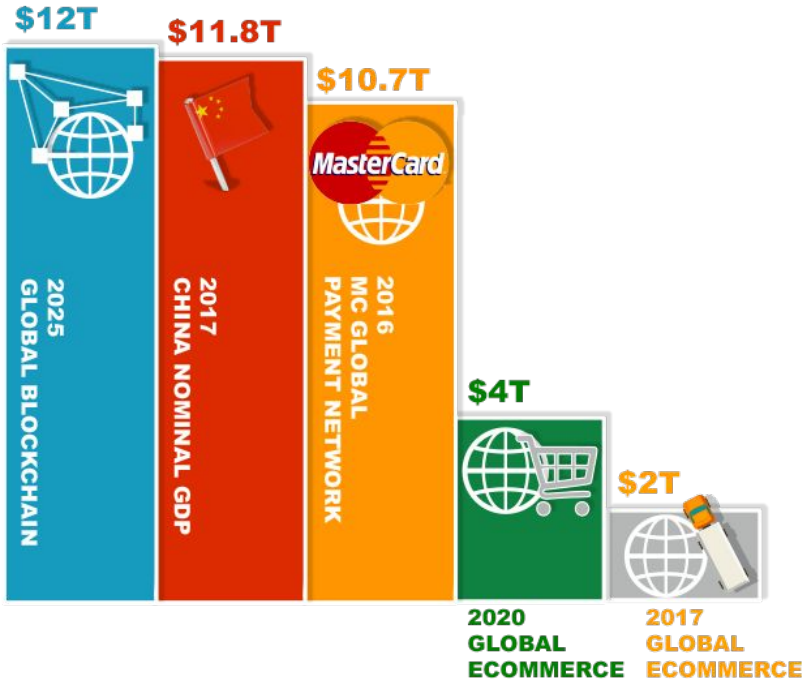


Crypto... huh... yeah
What is good for?
Absolutely...
(Nothing or Everything)

Organizational Members (small sampling)
Over 400+ with 20 new each week
Representing more than \$1 trillion of freight revenues



Blockchain Market Comparison



Rapid Industry Growth

In 2017, consulting firm Deloitte said that 10% of global GDP would be built on top of blockchain applications by 2025 -- approximately \$12 trillion dollars.

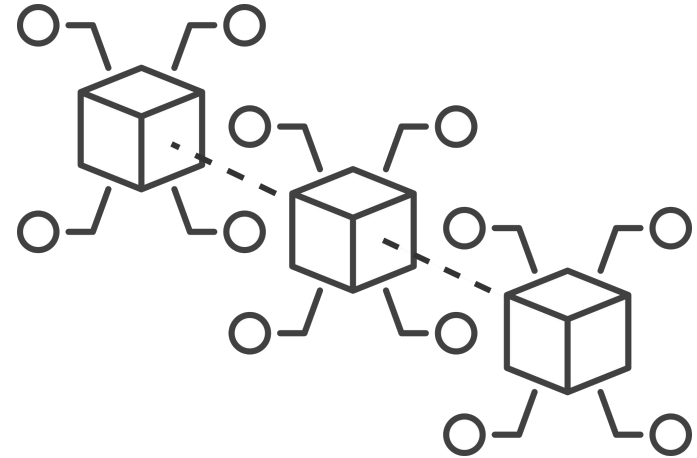
It's estimated that Blockchain in Transportation is a \$750 billion dollar opportunity in the U.S. alone.

“Blockchain!?!”



What is Blockchain?

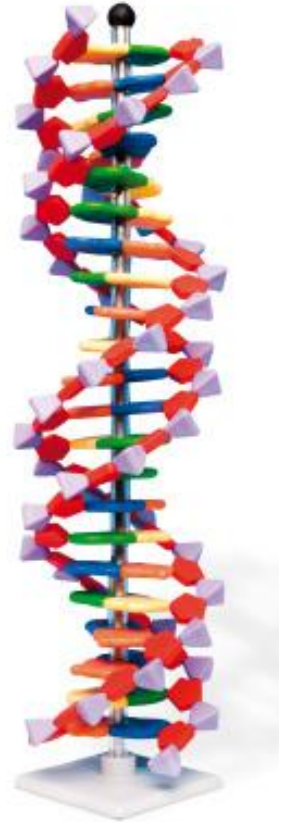
A decentralized and distributed digital ledger to record transactions across many computers so that the record cannot be altered retroactively without the alteration of all subsequent blocks and the collusion of the network.



