



serve
THE WORLD AT **YOUR** SERVICE

Decentralized Logistics Platform for a New Globalized Economy
Changing the Paradigm of the Last Mile.

Everything to Everyone And Everyone to Everything

Serve Platform: www.serve.io

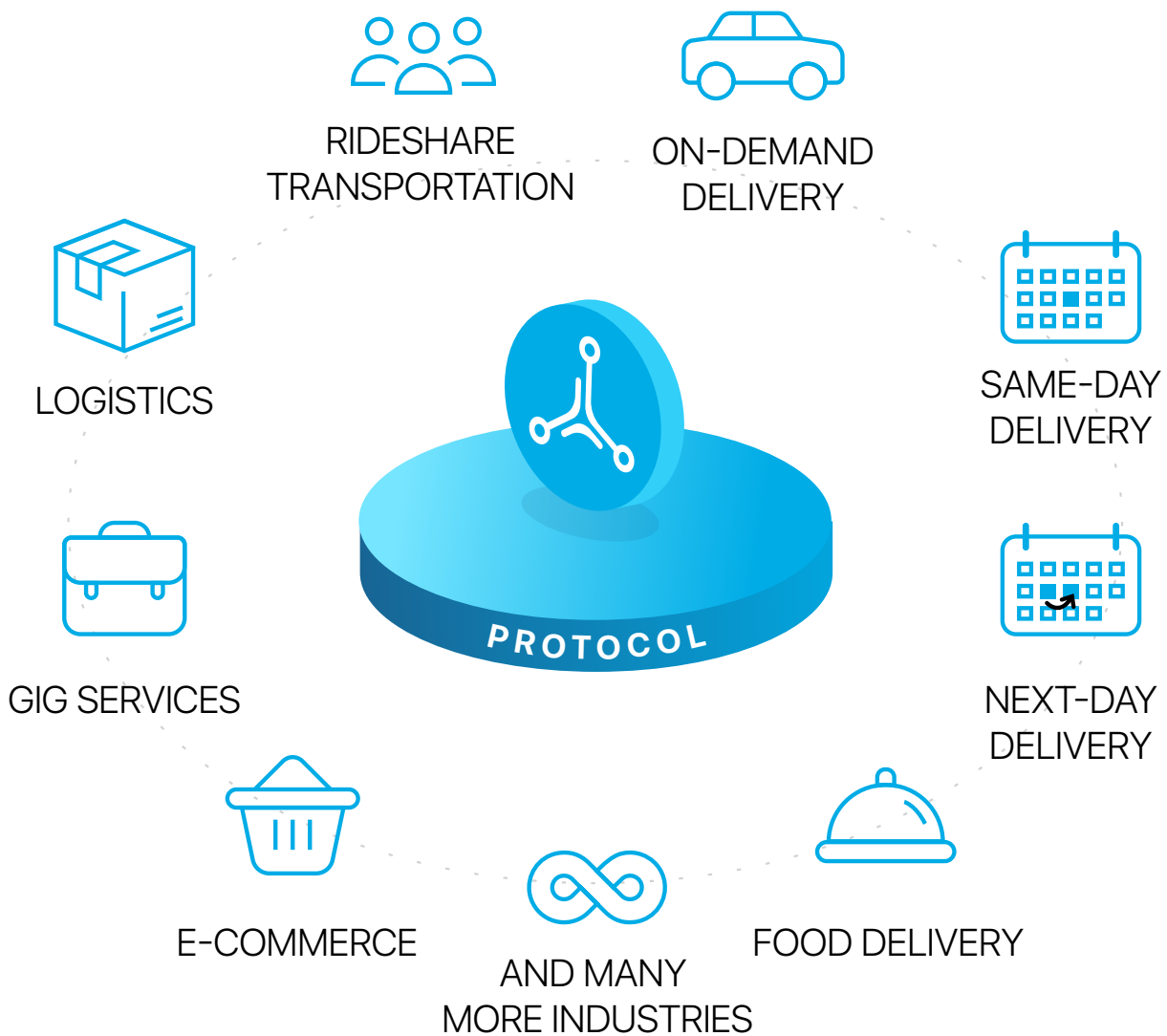
Table of Contents

Executive Summary	3
Business Case Study	5
User Experience	10
The Platform	13
Smart Contracts	15
Use Cases	18
Team Background	19
Strategic Advisers	21
Token Roadmap	23
Token Architecture	25
Token Pre-Purchase Structure	26
Token Allocation	26
Budget Allocation	27
Disclaimer	28

EXECUTIVE SUMMARY

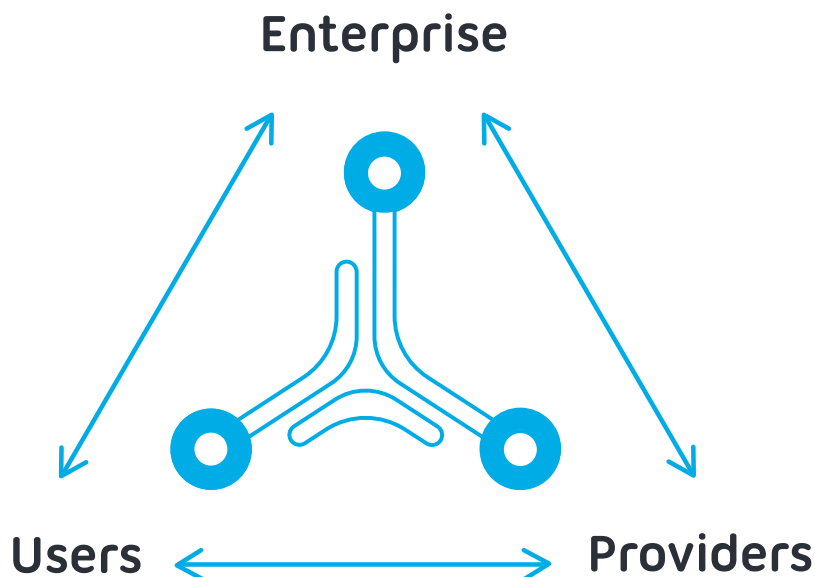
Logistics is defined as “the detailed coordination of a complex operation involving many people, facilities, or supplies”. Blockchain technology provides a perfect solution for coordinating complex operations amongst numerous constituents.

The Serve team is building a next-generation logistics platform based on blockchain technology to revolutionize, amongst other industries, the following:



Serve’s mission is to provide an intuitive, transparent, decentralized, and open-source platform to increase efficiency and reduce costs for all parties in an open-source global economy. The effect of this revolutionary platform will be to create new global, e-commerce and logistics solutions by obviating the significant problems caused by having too many hands, too many platforms, and too little transparency. We believe that the Serve platform can empower

Users (i.e., patrons), Enterprises (i.e., businesses), and Providers (i.e., delivery drivers) with a platform that is secure, transparent, decentralized, and beneficial for all users. In doing so, the Serve platform allows direct connections between:



Our founders and team of advisors consist of professionals who have diverse experience and expertise in software development, logistics, e-commerce, economics, marketing, security, law and blockchain. We are developing a platform that will create a paradigm shift in the global economy focused on logistics, particularly in the last mile.

Logistics, as such, is a microcosm of the world around us. It is neither all vendor-to-vendor, nor all vendor-to-consumer. It is friend-to-friend, partner-to-partner, vendor-to-prospect, customer-to-vendor and can take many other forms. The Serve platform is constructed on the Japanese principle of "keiretsu," and thrives on the idea interconnection. We believe it can avoid the pitfalls of the current logistics providers. We expect the Serve platform to give Users, Enterprises, and Providers an opportunity to prosper through their interactions on the Serve platform.

Perhaps the Serve keiretsu is best described as traditionally disconnected vertical industries working in cooperation to form an interconnected community with the Serve platform at its core. The essence of Serve's ethos is the removal of the middleman to empower Users, Enterprises, and Providers in a unique and open environment. In doing so, the Serve platform allows for lower costs, increased efficiencies, and risk mitigation. Everyone wins except those who add no direct value to a transaction.

BUSINESS CASE STUDY

Platform Definition

The Serve platform is built upon an immutable, transparent, open-source platform designed to decentralize any service. The Serve protocols form an ironclad contract between all stakeholders involved transaction by storing the information on the blockchain. The protocols enable any user to conduct multiple forms of digital business as either an Enterprise, Provider or User.

APIs and SDKs will allow for third-party integration while smart contracts underpin user reputation, accountability and incentives.

The Serve platform forms a secure trust between Users, Enterprises, and Providers using transparent verification and staking to mitigate fraud.

