



**GULF-EL**

*Efficient,  
Affordable Rides  
with AI Innovation*



[www.gulf-el.com](http://www.gulf-el.com)



# Problems & Motivations

After 10years C-level experience in ride-sharing/e-hailing and automotive industry it is easy to see the market problems as i am sure that you, as a customer of that services, unknowing of market easily see and feel that, but there are no solutions for the moment.

**in the absence of transparency and freedom** what is evident in the market, where 1-2 established players hike prices and withdraw promotional bonuses, while practices like surge pricing erode customer loyalty.

**Non Diverse** overall, the industry grapples with high commissions, platform-dictated pricing, closed governance, and a lack of loyalty, making it tough for drivers to sustain a livelihood and leaving passengers dissatisfied with the services.

**No app integration**, need for multiple apps which is time consumer and a hassle for a user

**No entertainment for adults and especially for kids** , stuck in traffic, without anything to do during the ride in rush hours (UAE have a 35 minutes ride average) and bad for the Company. More than that, no upscale passengers dissatisfied with the services.

**Unable to transition to the future** , of transportation, this is the most important, we think the traditional transportation is coming to an end and here in UAE and what we are seeing in almost all GCC so many private passenger transportation companies are not ready for that!!!



# Solutions

The solution is an AI-driven decentralized platform, machine learning technology using blockchain technology with

**Complex APP integrations** including mapping , entertainment, government, that will optimize waiting time and cost in transportation. Will enhances user experience through predictive algorithms.

**GULF-EL** is a decentralized electric ride-hailing platform leveraging blockchain technology to establish a transparent, secure, and costeffective network for drivers, passengers, and charging stations.

**Operating on fiat currency and on the GFEL token**, it seeks to transform the traditional ride-hailing sector by using electric cars.

**GULF-EL** aims to empower both drivers and riders through transparency and fairness, offering a **zero-commission fee based on subscription structure** to pass savings to riders. Its AI-driven dynamic pricing model and removal of middleman profits further contribute to affordability for network.

**VR entertainment** system with our partner Holoride, free subscription in the beginning but pay per view income from marketing sale for Company contribute to affordability for network.

**Nevertheless** our different approach will generate a big adoption quicker than competitors and none the last one easily transfer to robotaxi, the future of transportation



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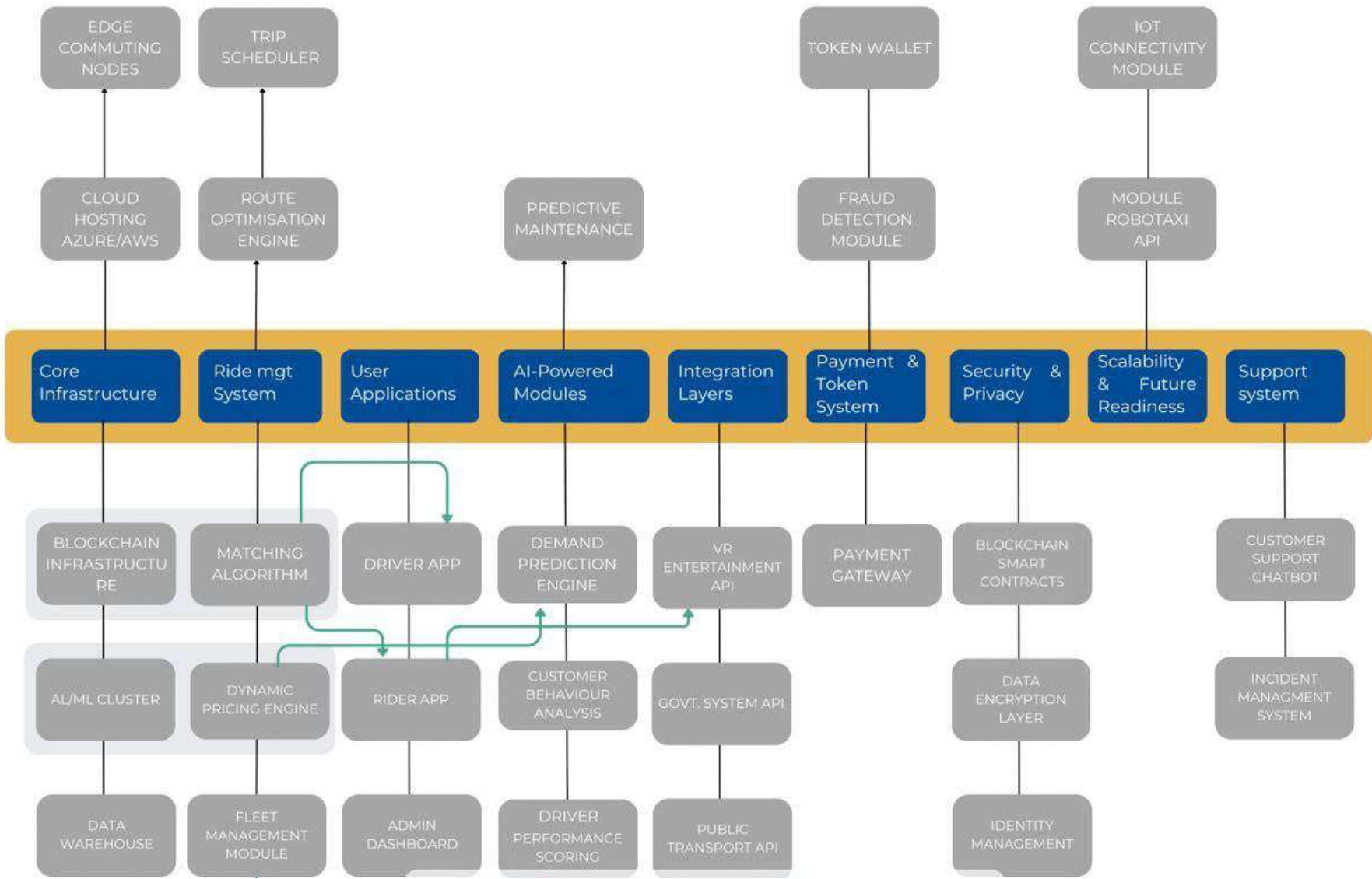
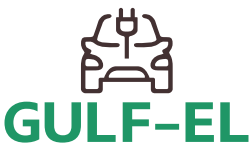


