

ATLASNAVI

DRIVE-TO-EARN A.I NAVIGATION APP
WITH VEHICLE NFTs



01

OUR GOAL

become the leading navigation choice for
drivers around the world.

OUR MISSION

- Launch an innovative global navigation app with A.I. and Blockchain
- Become the biggest platform for vehicle brands to sell digital assets (3D vehicles and brand engagement experiences)
- Connect vehicle brands directly with users
- Help vehicle brands transcend traditional advertising restrictions

HOW WE CAN ACHIEVE THIS

Launching the biggest innovation in navigation apps in over a decade.

Atlas Navi app is a **Drive to Earn** navigation app with **vehicle NFTs** that uses A.I. and the smartphone camera to avoid traffic by detecting:

- road conditions
- accidents
- traffic in each lane
- police vehicles
- available parking spaces



3D NFT on Map

OVERVIEW

Atlas Navi is a **Drive-to-Earn** product, a game that takes driving in people's daily life - and turns it into a way to earn tokens.

Atlas Navi is based **on collectible NFTs** powered by blockchain, with our world's first AI Navigation app where your NFT is bornet , grown and displayed as **a realistic 3D car icon** on the map screen.

Our unique, innovative combination of NFT technology and Drive-to-Earn gaming platform **leading next-gen offering within automotive industry fans.**

Atlas Navi project **open a world of opportunity for Auto Brands**

Rewards token (stable, in-app only): \$MILE
Payments & Governance Token: \$NAVI

WHY USERS LOVE ATLAS NAVI

Free to use (with paid features)

Better navigation experience unlike any other apps

3D NFT Garage for your favourite vehicles

No crypto knowledge needed

Utility token that can be used from TGE day

Getting paid whenever you drive

Lifetime source of revenue for NFT Brand Ambassadors

HELPING THE ENVIRONMENT

Making the roads safer , increasing fuel efficiency and lowers GHG Emissions

Changing driver behavior can result in a 5% to 30% reduction in annual fuel consumption and help reduce preventable accidents.

The combination of motion sensors and the location trajectory reveals a lot about the style of individual drivers, including the smoothness or aggressiveness of each maneuver (acceleration, brake, turn, lane change), the stability of their steering, or the habit of shifting gears on manual transmissions.

A versatile driver analytics solution with AI algorithms has been developed with key innovative capabilities:

AI driven recognition of vehicle maneuvers (acceleration, brake, turns, lane changes, etc.)

Driver behavior monitoring can reduce fuel costs by up to 20%, maintenance costs and prevent an accident before it occurs.

Up to 56% of fatal crashes involve one or more unsafe driving behaviors usually associated with aggressive driving.



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PROBLEM/OPPORTUNITY

PROBLEM

- ❑ Satellite navigation apps is limited to the GPS signal, with few improvements over the past 10 years, limited in functionality compared to what technology can do today.
- ❑ No authentic digital ways to connect Auto Brands with their fans.
- ❑ No purpose and proven scarcity for NFT cards in the automotive industry.
- ❑ No real world Drive to Earn gameplay that is built on digital asset ownership.

OPPORTUNITY

- ❑ Satellite navigation systems keep our world running and we are becoming ever more reliant on accurate navigation.
- ❑ NFT explosion in the digital space providing new channels for Brands to really push traditional advertising boundaries and connect with their audience.
- ❑ Play-to-earn games are also gaining popularity. Experts predict that we could see 100 million players in the sector in the next few years alone.
- ❑ The market cap for all play-to-earn tokens has been growing, February 2022 it passed \$17 billion. The daily trading volume for gaming NFTs reached \$500 million in Nov 2021. That represents a 9,900% increase



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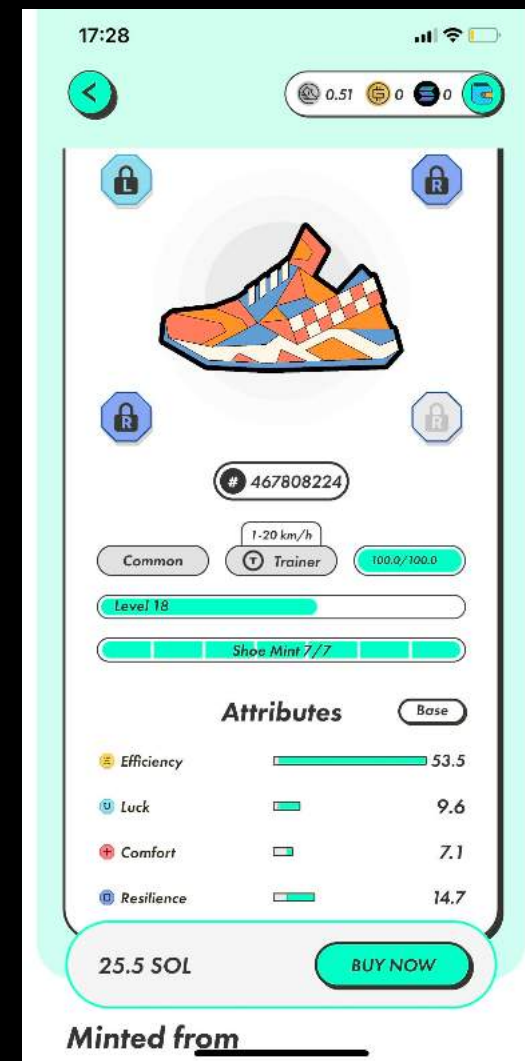
COMPETITION/GAMEFI INDUSTRY

GAMEFI INDUSTRY



STEPN fitness-oriented Move2Earn mobile app that is built on digital asset ownership

- Raised \$5.0M in Seed Round Funding from Sequoia Capital, Folius Ventures and other leading Web3 Investors.
- STEPN gains 34,000% In A Month
- Daily retention rate of over 80%



Fantasy sport NFT game, manage virtual team with digital player cards. 4.3 Bn valuation

- C.Ronaldo NFT sold for \$290,000.
- Pre-seed of €500k in 2019 -to a total of \$739M in funding in 2021 (SoftBank).
- A start-up that has risen 220,000% in only 28 months.



MARKET SIZE

\$218.7 Bn

Play-to-Earn

Play-to-earn is emerging as a trending business model in the gaming industry with a market size estimated to be worth \$218.7 billion by 2024.

**<200% in
2022**

NFTS

Global NFT trading volume grows over 200% in 2022 surpassing \$50 billion

**1.4 Bn
Drivers**

Drivers around the world

The car is the dominant mode of transport with less than 2 persons on average per car.
Individual: daily drive 40 Km
280 hours each year

\$5,94 Bn

Dashcams

10 million dash cams sold yearly worldwide.
Dashcamera market size will reach \$5.94 Bn by 2025

COMPETITIVE ADVANTAGE

Team Experience & Trust

- more than 10 years of commercial mobility software development
- 25.000 drivers in our network of client apps
- 6 million app downloads with over 250 MILLION orders
- European Union audit

Technology Support

- The most advanced A.I. hardware infrastructure in Romania
- NVIDIA Inception Member, Waymo dataset licensee, HERE Maps licensee
- ICONIC Technology Cluster Member

Car enthusiast focused

First licensed company to distribute crypto- cars as real graphic NFT representations in the auto ecosystem

COMPETITIVE ADVANTAGE

AtlasNavi is an early mover in the space.

