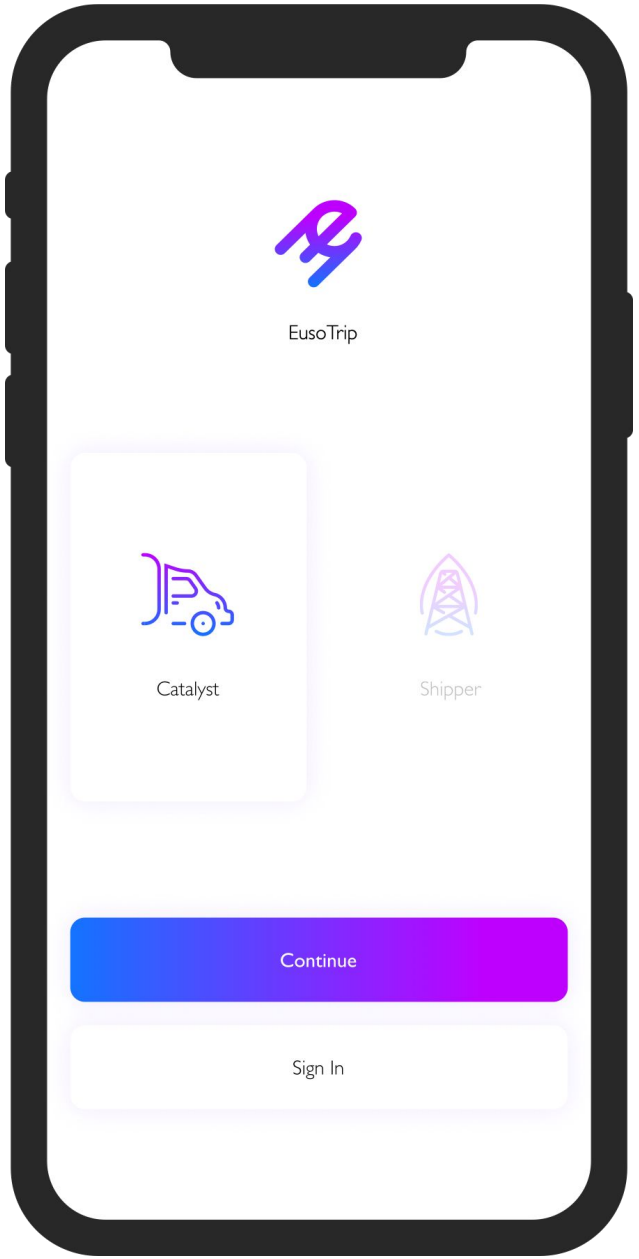

EusoTrip
The choice is yours.

EusoTrip

Who We Are

EusoTrip[1] is a decentralized B2B marketplace platform for the midstream energy industry which connects shippers and drivers in one place for movement of bulk carrier loads and other refined petroleum & chemical products.



[1]EusoTrip is a federally licensed freight broker as defined by 49 USC §13102(2) under authority granted by the Federal Motor Carrier Safety Administration ("FMCSA") of the U.S. Department of Transportation. EusoTrip's sole obligation is to arrange transportation of cargo by a Carrier that is appropriate and authorized to operate by all applicable governmental agencies. As a freight broker, EusoTrip does not take possession, custody or control of any cargo. EusoTrip does not assume any liability, possessory rights or obligations, and assumes no financial responsibility whatsoever, for cargo, including loss, theft, damage or delayed delivery thereof.

EusoTrip offers a platform to connect Shippers and Carriers, but does not provide actual transportation services or act in any way as a Carrier. It is the Carrier's obligation to provide transportation services, which may be scheduled through the use of the Service. EusoTrip has no responsibility for any shipping services provided to you as a Shipper by any Carrier.

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Problems of the Midstream

Energy Industry

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Problem 1

Manual matching & scheduling between shipper & carrier done over the phone or email, affected by changing weather, traffic, breakdowns and unpredictable loading times resulting in operational overhead cost.

Solution 1

EusoTrip will provide real-time planning capability to match loads, re-optimize and adjust scheduling to changing conditions to maximize efficiency and increase operational cost-efficiency of all users.

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Problem 2

Crude trucking full capacity on lanes is underutilized by 35% due to poor schedule alignment. Load matching is done manually “one-shipment” at a time which burdens drivers/carriers to search across many brokers and load boards to fulfill their schedule, resulting in inefficient routes usage and higher costs to shippers/carriers.

