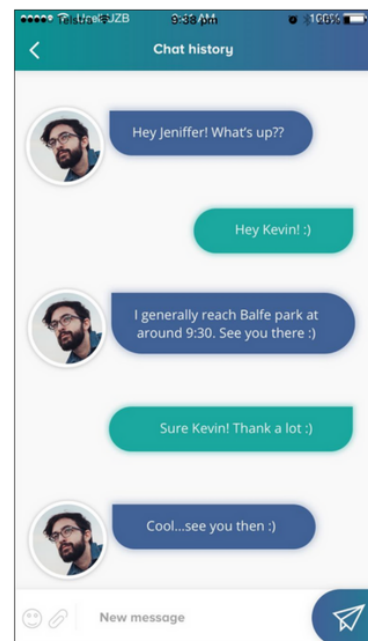
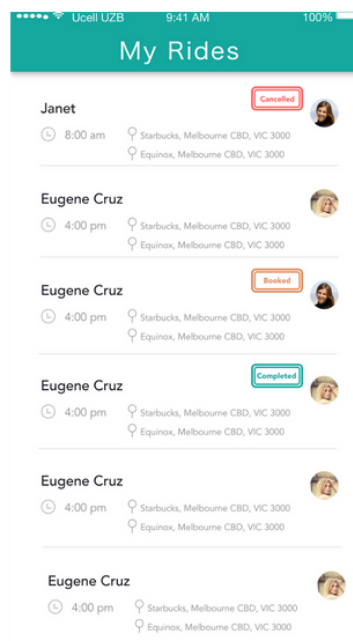


# Project Summary

## Mobi: The first fully facilitating commute carpooling app

Mobi is essentially a ridesharing app developed to help connect neighbours and colleagues for their work or university commute. It has an inbuilt payment gateway, chat platform, and GPS navigation for drivers and ease of use.



The ultimate goal for Mobi is to put more people in less cars by making it easy and convenient to connect and share a ride in the same direction. Mobi is tailored to the commute market, with features that will include:

- Allowing both commuters to select who they travel with.
- Providing an interest option so users can relate with the fellow Mobi commuter.
- Weekly calendar to allow users to scheduled rides ahead.

Not only will this provide a new commute alternative, but will also:

- Reduce daily commuting times if widely adopted.
- Reduce carbon emissions.
- Decrease congestion on roads.
- Provide users the opportunity to network with more people and colleagues.

With this approach, we feel that Mobi will be competitive to other substitutes based on price, comfort, and overarching external benefits.

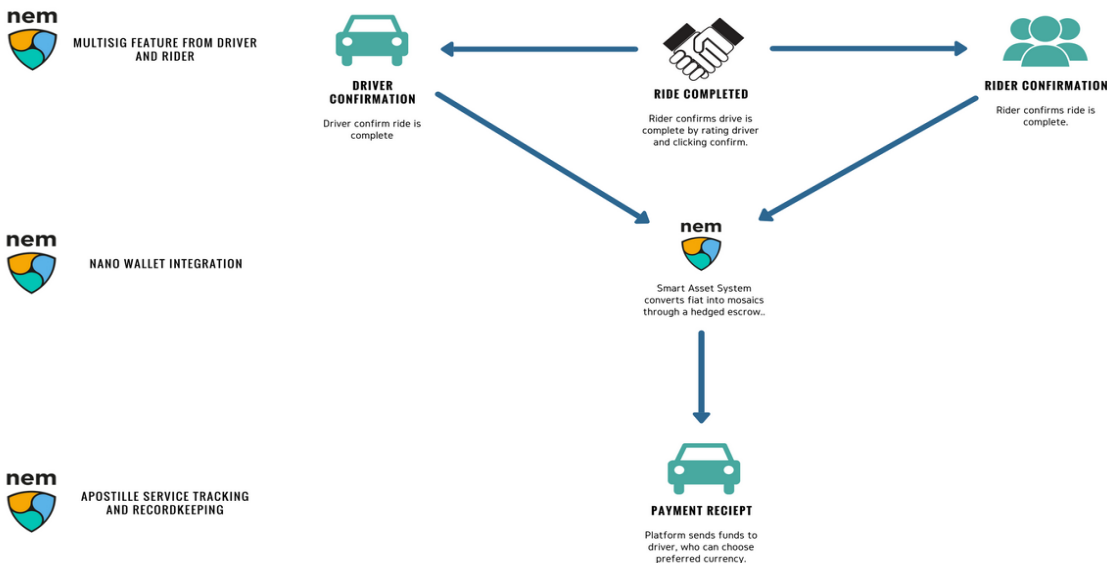
The business model is based on two approaches:

- **Enterprise approach:** Mobi approaches large organisations to utilise the app within their workforce between colleagues. Mobi is promoted through the organisation to their employees and can only connect with fellow colleagues.
- **Consumer approach:** Mobi is marketed to the general public and used to connect neighbours to each other to carpool to work. Mobi bases its marketing approach based on congested suburbs with large population of drivers.

With relation to the background of Mobi, the concept was found in 2016 by Anthony Pizanias and Daniel Logan, with extensive market testing being completed and development commencing 2017. Co-founder are both NT NEM Leads and are looking to run a series of meetups in the Northern Territory through 2018.

## NEM Integration

Mobi aims to utilise NEM features to integrate payments between riders and drivers, with the acceptance of funds being in either fiat or XEM.



The NEM integration will be completed in 4 phases, with discussions currently being held with leading Victorian based leading software development firms. Phases will also be completed in

conjunction with app growth and development. Following the completion of the fourth phase, Mobi is expected to have a growing national presence in all major capital cities and will be considering targeting an international city in the South East Asian region.

### Outcomes for NEM community

The NEM community will benefit in a variety of ways, which include:

- The ability to begin NEM integration into the commute market immediately given Mobi is currently being tested.
- Daily transfers of XEM as Mobi is tailored at being utilised on a repetitive basis.
- First mover advantage for blockchain technology implemented into the commute market
- Exclusive agreement that Mobi will solely provide XEM as a currency on its platform
- Integration of XEM into other services related to commuting.
- Use of XEMs in large organisations between colleagues.
- Increasing exposure and support for NEM through founders and team.

### Milestones and Timeline

Our Milestones will be based on 4 stages which will allow Mobi to integrate NEM features within the app, while also expanding the presence of Mobi through Australia. To summarize, below are the key drivers for each milestone:

**Milestone 1:** Finalisation of MVP and trial initiation.

**Milestone 2:** Expansion of Mobi presence through Melbourne with initial NEM features integrated.

**Milestone 3:** Expansion of Mobi through Sydney and complete integration of NEM features.

**Milestone 4:** National expansion of app to all major Australian cities.

### Conclusion

Ultimately, Mobi is an app that can have significant benefits on the environment, community, and future of transport. We are seeking to allow NEM to join Mobi in changing the commute industry and become the first blockchain integrated app focused on changing the commute market.

### Join the movement

Please join the discussion on Telegram at <https://t.me/mobionnem> and visit our website at [www.mobinem.com](http://www.mobinem.com) for more information on our collaboration.