liabilities in real-time

Enable & automate secure B2B business transactions

Key technical capabilities of bloXmove

1. **Unified Identities**: Participating companies, customers or devices are identified through Decentralized Identifiers (DID). All transactions are based on these identifiers and their credentials being cryptographically verified and digitally signed.
2. **Open, democratized Protocols**: All interfaces and protocols are 100% free and open for re-use. We believe in the protocol economy and that protocols and interfaces must be public to avoid vendor lock-in and predatory centralization by those who control and own the language of exchange.
3. **Financial settlement and revenue distribution**: Based on Distributed Ledger Technology we ensure fully regulatory and compliant financial booking and settlement both for pure crypto scenarios, but also for regulated markets with financial regulation and accounting regulations.
4. **Easy integration** through pluggable interfaces: We provide both synchronous (API) as well as asynchronous interfaces (message bus, events)
5. **Modular Architecture**: Modules such as the Doorman or the Telematic gateway are needed only in the hybrid scenario where legacy technology or regulation demands it. These components can be added and removed as the scenario requires it.
6. **Trust** through end-to-end security: In crypto we trust!

Open, democratized protocols

Providers may use bloXmove to plug into the platform and deliver their services. Based on this interconnection, participating providers can bundle and realize new B2C offerings and offer them to their customers.

All services in the network are "pluggable". This means that services can also be provided by any other provider meeting the standards of the bloXmove Mobility Blockchain Platform (MBP).

Open standards, interfaces and protocols, in addition to decentralized governance can provide needed scalability

Open & Democratized
Protocols

Open Mobility
Business Software

Open & Decentralized
Platform

Based on these principles, a deep integrated mobility offering within
a shared mobility platform can be established

It should be noted that the described capabilities (verification, contracting and settlement) will be offered and carried out by providers within the network. The MBP only defines the standards for those described procedures and processes within the network.

BLXM - Summary of the protocol

bloXmove is the protocol that enables Decentralized Mobility (#DeMo) by developing and maintaining a shared transaction platform.

The platform is based on decentralized, cryptographic technologies such as blockchain and Decentralized Identifiers (DID).

By connecting to bloXmove, mobility providers can offer verified services to verified users. Revenue distribution and settlement is fully automated and secured via BLXM, the bloXmove token.

The protocol includes catalogue aggregation allowing participating mobility service providers to offer their own services as well as services from any other mobility service provider through their respective apps while bloXmove fully automates the execution of the business transaction. bloXmove covers all vehicle-centric services such as rental, charging or V2G balancing as well as ticketing for line-based public transport through a decentralized platform.

All interaction is live, real-time and fully secured end to end without centralized intermediaries claiming the customer relationship.
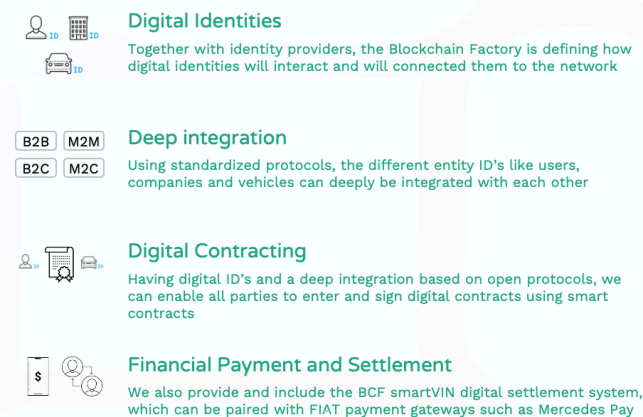
This and the cooperative governance model we propose, ensure business users of the platform stay in control of their customer relationship and data while at the same time jointly scaling and leveraging network effects platform economics bring.
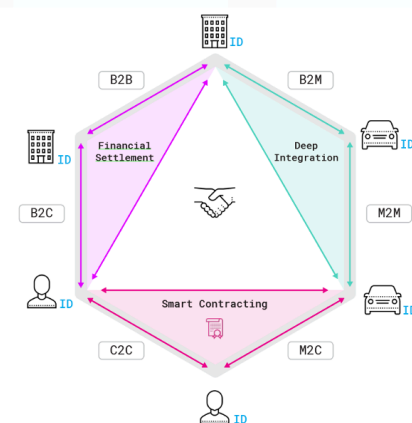
Key components:

- Identities of all stakeholders are verified through Decentralized Identifiers (#DID)
- Authorization and validation is ensured through Verifiable Credentials
- Commercial transactions follow cryptographic protocols with digital signatures for legally binding agreements and auditable billing records
- Blockchain powered shared consensus for protocol governance in charge of development, fee fixing or revenue sharing.

bloXmove provides the protocols needed to conduct fully automated transactions among platform participants

bloXmove provides and enables various services, to empower a B2B service network – The Mobility Blockchain Platform – which can be used to realize future new business models not possible today such as dynamic lease

Digital Identities
Together with identity providers, the Blockchain Factory is defining how digital identities will interact and will connected them to the network

Deep integration
Using standardized protocols, the different entity ID's like users, companies and vehicles can deeply be integrated with each other

Digital Contracting
Having digital ID's and a deep integration based on open protocols, we can enable all parties to enter and sign digital contracts using smart contracts

Financial Payment and Settlement
We also provide and include the BCF smartVIN digital settlement system, which can be paired with FIAT payment gateways such as Mercedes Pay

Network of services between entities

The resulting protocol allows participating mobility service providers to offer their services through their respective apps or channels while bloXmove fully automates the execution of the business transaction.

This can be used to provide vehicle-centric services, such as rental, charging or V2G balancing through a decentralized platform.

The platform is to be 100% disintermediated, i.e., there is no middleman and no bank.

All interaction is live, real-time and fully secured end-to-end.