Solution 2

Platform will increase shippers and carriers earnings by efficient route allocation with the following features:

(1) ML learning module will calculate the best-matched drivers for a particular load shipment and platform will allow direct access to available loads eliminating “daisy-chain” effect and removing unnecessary intermediaries.

(2) ML learning module will calculate and suggest best matched back route with job offers achieving the most efficient load-chain for drivers/carriers resulting in higher earnings and optimized lane capacity.

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Problem 3

Opaque market where intermediary charges an arbitrage fee of 10-30% with high degree of variability between each load. Process is non-automated and covers labor intensive manual document exchange process

Solution 3

EusoTrip platform will directly connect shippers and drivers/carriers. Shippers can post as many load shipment requests as needed, while drivers will have opportunity to apply to the most attractive job offers with an option to negotiate the best accurate rate for execution with a touch of a button.

Connects carriers with the most appropriate shipments available on our platform, and gives carriers upfront, transparent pricing and the ability to book a shipment with the touch of a button.

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Problem 4

Lack of transparency due to inaccurate and costly third-party services to evaluate the reputation and creditworthiness if the counterparties and inability to maintain accurate carrier safety data of the carrier and no access to pre-screened driver performance unless they have past personal relationship.

Solution 4

EusoTrip has a rigorous streamlined registration process with an extensive verification for all parties involved before full access to the platform. Performance history of all parties involved is recorded on the platform for mutual user's visibility and increased trust.

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Problem 5

Prolonged and delayed payments, which traditionally could range from 30 to 90 days with an average payment time of 37 days.

Solution 5

A smart contract element of the platform will allow automatically e-record transaction by providing increased security and transparency to monitor the execution of the contract between parties, trigger automatic payment, thus reducing payment lead time to a matter of few days if not less.

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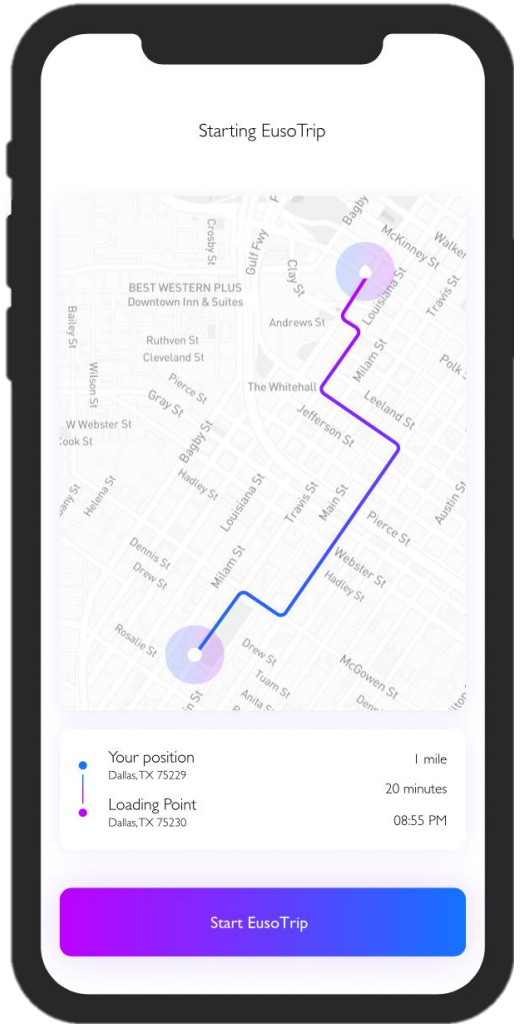
The solution: EusoTrip app



Trust
Encrypted transactions and document exchange on shared ledger.

Safety
Transparent transaction record on distributed ledger.

Fraud Proof
Rigorous automated verification process and smart contracts allow complete audit trail of all changes.

Speed
Automated documentation exchange and 80% faster payment settlement.

Higher Margins
Smart contract feature eliminates unnecessary intermediary parties with an average savings of 10-30%

Accuracy
Automated & streamlined processes with changes captured in a historic audit record reduces manual errors.