Current Industry Landscape

Industry as a Whole

In today's economy, the last mile describes the delivery and occasional fulfillment of goods and/or services to a home or business from a store, restaurant, or central or regional warehouse.

As a customer, we can order and receive in just hours or less almost any good or service we want, such as food, clothing, housewares, office supplies, sporting goods, and gifts. This list expands every day. In the past, we would sometimes wait days for some of these items. The convenience has increased demand for accessibility to a greater diversity of goods and service while simultaneously desiring quicker fulfillment. The increased demand has led to imprecise deliveries, untimely performance, and other issues that result in frustration and wasted value. According to a 2013 report by Barclays Bank, clothing retailers in the UK lost 100 million pounds (134 million dollars at current rates) in clothing returns alone. Extrapolating figures for larger demographics and markets and adding the vast number of other products and services that face the same issues throughout the world reveals inefficiencies that we believe cost an amount at least equal the GDP of a small country.

If we conservatively estimate a waste factor of only 5% in the last mile, then the logistics industry would be wasting almost two billion dollars annually in the US market alone. Additionally, middleman fees often add up to between 30% and 40% to the price of the delivered product or service. For the sake of this discussion, applying a fee of only 20% results in a number north of 81 billion dollars in waste. Global numbers relating to waste in the logistics

industry are likely to be an order of magnitude larger.

The logistics provider (i.e., the rideshare driver, the person delivering your Chinese food, the driver delivering your same-day goods, the van driver carrying your copier paper, the light truck driver bringing your HDTV and setting it up) are just a small part of the last mile logistics industry. However, they and other logistics providers have a crucial role in the industry. Nonetheless, the drivers and other logistics providers are underpaid and undervalued, often making less than minimum wage after expenses, receiving few benefits, and having few avenues for redress. When one considers the combination of all these factors, it is miraculous that logistics providers perform as well as they do.

In the current model, the vendor has to deal with numerous issues his/her/its own. First and foremost, high platform fees eat into already thin margins. Unreliable logistics providers cause harm to the goodwill of the business and oftentimes results in angry customers. When businesses have little or no direct interaction with logistics providers or the customers, they have little control over the quality of the service provided.

Furthermore, participating in these arenas required binding yourself or your business to the software environment of the third parties. These environments limit the ability of businesses and providers to immediately transition from service to service. For example, a driver delivers a pizza from a local restaurant. A nearby resident needs a ride from that area back to an area near the pizza place, or perhaps to another area near a restaurant where another delivery awaits him. To do so he or she might have to be a GrubHub driver, an Uber Driver, and an Eat24 driver for the last delivery.

Globally-dominant players in the logistics industry, such as Uber, GrubHub, Instacart, Deliveroo, Postmates, Meituan Dianping, FedEx, DHL, and UPS, among others, represent the bulk of the on-demand and logistics industries, leaving no room for smaller players. The fees and upcharges for their services, which get passed on to the Users, vary widely. The costs and complexities for their employees/contractors alone generate millions of dollars in lawsuits, returns, grievances, and lost value.

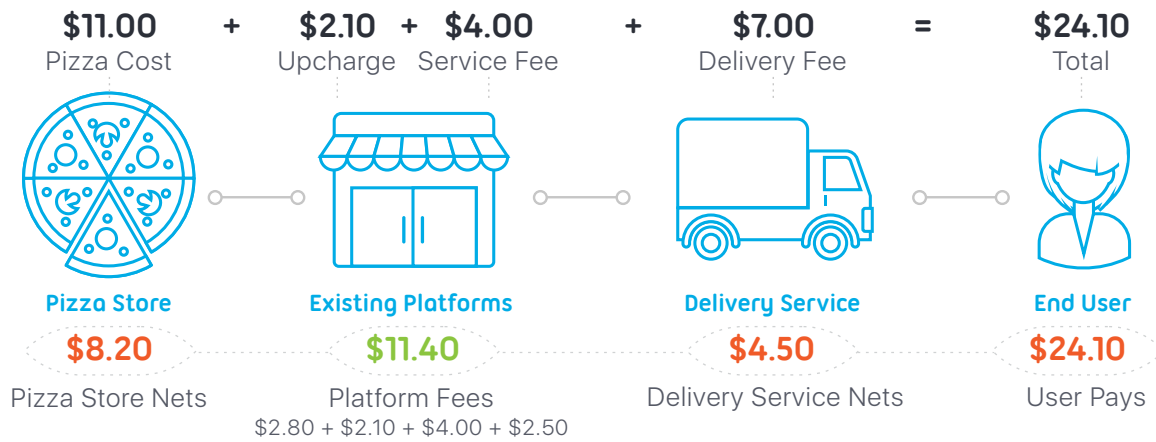


Your most unhappy customers are your greatest source of learning.

Bill Gates 

The Problem

The underlying concept for the Serve platform was developed in wake of one seminal event. Perhaps this might be a little dramatic, but like most good ideas our roots are based in dealing with a simple issue - the so-called pizza problem.



One night some time ago, our CEO was hungry. As most people currently do, he opened an application on his smartphone to review the available pizza options. After viewing multiple offers and promotions from pizzerias in his local area, our CEO made his selection on the app and ordered.

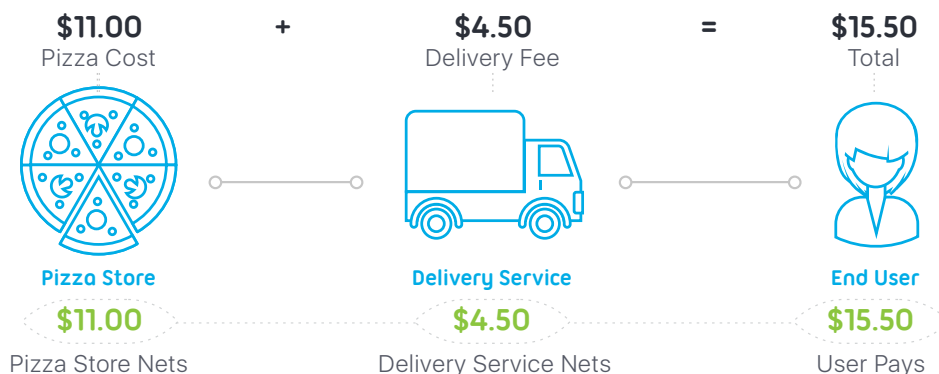
The pizza arrived on-time, hot, and from a restaurant that he preferred over the traditional delivery offering. The logistics industry had offered him what he had offered as a similar provider of these services: value, a broad array of choices, and on-time delivery. In this case, a hot and tasty pizza.

Our story truly begins at that very moment. He had chosen a pizza that costs \$11.50, the same price he would pay if he had called the local pizzeria directly. Of course, he would have tipped the delivery person, perhaps \$5.00. That would bring the cost of the hypothetical pizza to \$16.50. Because the delivery person is usually paid hourly plus tips, our driver could make two or more of these deliveries per hour and add \$10.00 in wages to the tips. Thus, he or she could make more than \$20.00/hour. If he or she were industrious or able to combine multiple deliveries in one route, then he or she might make more money.

Our CEO indeed tipped the driver the aforementioned \$5.00. He put the box down on his table and glanced at his phone. Much to his amazement, it read \$27.50 including the tip. What he did not see was that the vendor also had taken a cut from the pizzeria and had possibly limited the driver's tips when users assumed the delivery fee on the bill reflected the driver's tip. Despite having done none of the real work, the middleman took a large portion of the revenue. However, the potential downside for an incorrect order is borne by the pizzeria and the delivery person, who are both limited by this arrangement. If the order is wrong (i.e., the pizza happened to be pepperoni, rather than sausage or plain cheese) the cost of a replacement would be \$8.50 for the pizzeria. The real opportunity cost, however, would be more. The pizzeria would lose its profit and the driver may lose his fare or tip.

The Serve Solution

Having spent the last few years solving various problems in the last-mile-logistics industry for several significant market participants, our team brainstormed how to make this process more efficient. Serve's platform eliminates excessive fees by deploying a series of smart contracts to facilitate transactions. Users of the platform are subject to fees up to 2.5% rather than existing fees of up to 40%.



