



**URide**

**Whitepaper**



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# Preface

Over the years, the US rideshare industry has witnessed enormous challenges. These challenges which appear as insurmountable hurdles stare in the faces of all the industry players. Regrettably, these industry players seem to either ignore them or appear oblivious to them. Regardless of an observer's standpoint, these challenges are too glaringly obvious to be unnoticed or even ignored. Well, let's analyze them one after another, highlighting the embarrassment they cause the excellent rideshare industry every day.

The most worrisome of them all is poor driver incentives. Indeed, weak driver incentives have showcased the industry in bad lights in the recent past. According to statistics, US rideshare industry boasts over 1.5 million drivers and 10 million users every year.

That's not all! The industry also generates over \$10 billion every year. Now, it's quite shocking that such robust, lucrative sector offers abysmal worker incentives, leading to endless protests and class actions against its staffers. Take for instance, according to Sherpa Share, a financial analytics site where on-demand drivers track their earnings, drivers of industry key players like Uber and Lyft plying outside New York City earn far below the US minimum wage after taking car and driving expenses into account. The website learned that majority of their (leading companies') drivers' earnings averaged \$8.80-\$11 per hour, thus painting a grim, bleak picture of the entire industry.



Also, the lawsuits filed in different US States allege that these key players have a vast number of untrained, unlicensed and uninsured drivers; they offer unfair competition to other commercial cabs because they don't pay taxes and licensing fees, and they endanger riders' lives.

The companies mentioned above have pleaded with the plaintiffs to settle out of court but will have to cough up billions of dollars to achieve that upon the approval of the judge.

Apart from incentive related challenge, another inadequacy that the industry is grappling with is biometric security. There are laws in various states like Texas, New Jersey, Pennsylvania, Florida and New York compelling rideshare drivers to undergo "stricter biometric background checks" before offering a ride to riders. Now, it is a challenge. Take for instance, because Texas voters have rejected Proposition 1, an ordinance that would exclude ride-hail drivers from undergoing thorough background checks before giving rides to riders, big rideshare companies like Uber and Lyft have threatened to pull out of Austin, Texas. Consequently, the two companies shut down their operations in the city on May 8, 2016, just to register their displeasure with such state laws, claiming that the "laws are hurting drivers."

Today, however, Uber and Lyft have a policy which compels all their drivers to undergo background checks spanning backward to 7 years (yes, just seven years!). So the two companies see the law demanding stricter security scrutiny as hampering their exponential growth. Keep in mind that these states were compelled to enact these laws because criminals have committed crimes using Uber taxis in the past.

# PREFACE



The flaw in current rideshare system allows many people who cannot pass a background check to give it to others who can to help them with the online check process. When these loved ones are approved, they return rideshare app to the people with questionable backgrounds, and they go out picking up and dropping off the rider. Sometimes, they even commit crimes as with the app just as with the case Jason Dalton, 45, the Uber driver who went on a shooting spree, killing six and injuring two in Kalamazoo, Michigan.

These shootings happened after riders had earlier complained about his reckless driving skill, but Uber officials defended their system, saying they ran a background check on Mr. Dalton “the past month.”

Furthermore, this brings us to yet another scandal rocking the US rideshare industry: fares manipulation. Well, the woes of the rideshare industry are far from over as the key industry players are facing lawsuits that claim they are using manipulative technology to surge riders’ fares illegally. Using such manipulative pricing algorithms violate US antitrust law, which was formulated to protect consumer right.

Apparently, not only is the sophisticated software designed to cheat the rider, but it is also made to chisel out some bucks out of the driver! Now, that’s uncalled for! As a result, the cab companies are getting sued for it. The lawsuit alleges that there are huge price differentials between the amount charged to users and that reported to the drivers.

# PREFACE



Here's the explanation: Uber introduced a new system that would give riders prices of designated routes to destinations and these passengers are advised to pay in advance. But it was learned much later that while the sophisticated software gives shorter routes to the same destination to Uber drivers, it provides a farther course to the rider, making the rider pay substantially more and the Uber driver earn far less.

Funnily enough, these issues still linger to date because the rideshare industry giants have turned blind eyes to them, asking for tradeoffs and palliative resolutions. In all of these, there are two significant casualties: the driver and the rider. Well, while some consider these practices unfair, unjust and inhuman and are seeking redress, others figure out ways to live with them, saying that's the circumstance they have to operate under.