# Features AI Platform

- Optimize waiting time with AI-controlled rides
- Reduce costs through dynamic ride pricing
- Earn rewards and bonuses with active participation
- Secure transactions via blockchain technology
- Predictive Algorithms: The AI would use predictive algorithms and machine learning to anticipate demand in different areas at various times. By analyzing historical data and real-time information such as events, weather, and traffic patterns, the AI can accurately predict when and where rides will be needed.
- Dynamic Pricing: The AI can dynamically adjust pricing based on demand and supply, encouraging more drivers to be available in high-demand areas and times while incentivizing riders to consider alternatives during peak hours.
- Route Optimization: The AI would continuously analyze traffic conditions and dynamically adjust routes in real-time to minimize travel time and cost. It can take into account factors such as road closures, accidents, events and construction to provide the most efficient route
- Matching Algorithm: Chose your driver based on records and behaviour  
APP integration for ride, rent, events, mapping, entertainment, booking etc.
- Be prepared for next cycle of FSD Robotaxi



# Architecture



# Blockchain based P2P ride-sharing process

## 1. Initial Setup

### User Registration and Profile Setup

- **Account Creation:**
  - Users provide personal details (name, email, phone number).
  - Payment preferences are configured during setup (crypto wallets, fiat cards, or bank accounts).
- **Preferences Collection:**
  - Usual destinations (home, office, gym).
  - VR entertainment preferences (games, virtual sightseeing, meditation, or learning modules).
- **Monthly subscription options:**
  - Standard Subscription: Fixed discounts for all rides.
  - Premium Subscription: Includes VR services, crypto payment rewards, and exclusive offers.
- **Payment Gateway Configuration:**
  - Users link fiat payment methods (credit/debit cards, bank transfers) and optional cryptocurrency wallets.
  - Riders set primary and fallback payment methods.

## 2. Ride Request

### Smart AI-Powered Request Process

- **Predictive Destination Suggestions:**
  - Based on past rides, time, and location, the app predicts the most likely destinations (e.g., office in the morning, gym in the evening).
  - Riders confirm or modify suggestions.
- **Personalized Ride Setup:**
- **Users choose:**
- **Ride type:** standard, luxury, or VR-enabled.
- **Entertainment options:** VR themes or no VR.
- **Payment method:** fiat or cryptocurrency.
- **Subscription discounts:** Riders are informed of applicable savings.
- **Driver Assignment and Route Optimization:**
  - AI selects the nearest driver, considering factors like traffic, rider preferences, and vehicle readiness for VR.

## 3. During the Ride

### Seamless In-Ride Experience

- VR Entertainment Activation
- Riders experience VR themes customized for trip duration
- Quick trips: Mini-games, short virtual sightseeing tours.
- Longer trips: Immersive VR narratives or calming VR meditation.
- Content synchronizes with real-world landmarks for added immersion.
- AI and ML in Action:
  - AI dynamically adjusts the route for efficiency (e.g., traffic or weather updates).
  - ML learns preferences from in-ride behavior (e.g., skipped content, chosen themes) for future customization.
- Integrated Payment Alerts:
  - Mid-ride, users are updated on estimated ride costs and applied discounts.
  - Crypto-based rewards for frequent rides or eco-friendly options are calculated in real time.

## 4. Post-Ride Experience

### Feedback, Payments, and Learning

- Ride Feedback:
  - Riders rate the trip and provide feedback on VR and ride quality.
  - Feedback refines future entertainment and routing suggestions.
- Dynamic Payment Processing:
- The app processes payments based on rider settings:
- Fiat: Automatic deduction from linked accounts.
- Crypto: Auto-debit from the crypto wallet with transparent conversion rates.
- Loyalty rewards are credited:
  - Points for fiat payments.
  - Extra crypto tokens for rides using digital currency.
- Pattern Analysis:
- ML updates the user profile with learned behaviors:
  - Refines destination predictions and entertainment preferences.
  - Suggests subscription upgrades or personalized offers.
- Loyalty and Fidelity Programs:
  - Riders accumulate points or crypto tokens based on ride frequency and subscription level.
  - Monthly summaries detail savings, rewards, and subscription benefits.

## 5. Monthly Subscription and Rewards

### Subscription Benefits

- **Tiered Subscription Options**
- **Standard Plan:**
  - 5-10% ride discounts.
  - Access to select VR content.
- **Premium Plan:**
  - Up to 20% ride discounts.
  - Unlimited VR entertainment.
  - Crypto rewards for using eco-friendly ride options.
- **Payment Subscription Flow:**
  - Monthly fees are auto-deducted via fiat or crypto, based on user preference.
- **Users receive a detailed invoice with:**
  - Total rides.
  - Savings from subscriptions.
  - Earned rewards.