Protocol Capabilities

The bloXmove protocol and its **BLXM** token provide the following core capabilities:

1. Access Control
2. Ticketing
3. Verification of identity, data, and credentials
4. Value transfer and settlement

bloXmove - The „Star Alliance of Mobility" simplifies mobility by providing a shared B2B transaction platform as a service
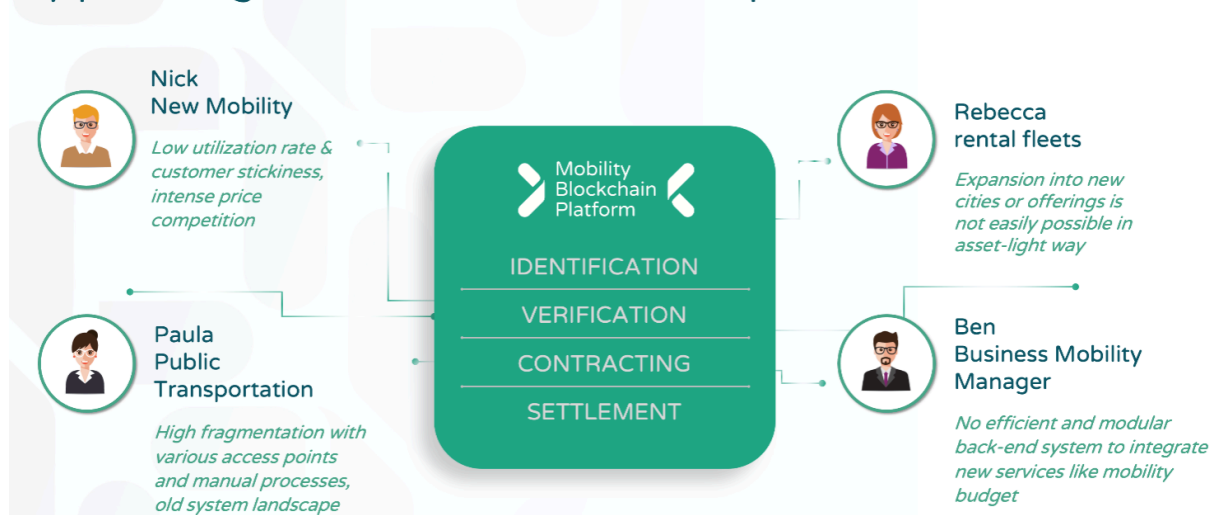

Protocol functionality

Mobility providers:

1. want to rent out their vehicles and be paid in real-time,
2. want to sell their services services in the form of "tickets", which are expressed as access credentials, such that:
   an access key provides the user to whom the access token is issued the right to use a specified vehicle at a specified time for a specified service rate,
3. want access control which ensures that the user presenting the token is the user the access token is made out to and is valid for the vehicle it is presented for,
4. The access protocol must ensure security and be able to verify that all required credentials are verified,
5. want to receive payment the moment the service has been delivered,
6. need to ensure users are only charged for what they consume.

bloXmove provides deep integration and seamless transactions to mobility service operators

1-Click-Rental

Self-Service Access

E2E Real-Time Settlement
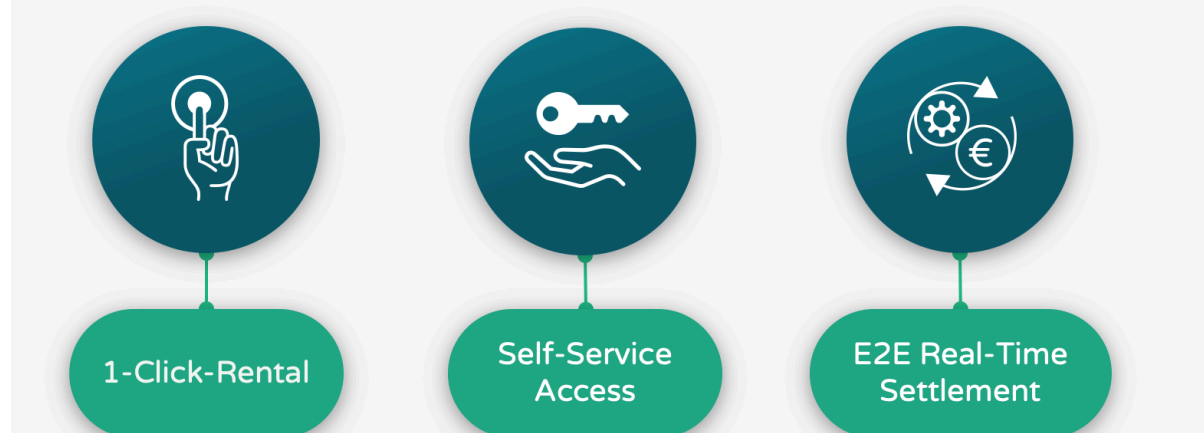
BLXM - a basic protocol scenario

We explain the protocol capabilities with an example where one provider
- connects her vehicles to the platform,
- issues rental "tickets" to paying customer,
- the platform ensures only authorized (valid ticket) users can access the vehicles
- services and transaction fees are paid in BLXM

Bob owns a fleet of e-scooters, which he wants to put to work.

He wants to be able to sell directly to his customers by app and website, i.e., business-to-consumer (B2C).

Owning scooters is an asset-heavy business however and utilization is key to profitability. Bob therefore also provides his scooters to other service providers on a business-to-business (B2B) basis. Charlotte, one of his B2B customers, who operates a travel guide app, can now offer her customers Bob's scooter services even though she doesn't own any of these vehicles herself.

bloXmove handles the complete transaction from agreement verified by digital signatures and notarisation by the Blockchain to the distribution of revenue when Charlotte's customer returns Bob's scooter.

The bloXmove #DeMo protocol provides an automated way to do so, by managing access control to the vehicles and verifying the credentials of customer and ticket. Bob can sell access to any of his vehicles to any user with a DID.