But to all those stakeholders becoming increasingly despondent because of these gloomy inadequacies, all hope is not lost yet as there's a rideshare revolution underway! Indeed, we are about to introduce a change that will transition the rideshare industry to the next level, giving drivers and riders alike juicy business deals and impressive user experience respectively.





# Introduction

Admittedly, the current operators in the industry have done their bits, but from the preceding, that's not enough. So, we are about to take the industry to a whole new level – to become a model to be adopted the world over. Indeed, the US rideshare industry is about to witness the biggest revolution of all time. We are about to use state-of-the-art technology and cool deals to alter the heartbreaking industry norms, bettering those cares every driver or rider out there feels strongly about. Yes, a new sheriff is in town and is out to offer drivers and passengers mouth-watering deals – the very type they have never had before! True, we are launching pretty soon, and we need you to be a part of the revolution! New York City, get ready to witness the biggest rideshare revolution kicking off right from your doorstep! Are you wondering who we are?



# INTRODUCTION



We are no other but URC Drivers Network Inc. Oh, just say URC, and we are right there for you! Sure, we are unique and so are our services! At URC, we firmly believe that our partners and clients deserve better, which explains why we packaged juicy offers far better than those that are being shoved down their throats now. Oh, how sad! Well, URC is a new rideshare company bringing greater respect for drivers, riders, and military veterans.

Headquartered in New Jersey, URC will cover all the US states, but the initial launch will be New York City. We also give the driver unparalleled opportunity to define how he works and when to work and still make good bucks! Yes, it's apparently on drivers' terms! Not only drivers, but URC also gives riders the chance to get more productive right in the comfort of their homes. Wondering if all this is feasible? Now, this is how we do it!







# Business Model

At URC, we painstakingly modeled our business to fill up the existing industry lapses, thus helping our partners lead that great lifestyle they have always dreamed of. Drivers don't have to mortgage their cribs anymore or take to the streets in protest just to lead a decent lifestyle that they truly deserve. Our well-thought, fashioned business model, offers drivers all there is to living happily ever after. We will run them down one after another.

## URC Biometric Security

To address the outstanding industry issue, biometric security, we have developed a patent-pending biometric app. This sophisticated app feature requires that riders input their biometrics before the driver serves them. So, in the event of losing their cellphones, the person who picks up the phone won't be able to use the app to enjoy URC rides. In addition to that, when a driver arrives a location to pick up the rider, the app will require the driver to tap the "arrive" tab, before picking up the passenger. And he will be needed to log in using his biometrics. The minute he is verified a notification will pop up on the rider's app, informing them that the driver has been confirmed, so it's safe to ride with him. That's one smart app we developed because we prioritize the safety of both our drivers and riders.





While the big rideshare companies depend on an internet database search for driver background checks, at URC, we insist that a driver be physically present before biometric registration is done, ensuring that we don't just know our drivers in person, but carry out a thorough, reliable biometric registration. After that, we carry out a background check of not minimum of 10 years as against the seven years the big rideshare companies do. Some of the details we work with include Social Security number provided, addresses, names, and we check with federal and county courthouse records, Patriot Act, DMV records, etc.

## Partner Incentives

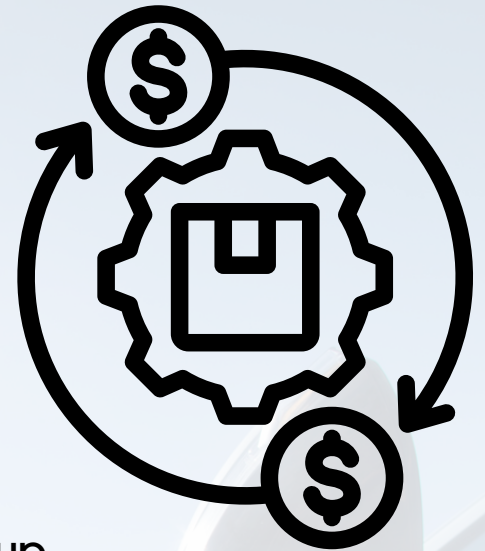
About poor driver incentives, at URC, our drivers can make six-figure income while driving on a part-time basis. In truth, they drive less and earn more. Not to mention that our drivers are their bosses. As their bosses, we pay them per job successfully delivered. Indeed, no other rideshare company does that. Also, at URC, our drivers receive 1099s and not W2s. They are responsible for vehicle checks, insurance and maintains – taking the responsibility of a real boss. To register, each driver funds the URC Ecosystem and fares are paid to an agent, which later releases the funds to the drivers. As regards surge in app, we condemn that practice in the strongest possible terms and cannot be found doing that because we are striving to build a company that everyone will hold its reputation in high esteem. At URC, there are no hidden charges – what you see, is what you get.