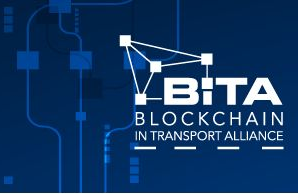
What is Blockchain?

Blockchain is the “DNA of data”

- Very difficult to alter or fake
- Lineage / History Tracking
- New info (children) retain a link to history
- Many copies make information resilient to single cell failures or attacks.
- Built-in code executes instructions across copies



EY “Blockchain Test”



1. Are you trying to get multiple parties to work together?
2. Do you have trust issues between the parties? Examples are payments, royalties, or purchase orders.
3. Is it important to get tamper proof record of transaction between parties?
4. Are you moving something of finite value around?
5. Does the group benefit from increased transparency?

Blockchain Market Comparison



For most transactions across industries, each participant currently records their own version of the truth.



With multiple records of the same information across systems, the data is vulnerable to error, fraud and inefficiencies. Frequently, businesses rely on intermediaries and internal processes to mitigate these risks.



With blockchain, transactions agreed by consensus are added to a block, a unique cryptographic code is calculated of the block, and that code is added to the following block creating a unique chain of blocks containing all the transactions.

Let's Make a Bet of \$100 on a
Football Game



Northwestern Defeats Illinois
45 to 13



Evolution of Contracts



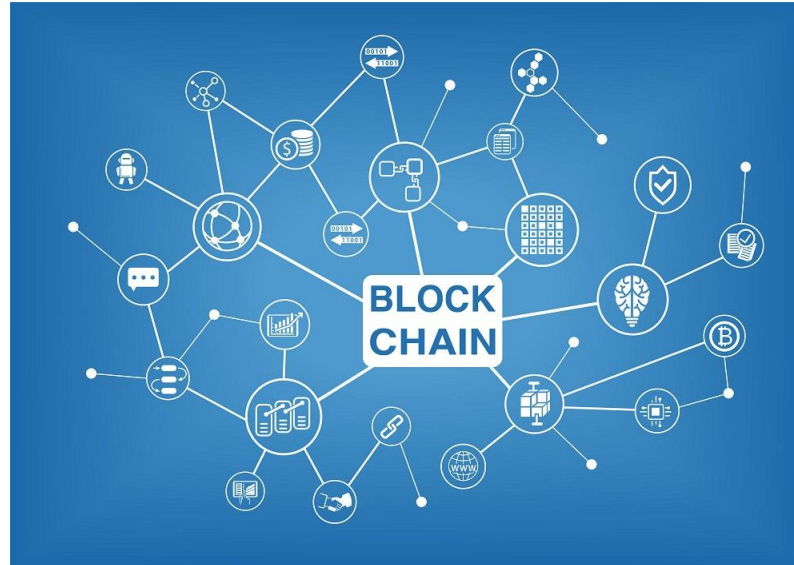
Agreements Enforced by Strongest Tribe

Evolution of Contracts



Agreements Enforced by Institutions

Evolution of Contracts



Agreements Enforced by Smart Contracts

Floated vs. Non-Floated



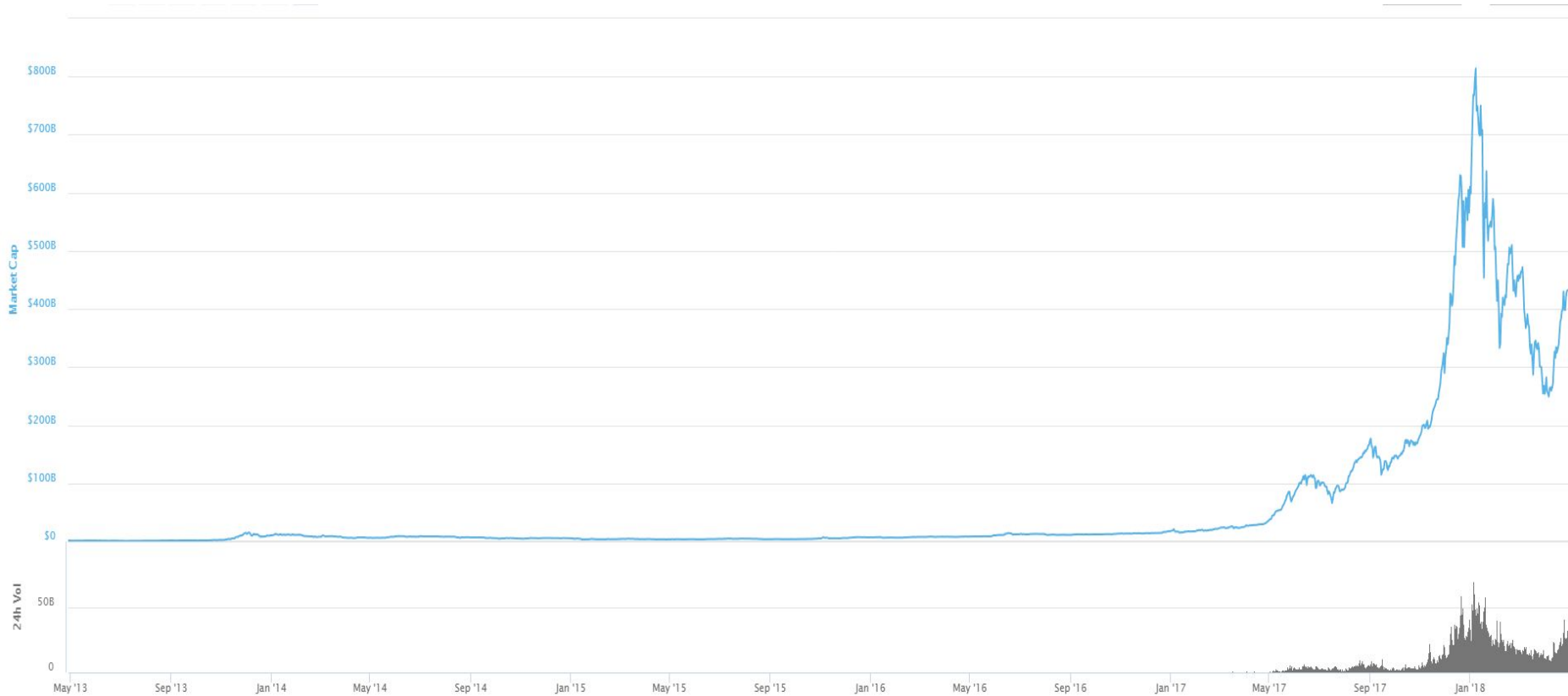
HYPERLEDGER



ethereum

An unregulated **means** by which funds are raised for a new cryptocurrency venture. ... In an **ICO** campaign, a percentage of the cryptocurrency is sold to early backers of the project in exchange for legal tender or other cryptocurrencies, but usually for Bitcoin.