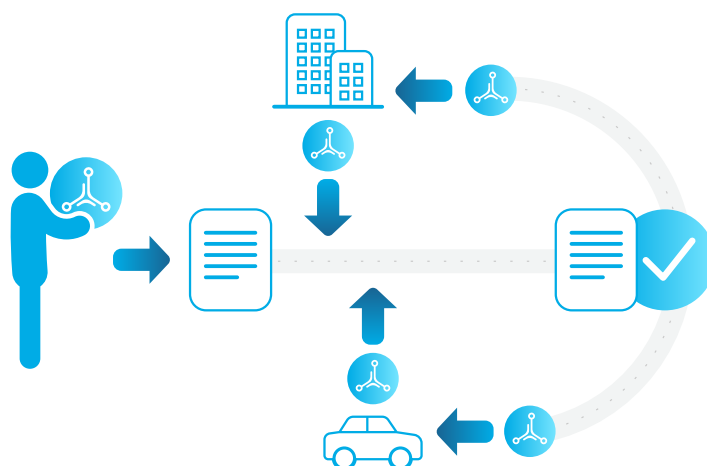
The above graphic is emblematic of just one segment of the the industry we seek to change. Rideshare, on-demand delivery of goods, electronics, etc. are all part of the change brought about by the Serve platform. Market incumbents, including Uber, Lyft, Eat24, GrubHub, DoorDash, Deliveroo, and Meituan Dianping, require their vendors and logistics providers to allocate extensive investment into background checks; buying, leasing and/or maintaining vehicles; and third-party service fees. Those costs and fees are eliminated when using the Serve platform.

The Perfect Result

Step One: A User pays for good or services by way of the Serve token, representing the User's stake.

Step Two: Both Enterprises and Providers stake Serve tokens in varying amounts to ensure maximum quality and performance of service, thus acting as every User's advocate in every transaction.

Step Three: After a successful transaction, all staked Serve tokens are returned to the Enterprises and Providers.



With Serve, a single sign-up can empower a Vendor or Provider to sell to more people, the driver to diversify his or her opportunities, and the patron to have access to a wider range of products and services. They can do it all from one platform, a decentralized hub, that can immediately route Providers to their closest business opportunity and enable Enterprises to fulfill orders to the door of their Users, all while improving the overall experience. They can do so without any service fees to pay - not for the Enterprise, not for the Provider.

Through Serve's platform, Users have direct access to every rideshare driver, restaurant, and product. Enterprises have access to every Driver and User. Providers can deliver for every Enterprise on the platform or provide rideshare services directly to Users. By introducing this open-source platform to the economy, Serve facilitates bringing everything to everyone and everyone to everything. Much lower transaction costs mean greater value, while Serve's staking model promotes higher quality of service and improved efficiency.

The Serve platform is built from the ground up to resolve disputes common in the e-commerce and logistics industries. The Serve token allows participants in the Serve ecosystem to separately stake in every transaction in which they participate. By having, "skin in the game," our blockchain transactional engine encourages the parties in a transaction to amicably resolve their disputes. Therefore, it is in everyone's interest to resolve the issues quickly.

Serve creates a level playing field for all participants in a transaction such that a single stakeholder does not have an unfair advantage over another. Serve is agnostic and once the process has begun Serve treats everyone equally.

The Serve ecosystem imbues everyone with the ability to be a User, Enterprise, Provider, or any combination of the three. Serve is not bound by the same constraints as similar platforms. Anything and everything can be sold and fulfilled on our platform and the blockchain assures decentralized, secure transactions. As the Serve ecosystem grows so does its offerings. We have architected the platform to allow just one person with a little hustle to do, sell, or deliver everything they might think of. Serve is not limited to the last mile, not limited to a certain type of vendor, or just one-person service providers. It is a universal, everything-to-everyone, and everyone-to-everything open playing field.



People do not care how much you know until they know how much you care.

Teddy Roosevelt ””

USER EXPERIENCE

Open Protocol & SDK API

For users who have more technical know-how or have access to a software development team, Serve provides a fully open-sourced protocol and SDK to connect into the blockchain. Our hope is to enable anyone who is interested to adapt blockchain technology using the Serve protocol.



Enterprise Software

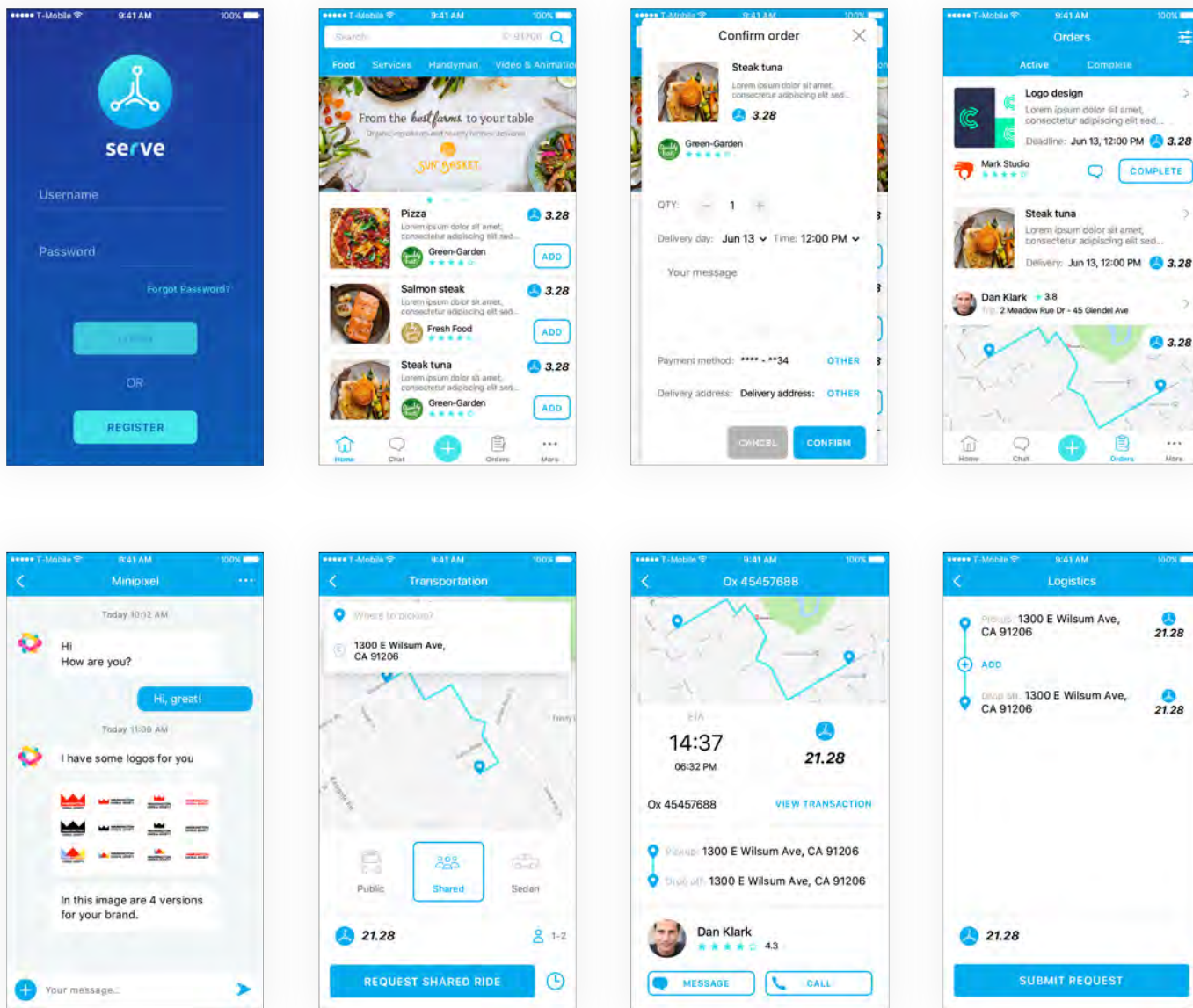
We are integrating the Serve platform with a proven enterprise software that delivers amazing resources and facilitates any and all logistics transactions. The Enterprise Software Suite requires little technical knowledge. More importantly, there are no onboarding or upfront costs. We believe this will make the platform and the blockchain more accessible to users.

The Enterprise Software Suite consists of a client relations manager (CRM), human resources information system (HRIS), workforce automation application, education and testing platform, dispatch software as well as iOS, Android and Web apps.

Using the Serve platform, Vendors can create marketplaces to allow for the implementation of mobile applications. These marketplaces can be rebranded and customized 100% to any indi-

vidual or company's needs and desires.

Users can browse an assortment of listings and purchase, request delivery, request transportation logistics services, and any future services they might require.



Users will develop their own reputation as they use the platform and successfully complete orders. Reviews will be tied into each order and, consequently, to the responsible party. Each party will have to stake tokens to maintain responsibility and incentivize good behavior.