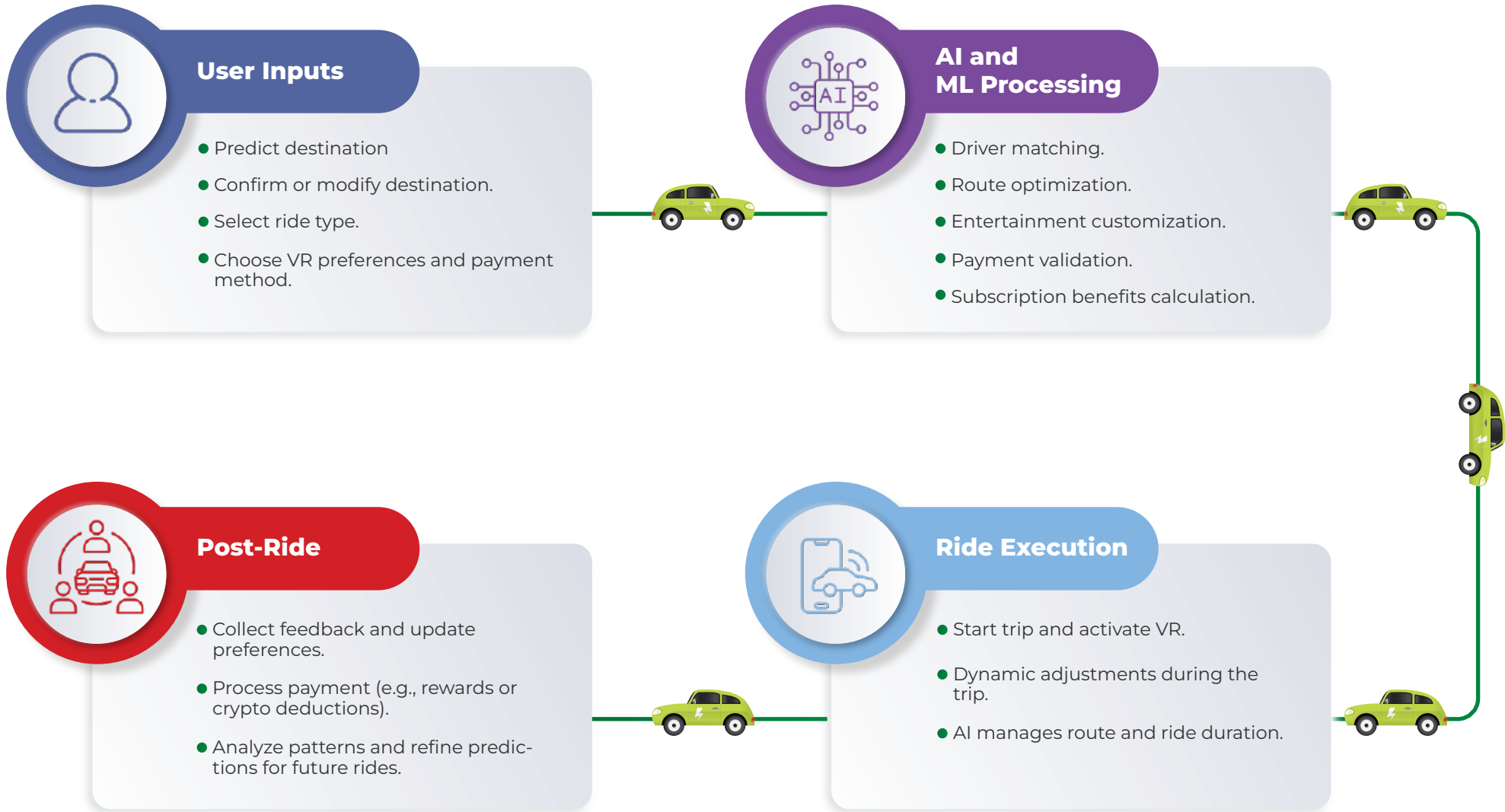
## Key Technologies

- **AI for Mapping and Personalization:**
  - AI optimizes routes and customizes entertainment experiences.
  - Predictive algorithms enhance rider convenience.
- **VR Entertainment:**
  - Integrated VR systems for immersive in-ride content.
  - Cloud-based streaming for high-quality VR experiences.
- **Cryptocurrency Payment Gateway:**
  - Secure integration for fiat and crypto transactions.
  - Real-time crypto-fiat conversion rates.
- **Machine Learning:**
  - Learns user behaviors for better personalization.
  - Refines ride predictions, entertainment choices, and subscription offers.
- **Loyalty Programs:**
  - Blockchain-based reward systems for transparency in crypto token allocation.
  - Incentives for subscription renewals and ride frequency.

## Key Benefits

- **Personalization:**
  - AI-driven suggestions tailored to user behavior.
  - VR options make rides enjoyable and unique.
- **Financial Flexibility:**
  - Supports both fiat and cryptocurrency payments.
  - Subscriptions offer cost savings and rewards.
- **User Engagement:**
  - Immersive VR entertainment enhances rider satisfaction.
  - Loyalty programs encourage retention.
- **Efficiency:**
  - AI and ML optimize routes, reduce delays, and anticipate user needs.