## Revenue Projections

As a well-articulated and planned venture, our revenue projection looks promising. With a robust marketing campaign this year, we are anticipating to gain market share for our Phase 1 Entry 2018 predicated at 0.5% of rideshare industry of New York City, being the kickoff state. In a calculated attempt to cut cost, URC won't have to offer drivers signup bonuses – thanks to an already existing mouthwatering business model (we will discuss later). Furthermore, we ensure that there are no bureaucratic bottlenecks in our recruitment exercises so that the protestant drivers from big rideshare companies will be encouraged to join us. Notice that if we must penetrate the market as we plan, we must factor them in, even as we are looking forward to capturing drivers without any previous experiences. Yes, URC needs them because they will bring their expertise and already existing riders from their last places of work. The business as it is already appearing rosy as big rideshare companies report 50% turnover every six months, while independent research shows the same percentage in less than four months. Whatever case it is, those figures are compelling enough to get an investor to invest in URC.





## Gain Investor Loyalty

To build investors' confidence and loyalty, the management of URC has made concerted efforts to secure all the legal requirements and documents to make this venture a roaring success. Furthermore, with many registered trademarks and a pending patent biometric app, these are positive signs that we have so much going well for us already, and with the right people, zeal, and commitment, we will be a force to reckon with shortly. Perkn and Coie is a URC Driver law firm that is also leading the crypto and blockchain industry, currently having a database of over 6300 registered drivers on the NYC market alone.



## Branching out to healthcare

URC MAS, a subsidiary of URC, has concluded all the plans to secure thousands of NET (non-emergency transportation) daily to help with the transfer of recipients and from their doctors. The measure is expedient because the technology used to handle such transit is antiquated and breaks down almost every time it is urgently needed. To correct it, we plan to provide formidable automated platforms for drivers and medical facilities, targeting patients, and many more.





## To break down the problems, they are listed below:

- 1. There's no automated process for patient pick up
- 2. Lack of proper procedure to manage volume of daily calls
- 3. Medical service providers call livery bases for pick up
- 4. Accurate driver retention
- 5. No driver incentives
- 6. Livery base inefficiency leading to overdependence on NYC Health Department

## Our strategic solution:

- An automated passenger pickup process: Our company has provided a unique technology that enables the collaborative union of drivers, patients, and management of clinics and hospital, working together to ensure hitch-free pickup and drop of victims or patients but in New York City and eventually beyond. This innovative emergency response approach will among other things address the barrage of complaints lodged against NYC Health Department's inability to send ambulance and medics to the emergency situation the minute they are reported by providing the necessary transportation needed for conveying patients and accident victims from one hospital or place to another. Apart from helping with delivering patients with livery bases, our transportation facilities can also be used to drop off patients after appointments with the doctor. In all this, the idea is to make URC the preferred transportation solution provider in NYC Health Department's NET (non-emergency transportation), thus our company to a greater height.



- Driver retention: Retaining drivers will no longer be a challenge as there are juicy incentives formulated with the sole aim of retaining them. The commission/referral plan (to be discussed later) will ensure that no driver ever thinks of leaving URC for another rideshare industry because no other treats them better than URC.

## Future Plan

Firstly, at the pace we are moving now, we hope that URC App will launch in March 2018, redefining the way rideshare industry is run in NYC and beyond. And when it eventually launches, URC will be readily available for download on Google Play and Apple Store for a fee. Furthermore, we embark on an aggressive campaign, set up market channels for URC app passenger download for easy access.