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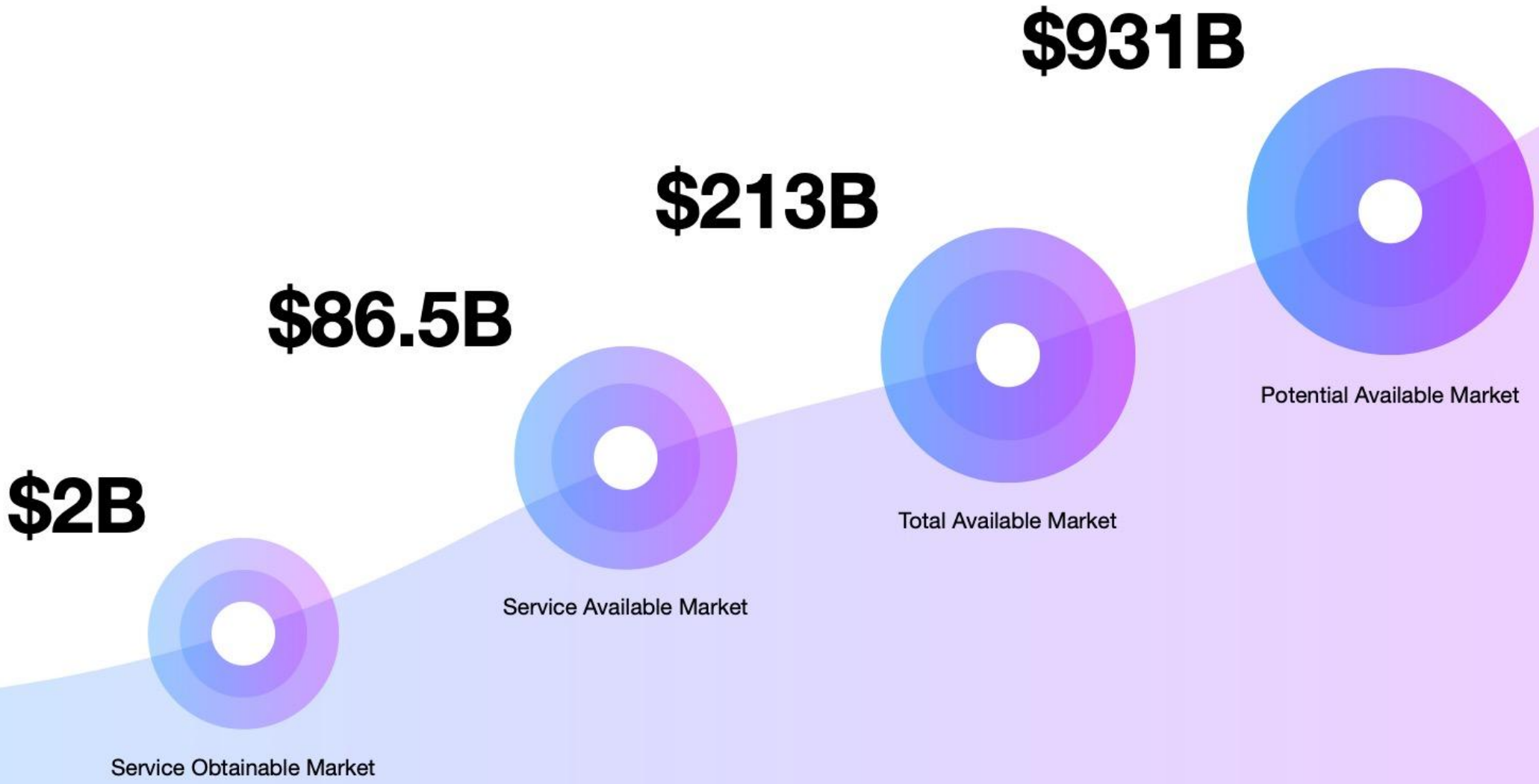
Target Market and Opportunity



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Target Market and Opportunity

100K

Drivers on the road

900K

Additional drivers for tankers hauling commodities specifically will be needed

70%

United States economy depends on trucks to deliver of all freight transported annually in the U.S.

$150B

Will be invested into the oil&gas and chemical hauling industry.

The operational data on EusoTrip will allow for improved road safety and greater utilization of assets. The value that will be generated as a result of this connectivity will be significant, and investors recognize that.