The app is free to use, and free to participate in the drive-to-earn game.

AtlasNavi is easily accessible. Many other play-to-earn games have high initial barriers to entry because users have to make a hefty investment to first participate in the game. AtlasNavi is a Drive-to-Earn product, a game that takes driving in people's daily life - - and turns it into a way to earn tokens.

AtlasNavi has robust game economics regulation which provide an engaging rewarding experience and build a sustainable and valuable ecosystem.



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NFTS MARKET INSIGHTS

BRANDS USING NFT TECHNOLOGY

Brands are using NFTs to really push traditional advertising boundaries and connect with their audience in an authentic way. Supporting physical advertising efforts by including NFT's to increase brand awareness, provide immersive user experiences and cash in on new revenue streams.

- New User Experience
- Brand Awareness
- Brand Loyalty
- Create Viral Buzz
- New Revenue Stream

BRANDS USING NFT TECHNOLOGY

- Brands like OnePlus, Budweiser, McDonald's, Coca-Cola, Nike, Visa, Adidas, Hermes, Gucci, Marvel, Hyundai, Ferrari, Lamborghini, McLaren, D&G, Louis Vuitton, to name just a few, have jumped into the NFT universe.



BRANDS USING NFT TECHNOLOGY

- Adidas conducted its first NFT drop last week, bringing in over \$23M of revenue within minutes [...]much more profitable margins than their traditional footwear & apparel manufacturing business.
- Nike announced that it would create a new virtual world, Nikeland, on the metaverse platform Roblox.
- Dolce & Gabbana sold its nine-piece 'Collezione Genesi' collection on the digital luxury marketplace UNXD for \$ 5.7M

AUTOMOTIVE EXPERIMENTING NFTS

Manufacturers already working on vehicle NFTs

- Lamborghini NFT
- Ferrari NFT (Velas)
- McLaren NFT (on Tezos)
- Alfa Romeo NFT

- Rolls-Royce NFT
- Mercedes-Benz NFT (Ethereum)
- Porsche NFT
- Audi NFT (xNFT Protocol)

- Aston Martin NFT (Crypto.org Chain)
- DeLorean NFT



NFT drop as a marketing stunt



Likely to focus on fan experience



Auction of NFT including a vehicle



Auction of NFT including a vehicle



Video NFT of life events (moments in time)



Original design sketches auctioned as NFTs



NFT PROJECTS NOT LINKED TO REAL CAR BRANDS

There are a number of NFT projects which are focused on cars.

None of them are affiliated with any real car brands.

Some of these projects are essentially just collectible trading cards, other have plans to create blockchain-based games which use NFTs and were previously called NFT crypto cars.

- [CarNFTs.io](#)
- [Meta Cars NFT](#)
- [NFTCars.me](#)
- [Cryptocars.me](#)
- [Deathroad.io](#)

CONCLUSION

Atlas Navi – ideal **platform** for vehicle manufacturers to sell their digital goods and engage a new type of customer.

Real world innovative navigation app where users showcase their digitally owned vehicles.





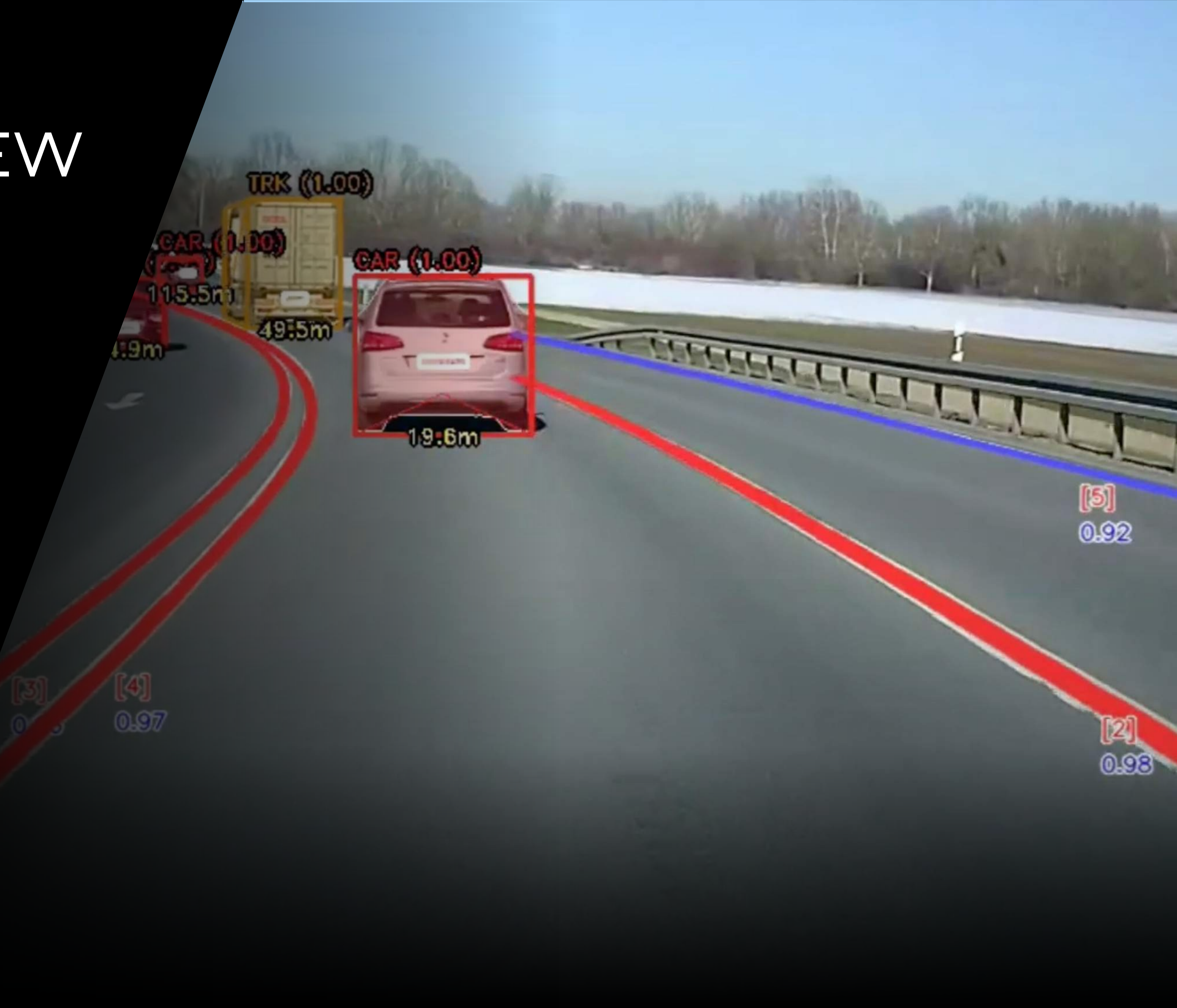
05

THE APP

APP OVERVIEW

Our satnav app **helps** drivers **avoid traffic** by **using** the **smartphone's camera** and artificial intelligence to "see" and **analyze** the road constantly. The app **detects** vehicles (including police), pedestrians, traffic, roadwork, potholes and accidents and sends relevant information to other drivers, helping dissipate road congestion faster.

It **processes 100 times more data** than any other navigation app and it's constantly on the lookout for road changes to automatically share with the network of connected drivers thus routing traffic more effectively than ever before.