Enterprises that create marketplaces can advertise their brands and gain loyal Users that are being serviced by a modern and global workforce. Any Enterprise can scale its business and compete with larger businesses. If an Enterprise with a marketplace onboards a Provider or another Enterprise, the referrer will receive an affiliate or referral credit, thus incentivizing this practice, subsidizing the referrer's advertising, and allowing the referrer promote his or her brand.

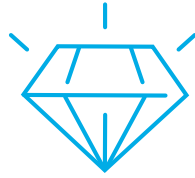
Fundamental Experiences

We believe there are three fundamental experiences that make any business or transaction successful.



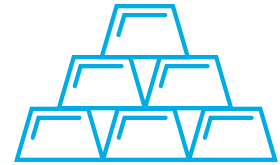
Customer Service

By allowing Enterprises and Providers to transact with their branding, they are motivated and encouraged to provide their customers the absolute best experience possible.



Product and Service Quality

Answering and keeping the Users happy is very important. However, good customer service can never fully compensate for a bad product or subpar service. By truly having an open economy, users will be able to weed out the inadequate product and services and raise the bar for quality.



Cost

We bet you often hear, "Last, but not least." Well that is not the case here. The cost is the least important of the three. Regardless, we hope by creating an open economy, void of any middle men, we will be able to lower the price of most goods and service offered around the world. We believe that if you have an amazing product and your customer service is similarly amazing, people are willing to pay a premium.



The key is when a customer walks away, thinking 'Wow, I love doing business with them, and I want to tell others about the experience.'

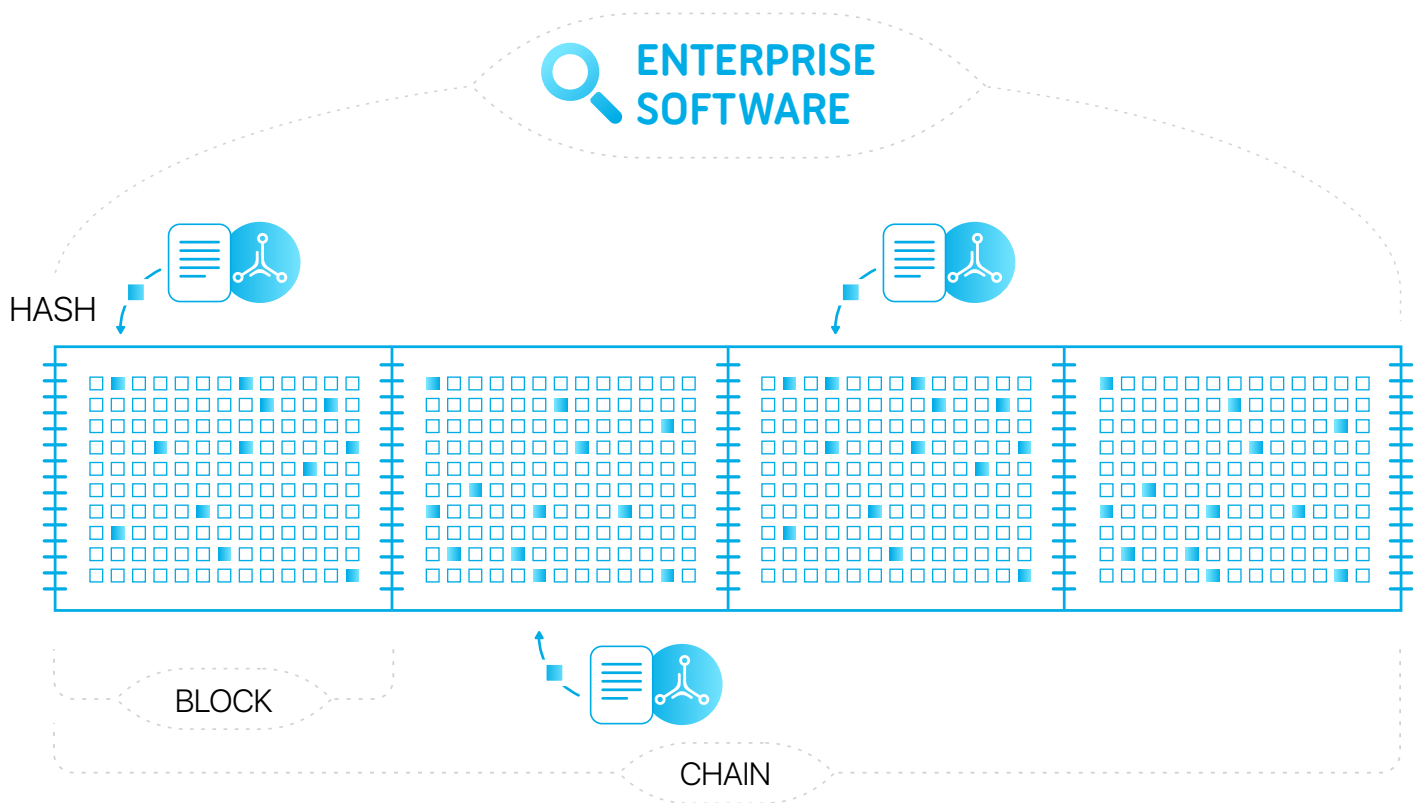
Shep Hyken 

THE PLATFORM

The Serve platform will be built upon a peer-to-peer platform where Users, Enterprises, and Providers around the world can interact directly with one another. We hope to remove third-party transactions and establish industry protocols for transparent and trustless interactions.

The Serve platform includes features that make the user experience flexible and adaptable to the needs of the implementing party. Just like a blank canvas, users will be able to paint the masterpiece they envision.

Blockchain Architecture

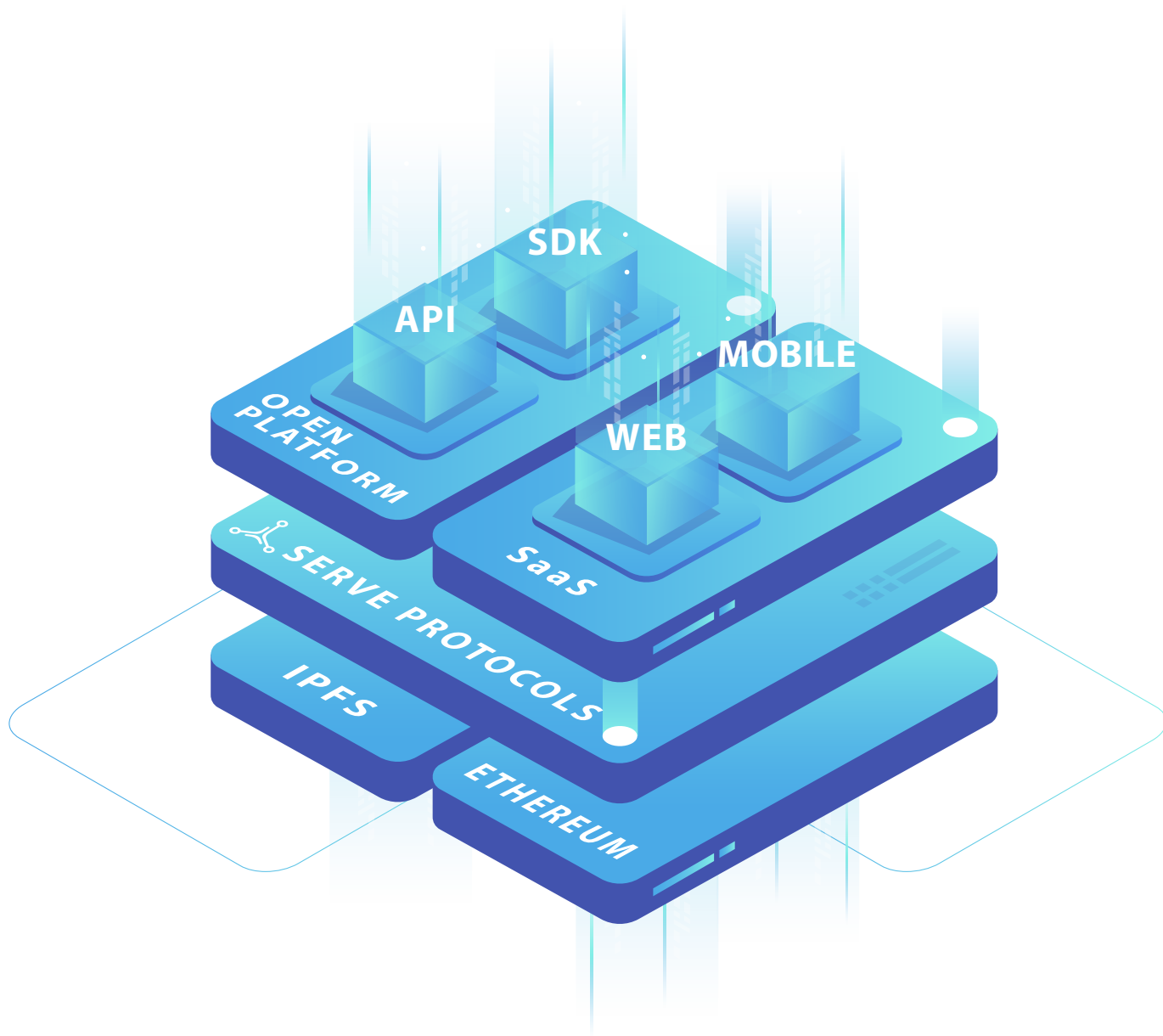


We are developing the Serve protocols based on Ethereum and IPFS for data. If Ethereum does not become significantly more scalable in the near future, we may evaluate additional long-term solutions, such as EOS, NEM, Stellar, and NEO.