Thirdly, our company, URC Drivers Network Inc., will hit the medical space in April 2018, providing transportation solutions for patients who may have transportation challenges with keeping the appointments they have with their doctors.



In 2019, we will announce our new company name in the hopes that taking the rideshare industry to enviable heights. The first quarter of 2019 will witness the new rideshare market as planned as well as the launch of NET (Non-emergency transportation) market. TBD URC Eats app will launch, closely followed by TBD URC Carrier Service App. Later in the year, TBD URC X Services APP, an on-demand app for services such as hairstylist, Personal assistants, tailors, makeup artists, cleaners, and many others.



Then comes the ground-breaking launch will be the TBD URC Blockchain, which will connect our people to the next-gen technology, Blockchain. Finally, followed by the TBD URC Exchange- Buy and Sell Cryptocurrency, which will usher our company to the next century, making a bold statement that we are well ahead of many competitors in the US rideshare industry.



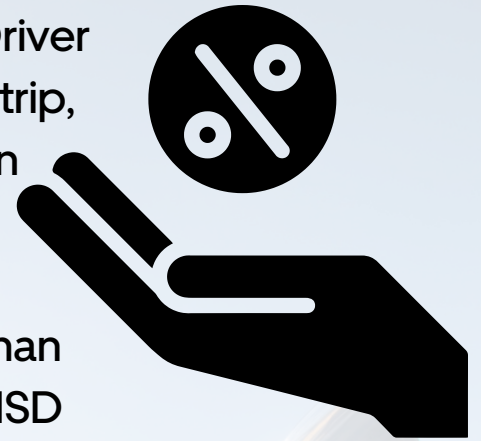
## Referral Bonus/ Commission

The referral bonus is a crucial component of our business model that deserves an in-depth explanation as it the core part of our US rideshare revolutionizing strategy. As a unique rideshare solution provider, URC offers stimulus package for both drivers and riders as a way of making them feel ownership of the company. In this regard, we offer 5% USD commission or referral bonus to both of them. Now, here's a simple analogy:

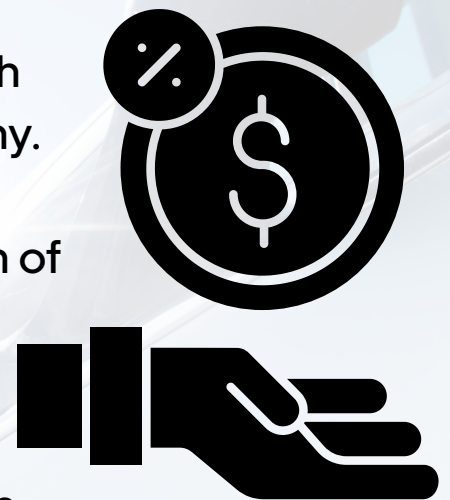
# REFFERAL BONUS/ COMMISION



For the drivers, the program goes thus: Driver James gets registered with URC and refers Driver Moore. Each time Driver Moore completes a trip, Driver James will receive 5% USD commission of Driver Moore completed trip. It's that simple! Also, if Driver James now refers Passenger Nathan, each time Passenger Nathan completes a trip, Driver James receives 5% USD commission of that total fare paid by Passenger Nathan. URC pays the 5% USD commission as a way of getting more drivers engaged, helping them make good money and expanding URC's network and reach.



As for passengers, the same principle applies, and it goes thus: Passenger Anita registers with URC and refers Driver Matthew to the company. Each time Driver Matthew completes a trip; Passenger Anita receives 5% USD commission of Driver Matthew's completed trip. Yes, we can do it! Also, if Passenger Anita now refers Passenger Jack, each time Passenger Jack completes a journey, Passenger Anita receives 5% USD commission of that total fare paid by Passenger Jack.



So, it's an endless cycle, and the URC App can effectively track all completed trips and determine who deserves what and when. Again, at URC, we do understand that our drivers and passengers need money all the time, which explains why we make outright payment minutes after successful completion of each trip. The good news is, no other rideshare company does it yet - you merely get this sort of service at URC!