# System Flow Diagram

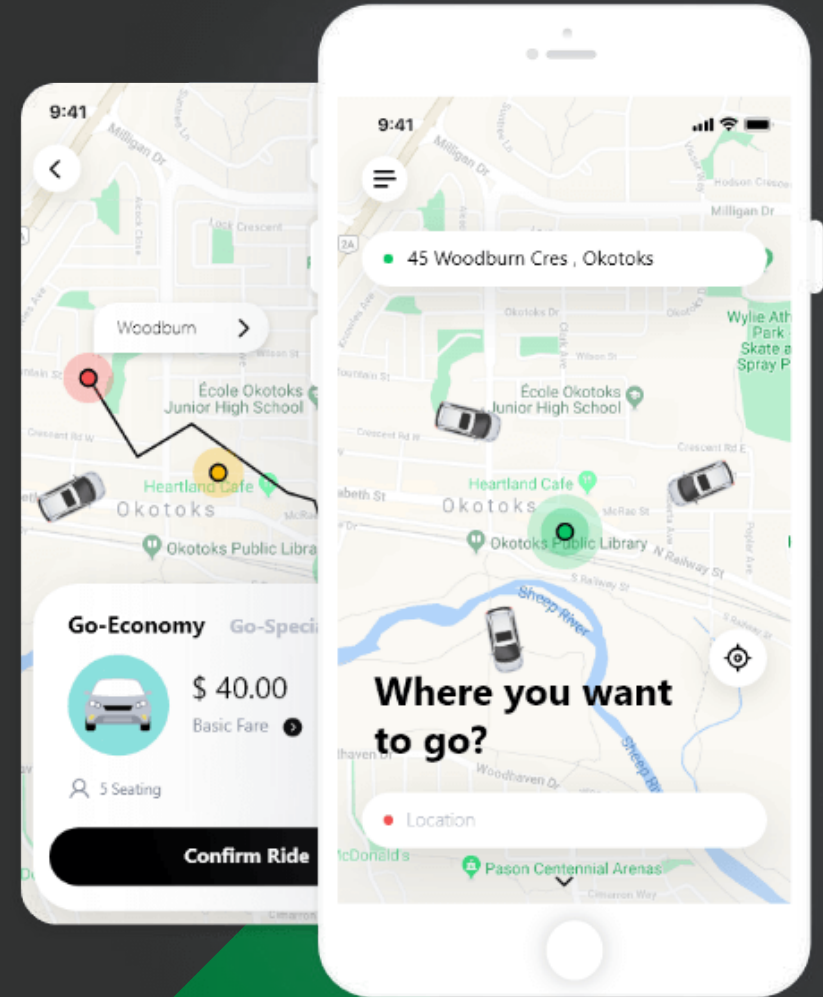


# Mobile application transformed into an AI platform application

## *Transforming standard mobile app into a AI web3 app*

Now almost all applications from standard IOS or Android have their cost and big data leaks and vulnerability of an old technological structure which will be improved in new blockchain technology with all advantages enumerated before. Also, we will implement all new market technology for faster results and utility.

A flexible peer-to-peer AI platform design allows for significant additional user control and customization. Ride-share passengers will be able to choose drivers who meet specific criteria, such as child seats, disability access, storage capacity, etc. Additionally, riders and drivers can establish repeat service relationships such as a regular ride to work or a scheduled ride to the airport. KidsCab, a service for busy families to help them transport their kids to the school or other similar activities, based on peer-to-peer contract. MailCab, a same day mail delivery for businesses, will be attracted into the ecosystem using same peer-to-peer contract.



## What about charging stations?

We want to create a community where our drivers, partner drivers, fleets that include electric cars, together with the owners and other entities that have developed charging stations until now, can actively participate and adopt the new payment system using a common peer to peer platform through a Charging Point management. The integration of all the system is a matter of time, also the adoption of the new payment system in which the GFEL currency will be the defining element and the transition is inevitable if we look into the future.

***Electric is the future  
and we want you along  
for an enjoyable ride!***



# Charging Point Management

- Number of stations
- The amount of energy delivered for each station per each connector
- Number of registered users.
- Error notifications
- Map and status overview
- Diagnostic reports of stations (via web portal or email)
- Dashboards, history
- Remote control and monitoring: Start charge, Stop charge, Unlock connector, etc
- Charts for:
  - Energy delivered
  - Number of charges
  - Revenues