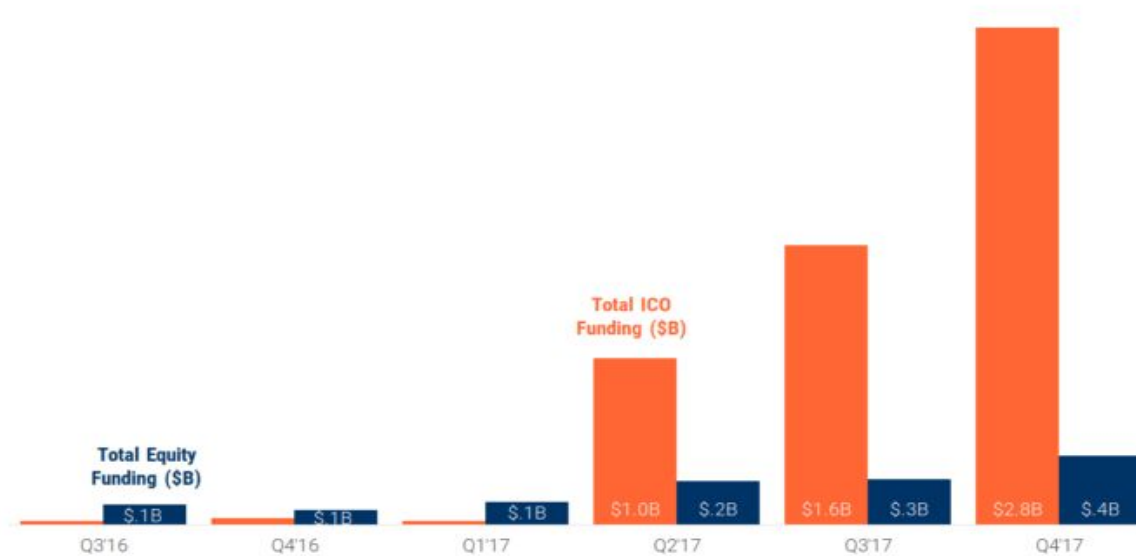
Crypto Valuation Explosion



ICOs Funding

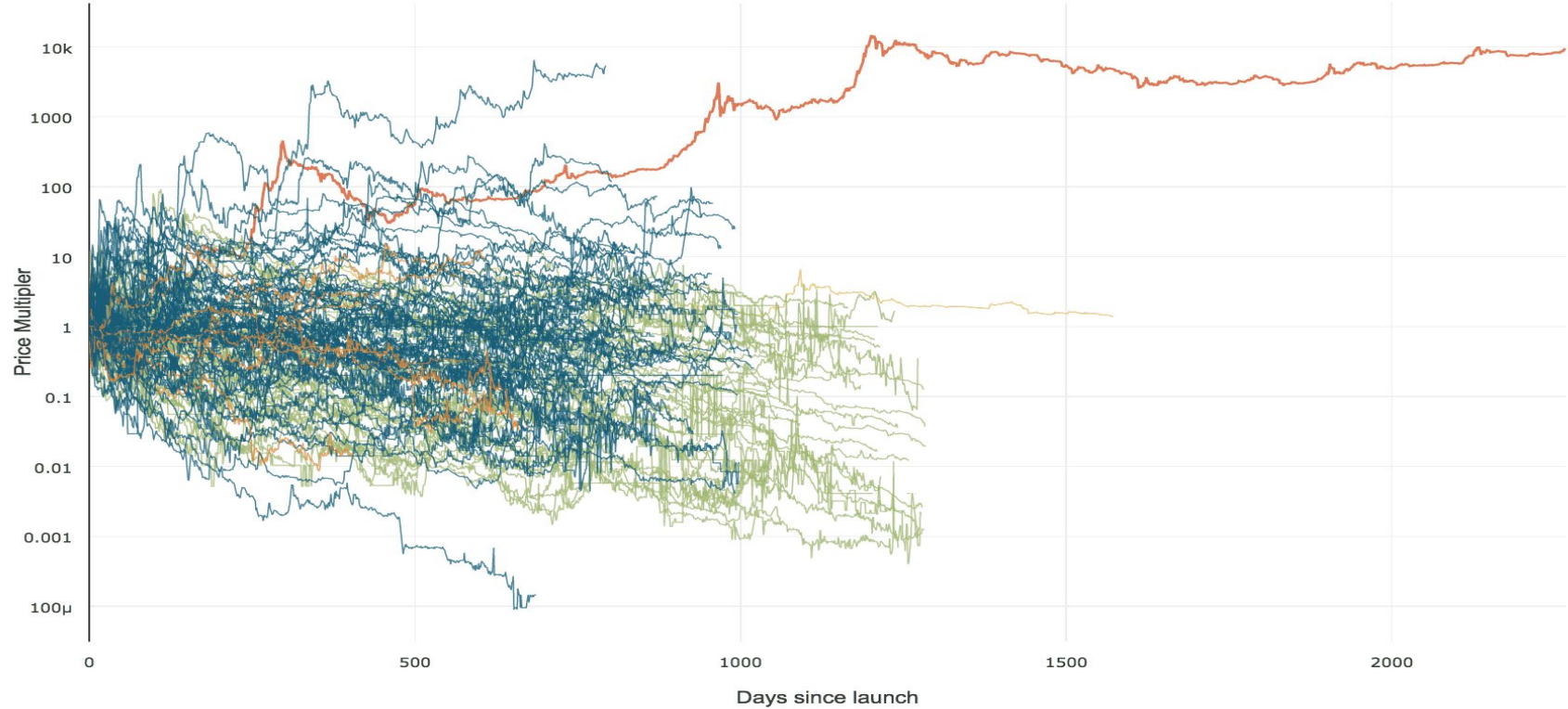
Blockchain equity funding pales in comparison to ICOs

Quarterly blockchain equity and ICO financing. Q3'16 - Q4'17



Source: CB Insights, TokenData

ICO from Launch



Notable ICOs in Freight