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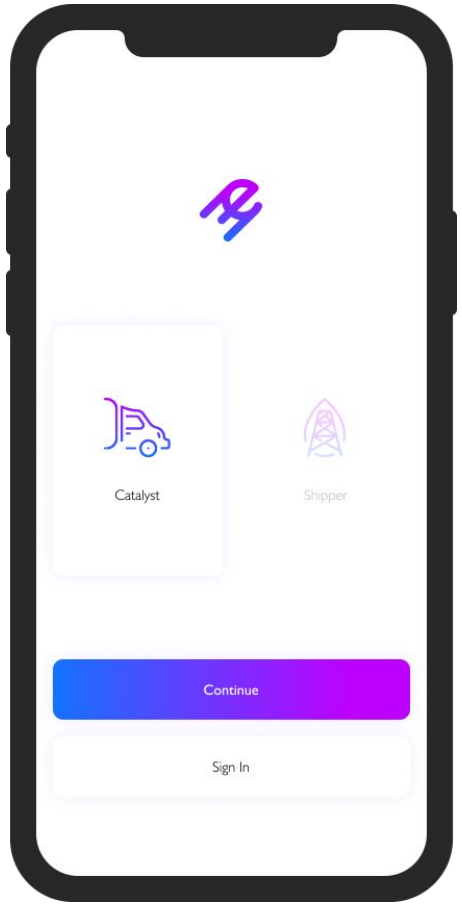
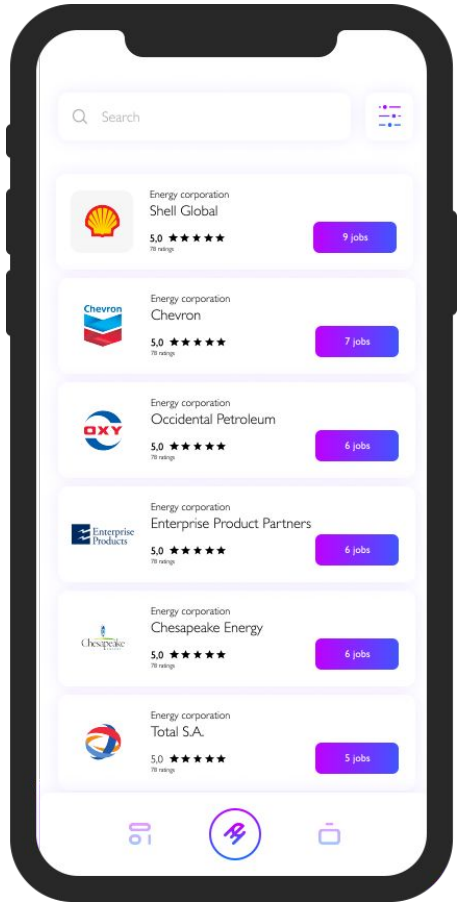
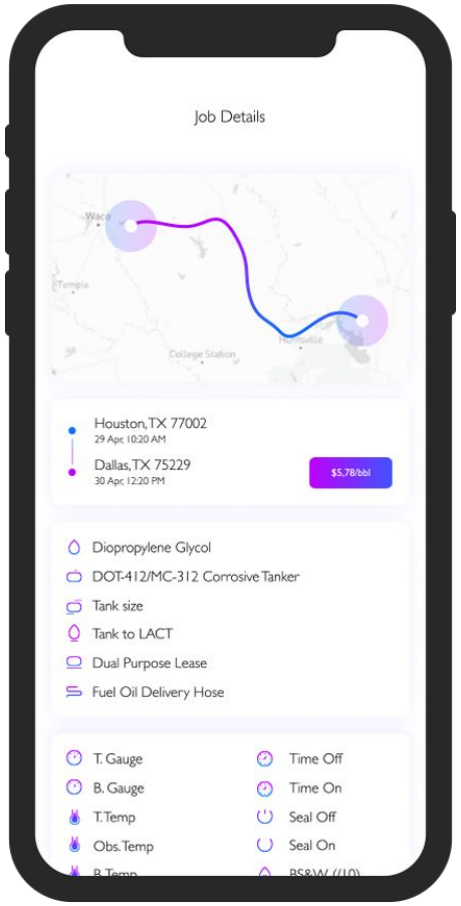
Key Platform Users: UI







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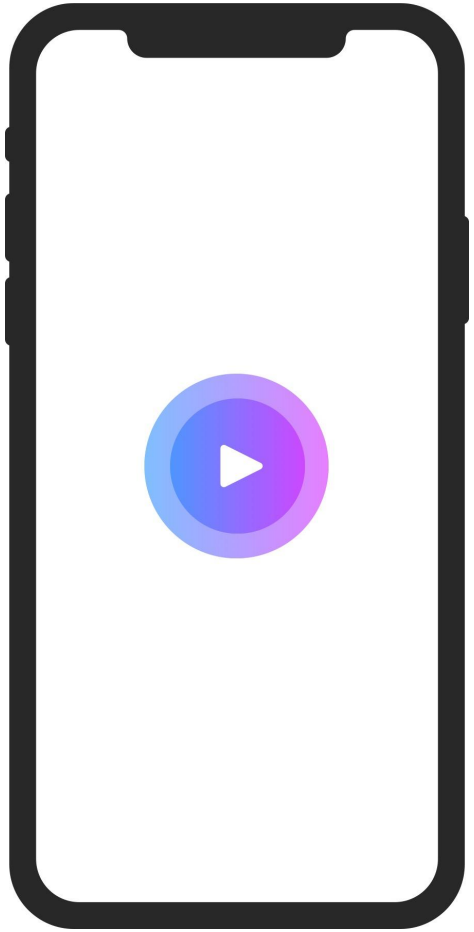
The solution: EusoTrip preview