APP OVERVIEW

The app uses either the smartphone's camera or any existing dash camera connected via USB to the smartphone.

The app analyzes what the camera is capturing and scans the road for problems.

All problems are detected and reported **automatically** or **manually**.

Traffic congestions are avoided more effectively than with any other solution currently on the market.



EXCLUSIVE FEATURES



AI-View – switch to A.I. view to see exactly what the camera is detecting

Watch videos with or without detections of objects

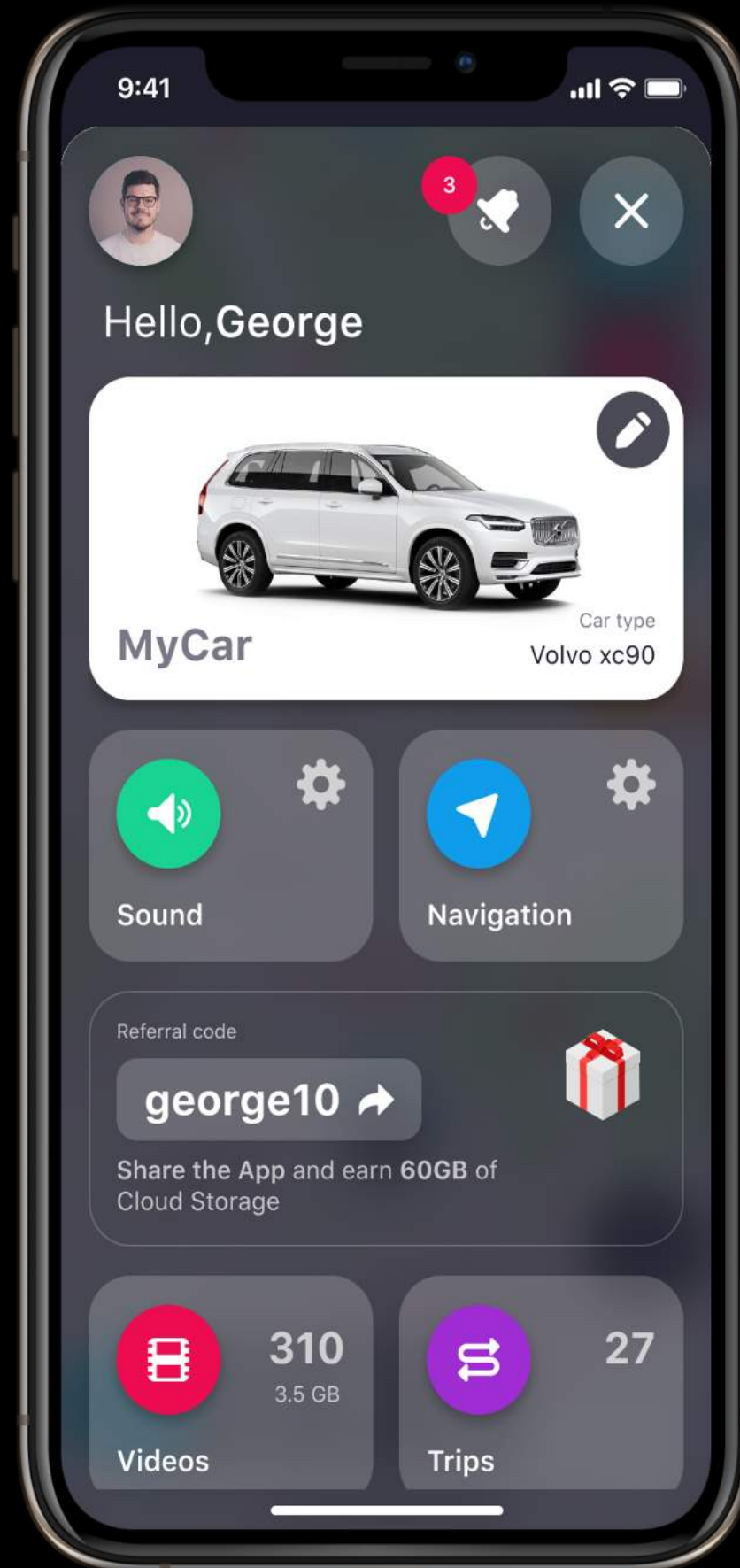
LiveDash – share your trip in real time – allow your friends to see what the camera sees instantly

Video Recording of the road ahead, stored in cloud

Ability to take quick pictures with one button

Easy sharing of road videos with friends

EXCLUSIVE FEATURES



Dashcam features:

Video Recording of the road ahead, stored in cloud.

Ability to take quick pictures with one button

Easy sharing of road videos with friends

Watch videos with or without detections of objects

LiveDash – share your trip in real time – allow your friends to see what the camera sees instantly

AI-View – switch to A.I. view to see exactly what the camera is detecting

Atlas Navi features and functionalities:

Avoid traffic by visually analyzing roads & incidents

100X more data than Waze with Intelligent traffic routing

Easily record & share road videos

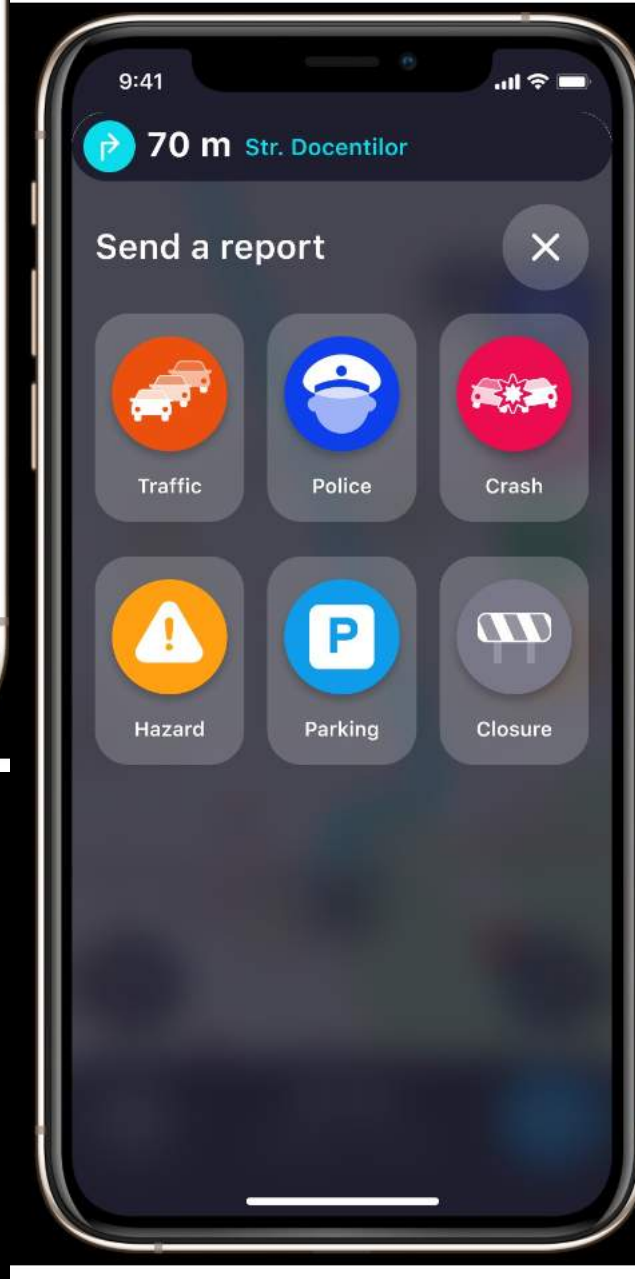
Trip history – videos / maps / incidents