The BLXM utility token is the token used to pay for deposit, rental as well as transaction fees in Decentralized Mobility.
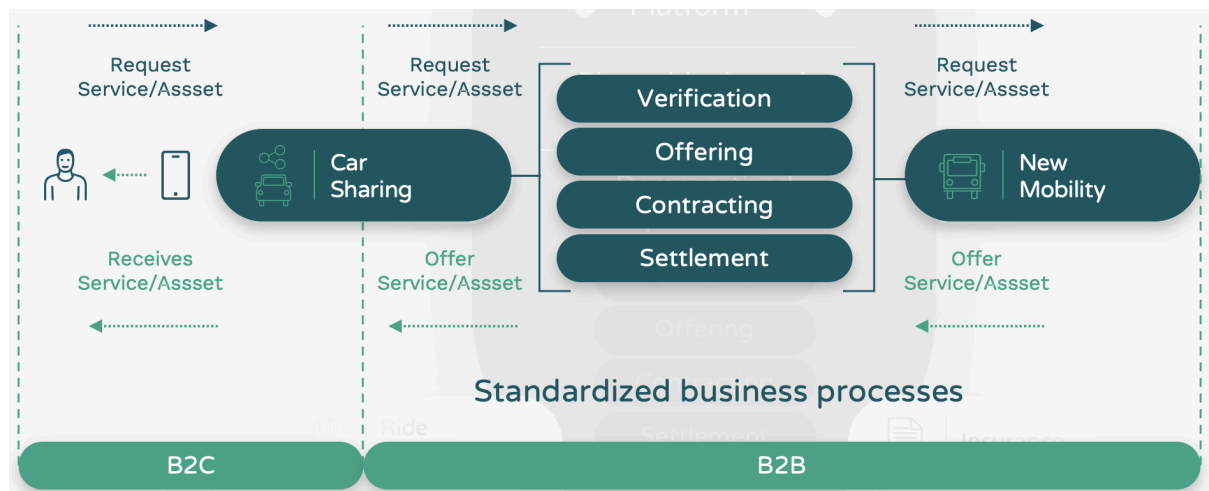
The platform allows companies/owners to grant access to a mobility resource identified by a DID to a user, represented by a DID. Access is provided via an access token, technically a "verified presentation", issued by the owner to the user. Physical access to the vehicle is enabled by means of a telematics box or similar mechanism, for the holder of a valid access token for that vehicle.

Issuing those tickets, i.e. renting out the vehicles, is done by a software development kit (SDK) bloXmove provides to its customers. This SDK encapsulates and wraps the complexities of the cryptographic protocols into more easy-to-use Python libraries or Java interfaces.

Payments are made in BLXM tokens.

Technical capabilities of the protocol
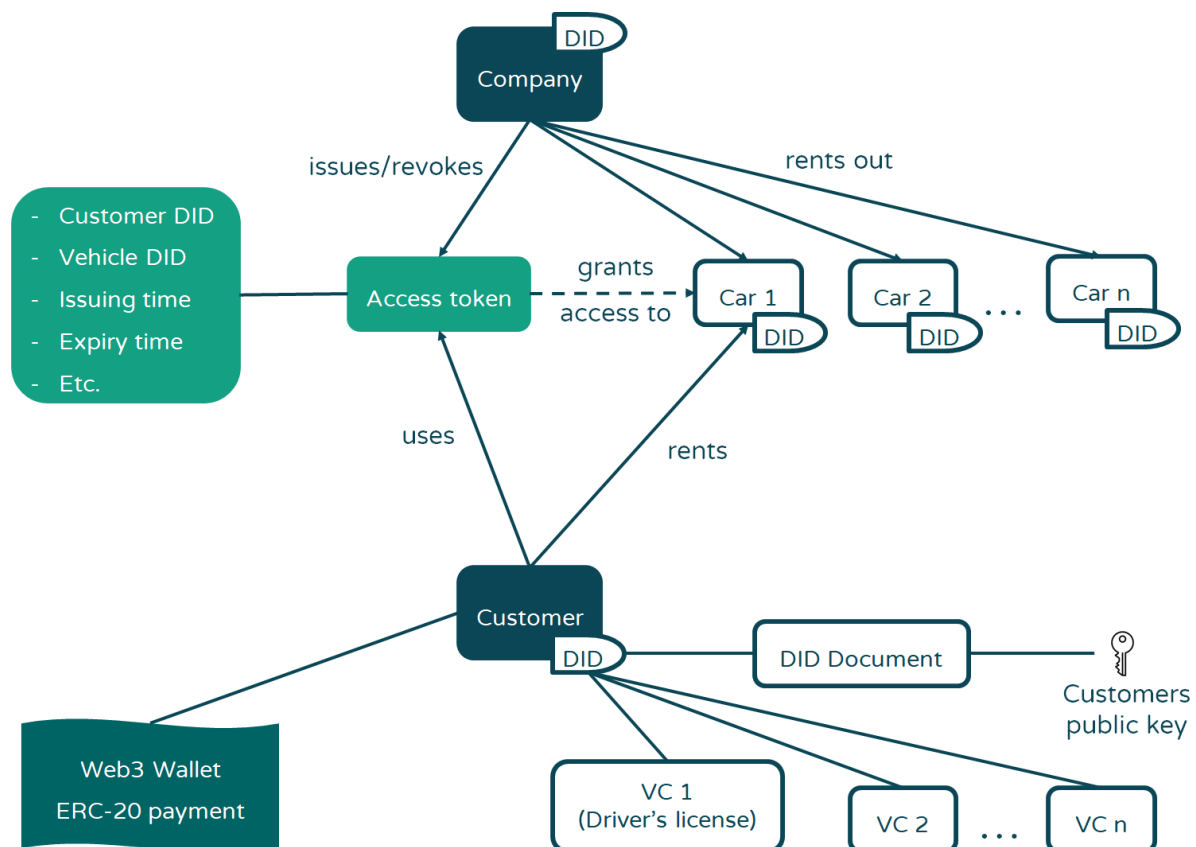
Access tokens are DID-based Verified Presentations (VP)

General:
- Ability to pay and access wallet holding BLXM and ERC-20 tokens
- Ability to access DID Document and access Verified Credentials
- Send data (e.g., telematics data)
- Retrieve credentials
- Verify credentials

Mobility Operator:
- Renting out an asset
- Granting access to an asset
- Issue (sell) ticket (access right or access token)
- Revoke ticket
- Invoice
- Transfer a ticket

Customer:
- Renting an asset
- Requesting access to an asset
- Paying and depositing in BLXM
- Use ticket (request access to an asset)
- Receive asset or service (e.g., electricity)
- Return asset
- Pay/settle

Low-level:
- Assign identity (to a Web3 wallet)
- Revoke/cancel identity
- Verify credentials
- Sign
- Countersign
- Verify
- Request access
- Verify access (by verifying credentials and verifiable presentations)
- Transfer tokens

BLXM - Token utility

The BLXM token is a utility and governance token ensuring the smooth functioning of the bloXmove protocol. The bloXmove protocol is designed to incentivize decentralization in urban mobility and mobility as a service (MaaS).