# GULF-EL Network

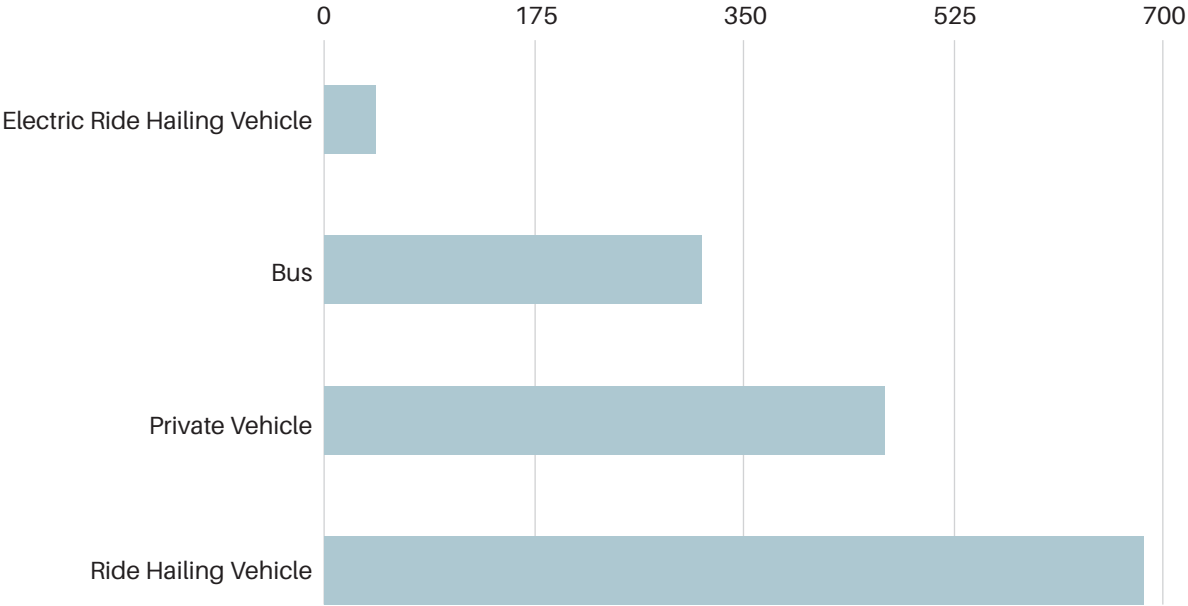
## Charge the car with your mobile app



# Grams of CO<sub>2</sub> Per Trip Mile

Using the GULF-EL network, you are saving 93% of the CO<sub>2</sub> compared to using ride-hailing gas vehicles and 89% of the CO<sub>2</sub> compared to driving a private vehicle.

*-900 T fewer CO<sub>2</sub> emissions annually*



# Business Model

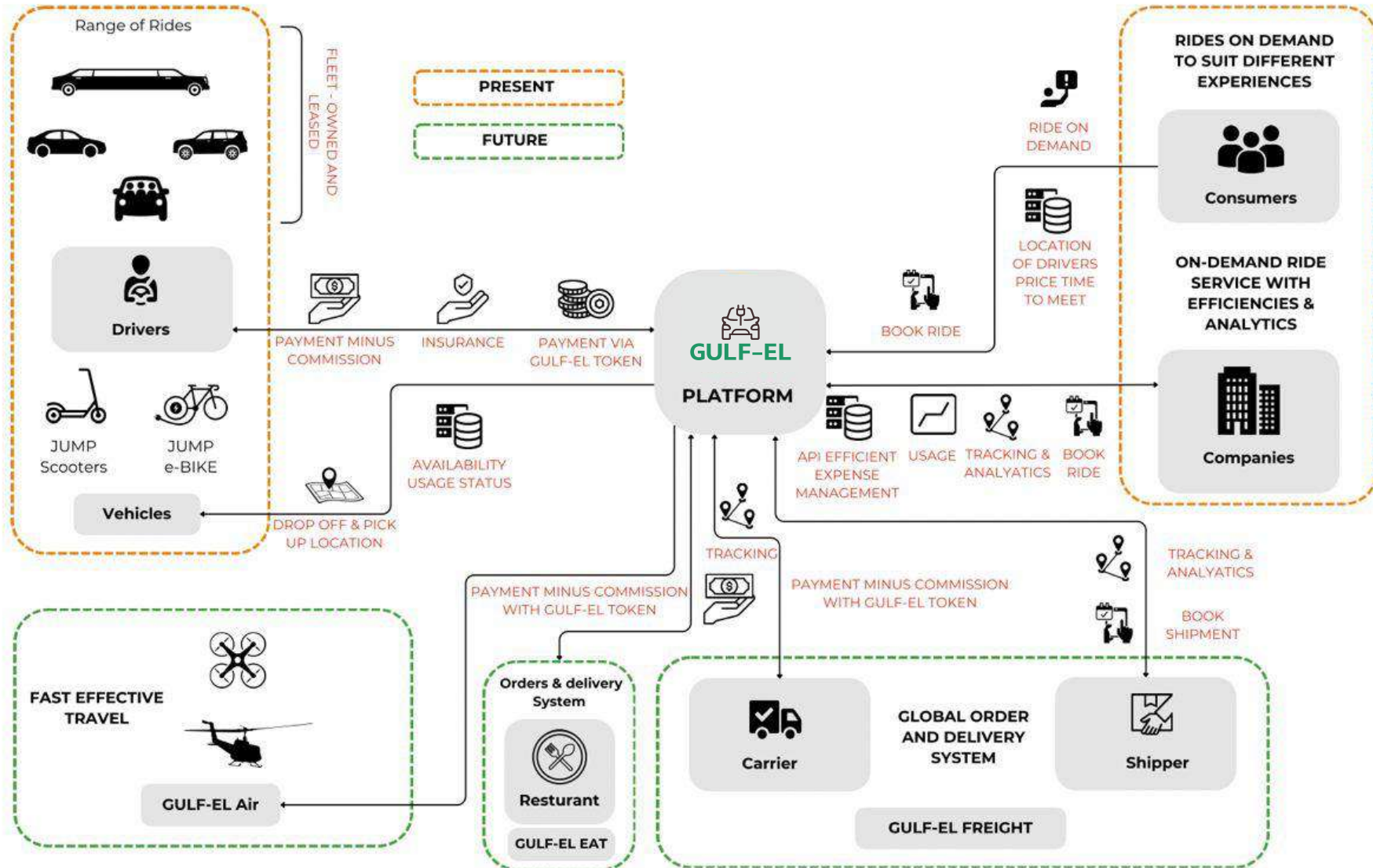
**GULF-EL** generates revenue through transport company on rides taken on and outside the platform. The GFEL token, used for transactions, also represents a potential revenue stream as its value increases with platform usage. Additional income comes from the AI platform, charging point management services and services on board as VR, marketing based on VR, special contracts like kidsCab, mailCab, private Chauffeur service.