Group trips – see members of group on map + follow the leader + walkie-talkie chat

Maintenance alerts – insurance / road tax expiration, recalls, preventive maintenance

Driver Score – improves driving habits

EXCLUSIVE

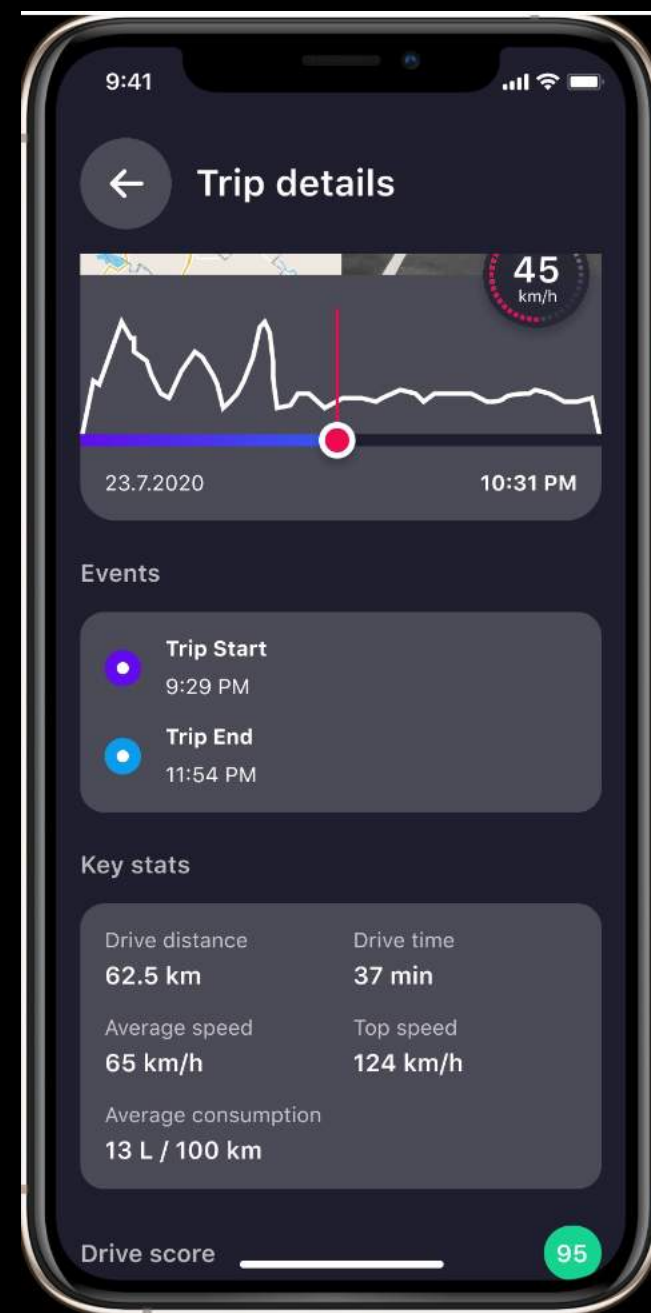
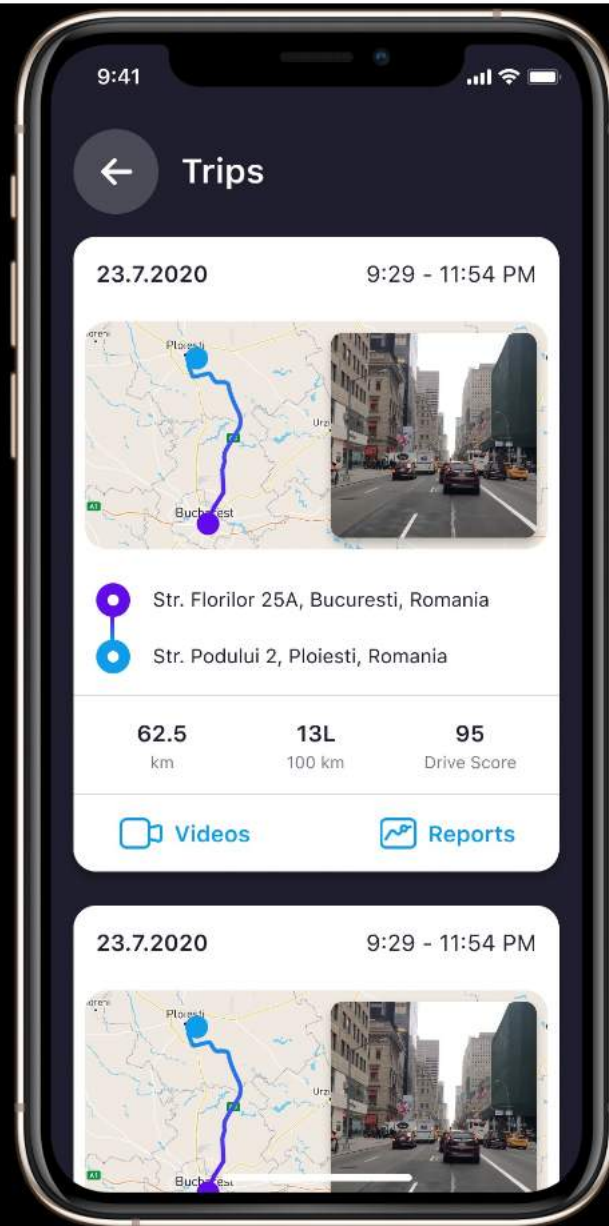


Essential information is presented clearly with large buttons for easy access when in the vehicle

Besides automatic reports, users can submit manual reports, as well, just like with Waze

Accurate mapping with easy access to history and favourite places

EXCLUSIVE FEATURES



Atlas Navi users have the ability to record both in-vehicle and road footage content and upload it automatically to the Atlas Navi Cloud, which offers users limited free video hosting space.

Paid plans are available for all users, which are paid through the \$NAVI token.