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Technology Stack

Back-end	*Blockchain platform:*	Hyperledger because of Private network + B2B
	Programming languages:	Go as the main backend language, Python as ML
	Tools:	Gorilla Toolkit, dbr, testify, golangci-lint, logrus, go-swagger, docker
	Repository:	GitLab
	CI/CD:	GitLab
	Database:	Postgres as the main storage for users data, MongoDB for logs
	Search Engine	Elasticsearch - as storage for future ML activities
	Message Queue	Kafka - as logger queue
Front-End	*Core:*	ReactJS, Next, Redux, Formik, React Router 4
	Programming languages:	Go as the main backend language, Python as ML
	UI:	Material-UI
	Testing:	Jest
	Code quality:	ESLint, Prettie
Mobile IOS/Android	*Programming Language:*	IOS - Swift; Android - Kotlin
	Testing:	IOS - xctests, quick/nimble; Android - Junit
	Code quality:	IOS - lint/taylor; Android - detekt/lint
	Commit control:	bitrise

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Smart Contract Feature

Start

Shipper

Submits load shipment request

Driver

Applies to load shipment request

Shipper

Applies drivers bid for load shipment reuqest

Agreed stamp of information is locked and saved in the database as an agreement between Shipper and Driver.
Stamp of information will contain all payment information including EusoTrip platform fee

Driver

Scans QR code at Lease manager point (out of platform user; QR code is going to be generated and sent via email).

The system successful QR code scan is a confirmation of the load loading start.

Stamp of information might be updated in case of any additional fee should be included (e.g. inspection time to be paid by Shipper). In case it occurs, the agreement must be confirmed by both sides.

TO be included: "Accessorial" payments issues regarding layovers, detentions, delayed loads, and driver assist requests.

Driver

Scans QR code at Receiver point (out of platform user; QR code is going to be generated and sent via email).

The system successful QR code scan is a confirmation of the load loading start.

Stamp of information might be updated in case of any additional fee should be included (e.g. inspection time to be paid by Shipper). In case it occurs, the agreement must be confirmed by both sides.

In case of Receiver delay who should pay driver for waiting time (still Shipper responsible for this as a face with whom the contract signed)?

Smart Contract

Is initiated-created-fixed based in final Stamp of information

Shipper Account

is changed according to the contract details (contract plus platform fee)

Driver Account

receives the contract payment (contract plus platform fee)

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account recives fee payment is according to the contract agreement (% from shipper and % from driver)

End

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Key Platform Users

Marketers

produce goods as manufacturers or distribute goods as a wholesale, who hire OOLC or independent drivers to move the goods.

Driver

this group of users will see all available job (load shipment requests), select most suitable offer with opportunity with negotiation feature. These are independent truck drivers who own their own truck and permitted to operate with oil&gas shipments.

1

1

Brokers

Service provider in the role of the freight forwarder or broker to marketers to source qualified OOLC to move the load (range from one-person company to large corporations).

3

2

Owner Operator Logistics Companies (OOLCs)

It is a self-employed commercial truck driver or a small business that operates fleet of trucks for transporting petrochemical products over highways for its customers.

2

3

Suppliers

The load producer who might need to haul the load between their own leases & store points.

Escort Driver

this group of users works with the driver of the truck as a team. Depending on the load and the roads being traveled, more than one escort vehicle may accompany the load, with one in front and one behind.

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Mixed Revenue Model

EusoTrip will utilize several revenue models to sustain and grow platform

Commission Based Model

10%

Fee

Suppliers "Partners"
will pay 10% fee per transaction

3%

Fee

Drivers "Catalysts"
will pay 3% fee per transaction

$1

Fixed
Platform maintenance fee per each transaction

Supporting Revenue streams

E-commerce store where drivers can purchase customized Personal Protective Equipment (PPE) and Electronic Logging Devices (ELDs).