*Main goal and target is +2.000.000 subscribers in less than 4 years for 100-150 million company valuation 20-25x increasing based on*

- Transport company assets-500 cars ownership and 500 cars linked in license and in our AI platform and new market (inside GCC) develop 20-30 million USD
- +2.000.000 subscribers x 300 usd/each 60 million USD
- AI platform (with all integrations) - 30-50 million USD
- Prepared for starting Robotaxi -AI platform, subscribers number



# Development Flow



# Team



Mihai Petrea

## CEO

20 years level C business administration, up to 10 years in automotive, ride sharing industry



Emanuel Andreana

## COO

Sales and Business development top level 5 years experience, Business and IT degree, engineering management



Crina Buzea

## Marketing Manager

A marketing expert equipped with an MBA in Marketing experienced in many top company. With a solid foundation in both theory and practice, Crina brings a wealth of knowledge and strategic insight to her work.



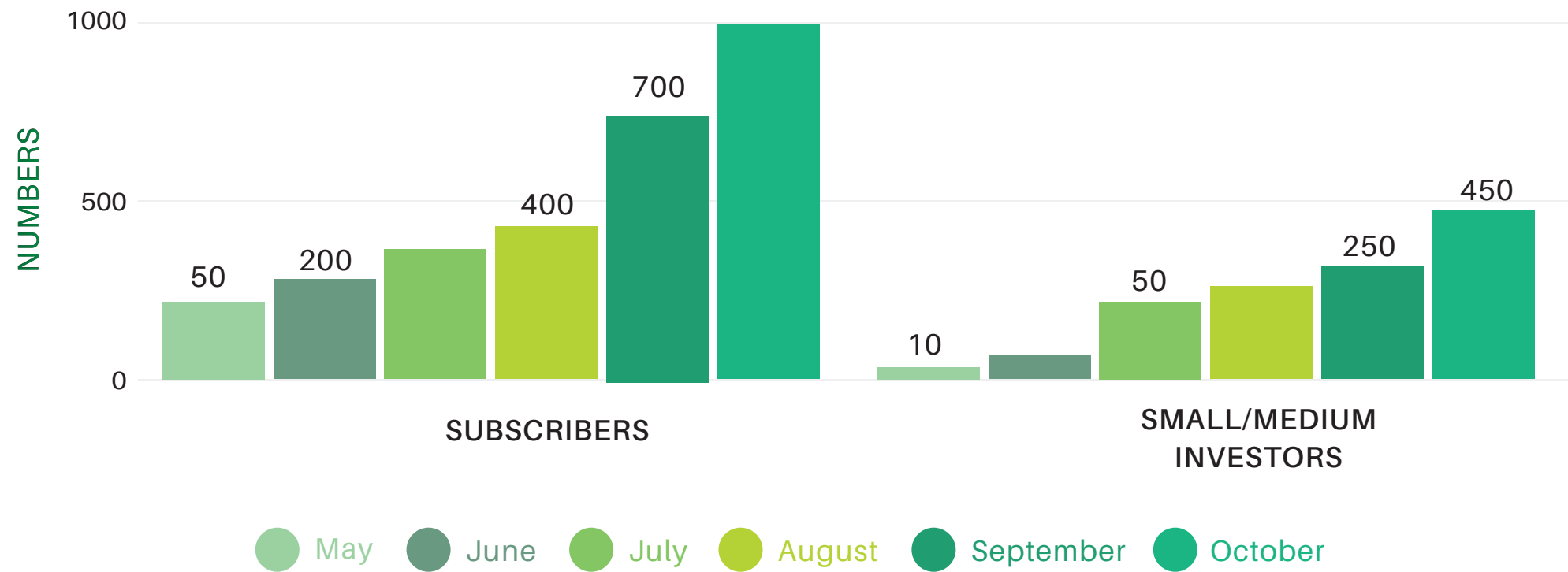
## Tech Partners

The professional team composed of 20 specialists, software network architect, software developer, blockchain specialist, app integration developer

# Traction

- Even though the project is in an early stage, we increase the number of supporters and even subscribers or small/medium investors
- We have no revenue as the project just started but we work on our MVP for a beta test

## SUBSCRIBERS/INVESTORS



# Market

1. Target Geography: Let's assume the company is gaining traction in the GCC countries, which has an estimated 58.86 million population plus tourists (more than 3 times) expectation for double by 2030
2. Ride-Sharing Market Penetration: About 15 million people use ride-sharing in the GCC (excluding visitors) and it is in tremendous uptrend expectation of 25 million by 2029 based on the rapid urbanization observed in GCC cities has led to increased traffic congestion and longer commuting times. Ridesharing services offer a practical solution for residents and tourists seeking more efficient and convenient ways to navigate the urban sprawl. Additionally, the GCC region has a substantial young population that is tech-sawy and open to embracing digital solutions.
3. Potential Market: Assume 40% of the ride-sharing users are eligible based on geography and purchasing power, which approximates to 20 million.
4. Average Spending: The average locals & tourist spends about \$100 per year on ride-sharing/ehailing, transfers and expectation of \$200 by 2030 (change in transportation behavior based on FSD)

Math Equation: TAM = Potential Market\* Average Spending  
TAM = 20 million people\* \$200/person  
TAM = \$5 billion (including transfers, luxury rides, ride-sharing, e-hailing, corp contracts and others services)