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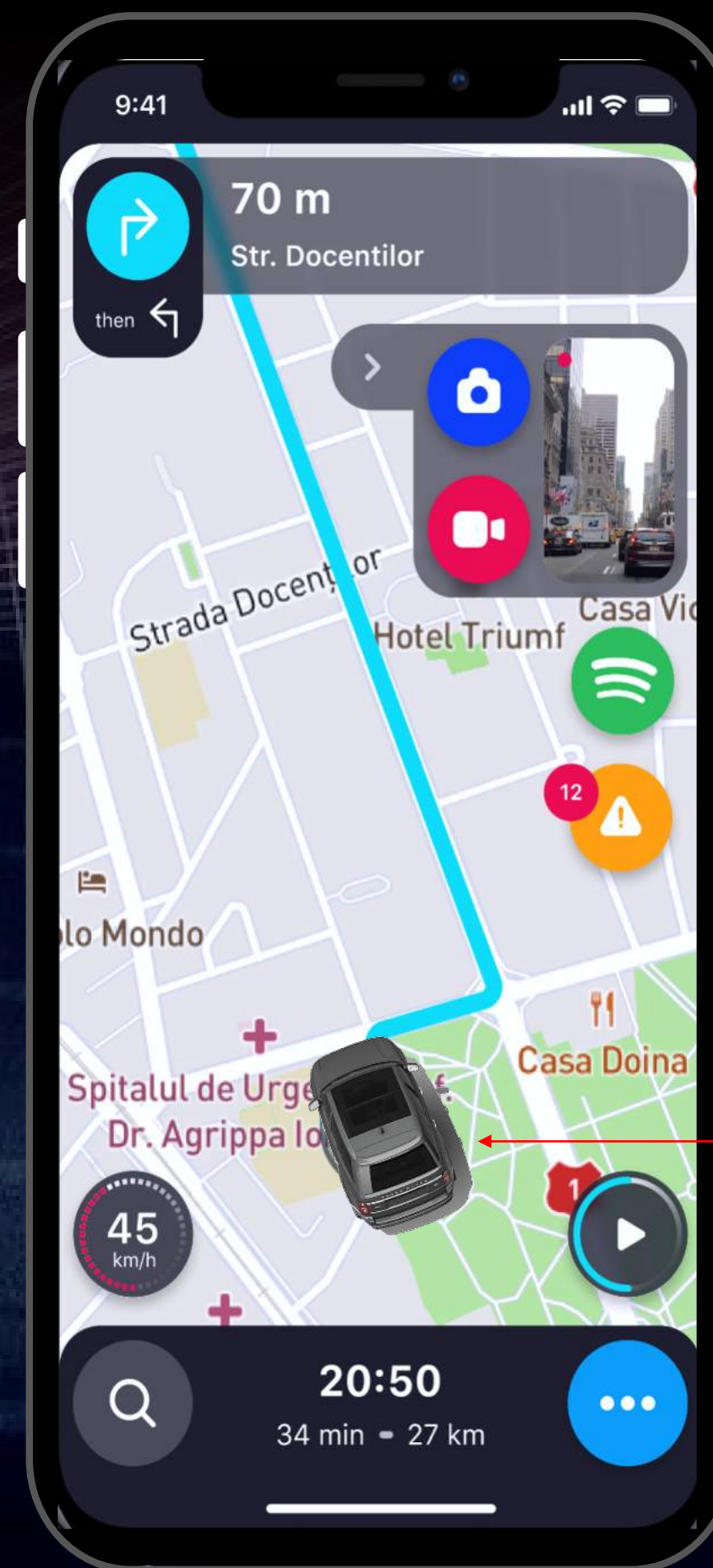
DRIVE TO EARN

Redefining the Way We Drive

DRIVE TO EARN

DRIVING WITH NFT

The rate rewards can be increased by leveling up the attributes of the Car model NFT.



3D NFT on Map

USER EARNING

Driving with the AtlasNavi App.

The easiest way to earn points is to use our NaviApp while driving. The more miles you drive with the AtlasNavi app, the more MILE points you can collect.

DriverScore.

AtlasNavi rewards your driving style. If your weekly driver score is greater than 70, you are rewarded with extra 1% bonus applied for your miles driven in the last 7 days.

NFT Quality : There are 4 tiers or scarcity and quality with a range of min and max attribute points

- Common
- Premium
- Luxury
- Unique.

The better quality the more rewards (Mile points) are given to the users for mile driven.

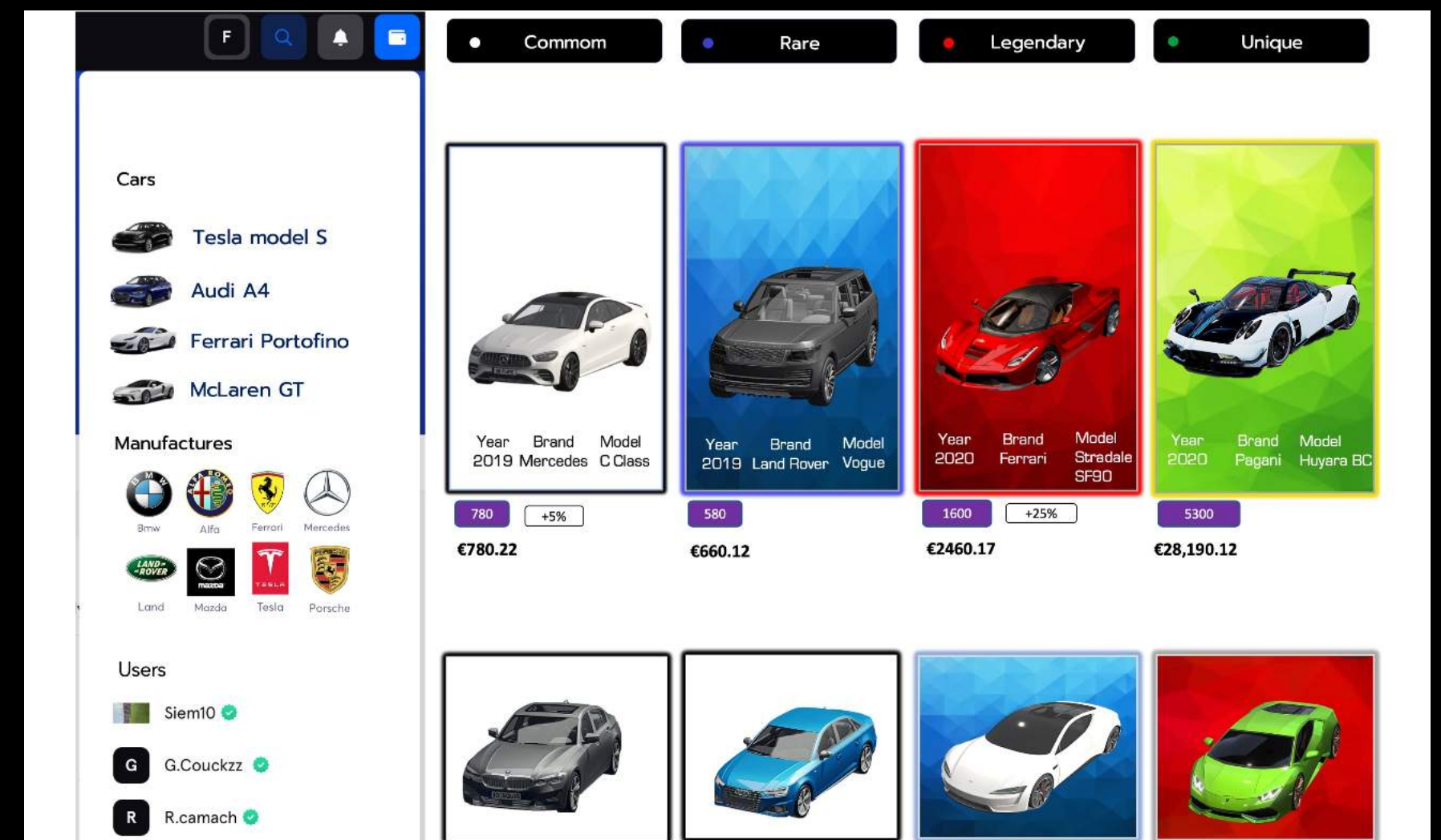
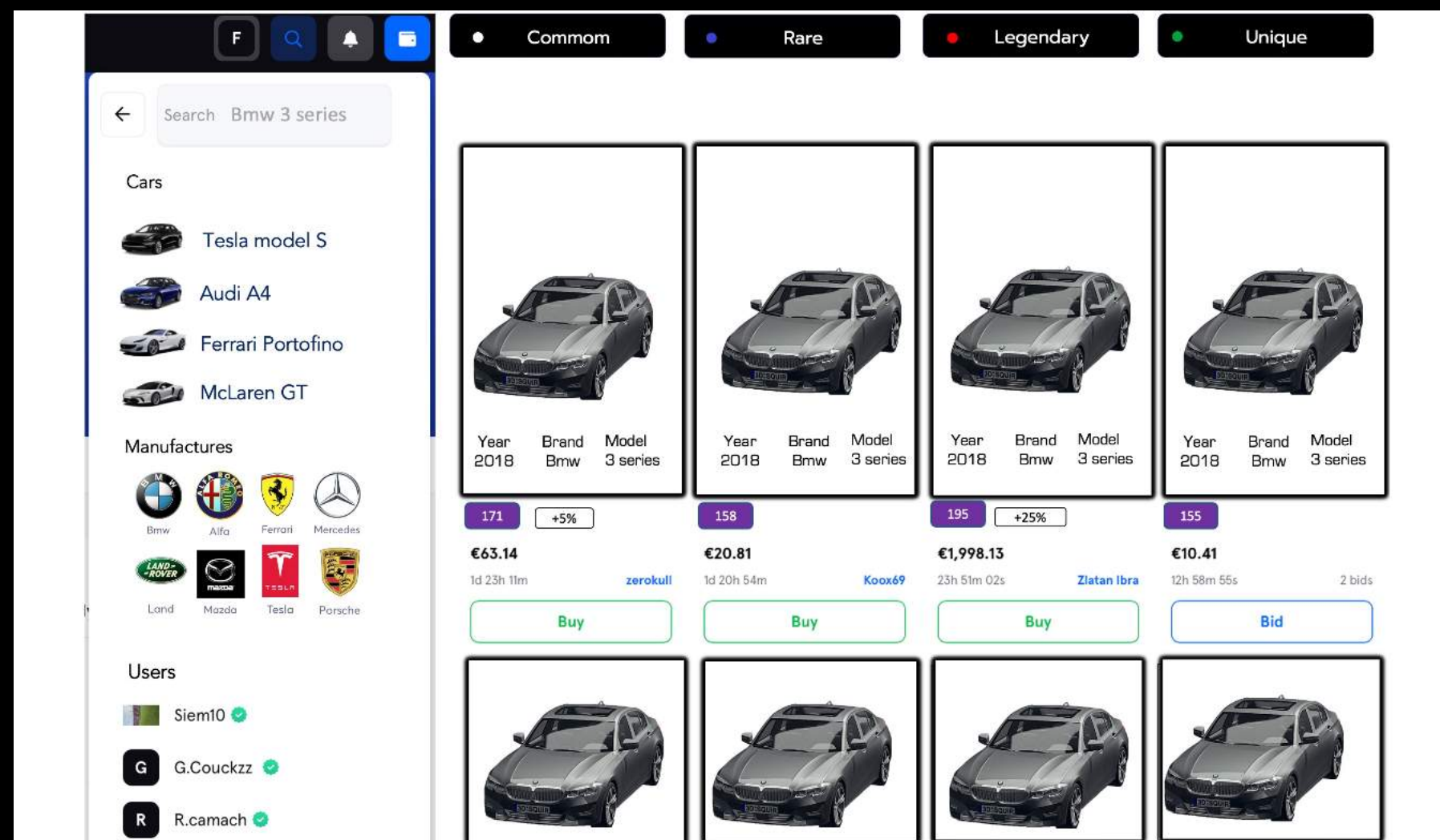