Overview of BLXM features

Utility:
1. BLXM is used to pay for decentralized mobility services.
2. BLXM is used to pay the fees for business transactions.

Incentivization:
1. Users and operators will be rewarded with BLXM for contributing to carbon-neutral and sustainable mobility.
2. Token holders will be rewarded for staking ("committing") their BLXM tokens with the foundation treasury.
3. Token holders will be rewarded to provide liquidity pairs (e.g. BLXM:ETH or BLXM:USDC) to the foundation treasury.

Governance:
1. The community will converge to a semi-DAO in which fully qualified community members (with staked and committed BLXM-holding wallets) will decide on the operations of the BLXM Token Foundry Ltd (the "foundation").
2. On the way to that final state, the foundation will be putting certain decisions to a Web3 (DApp)-based vote on a case-by-case basis. Voting rights are given to those who have staked their tokens.

At its core, BLXM assures verified delivery of trusted services among mobility providers (e.g. scooters, bikes, trains, cars, planes, etc.) and their customers.

Within the scope of encouraging decentralization in mobility, we incentivize operators who collaborate in delivering integrated mobility services.

Within this incentivization scheme, we place special emphasis on "green mobility"; meaning that we will assign higher utility to green modes of transportation being offered or used.

Native vs. hybrid scenarios

bloXmove operates in two very distinct market environments.
1. "Native" crypto environment

2. Regulated "hybrid" environment

The native scenario is the "typical" pure crypto scenario. Meaning that users interact with the protocol through secure accounts, such as wallets and the protocol delivers services in return for tokens. In this scenario you will find no banks, no traditional booking and accounting and no major regulatory supervision. The perfect example for a native crypto environment is Decentralized Finance (#DeFi).

In this native scenario, bloXmove delivers Decentralized Mobility (#DeMo) and BLXM tokens are used to utilize services and settle transaction fees.

By hybrid scenario we mean a scenario where our customers are regulated businesses in regulated economies, such as EU, China or the US.

In such cases, services will be denominated and settled in fiat currency (EUR, CNY or USD).

In addition, accounting, tax and compliance demands that transactions are fully booked and accounted for and ultimately aggregated in the general ledger ERP system of each entity. This is needed because tax, year-end closing and investor reporting is and will continue to be based on an entity's ERP for at least a transition phase.

BLXM – native crypto protocol

In its pure, native form, i.e., without backward-compatibility to regulated banking or accounting requirements, BLXM is the sole token utilized to conduct business on the bloXmove #DecentralizedMobility platform.

Customers buy BLXM to use mobility services and service providers pay transaction fees in BLXM.

The protocol manages access control, verification and settlement for automated and autonomous mobility.

Providers connect their vehicles through telemetric hardware wallets, which turn the vehicle into an autonomous economic agent with its own identity and wallet.

bloXmove enables decentralized mobility in direct man-to-machine interaction between user and vehicle

CUSTOMER

WALLET

1. Identity
2. Verification (DID and VCs)
3. Access Control
4. Transactions

VEHICLE

Mobility Blockchain Platform — bloXmove
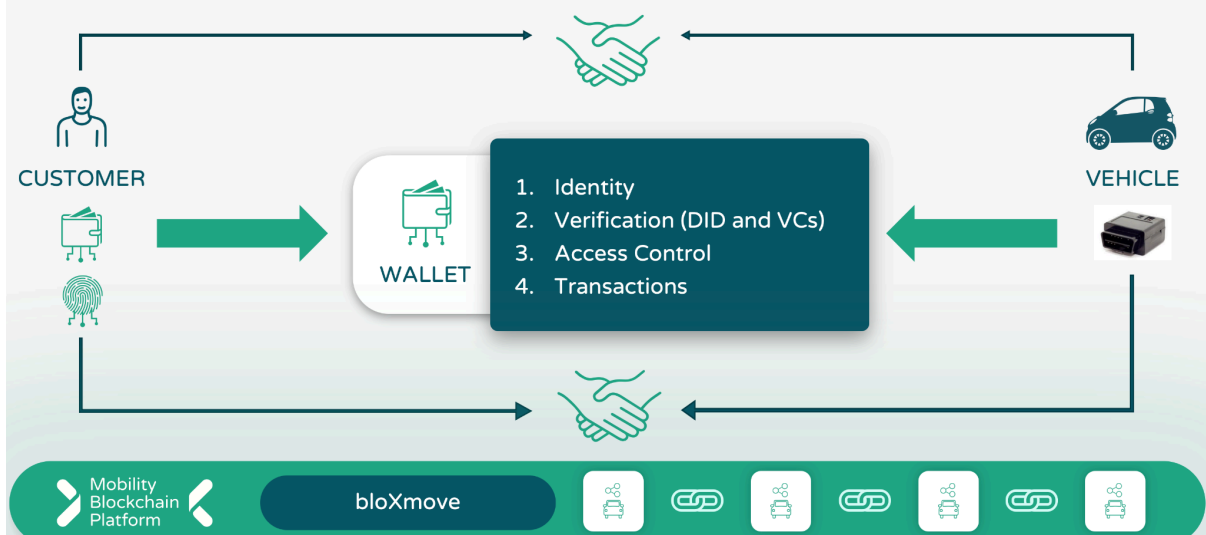
secure man-to-machine access control based on DID and verified credentials (VC)

In short:
- BLXM is a layer-2 token
- BLXM is the only valid token to pay for services in #DeMo – decentralized mobility powered by bloXmove.
- The BLXM protocol provides full access management to provide vehicles for mobility services.
- "tickets" and access tokens are based on DID (Decentralized Identifiers), verified credentials, and verified presentations.

BLXM and IVU: the Hybrid Play

We described the pure crypto ("native") scenario. In regulated markets, we are faced with a different environment.

Here our customers are companies with FIAT bank accounts and accounting requirements, which necessitate end-to-end transaction accounting at the fiat and bank level.

For such regulated environments bloXmove provides a Corda-based DLT layer which handles the wiring between the native crypto and token protocols of bloXmove and

1. Traditional fiat cash in the form of PSD, eMoney or bank accounts
2. Traditional bookkeeping and accounting in entity-based general ledgers

We foresee a convergence between the two scenarios in the future. This means that we expect to also be able to accept BLXM as payment for services and transaction fees in regulated markets.