Server/Language Specifications

Any blockchain we use as a long-term solution for the Serve platform will support smart contracts. We will build an open-source API and SDK available to everyone which will help them tie into the Serve platform. We will also provide documentation for anyone who wants to build a decentralized application using our protocols. Our smart contracts will be built using Solidity and C++ for cross-chain compatibility in the future..

Our enterprise-level solution will be built on a software-as-a-service model with complete web and mobile technology already in production. Our technology stack is Node, Angular, React, Mongo, JavaScript, PHP, Redis, Hadoop, PostgreSQL, MySQL, Ruby, Go, Java, Swift, Objective C, C++, NginX and Python.



SMART CONTRACTS

A smart contract is code that is deployed on the Ethereum blockchain, often directly interacting with how money flows. While a standard transaction would permit sending money from A to B, a transaction effected pursuant to smart contracts allow sending money from A to B, so long as C happens. The Serve platform will use a series of smart contracts to provide mechanisms for trustless transactions and effective dispute resolution.



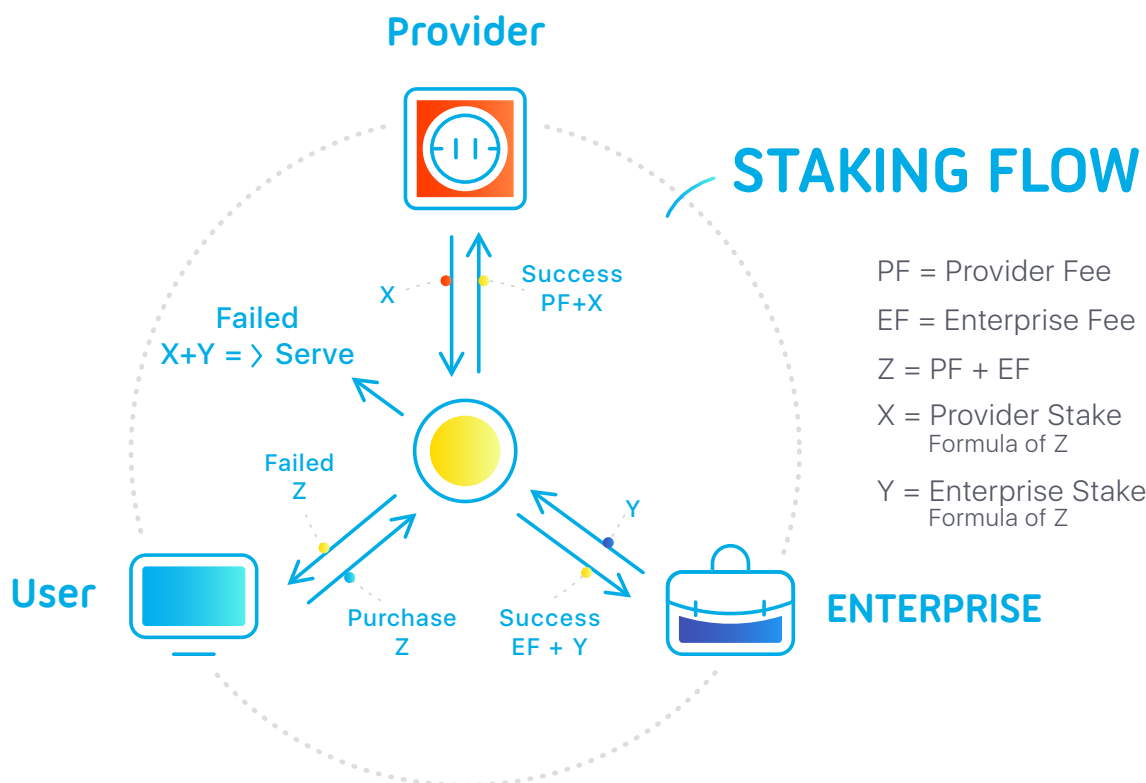
Trustless Escrow

The core of every transaction is a secured escrow powered by smart contracts. This allows customers to have transparent trust in the process rather than relying on third party to transact and escrow the Serve tokens. This is the essence of the so-called, "trustless escrow." We have developed a core set of escrow contracts to hold transaction and Serve tokens until there is a successful transaction.



Staking and Accountability

Users will have the opportunity to dispute any transaction before or after a successful close. We have implemented a dual-staking contract that allow Users to stake Serve tokens in order to substantiate their claims. If no resolution can be found between the parties, they must stake again. If after double staking, the parties are unable to resolve the dispute, the matter is subject to binding





Arbitration Contracts

The Serve protocols will provide a mechanism for an individual to become a “verified arbitrator.” While the verification process is still being developed, it will either involve staking or the protocol may integrate with other blockchain-based arbitration solutions. One of these verified arbitrators will evaluate all information submitted to the contracts, such as order history, order notes, and dispute information. Once a claim is evaluated the arbitrator will choose which party will prevail. Unlike the process of accepting orders and services, the arbitration contract will assign an arbitrator completely by random and reputation, which allows for a clear, unbiased, and transparent process.



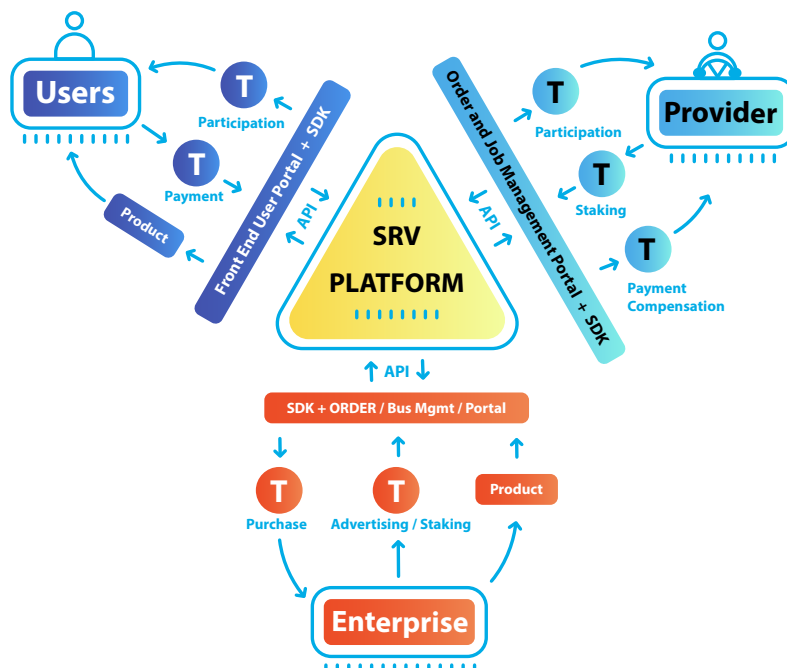
Review Smart Contract

In an effort to provide users with a trustless review process, each review will be associated with an actual order. Each review will be linked to the relevant transaction and allow the public to query any information about the transaction. All personally identifying information will be encrypted for privacy, but public information such as, delivery time, distance, average speed, and so on will be available for review.



Trustless Transactions

The evolution of smart contracts allows for the complete automation of transaction without trust needed on the part of any involved party. In the Serve platform, deposits, payments and



even recurring services are handled by the smart contract. Depending on the service and the transaction amount, a deposit or full payment will be due to initiate the contract. The endor will be able to specify if a transaction is fully inclusive or requires external providers. If an Enterprise decides that a transaction is fully inclusive, they take the responsibility of delivery and service. If the transaction is not fully inclusive, other Providers, such as delivery or transportation providers, will be specified, allowing other Enterprises to bid on the services or accept clients' prices. All transaction payments will be held in escrow to ensure all parties participate in this trustless transaction.