# Initial Coin Offering (ICO) Overview

Before going over to the next plan of URC, it's important we make it abundantly clear what Initial Coin Offering (ICO) is. Well, Initial Coin Offerings (ICOs) are new business ventures or projects funded by financiers and enthusiasts (who are not the founders) but are issued legal tokens or coins representing their stakes in the new business venture or project. Simply put that ICOs are crowd-funding centered on digital money. To get financiers to support such projects/businesses, it's expected that the founders must release white papers, giving comprehensive answers to questions the financiers are likely to ask. These FAQs will touch on the following points:

- What amount is estimated to accomplish it fully?
- What is the cost of token or coin?
- How long will the campaign run?
- Why is the project being set up?
- What type of money will be accepted?

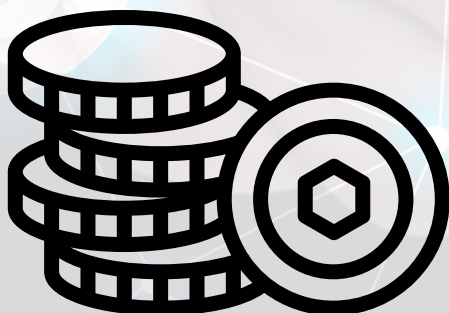


In a typical ICO, tokens/coins are issued to these financiers in exchange for real money such as US dollars or already existing cryptocurrencies like Bitcoin, Ethereum, etc. Owners of ICO prefer ICO to another fundraiser because most times the owners want to avoid some regulatory compliance in the country. Technically, this means transferring the risk of the business to the financiers or investors.

# New UR Coin Policy

It is the 21st century, and URC is committed to leading the way to the technology's advancement that is already transforming the entire business world. Indeed, innovative technology is propelling the business world as it were and the US rideshare industry must be a part of this digital revolution. To be in the vanguard of this tech revolution, URC is transitioning to the next level, but not without all our partners, drivers and riders coming along. And trust URC not to give a bumpy ride, but a smooth one! You wouldn't have to come with anything as all the logistics have been taken care of. It is the right time to let URC usher you into the 21st century. Are you wondering what ride that is? Don't sweat it! We will let you in on it in a New York minute!

Now, this is it: in the quest to take American rideshare industry to an all-time high, URC has perfected plans to create a HYPER BURN!! we WIL DEDUCT from the total fair 5% USD from EVERY FARE, converted into URC and send the 5% to a burn address which will create the URC Hyper Burn!!



WHY US?

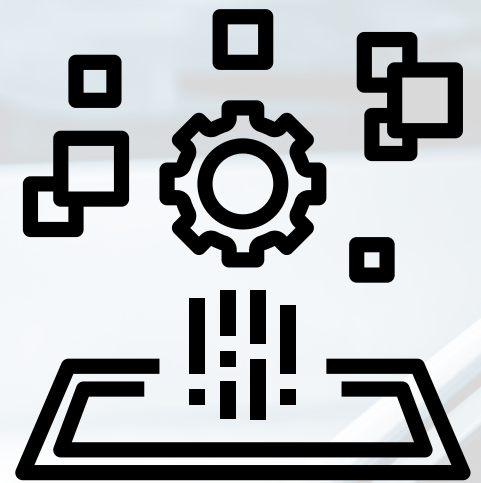


# Why Choose URC?

Any driver or rider wondering why they should choose us should see the reasons below:

## What Makes Us Different?

- Proprietary wealth building platform
- Security platforms
- Network referral platform
- Toll and Tip integration
- Third party merchant provider
- Daily pay in less than 24 hours
- No surge pricing



Hi Driver, here are the steps of all you need to take your career to a whole new level at URC:

## Steps to Download the Driver App

- Download the URC App
- Submit your personal information and await approval
- (Upon approval) Start driving and start getting paid
- Refer other drivers
- Receive commission on referral (this has no limits)
- Receive commission from thousands of fares that are in your network
- Drive for \$600 per week in fares and unlock these exciting offers.

URC App will launch on Google Play Store, and Apple Store and just anyone can download this app and keep referring people for rewards. Also, the app promises a “tipping feature.”