The technical requirements for this will be that mobility users access their services through apps which are crypto- and DID-enabled.

bloXmove has developed such an app and offers it as a whitelabel app as well as an SDK.

Regulated cash:
Fiat-denominated bank accounts and digital payment services

cash2ledger

native crypto

ledger2SAP

Regulated accounting:
Entity-based bookkeeping, balance sheets, P&L, general ledger
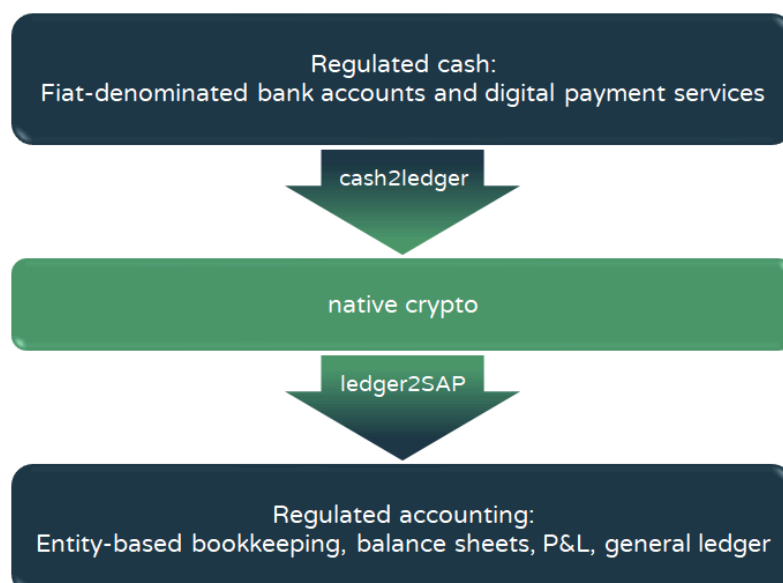
bloXmove needs to connect to banking and accounting for hybrid, regulated scenarios

The Internal Value Unit

For the purpose of frictionless management of liabilities which are denominated in fiat currencies and are ultimately booked in corporate ERP systems such as SAP, bloXmove uses an internal, non-tradable, token called "Internal Value Unit" (IVU).
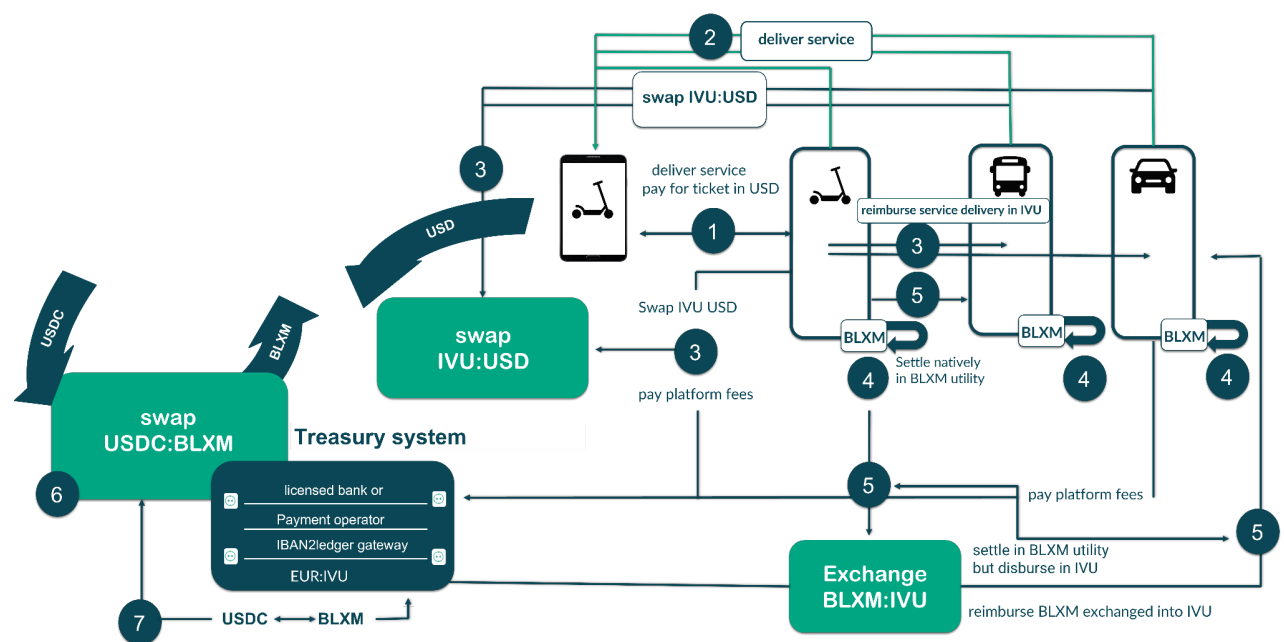For regulatory purposes this token is issued by our bank partner.

For the hybrid play this diagram shows the token flow:

Value flow in the hybrid scenario is between fiat <-> IVU <> BLXM and stablecoins

The value flow in individual steps
0. operators pay platform fees using internal value units (IVU).
1. customer pays "home operator" in fiat, e.g. USD, for valid claim to services by all operators.
2. service operators deliver service based on verification of credentials and identity of both home operator and end consumer.
3. fiat is put into escrow and IVU is issued. Frictionless internal settlement of liabilities is done in IVU. IVU can be redeemed against fiat at any point in time
4. BLXM are issued to reward contribution to the platform as well as staking and validation
5. BLXM can also be used to settle internal liabilities.
6. An internal treasury module handles IVU – BLXM swaps.
7. Treasury handles swapping of BLXM to USDC on DEX and LPs

Utility of BLXM in hybrid scenario

Operators can always use BLXM to settle their liabilities. The BLXM will be exchanged into IVU through the "Exchange" liquidity pools shown above. Receiving operator will receive IVU and thus be safe from a regulatory and accounting perspective.

In this scenario, the utility of BLXM also lies in being able to use BLXM to pay for (settle) liabilities denominated in IVU. The difference is that this happens at the B2B level.

Arrow 5 in the diagram shows how BLXM tokens can be used to settle liabilities denominated in IVU.