A large, semi-circular graphic composed of a grid of small white dots, centered on the page. Two vertical blue lines are positioned above and below the text, and a small white square icon is centered above the text.

ATLASNAVI NFT
MARKETPLACE

ATLAS NFTS MARKETPLACE

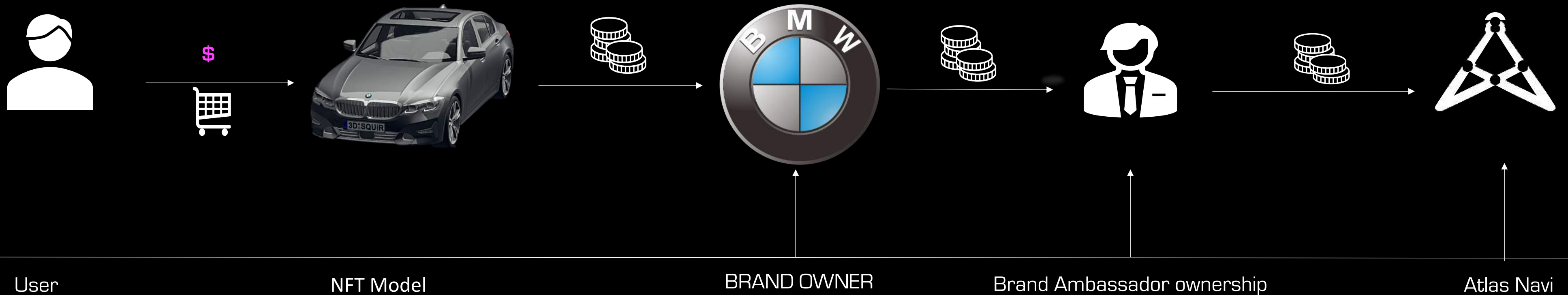
Each vehicle is one-of-a-kind and has its own ID, stats and features. Just like in the real world, some cars are rarer than others. And, hence, more valuable



BRAND AMBASSADOR

Brand Ambassador position NFT is the digital asset ownership for a user that entitles him to get a life time revenue for each model vehicle sold under that brand umbrella.

Example:





PLAY TO EARN

PLAY TO EARN –Blockchain Drag Racing Game under development

Every car is represented by a non-fungible token (NFT). Owning this token means you are the sole owner of this car.

Compete against other players and beat your fiercest rivals to win! In every league you can collect points and earn unique rewards.

Weekly rewards users who participate in different competitions.

The rewards that you can are different depending on the tournament in which you participate.

In addition to a quality rare cards. Clearly, this is a lot of loot, so you will need a very competitive car to aim for such goals right away.