Token & Fiat Exchange Fees

Add-on services where users can be prompted to purchase additional services/products from third party providers.

Advertisement Fees

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US Statistical Overview: Top Producing States in U.S.

Texas continues to produce more crude oil than any other state in U.S.

600K

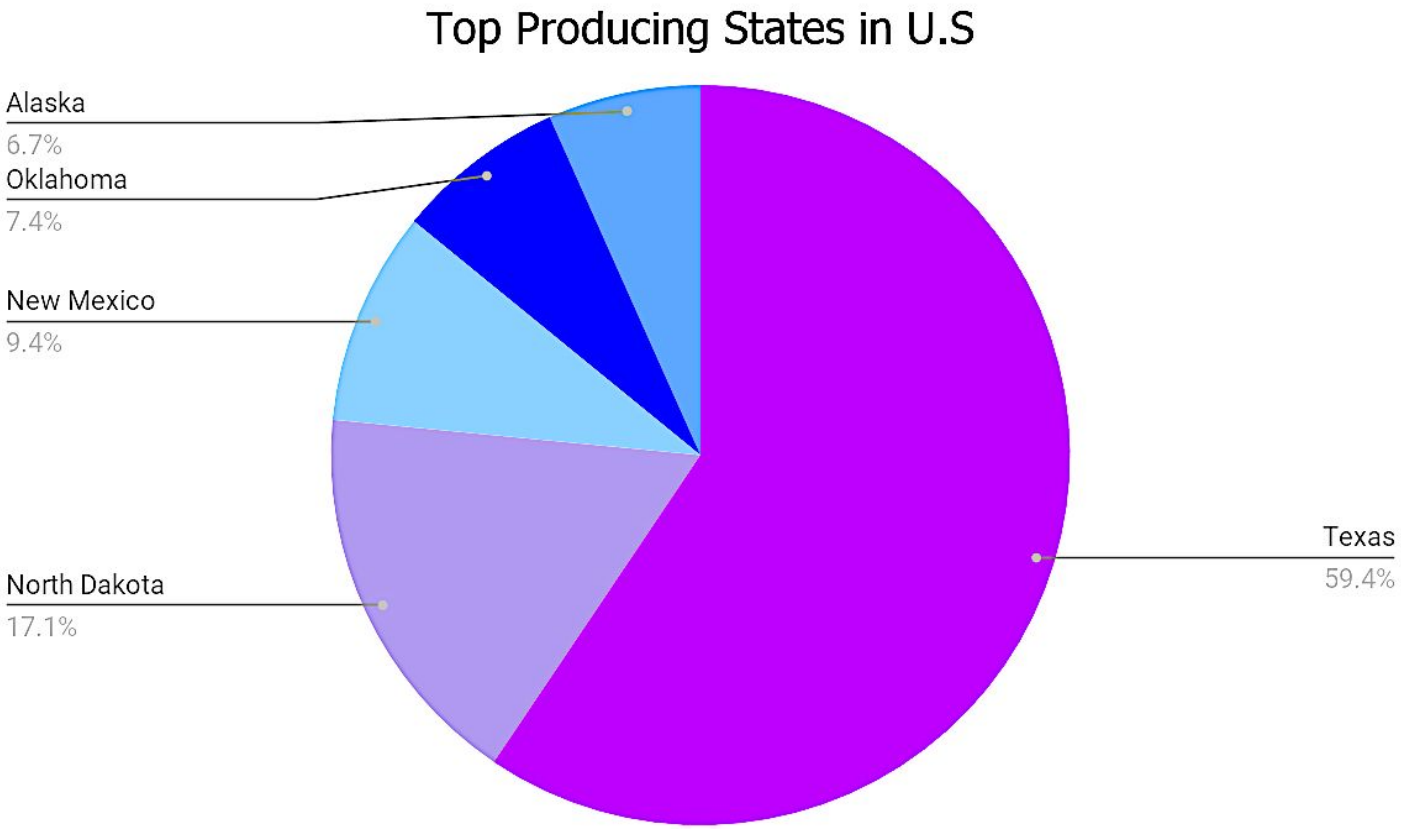
Barrels per day in United States, Shell's Baytown refinery located in Texas

100K

A minimun capacity of barrels per day operating in the U.S.