Deflationary aspect of BLXM

- The total max supply of BLXM is fixed at 50 million units.
- bloXmove will burn between 10% and 40% of every transaction fee paid in BLXM at all times. Exact measure will be determined dynamically.
- We stop burning only when the min supply of 10 million is reached.
- Once the limit is reached, we will start accepting other tokens for transaction fees as well.

BLXM mission support, governance and staking programs

Governance: rules, stakeholders, transparency

Funding and Financing | Mission Support

bloXmove is building the platform and the protocol and issuing the BLXM token for two main purposes:

1. Provide a utility token for decentralized services mobility and charging, i.e., for "Power & Mobility".
2. Support initiatives which contribute to climate-neutral mobility services.

On an operational and technical level this will be realized through the bloXmove protocols and the BLXM token which funds and fuels those protocols.

Governing such a program involves the management of the token, the funds associated with it as well as how they are allocated and spent. This provides the background to the three-legged approach outlined in this section.

The BLXM Token Foundry CLG

The BLXM Token Foundry (BLTF) is a Company Limited by Guarantee (CLG) registered in Singapore. It takes the role of the non-profit "foundation", which governs the bloXmove platform and the BLXM ecosystem.

It acts as a non-profit self-governing entity with no shareholders. Legally speaking, this structure closely resembles what Europeans would call a "foundation".

During the bootstrap phase, the three appointed directors of the foundations are in charge. The corporate laws of Singapore apply.

Mission of The Foundry

The scope of the BLXM Token Foundry is to be:

An open, cross-border, public-private membership initiative that addresses both social, environmental and economical goals in mobility. Facilitating collaboration, even among competitors. Offering members shared digital infrastructure modules and protocols that can be trusted by all members due to the nature of the architecture and it's governance model. Leveraging modern technologies like IoT, AI, data sharing and blockchain technology.

The purpose of the BLXM Token Foundry is to support and fuel the bloXmove mission

The Foundry supports and maintains the development of the technology. It also supports initiatives which meet the mission of the Foundry to encourage smart, green mobility and the integration of renewable power generation with electric mobility.
The Foundry is fully independent and there are no shares or shareholders.
As the protocol develop, governance will evolve to ensure
- BLXM holders get to vote on relevant decisions,
- BLXM holders need to stake tokens for participation,
- staking BLXM tokens is rewarded,
- active participation voting is incentivized.

Governance: Introduction and key definitions

Governance lies at the core of sustainable organisations. Those that get it right, last. Those that don't perish.
To ensure correct understanding and in the interest of clarity, we will define first:
- The subject of governance
- The purpose of governance
- The development of governance
- The scope of governance

The subject of governance

The subject of governance is the BLXM Token Foundry Ltd, the "foundation" in charge of the BLXM token, the protocol and the guardian of the BLXM treasury, which contains an initial 54% of the 50 million token units constituting maximum supply.
This is an existing legal entity, a company limited by guarantees under the jurisdiction of Singapore.

The purpose of governance

The purpose of governance is to establish the constitution, the rules and the procedures by which the foundation interacts with the community, the economy and society in general.
Governance needs to ensure that decisions and actions taken by the foundation are aligned with the mission, vision, goals and purpose behind BLXM.

The development of governance

The foundation will undergo organic development. In its first months it will be run and governed by the core BLXM team. During that phase it will bootstrap, grow the community, ensure technical development and proceed towards inclusion in what can be seen as steadily growing concentric circles.

From an initial core of the founders to a small circle of key stakeholders who stake considerable amounts of BLXM to what in the course of 12-24 months should be an organisation which is essentially governed by the community in a fully decentralized manner.

In this WhitePaper we will focus on the initial governance model. As the protocol grows, we will continuously update the governance model.

The scope of governance

To provide a better structure, the topic "Governance" is brought down in three layers. This reduces complexity and to enable focused work in various topics.

The three layers of governance

The organizational layer determines the rules of participation and co-determination as well as the legal anchoring of the ecosystem. The market layer is where the ecosystem participants interact and transact. This is where the business or cooperation model is formulated that incorporates a joint value creation. The technology layer is where all the necessary transactions are processed, value is exchanged and data is managed. The governance models act as an orchestrator between these levels by

- anchor the degree of participation and openness as well as the protection of shared values in a legal framework at the organizational level,

- creating incentives and limiting potential behavior for all actors at the market level,
- defines the rules for handling data and transactions, as well as ownership and control of the infrastructure used.

Governance Roadmap

Governing how the BLXM protocol is developed and how minted tokens are utilized will develop along the following phases:

1. A "foundation" – the BLXM Token Foundry Ltd - is governed by key stakeholders in bootstrap mode. In its initial growth phase the foundation operates in a mode similar to any other startup: fast decisions made by a small team in an iterative and agile fashion.
2. Active holders of BLXM tokens are given voting rights and are included into the decision-making process. Token holders can acquire voting rights by staking tokens. Voting rights will be weighted by amount and lock period.
   Governance (voting) rights will be issued, expressed and represented through two equivalent decentralized artefacts:
   a. Verified Credentials (VC) issued by bloXmove.
      Governance VCs are not transferrable.
   b. NFTs, i.e. unique and identified tokens.
      Governance NFTs are transferrable.
3. A web3-based governance DApp provides the interface by which proposals can be filed and voted on. The constitution of the foundation is amended to mandate that decisions made by the community are executed.
4. The last phase is a semi-autonomous distributed organisation, a "semi-DAO": its legal framework is still that of a Company Limited by Guarantees (CLG), foundation or equivalent. However, most of the governance is automated through Web3 applications in which qualified and registered "voters" govern the foundation in a community-based, decentralized way.

Treasury, Staking and Liquidity Management

At the time of the token generation event (TGE), the "foundation" held 54% of all BLXM tokens. Management, allocation and utilization of this token pool is handled by the treasury of the bloXmove platform.

- Within the scope of its mission support, it provides incentivization and motivation for decentralized and environmentally friendly mobility.
- It manages the liquidity of BLXM towards platform ("internal liquidity") as well as market ("external liquidity").
- It supports the ongoing development of the protocol, the technology and the underlying platform.
- In its final evolutionary state, it will be governed as a distributed semi-autonomous organisation in which sovereignty over the BLXM foundation will converge to those holding and staking BLXM.