Recurring Smart Contracts

Our smart contracts also are equipped to handle recurring transactions and payments. The Serve protocols are able to support subscription-based services, such as a restaurant that needs regular laundry service or trash pickup.



Smart Asset Contracts

Business as well as providers can interact through our platform and asset contracts to upload their inventory to the blockchain. Businesses can upload their menu, services, and products to show on their mobile applications as well as website.



Smart Marketplace Contracts

Enterprises will undergo a rigorous onboarding process and stake money into the marketplace contract for reputation. This will allow new Vendors to have a strong reputation relative to ones that have been on the platform for a long time.



Service Provider Smart Contracts

Just like Enterprises, Providers will have to stake Serve tokens to build a reputation. This will allow new Providers to compete with seasoned providers.

USE CASES



Validation

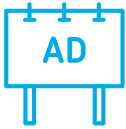
Organizations are required to purchase and use coins to validate and create profiles prior to consumers confirming information.



Reputation

Consumers purchase and employ tokens to transact with organizations using Serve to directly purchase goods and services.

Subsequently, consumers stake their tokens and review transactions post completion contributing to driver reputation, organizational validation and order arbitration.



Advertising

Organizations can promote their goods and services directly to their surrounding communities and offer promotions.



Consumer Rewards

Consumers receive rewards for community participation, validation reviews, content submission, and visiting locations.



Consumer Purchases and Delivery

Consumers have the capacity to exchange money for tokens and use tokens for purchasing goods, food delivery, courier services, transportation, and logistics.

TEAM BACKGROUND



Shahan Ohanessian / CEO

Throughout his life, Shahan has been an entrepreneur and has excelled in his ventures. During his storied career, he has always been passionate about providing a great consumer experience. That led to his involvement in Scoobeez, a leading last-mile logistics and delivery company based out of Pasadena, California. As CEO of Scoobeez, Shahan had helped build the company from a small courier company into the massive same-day and next-day delivery operation it currently is. From his experience at Scoobeez, Shahan learned that, if everyone in the supply chain has skin in the game, the consumer is the ultimate beneficiary. This ethos has formed the basis for his current brainchild - Serve.



George Voskanian / CFO

George has 10 years of experience in public and private capital markets including buy side and sell side securities transactions and covered long, short equities, as well as mergers and acquisitions, IPOs, follow-on offerings, principal investments, private debt and equity offerings. Notable transactions in which George has been involved include a \$48M sell-side mandate of Ruby Receptionists; \$50M debt restructuring of Nebraska Book Company; B. Riley's acquisitions of United Online, and FBR Investment Bank and Wunderlich Securities for \$148M and \$160M, respectively. Prior to joining Serve, George had worked at SSI Investment Management, BNP Paribas, Signal Hill Capital and B. Riley FBR Financial.



Roman Tsarovsky / CTO

Roman comes from a background in technology and automation with a focus on emerging industries such as blockchain, AR, AI, machine learning and security. Roman's passion has always been to develop and build exciting and innovative technologies that help increase efficiency in systems. Roman has over 10 years of coding experience in over 10 languages. Using these skills, he has successfully built numerous businesses, consulted and architected enterprise-level software, and assisted companies become more efficient with their internal technologies. More recently, Roman has been architecting enterprise resource planning solutions, token economic structures, and integration into blockchain technologies using Solidity. Roman's core belief is that any problem can be resolved with a view towards automation and optimization.



Ycaza Thrush / CVO

Ycaza Thrush is a 23-year veteran in the technology industry. He has served as head production designer, designing projects in the music and film industry. He has been the CTO of 5 different networking and ISP ventures such as the nascent DSL business in 1998. He joins us after selling his last hosting company in 2011. Caz has served as consultant to publishing, graphics, music, and film companies. He also has consulted with Scoobeez, a leading last-mile logistics and delivery provider. Caz brings all of this experience and his unique vision to Serve.



Suzy Ohanessian / PRESIDENT

Like the rest of the Serve team, Suzy is an entrepreneur at heart and she puts her heart into everything she does. She has over 20 years of experience in operations and is a veteran of the last-mile logistics and delivery industry. For the last four years, Suzy has managed the operations of Scoobeez, a leading last-mile logistics and delivery company based out of Pasadena, California. During her time there, she has overseen and played a critical role in the launch all of the company's locations. She has also helped to build new and emerging technologies focused on increasing productivity in operations. Like every good leader, she heads into battle with her team and she brings this passion to the Serve team.



Scott Sheikh / CLO

Scott started a boutique law practice in 2007, with a focus on helping small businesses and technology start-ups navigate the complex state and federal legal landscapes. His practice grew steadily over the last decade and, amongst other accomplishments, has settled numerous commercial disputes, including one worth \$40 million dollars. He has also helped clients close numerous rounds of financing, the most recent being from Google. Last year, he joined the Scoobeez family with its technology-focused approach to logistics and delivery. With Scoobeez, Scott became acquainted with on-demand delivery and last-mile logistics and the nuances and complexities of those industries. Scott brings his experience in and passion for last-mile logistics, emerging technologies, and cutting-edge law to Serve.

STRATEGIC ADVISERS



Bill Shihara - Bittrex

Bill is Co-Founder and CEO of Bittrex. He was previously a Security Engineering Manager at Amazon, and he also served as the Manager of Security Threat Analysis and Security Engineering at BlackBerry. At BlackBerry, Bill drove the anti-malware and security automation strategy for the BlackBerry ecosystem to help protect customers from emerging and known threats. Prior to his position at BlackBerry, he spent 11 years at Microsoft working on the Windows Operating System and the Trustworthy Security team.



Liam Robertson - Alphabit

Liam is one of the largest individual and corporate traders of Cryptocurrencies in Europe and the Middle East. As a Charter Financial Analyst (CFA) and Charter Alternative Investment Analyst (CAIA), he established one of the world's first regulated Cryptocurrency Hedge Funds in 2016. As founder and CEO of Alphabit Limited, Liam now advises a number of funds, family offices and ground-breaking Blockchain enterprises



Phu Styles

Phu is currently a Venture Partner at Velorum Capital, the Founder of Women in Blockchain Foundation, CEO of Blockchain PR, and the Co-Founder of a co-living/co-working space in Silicon Valley called Startup Villas. She is also an advisor for Blockchain at UCI (University of California, Irvine), BitFinance, Vezt, BlockAble, along with many others. Phu has been a strategic partner in over \$100M worth of ICO fundraising in 2018.

She is also a TEDx Co-Organizer and producer/host for Cryp- toBlockCon as well as several other blockchain/crypto related conferences and events globally. She is asked to speak regularly around the world, and her work has been featured in Cointelegraph, Business Insider, and Forbes just to name a few. As a serial entrepreneur and influencer, she continues to work towards creating a decentralized future that is diverse and inclusive for everyone.



Penny Register-Shaw

Penny has been a practicing attorney for over 30 years specializing in all aspects of the logistics and supply chain industry. She was appointed as Chairman of the Rhode Island Public Transit Authority where she restored profitability and a pension deficit and advocated for the efficient and environmentally conscious movement of people.

She expanded her focus to include the movement of goods as a member of the senior executive team at FedEx, where she served as Senior Vice President and General Counsel of the company's air and ocean forwarding, customs brokerage, and trade facilitation subsidiary.



Margaux Avedisian

Margaux heads up the Alphabit's presence and is one of the industry's most experienced cryptocurrency marketers, with bitcoin experience dating back to 2012. She has held senior marketing and management roles at firms like AlphaPoint, Lazerbee, MonetaGo, and Tradehill, as well as the International Ripple Business Association. She has been an advisor to BitcoinShop, Chamber of Digital Commerce, and the Lifeboat Foundation, and has been an algorithm consultant to Google. Margaux holds an MFA from the Academy of Art University and a BA from Mount Holyoke College.



Michael K. Kalman

Michael is the founder and CEO of MediaCrossing, a leading independent programmatic advertising agency. There, Michael heads up the digital advertising team dedicated to helping agencies and advertisers earn and then own the "customer conversation" through activating data and engaging audiences across screens and media. In his tenure with Media-Crossing, Michael, first as SVP and then as CEO, developed a scalable business strategy to meet investor objectives and ensure the company's long-term growth and success.

Prior to MediaCrossing, Michael served as vice president, business development for ICON International (An Omnicom Group Company). During his 13 years with ICON, Michael worked on PepsiCo, Bank of America, H&R Block, Hormel, Samsung, HP and many other consumer branded companies.