NAVI TOKEN

Total Navi token supply
300.000.000 \$NAVI

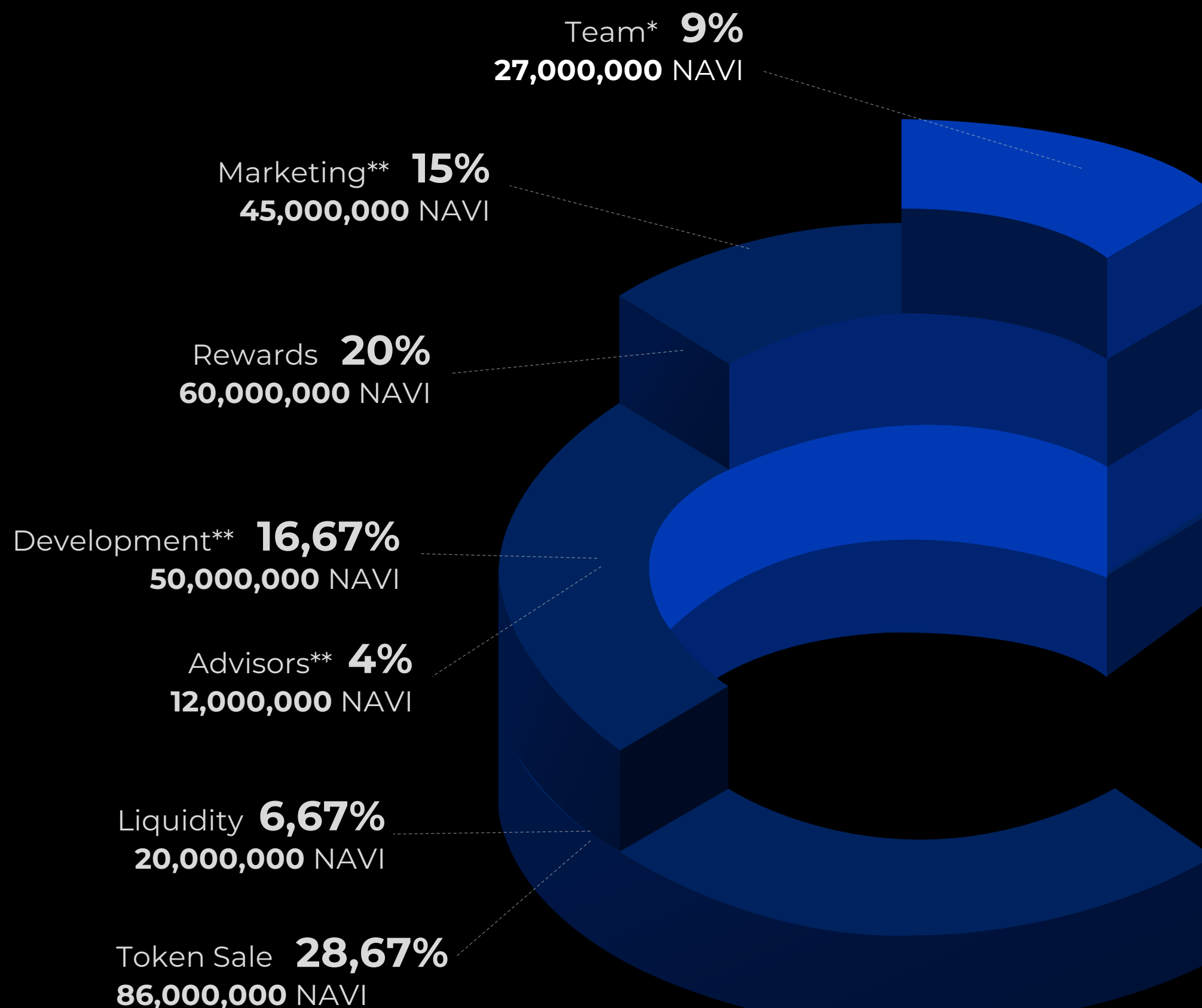
Navi token sale

Seed*	8,000,000 NAVI @ \$ 0.025
Strategic**	19,000,000 NAVI @ \$ 0.035
Private Sale 1***	20,000,000 NAVI @ \$ 0.050
Private Sale 2***	30,000,000 NAVI @ \$ 0.075
IDO/Public Sale****	9,000,000 NAVI @ \$ 0.100

***Strategic Round lock and release periods:
5% linear release, every day, over 3 months, starting 3 days after TGE.
95% locked for 12 months, with linear release, every day, over next 12 months.*

*** Private Sale #1 and #2 lock and release periods:
Linear release, every day, over 18 months, starting 3 days after TGE.*

** IDO / Public Sale lock and release periods:
15% release at TGE, 85% linear release, every day, over 6 months, starting 3 days after TGE.
Unsold tokens will be burned or redistributed to rewards wallet*



**Locked for 1 year, after that linear release, every day, over next 24 months;
**Linear release, every day, over 24 months, starting 30 days after TGE;*

TOKEN UTILITY



MAINTENANCE ROUTINE

Use Navi tokens for Car Maintenance routine (we count total km driven and use those numbers for virtual periodic routine). Mile points can drop if user failed to do virtual maintenance, or does not use the app for a certain period

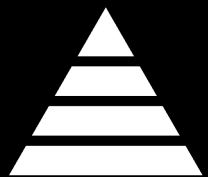


FUEL

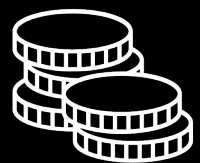
Fuel is needed to Drive& Earn Mile Tokens .. Fuel Tank can be refilled with Navi tokens



CAR MINTING



UPGRADE CAR



FIAT CONVERTED IN NAVI TOKENS

Revenues in fiat from paid plans (more cloud storage, live stream video, group trips etc) will be converted in Navi tokens the same day.



ENTRY FEES

Play to earn to drag race game – Under development



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COMPANNY

BUSINESS MODEL

NFTS

Revenue from sale of NFTs

The revenue is shared with **Brand Licensor**

Revenue from sale of Brand Ambassador NFTs

The revenue is shared with **Brand Licensor**

Commission fee for NFT trades among players

IN APP PURCHASE

Video Cloud Storage Subscription

Premium features

DRAG RACE GAME

Entry fee

The Racing game is a street racing game that will play out anytime or in weekly/monthly competition. Entry fee into the Competition is paid with AtlasNavi tokens and goes into a pot

The pot winnings are shared among the winners of the race
AtlasNavi takes a percentage cut from the pot

Under development

COMPANY

Our company has offices in the United States, Romania and Singapore.

The team has 14 highly skilled software developers and managers. Our expertise is in mobility & transportation software with clients in 17 countries and 40+ cities across the US, UK, Europe, Middle East, Africa and Asia.

We are developing software since 2011 and have acquired clients for ride sharing, carpools, car sharing, taxis, medical transports, trucking, food delivery, security guard dispatch, vehicle maintenance services and many more.

With over 250.000.000 orders on our platform and 6.000.000 downloads, our company has become a leader in the transportation software industry.

In 2020 the company was accepted for an A.I. Innovation grant from the European Union, for \$ 1,600,000 (USD) to invest in AI infrastructure and develop the computer vision technology underpinning Atlas Navi app.



TECHNOLOGY

Hardware infrastructure:

We acquired cutting-edge A.I. servers, making us the leader in A.I. infrastructure in our home country of Romania. It includes hardware capable of training terabytes of images and videos to improve detection engines over 75 times faster than conventional servers. It allowed us to “teach” our algorithms how to detect objects by using massive, ever-expanding datasets. With more data, the algorithms become constantly better, which leads to more users and, in return, more data for training and so on.

Massive datasets for training A.I. algorithms:

Through our partnerships with NVIDIA and Google Waymo’s datasets of driving data, as well as our own, we have assembled a library of 100 TB of images with labelled vehicles, pedestrians, potholes, poles, accidents, road work, police vehicles and many more.

TECHNOLOGY

Deep Neural Network training:

Training our algorithms on this massive data volume has provided a very accurate detection engine, embedded in the mobile apps and updated regularly. The deep neural networks analyze in real time everything the camera sees

A.I. inference through our Object Detection engine:

Our custom algorithms run a process called A.I. inference on local hardware, without the need for an internet connection. They store detections and upload reports as soon as server communication is possible.