BLXM rewards and incentives

The foundation treasury commits to using a large part of its BLXM to incentivise, support and reward the BLXM community and stakeholders of decentralised mobility.

- **Providing Liquidity**
  We believe that the foundation should incentivize the community to not rely on liquidity by the foundation. In true decentralized fashion, liquidity and value exchange should be among the community members themselves.
  Providing liquidity is essential for decentralized value exchange. Community members who provide liquidity will be rewarded by the foundation. The desired outcome being that all BLXM being exchanged via Decentralized Exchanges (DEX), come from and go to the community.
- **Staking**
  Staking tokens is the preferred way for community members to prove their commitment to the common goals of the protocol. Users who stake tokens
    - contribute to dynamic bridging between the various blockchain networks BLXM tokens are available,
    - provide stability to the dynamics of the BLXM token economy,
    - will be eligible to vote on decision points by the BLXM Token Foundry once it enters its second and third phase of decentralized governance.
- **Utilization of decentralized mobility services**
  Mobility Customers who are using crypto-native technology in their daily mobility trips are going to be incentivized on purchasing mobility services via bloXmove dependent on the monetary volume they are generating on the bloXmove protocol through their transactions.
- **Sale of mobility services**
  Mobility Service Provider who are generating volume on the bloXmove protocol through their sales to end customers and their settlement of inter-operator liabilities are going to be incentivized based on their utilization of the protocol.
- **Carbon-neutral and carbon-offsetting services**
  We will reward Mobility Service Providers who are offering mobility services which generate carbon credits or are carbon-neutral.
- Mobility Customers who are using carbon-neutral or carbon-offsetting mobility services will also be rewarded.
- **Running validator nodes**
  By securing the network and verifying and validating business transactions, validators are rewarded in terms of BLXM tokens. To be eligible as a validator, a predefined amount of BLXM token has to be kept ("staked") in a wallet or vault.
  Note: Validation in this context describes the validation of business transactions. Validation of business transactions is done by verifying decentralized identifiers (DID) and credentials (VC) and committing them to the chain via smart contracts.
  This is not to be confused with layer-1 validation of transactions which is part of the consensus protocol building the blockchain consisting of blocks of validated layer-1 (gas) transactions.
- **Participation in the governance of the foundation**
  The bloXmove community and stakeholders can participate in improving, managing and governing the protocol. To be eligible to participate in the

governance of bloXmove, BLXM tokens need to be held and staked within the bloXmove protocol. The participation through staking is going to be rewarded.

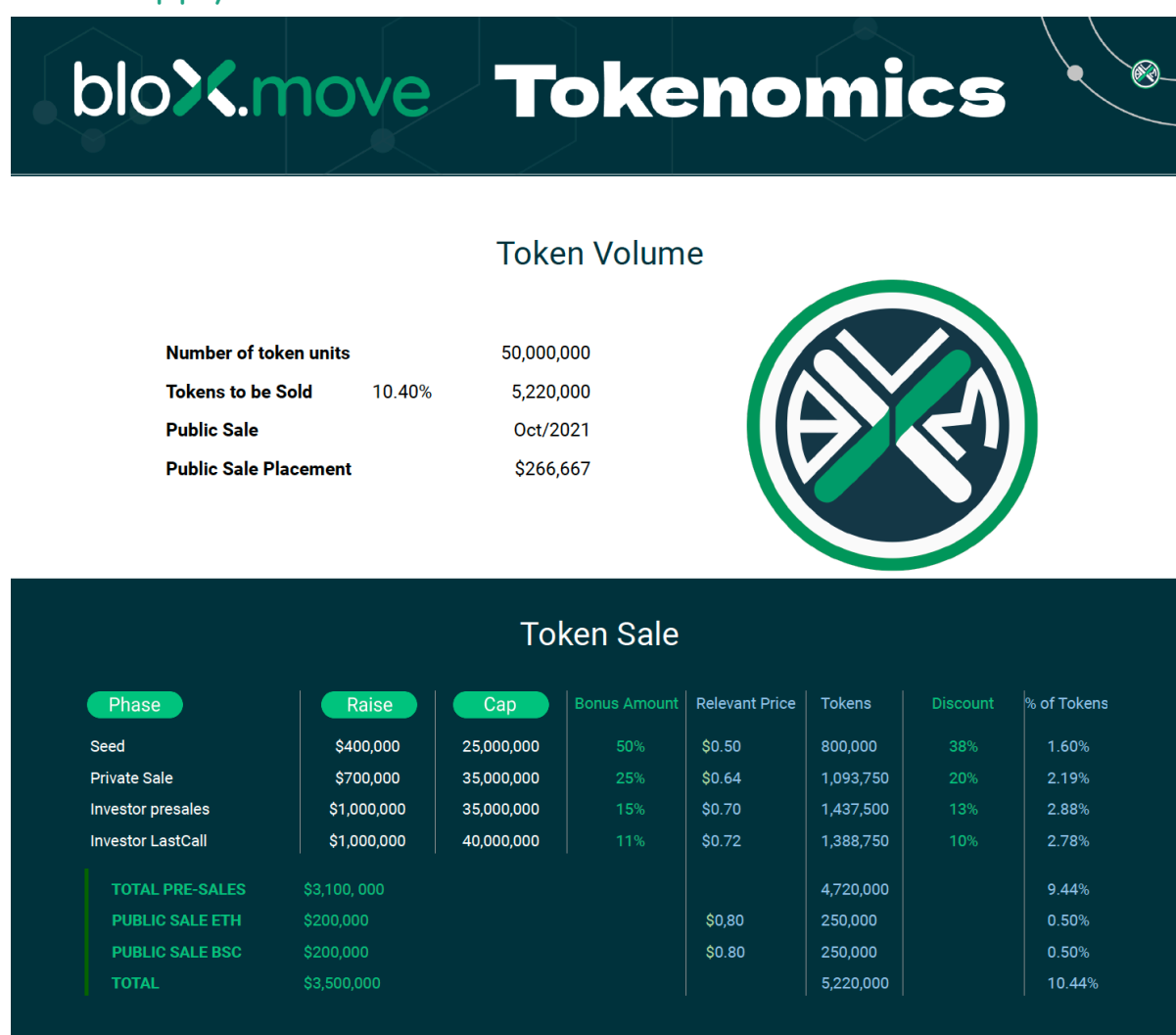- **Carrying out green/sustainable projects**
  The foundation will actively and financially support green, sustainable enterprises and startups that are contributing to a world of net-zero, carbon-neutral mobility and can show business activities with measurable positive carbon credits.