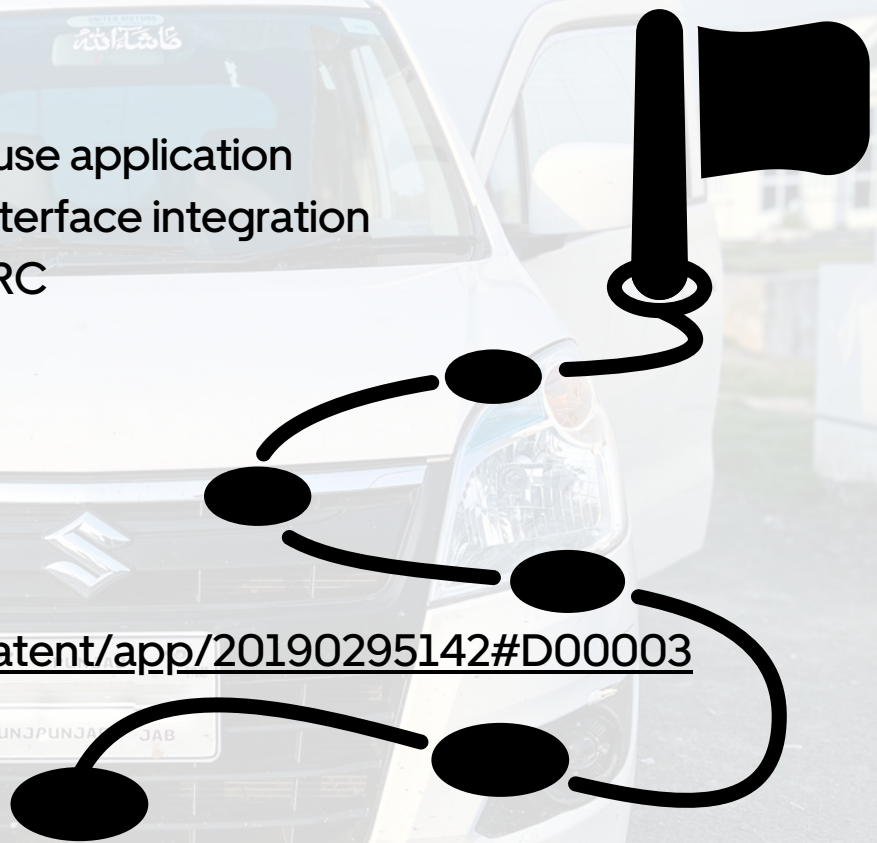
# Milestones Achieved Thus Far

So far, we have already put all this in place:

- List of drivers ready to use application
- Application program interface integration
- Backend support for URC
- Fare monitoring
- System monitoring
- Customer Support
- URC App
- Patent Granted-

<https://uspto.report/patent/app/20190295142#D00003>

- Network referral Portal
- 5 Insurance Brokers
- Attorneys
- Investors
- Background Check Company
- Google Developer API Enterprise License
- Server and Security





# Kickoff Strategy

Our Kickoff strategy is streamlined into three significant categories: Cryptocurrency plan, Sales Channels for Campaign and Funding Needed for Pre-launching

## Sales Channels for the Campaign

Leaving a stone unturned is not an option for us at URC, which explains our core belief that URC will become a roaring success in the shortest possible time. To this end, we have employed virtually all the advertisement mediums there are to make URC become a household name in not just New York City, but also in other states across the United States.

Listed below are the channels we intend to use:

- Internet/Social/Video/Print Marketing
- Brand Ambassadors
- Billboard, Flyers, and Email Marketing
- Free Coupon Rides/Coupon Promotions Network Referral Portal for Recruiters
- Network Referral Portal for Drivers
- TV/Radio/Event Sponsorship



# Conclusion

Years of endless research and incremental efforts have culminated in what would become the world's most renowned rideshare company shortly. Thus far, we have been able to achieve so much and won't rest on our laurels until URC launches and becomes a household name not just in the United States, but all over the world. Indeed, we have achieved some feats to our credit, and we are just one minute away from launching URC.

As you read this Whitepaper, keep in mind that the US rideshare industry offers vast unlocked potentials (as we have shown with statistics above) and we all at URC urge you to jump on the promising URC bandwagon. Yes, we can do it together! You can be a part of URC's success story by investing in its ICO. Downloading URC App and buying our tokens won't only make you enjoy our rides, but you also stand a chance of becoming more comfortable. If you key into this big dream, before long, you will be so glad you did! The world is your oyster – take it!