TOKEN ROADMAP



SaaS Technology

The enterprise software we will license from an affiliate was developed over the past 4 years to facilitate over 40,000,000 deliveries a year. We have built a suite of enterprise tools that are currently being used by the top companies all over the world. Our suite includes: CRM, HRIS, workforce automation, point-of-sale, website, enterprise portal, custom backends, education system, dispatch, front end user portal and applications. All of our technology is available in iOS, Android, and Web. We understand that most businesses and providers don't have the knowledge or finances to hire, build and implement blockchain technology. That is why we will be offering our enterprise suite of tools to the world.

Founded

Being in the global logistics space, we saw the necessity for a global immutable and trustless solution that can help reduce fees for everyone. As a result of our research on how to accomplish a global economy, we decided to enter the cryptocurrency and blockchain world.

Smart Contracts

We decided to incorporate smart contracts and not just a global cryptocurrency because we saw the need for a trustless system that holds everyone accountable for their actions and services. Using our diverse knowledge in the logistics space, we decided to establish protocols so others can meet our high expectations.



Wallet

We have decided to build our own wallet that will be able to hold and manage our Serve tokens. The wallet will be fully developed and released to the world upon mint of the tokens. We will be using it before then as part of our pilot program.



Pilot Program

Even though we are experts in the logistics space, we want to solve the world's perception of cryptocurrencies, and educate the public of the advantages of having a complete open source, and trustless economy. We will be conducting two large pilot programs, one in Dallas, Texas, and one in the Cayman Islands. The result of these pilot programs will help us build an education campaign for the rest of the world as well as learn and understand acceptance of the open economy.



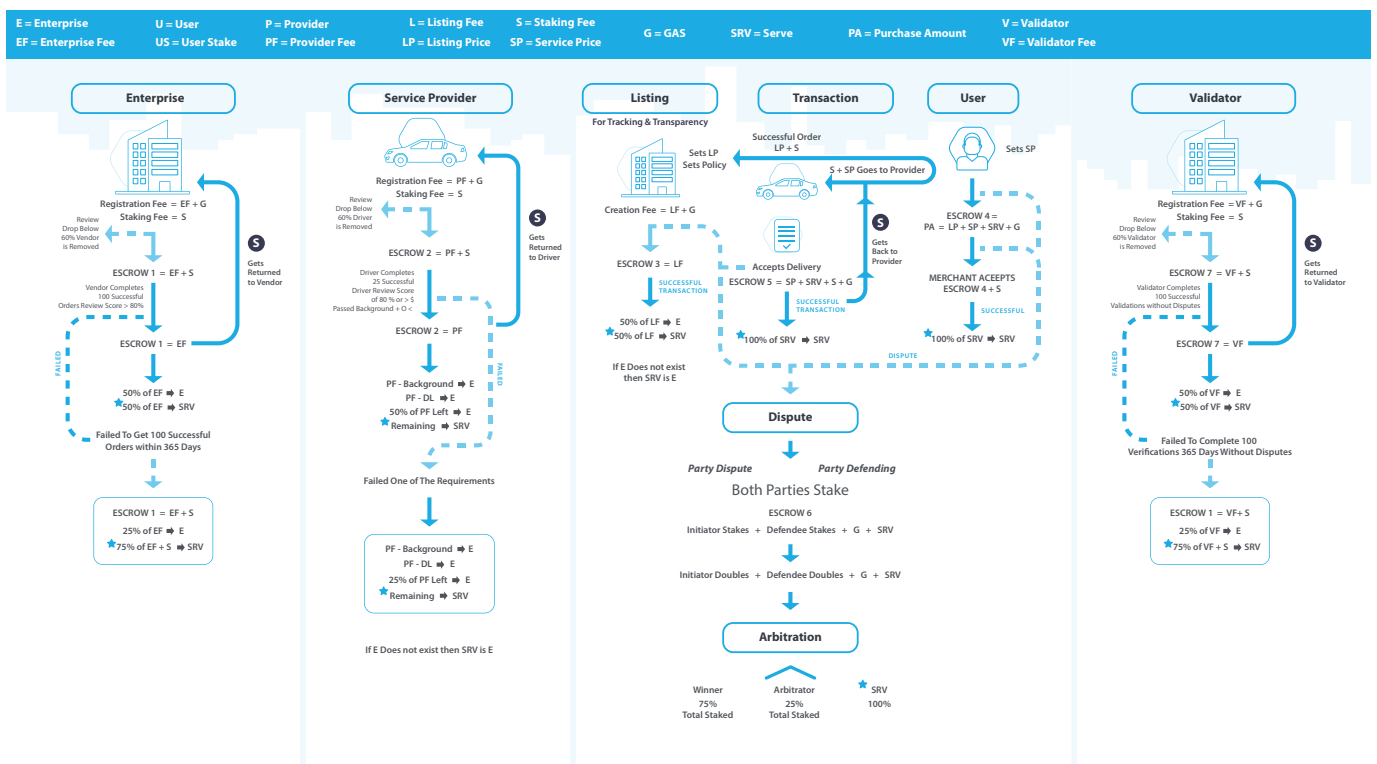
Token Minting & Public Release

We expect to be minting and distributing our tokens in Q4 of 2018 and unveiling the Serve platform to the world.

TOKEN ARCHITECTURE

The Serve tokens are used in the Serve platform to incentivize logistics providers to provide delivery and transportation services and do not comprise business or consumer delivery costs.

The Serve tokens are used to validate and verify services and quality of goods and services utilizing through staking mechanisms while concurrently capitalizing on a decentralized and direct delivery service.



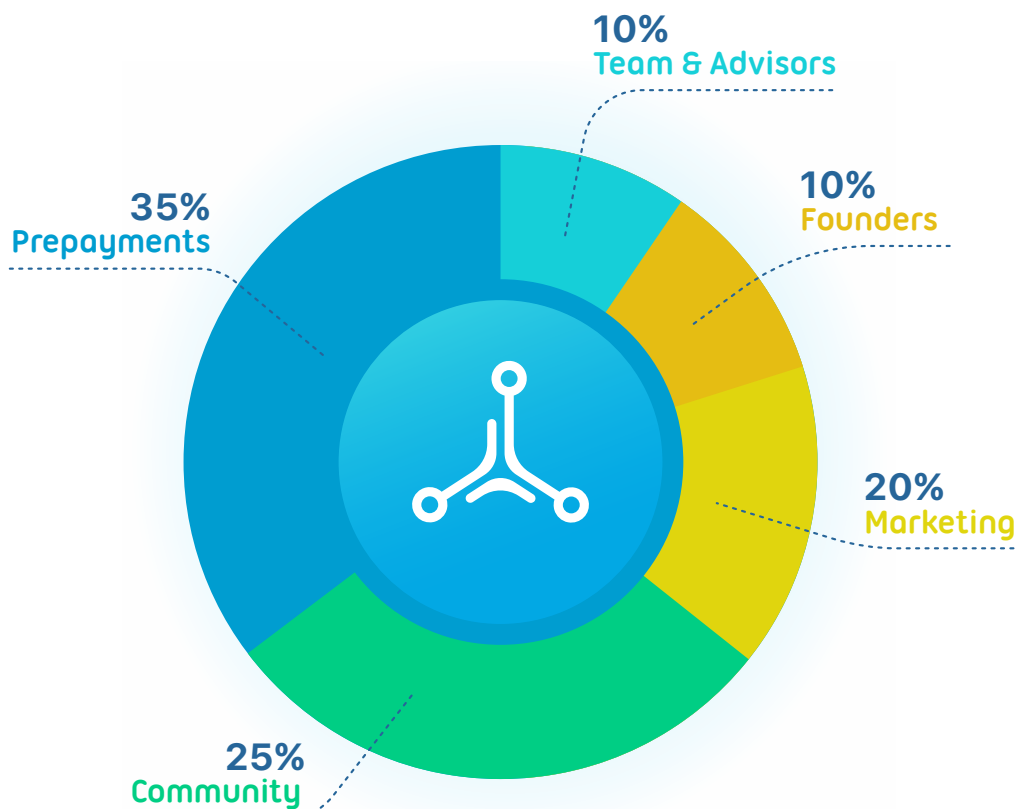
TOKEN PRE-PURCHASE STRUCTURE

Serve will mint its tokens and launch the Serve platform concurrently. The Serve token will contribute to communities by allowing voting utilizing tokens consisting of 1 token per vote.