# Positioning in The market

## Gulf-EL vs Competitions

| COMPETITORS/FEATURES                        | UBER | CAREEM  | YANGO   | GULF-EL |
|---------------------------------------------|------|---------|---------|---------|
| PLATFORM VERSUS APP                         | YES  | YES     | PARTIAL | YES     |
| APPS INTEGRATION                            | NO   | NO      | NO      | YES     |
| SERVICES ON BOARD (VR, INTERNET, TICKETING) | NO   | NO      | NO      | YES     |
| OTHER SERVICES (KIDSCAB, CORPORATE, EVENTS) | NO   | PARTIAL | NO      | YES     |
| MEMBERS-SUBSCRIPTION DRIVERS/RIDERS         | NO   | NO      | NO      | YES     |
| ASSETS FOR SUPPLY CONTROL                   | NO   | NO      | NO      | YES     |

# ROAD MAP

**DEC 2023**

CREATE TEAM  
MAKING BUSINESS PLAN  
WHITE-PAPER, MOBILE APPLICATION  
SETUP FOR GCC

**Q1 2024**

TOKEN CREATION WEBPAGE  
ROADMAP, PRIVATE AND  
STRATEGIC SALE LAUNCHPAD,  
SOCIAL MEDIA COMMUNITY

**Q1 2025**

SETUP PASSENGER TRANSPORTATION  
LICENSE BUSINESS, CHARGING STATIONS  
LOCATION APPROVAL, TGE, EXCHANGE  
LISTING, TOURISM AGENCIES CONTRACTS  
FOR TRANSFERS, RIDE-HAILING APP  
DEPLOYMENT

**Q3 2025**

USER SUBSCRIPTION ACTIVE,  
BUSINESS EXTENDS IN ABU DHABI,  
RAS AL KHAIMAH

**Q2 2025**

LAUNCH EVENT, AI PLATFORM DEVELOPMENT,  
FIRST CARS IN FLEET REVEAL AND DEPLOYMENT,  
VR ENTERTAINMENT INTEGRATION

**Q4 2025**

START BETA AI PLATFORM, CRYPTO  
PAYMENT GATEWAY IMPLEMENTATION,  
CHARGING STATIONS DEPLOYMENT

**Q4 2026**

AI PLATFORM FULLY FUNCTIONAL, EXTEND  
BUSINESS IN GCC COUNTRIES, 1 MILLION  
SUBSCRIBERS MILESTONE

**Q1 2027**

FLEET PREPARATION FOR F  
SD (FULL SELF-DRIVING),  
BUSINESS SCALING

**Q2 2026**

ABOUT 50% OF THE AI FEATURES  
WILL BE AVAILABLE FOR THE  
USERS, TOKENIZATION

# CASE/GOAL for first 12 Months

In a 6 month pilot in Dubai, GULF-EL we want to successfully serve 360,000 rides (50-100 cars on fleet). Users enjoyed lower fares compared to traditional ride-hailing services, (payment GFEL token/fiat). Drivers appreciated the flexibility and price negotiation ability.

In 12 months The GFEL token gained popularity, with a 20% increase in transactions and 30% riders platform's adoption.

## Outcomes in first 12 months:

1. User Savings: 20% on average per ride.
2. GFEL Token Usage: 30% increase in transactions.
3. Rides Served: 700,000 and 210.000 subscribers based on 30% adoption
4. The company's predicted net profit of 2.000.000\$ would be distributed:
  - 20% shareholders/investor
  - 35% AI platform development
  - 5% Marketing for community grow-up and adoption increase
  - 40% Company development, (new markets, fleet increasing-increasing subscribers)



# Financials Projections & Company Apreciation

Provide the investor with 4 years of financial projections. if you need assistance suport@gulf-el.com

| ACTIVITY NUMBER CARS | 50 OWNED 50 LINKED | 100 OWNED 100 LINKED | 200 OWNED 300 LINKED | 1000              |
|----------------------|--------------------|----------------------|----------------------|-------------------|
| YEAR                 | 2025 (1)           | 2026 (2)             | 2027 (3)             | 2028 (4)          |
| REVENUE              | \$ 2,750,000.00    | \$ 9,000,000.00      | \$ 18,000,000.00     | \$ 40,000,000.00  |
| COGS                 | \$ (750,000.00)    | \$ (3,000,000.00)    | \$ (5,000,000.00)    | \$ (8,000,000.00) |
| GROSS PROFIT         | \$ 1,050,000.00    | \$ 6,000,000.00      | \$ 13,000,000.00     | \$ 32,000,000.00  |
| SG&A                 | \$ (250,000.00)    | \$ (500,000.00)      | \$ (2,000,000.00)    | \$ (4,000,000.00) |
| NET PROFIT           | \$ 1,700,000.00    | \$ 5,500,000.00      | \$ 11,000,000.00     | \$ 28,000,000.00  |
| COMPANY VALUATION    | \$ 20,000,000.00   | \$ 40,000,000.00     | \$ 120,000,000.00    | \$ 200,000,000.00 |



# Unique Inside

Experience a smarter, more personalized, and rewarding ride with GULF-EL. Our AI-driven e-hailing service redefines urban mobility

- First AI platform that integrates around 70 distinct applications
- First ride-sharing fiat and crypto gateway payment based on blockchain technology
- Subscription system for riders and drivers



# Expectations from Market in first cycle of 4years

- 1.5-2 million subscribers
- 10-12% market share
- 10-15 million rides
- 1000 cars owned and linked in our platform
- 3-4% from pay per view commercial in vehicles
- AI platform machine learning with 30-50 app integration
  - mapping/events/ government