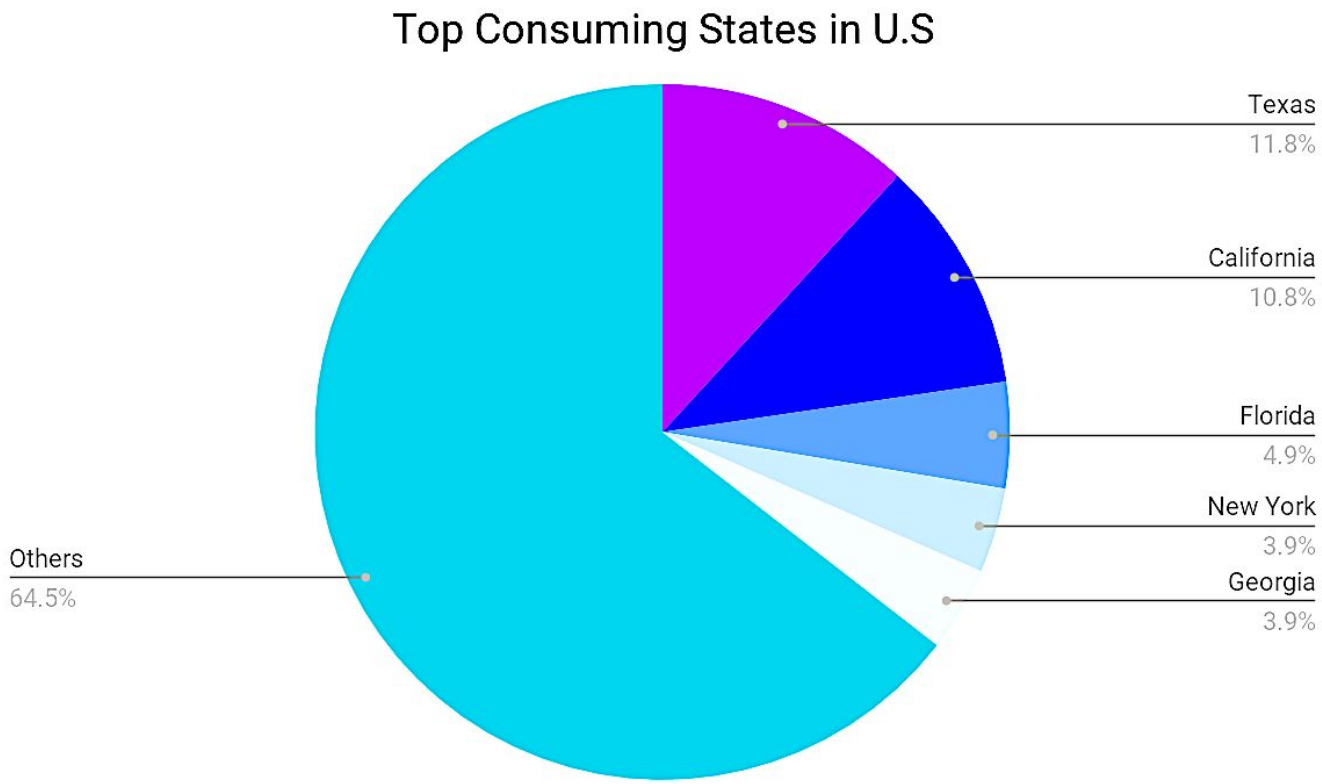
11%

US crude oil production grew in 2020, surpassing 12 million barrels per day.



US Statistical Overview: Top Consuming States

California & Texas are the top fuel-consuming states in the U.S., requiring one million barrels per day.



7.47B

Barrels of petroleum products consumed in 2019 United States. with daily average of 20.46 million barrels per day

9.3B

Motor gasoline consumption barrels per day In 2019

20%

Of total petroleum consumption in the United States responsible by fuel oil.

Source: U.S. Energy Information Administration

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Go-to-Market Strategy: Short-Term

Start with pre-beta U.S user data acquisition by driving traffic to the website to register on the platform & placing them on the waitlist, while continually engaging with registered users before beta launch:

Independent/Potential Drivers with CDL (Commercial Driver License) A or B class, DOT number & Hazmat License

Shippers who supply requests to platform:
(1) Marketers
(2) Suppliers

Owner Operators with own fleet of trucks and certified drivers with DOT & Hazmat license

Brokers also supply requests to platform and fall under “shipper” category, brokers range from one-person companies (home office) to large corporations.

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Go-to-Market Strategy: Medium-Term

1 Successful launch of Beta, followed by successful EusoTrip app release to the market.

2 Achieving first revenue traction, while continually attracting users to the platform with integrated marketing strategy.