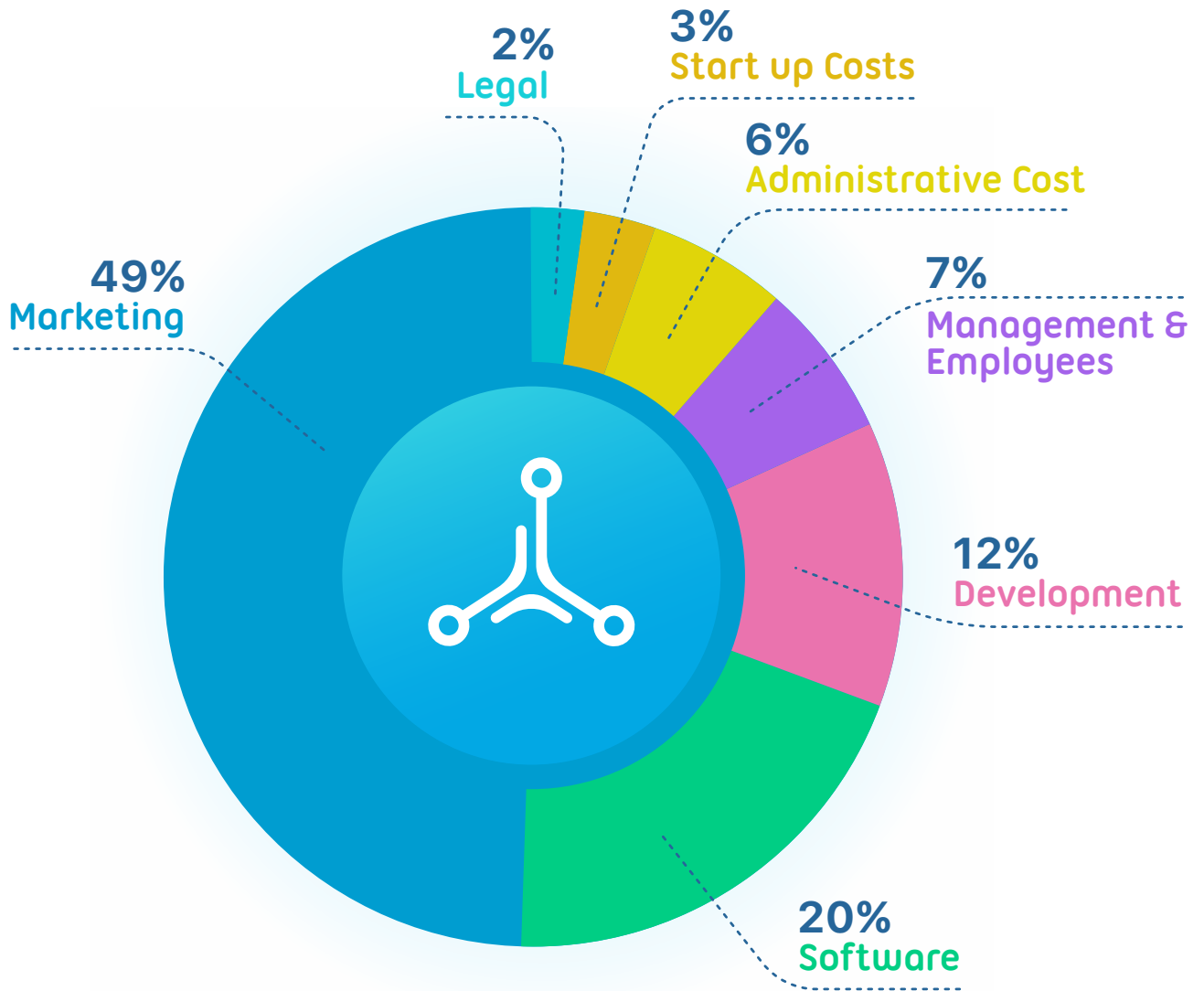
Token Breakdown

	Total Tokens	10,000,000,000
	Tokens Price	\$0.10
	Private Sale	3,500,000,000
		Dollars Raised
50% Discount		\$20,000,000
25% Discount		\$10,000,000
No Discount		\$70,000,000
		\$100,000,000

TOKEN ALLOCATION



BUDGET ALLOCATION



DISCLAIMER

This white paper is for information purposes only and is not an offer or a solicitation to buy or sell any securities. Any such offer or solicitation shall only be made pursuant to the offering documents relating to the offering of pre-purchases of Serve tokens (collectively, the "Offering Documents"), which will be furnished to qualified investors on a confidential basis at their request for their consideration in connection with such offering and only in those jurisdictions where permitted by law. This white paper does not include certain material information about Serve Token Limited, a Cayman Islands exempted company, nor any of its affiliates (collectively, "Serve"), including important risk disclosures. Accordingly, the Offering Documents qualify in their entirety the information set forth herein and should be read carefully prior to pre-purchase of Serve tokens for a description of the merits and risks of a pre-purchase of Serve tokens. No person has been authorized to make any statement concerning the Company other than as will be set forth in the Offering Documents and any representation or information not contained therein may not be relied upon. Serve does not guarantee the accuracy of, or the conclusions reached in, this white paper, and this white paper is provided "as is." Serve does not make any, and expressly disclaims all, representations and warranties, express, implied, statutory or otherwise, whatsoever, including, but not limited to: (i) warranties of merchantability, fitness for a particular purpose, suitability, usage, title or non-infringement; (ii) that the contents of this white paper are free from error; and (iii) that such contents will not infringe third-party rights. Serve shall have no liability for damages of any kind arising out of the use, reference to, or reliance on this white paper or any of the content contained herein, even if advised of the possibility of such damages. In no event will Serve be liable to any person or entity for damages, losses, liabilities, costs or expenses of any kind, whether direct or indirect, consequential compensatory, incidental, actual, exemplary, punitive or special for the use of, reference to, or reliance on this white paper or any of the content contained herein, including, without limitation, any loss of business revenues, profits, data, use, goodwill or other intangible losses.

Recipients of this white paper are specifically notified as follows:

Serve is not intended to constitute a security in any jurisdiction.

This white paper does not constitute a prospectus nor offer document of any sort and is not intended to constitute an offer or solicitation of securities or any other investment or other product in any jurisdiction.

This white paper does not constitute advice to pre-purchase or purchase any Serve tokens nor should it be relied upon in connection with any contract or pre-purchasing or purchasing decision.

No representations or warranties have been made to the recipient or its advisers as to the accuracy or completeness of the information, statements, opinions or matters, express or implied, arising out of, contained in or derived from this white paper or any omission from this white paper or of any other written or oral information or opinions provided now or in the future to any interested party or their advisers. No representation or warranty is given as to the achievement or reasonableness of any plans, future projections or prospects and nothing in this white paper is or should be relied upon as a promise or representation as to the future.

Potential pre-purchasers of Serve tokens should assess their own appetite for such risks independently and consult their advisers before making a decision to pre-purchase any Serve tokens.

This white paper and related materials are issued in English. Any translation is for reference purposes only and is not certified by any person. If there is any inconsistency between a translation and the English version of this white paper, the English version prevails.

Unless otherwise stated, all references to "\$" and "dollars" in this white paper pertain to United States dollars.

This white paper has not been reviewed or approved by any regulatory authority in any jurisdiction. References in this white paper to specific companies and platforms are for illustrative purposes only.

Other than with respect to Serve, the use of any company and/or platform names and trademarks does not imply any affiliation with, or endorsement by, any of those parties.

Some of the features described in this white paper are based on our current understanding of distributed ledger technology and the assumption that systems based on distributed ledger technology continue to work with the same characteristics in the future. In the event that the nature of the distributed ledger technology changes dramatically (for example, due to high congestion, change in proof of work, change to proof of stake, network splits, a 51% attack or any other unpredictable event), the Serve platform's stability and our ability to deliver features described in this white paper may be negatively impacted.

The information set out in this white paper may be subject to updating, revision, verification and amendment and such information may change materially. Serve is under no obligation to update or keep current the information contained in this white paper and any opinions expressed in it are subject to change without notice.

This white paper contains "forward-looking statements." When used in this white paper by Serve, these forward-looking statements may be identified by the use of such words as: "believe", "expect", "anticipate", "intend", "plan", "estimate", or words of similar meaning, or future or conditional verbs such as "will," "would," "should," "could," or "may." Important factors could cause actual results to differ materially from our expectations. Any forward-looking statements made in this white paper are made as of the date of this white paper, and, except as required by applicable law, we assume no obligation to update the forward-looking statements. You should consider these risks and uncertainties in evaluating forward-looking state-

ments and you should not place undue reliance on these statements. We decline any obligation to publicly announce future events or developments that may affect the forward-looking statements herein. Serve cautions readers not to place undue reliance on any such “forward-looking statements,” which speak only as of the date made, and represent the expectations of Serve of future conditions or results and are not guarantees of future performance.