*Company valuation, based on subscribers/rides/revenue of 2-300 million USD*



| T<br>O<br>K<br>E<br>N<br>O<br>M<br>I<br>C<br>S | Stage                     | Supply% | Allocation       | Price                                                     | Vesting Schedule       |          |                      |
|------------------------------------------------|---------------------------|---------|------------------|-----------------------------------------------------------|------------------------|----------|----------------------|
|                                                |                           |         |                  |                                                           | Unlock<br>Schedule TGE | Cliff    | Vesting              |
|                                                | seed                      | 10 %    | 100.000.000      |                                                           | 0%                     | 120 Days | 24 Months Linear     |
|                                                | team, audit               | 5 %     | 50.000.000       |                                                           | 0%                     | 60 Days  | 15 Months Linear     |
|                                                | marketing                 | 5 %     | 50.000.000       |                                                           | 0%                     | 60 Days  | 15 Months Linear     |
|                                                | strategic sale            | 5 %     | 50.000.000       | \$ 0,009                                                  | 5%                     | 30 Days  | 12 Months Linear     |
|                                                | private sale              | 25 %    | 250.000.000      | \$0,02                                                    | 10%                    | 60 Days  | 10 Months 10% Linear |
|                                                | community airdrop         | 2 %     | 20.000.000       | distributed according to the promotion program conditions |                        |          |                      |
|                                                | ICO- public sale 3 stages | 20 %    | 200.000.000      |                                                           |                        |          |                      |
|                                                | Stage 1                   |         |                  | \$0.04                                                    | 25%                    | 0        | 9 months linear      |
|                                                | Stage 2                   |         |                  | \$0.06                                                    | 35%                    | 0        | 9 months linear      |
|                                                | Stage 3                   |         |                  | \$0.08                                                    | 45%                    | 0        | 9 months linear      |
|                                                | TGE                       |         |                  | \$0.12                                                    |                        |          |                      |
|                                                | liquidity/ market making  | 2 %     | 20.000.000       | 100% supplied to CEX/ DEX at TGE                          |                        |          |                      |
|                                                | development               | 6 %     | 60.000.000       |                                                           | 0%                     | 120 Days | 12 Months Linear     |
|                                                | reserve /staking reward   | 20 %    | 200.000.000      |                                                           |                        |          |                      |
|                                                | TOTAL                     | 100 %   | 1.000.000.000,00 |                                                           |                        |          |                      |

# Two Tokens



## GFEL Token

**Traditional Crypto Asset  
(Utility Token)**

- Store of value
- Smart contracts
- Rewards Proof of Staking
- Payment for rides, charging, drivers rewards
- Used for buying GFELX



## GFELX

**Intrinsic value token  
(Security Token)**

- Based on business and assets
- Rewards based on business yields 20%
- Very limited emission 1.000.000
- Can be purchased only with GFEL token
- Security listed token

1. Utility Token: GFEL token serves as a mean of payment within the ecosystem of the crypto project and also provides utility, such as access to services or other benefits. Holders of this token can use it for various purposes within the project.

2. Security Token: GFELX token is generated from the first token (utility token) through a process of tokenization. Its primary function is to represent ownership or shares in the underlying business or assets. This token typically complies with securities regulations and may offer investors certain rights, such as dividends, profit sharing. The process of tokenization involves converting real-company assets and shares into digital tokens on a blockchain. This allows for fractional ownership, increased liquidity, and potentially lower barriers to investment.

Once the security token is created, it can be traded on security token exchanges or platforms that support compliant trading of security tokens. Investors who hold the security token will receive 20% yields or returns from the profits generated by the underlying business or assets, similar to dividends in traditional finance. This two-token model allows for separation of utility and investment functions, potentially enabling greater flexibility, regulatory compliance, and functionality within the crypto project.

# Gulf-EL Functionality

## DRIVERS AND DRIVERS PARTNERS

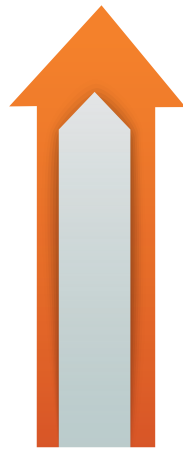
DRIVERS and DRIVERS PARTNERS enter the ecosystem by buying tokens, airdrop whitelist rewards, early stages, public stages or buying from exchange



## DEVELOPERS

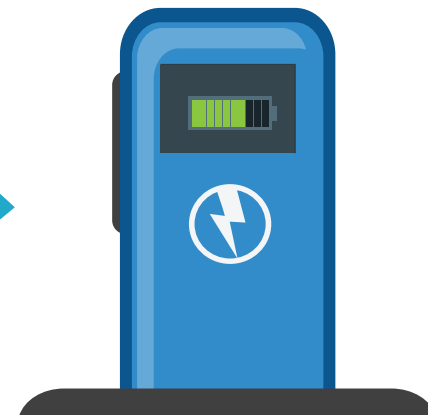
DEVELOPERS working into the ecosystem for developing app platform including ride and charge, kids cab, mail cab, rent a car.

RIDE/CHARGE



## PASSENGERS, INVESTORS

PASSENGERS, INVESTORS enter the ecosystem by buying tokens, airdrop whitelist rewards, early stages, public stages or buying from exchange



## GULF-EL ECOSYSTEM

A fully completed ecosystem, payment and blockchain integration .

REWARD