BLXM Tokenomics

The key metric of the $BLXM tokens are:

- launched both on BSC as well as Ethereum
- Total supply across both chains: 50,000,000 token units
- Of the total of 500,000 token units released at TGE
  - 250,000 are launched through PAID Ignition launchpad on BSC
    fixed price for those who acquire an allocation by lottery: 0.8 USD per unit
  - 250,000 $BLXM are paired with 200,000 $USDC on Ethereum on Uniswap: also 0.8 USD per unit initial price
- The foundation operates a bridge between BSC and Ethereum.

Initial Supply

bloX.move Tokenomics

Token Volume

Number of token units		50,000,000
Tokens to be Sold	10.40%	5,220,000
Public Sale		Oct/2021
Public Sale Placement		$266,667

Token Sale

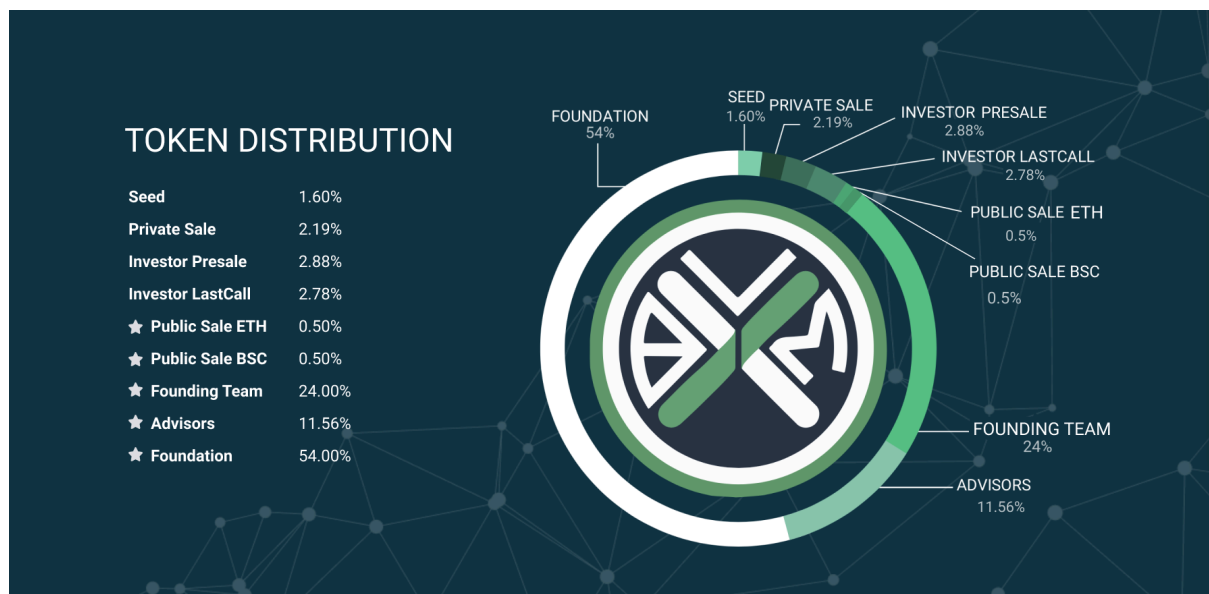| Phase	Raise	Cap	Bonus Amount	Relevant Price	Tokens	Discount	% of Tokens
Seed	$400,000	25,000,000	50%	$0.50	800,000	38%	1.60%
Private Sale	$700,000	35,000,000	25%	$0.64	1,093,750	20%	2.19%
Investor presales	$1,000,000	35,000,000	15%	$0.70	1,437,500	13%	2.88%
Investor LastCall	$1,000,000	40,000,000	11%	$0.72	1,388,750	10%	2.78%
TOTAL PRE-SALES	$3,100,000				4,720,000		9.44%
PUBLIC SALE ETH	$200,000			$0,80	250,000		0.50%
PUBLIC SALE BSC	$200,000			$0.80	250,000		0.50%
TOTAL	$3,500,000				5,220,000		10.44%

Token distribution over time and major stakeholders

Token Distribution Scheme

	% of Tokens	Vesting Month	# of Tokens		% of Tokens	Cliff	Vesting
Seed	1.60%	Apr/2022	800,000	Seed	1.60%	6	6
Private Sale	2.19%	Nov/2021	1,093,750	Private Sale	2.19%	1	6
Investor Presale	2.88%	Nov/2021	1,437,500	Investor Presale	2.88%	1	6
Investor LastCall	2.78%	Dec/2021	1,388,750	Investor Lastcall	2.78%	2	10
★ Public Sale ETH	0.50%	Oct/2021	250,000	★ Public Sale ETH	0.50%	0	0
★ Public Sale BSC	0.50%	Oct/2021	250,000	★ Public Sale BSC	0.50%	0	2
★ Founding Team	24.00%	Apr/2022	12,000,000	★ Founding Team	24.00%	6	24
★ Advisors	11.56%	Dec/2021	5,780,000	★ Advisors	11.56%	2	22
★ Foundation	54.00%	Oct/2021	27,000,000	★ Foundation	54.00%	0	60
Total	100.00%		50,000,000		100.00%		

TOKEN DISTRIBUTION

Seed	1.60%
Private Sale	2.19%
Investor Presale	2.88%
Investor LastCall	2.78%
★ Public Sale ETH	0.50%
★ Public Sale BSC	0.50%
★ Founding Team	24.00%
★ Advisors	11.56%
★ Foundation	54.00%

2-YEAR TOKEN CIRCULATION SCHEDULE

Legend:
- Foundation
- Advisors
- Founding Team
- Public Sale BSC
- Public Sale ETC
- Investor Lastcall
- Investor Presale
- Private Sale
- Seed

Sep 2021   Dec 2021   Mar 2022   Jun 2022   Sep 2022   Dec 2022   Mar 2023   Jan 2023