3 Deploy incentive program for existing users to attract & convert more users to the platform.

4 Establish partnerships for add-on service providers such as commodity insurance per load, personal insurance and telematics.

5 Launch E-commerce division for PPE & ELD devices.

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Go-to-Market Strategy: Medium-Term

1

New Market Expansion (North America/Latin America/Europe/West Africa).

2

EusoCoin (EXC): a tokenized representation of security distributed to investors from common stock holders. 1 eusoCoin = 1 share of equity in eusoTrip, where its holder will earn dividends.

3

Continue to achieve revenue traction with growth rate of 35%, while continually attracting new users to the platform with an integrated marketing strategy.

4

EusoCash (EEC): A dollar-pegged stable token that will fuel the platform, that will function as a stable token and is not designed to be traded on the secondary market.

5

Introduce Token Economics to the platform, where token's sole purpose is to be a hybrid of usage and work. Users earn tokens for transacting on the platform and contributing data to it. eusoCash will motivate users within the ecosystem to join, contribute, and consume the value produced in the platform.

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Pre-seed Funds Requirements

UOF - Use of Funds (Pre-seed) - 6 month runway

Breakdown of the Items	Amounts required
Product Development | Beta & Alpha Programming	$350,000.00
Executive salaries - (CEO,COO,CTO)	$185,000.00
Legal Expenses (provisional patent, trademark, legal terms & agreements)	$50,000.00
Marketing Activity to attract user registrations (before launch of Beta)	$10,000.00
Additional Startup Costs (basic operational needs for the remote team)	$5,000.00
Total	$600,000

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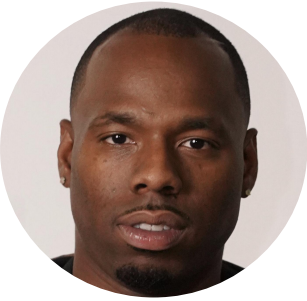
Founding Team



MIKE “DIEGO” USORO

Founder/CEO

Mr. Usoro a seasoned oil & gas executive with more than 15 years of industry experience. Mr. Usoro grew up in the legal and Oil and Gas environment and was groomed by his uncle IB Usoro into the Oil & Gas sector to become a consultant and an executive he is now. Always taught to be a catalyst for innovation in the Texas and West African industry, Mr. Usoro studied Geology & the Geosciences at the University of Houston - Downtown only to exit early to take on a Frack Water Treatment project with the late Aubrey McClendon and American Energy Partners in Youngstown, Ohio and has overseen M&A with Fortune 500 companies. Mr. Usoro was strategically involved in many projects with Royal Dutch Shell, Agip, Total S.A, Miden Systems Limited, and the Nigerian National Petroleum Corporation in the Egina, Bonga Southwest, and West African Offshore Oil Fields in the past decade.

Mr. Usoro has an established partnerships in logistical fuel distribution and management through various downstream and upstream partnerships in St. Petersburg , Dubai (UAE) Singapore, Hong Kong, West Africa.

NARGIZA MASHURI

Co-founder/COO

Ms. Mashuri is an operational mastermind, co-founder and COO of Eurosone Inc. who can manage it all. She is an accomplished Operations Executive and Entrepreneur with a successful international track record of driving business growth, spearheading new entrepreneurial start-up ventures, engaging stakeholder relations, streamlining operations, and optimizing financial performance to build long-term profitability. Proven ability to manage complex operations and deliver results-oriented innovative solutions while growing a talented team of professionals who are committed to the overall strategy and able to align resources with the mission to achieve company goals.

She holds BS and MS degrees in Industrial Technology Development from Arizona State University and a Graduate Degree from Stanford University in Engineering & Technology Management. She is fluent in English and Russian.

CEDRIC IHEGWORD

Co-founder/CTO

Cedric Ihegword is Chief Technology Officer of Eusorone. As CTO, he is responsible for all technology initiatives within the corporation and guides the overall technology direction for the company’s technical products, and provides support and guidance for application development processes companywide.

Cedric is an acclaimed and accomplished figure in the IT industry for over 15 years with an advanced degree in Software Engineering from University of Houston. Strong leadership skills and progressive experience developing software architectures and technologies for global industry leaders. Prior to Eusorone, he served on the Robotics Board for Accenture, where he helped manage the company’s robotics technology strategy for its global operations. Cedric holds a Bachelor of Science degree in Software Engineering from University of Houston.

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