The algorithms are able to extract, analyze, process and store video feeds, along with the following detections:

- road traffic (counts cars on all lanes in view and detects traffic from GPS)
- road obstacles, potholes, accidents, construction sites, police vehicles, vehicles stopped on shoulder, free parking spots, pedestrians, cyclists,
- traffic lights (alerts if vehicle is about to run a red light)
- imminent collision warnings

TECHNOLOGY

Edge A.I. algorithms:

The detections are made on the device, rather than on a centralised server. This decentralized way of analyzing data gives our network incredible power, flexibility and infinite scale. Our efficient software algorithms avoid draining the phone's battery whilst analyzing videos over 30 times / second

Cloud Video Storage:

Road videos can be stored on device or in the cloud, shared or kept private. The videos serve as a historic video trip.

iOS and Android Mobile Apps:

The Atlas Navi mobile apps are what most drivers will use on a daily basis to earn driving / getting rewards and access their vehicle NFTs.

KEY FACTS

EUROPEAN UNION GRANT

\$1.7 million grant awarded by the EU to develop the Atlas Navi technology.



UNIUNEA EUROPEANĂ



Instrumente Structurale
2014-2020

NVIDIA INCEPTION MEMBER

Nvidia accelerator and inception partner



NVIDIA

WAYMO DATASET LICENSEE

Autonomous vehicles testing & software development approved licensee



WAYMO

HERE MAPS DEVELOPER

Licensed developer with HERE Maps



ICONIC TECHNOLOGY CLUSTER

Member of the Iconic IT cluster



EXPERT ADVISORS TO THE EU

EU Commission Expert group on cooperative, connected, autonomous mobility.



10 years

delivering mobility software

80 apps

Transportation apps developed

250M orders

processed in our servers

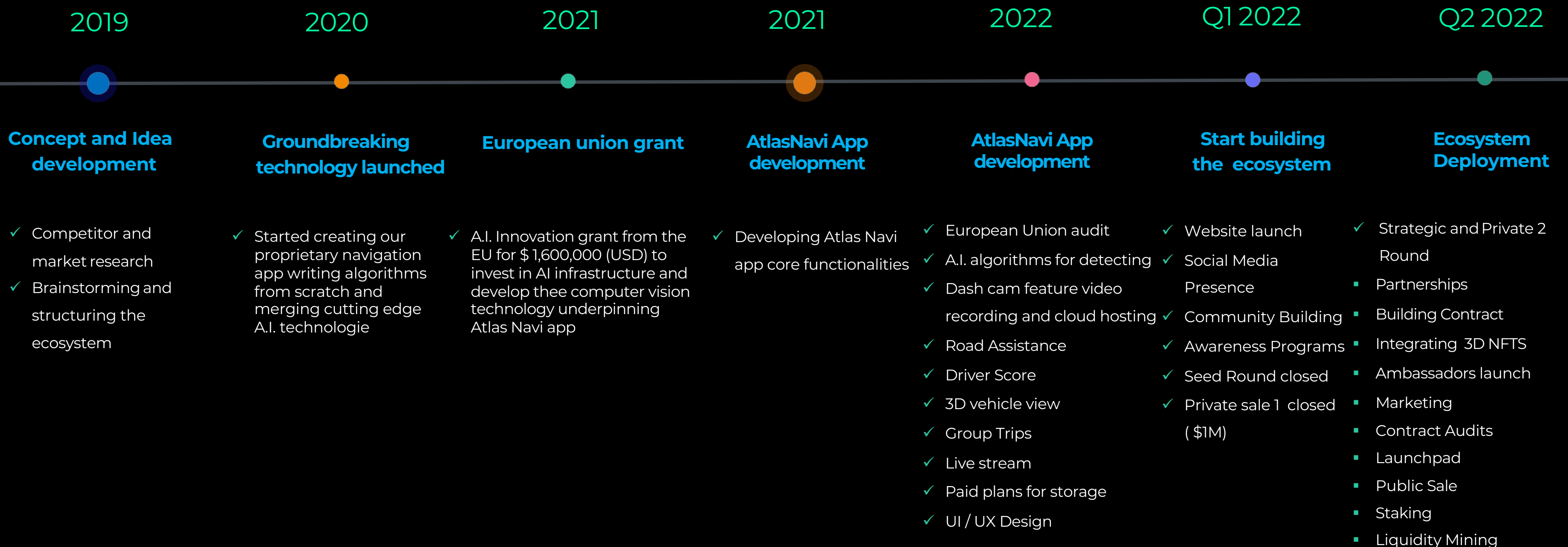
25k

Drivers in our network

6M

App downloads

ATLAS JOURNEY AND ROADMAP



ATLAS JOURNEY AND ROADMAP

Q3 2022

Q4 2022

Q1 2023

Q2 2023

Q3 2023

Q4 2023

2024

Release

Expanding & Decentralizing

Awarness

Education

Game developement

Evalutating

Game Development

- Launching Beta release for presale participants
- Preparing the Drive2Earn rewards system
- Launching the drive to earn concept into practical use
- Launching nfts collection for presale participants
- Implementation of blockchain technologies into the current operations

- Next phase of development with the architecture ready for public release
- Preparing the platform's new features for adopters
- Strategic partnerships

- Integrating AtlasNavi with more blockchains
- Creating the Dyverse DAO
- Strategic partnerships
- Marketing

- Recruiting and expanding the basics of organization to continue to adapt the project

- Targeting the next phase of development for immersive play to earn drag race game experience
- Strategic Game studio partnerrship

- Preparing the creative economy inside the play to earn game
- Evaluating the technology

- Preparing the experiences adopters have in the play to earn drage race game
- Launching the final set of rules in the gaming design and functionalit
- Launching the complete gaming environment to allow beekeepers and honey consumers all over the world to connect and interact freely

CORE TEAM

The team has 14 highly skilled software developers and managers. Our expertise is in mobility & transportation software since 2011 with clients in 17 countries and 40+ cities across the US, UK, Europe, Middle East, Africa and Asia.



GEORGE GRAMA

Founder & CEO

[LinkedIn](#)

Serial software entrepreneur (GroupDeals, Pandora, Star Taxi, Mondo Ride, Autonomy, SoftBit, Flag, A.I. Deter), two previous startup exits in transportation apps. Passionate about the automotive world & blockchain. EU expert advisor for transportation, smart-city & connected vehicles legislation.



FLORIN PREC

COO

[LinkedIn](#)

Business development manager & authentic team coordinator of software delivery across 5 countries and 18 projects. Expert procurement manager and EU grant integrator across multiple projects. Hyper-efficient operational leader that always keeps scalability in mind. Founder of IFunCoffee, GiftUnite & Stromvalget.



OVIDIU CHINTOVAN

Head of Community

[LinkedIn](#)

Track record of overdelivering quickly with previous experience as a Community or Marketing Leader, he serves as the face of the company. Generally responsible for managing and handling communications in both directions. He is establishing the day-to-day rhythm of the community, in various activities such as communications, PR, social media, events, and content creation.

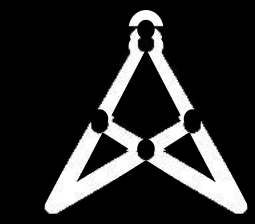


MIHAI IONITA

Business Strategic Partner

[LinkedIn](#)

Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements. Successfully manage and coordinate multiple projects from concept through completion.



ATLAS NAVI

THANK YOU