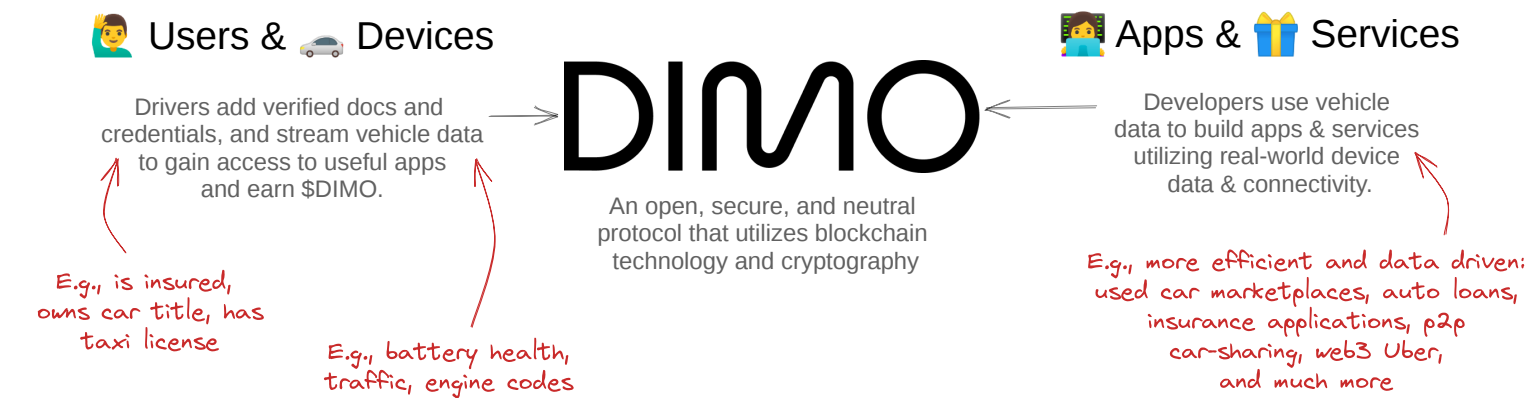


# What is DIMO

DIMO (pronounced "Dee-Moe") stands for Digital Infrastructure for Moving Objects

**Vehicle owners** use DIMO to get more out of their cars. DIMO apps allow them to collect, use and monetize the data from their vehicles, which can be connected using the DIMO Mobile app, as well as with 3rd party hardware devices available at [shop.dimo.zone](https://shop.dimo.zone).

**Developers & Data Consumers** can build apps and services on a stable, open platform — reducing the cost of delivering better mobility products and services.



DIMO is built in the open with open source components. This approach unlocks new levels of transparency, privacy, composability, and reliability in IoT networks — increasing user and developer trust in connected devices and services.

DIMO uses the Ethereum Virtual Machine (aka blockchain), cryptography, open source software and hardware to accomplish the following:

- Establish an open **identity system** for users, vehicles, and trips;
- Create incentives to join the network with \$DIMO rewards;
- Use licensed hardware devices (e.g., the DIMO x AutoPi device) and approved software APIs (e.g., the Tesla API) to attach verified telemetry data to vehicles and trips;
- Allow companies to issue **verifiable credentials** to users, vehicles, or trips as a means to make a secure claim;
- Allow users to self-custody their data and to choose who share with on a case by case basis; and
- Give app developers and data consumers new abilities, allowing them to: make use of rich verifiable data; build better versions of existing businesses (e.g., cheaper insurance, more efficient car marketplaces); and build entirely new app categories (e.g., V2X, distributed mapping solutions, peer to peer sharing and sales).

Add a vehicle to get started using the network.

# Why DIMO Matters

## The Problem & Our Proposed Solution

The walled gardens characteristic of tech giants are being reproduced in the physical world through IoT networks like Google Home, Facebook Portal, and Alexa. Vehicles are the largest and most important category of connected devices.

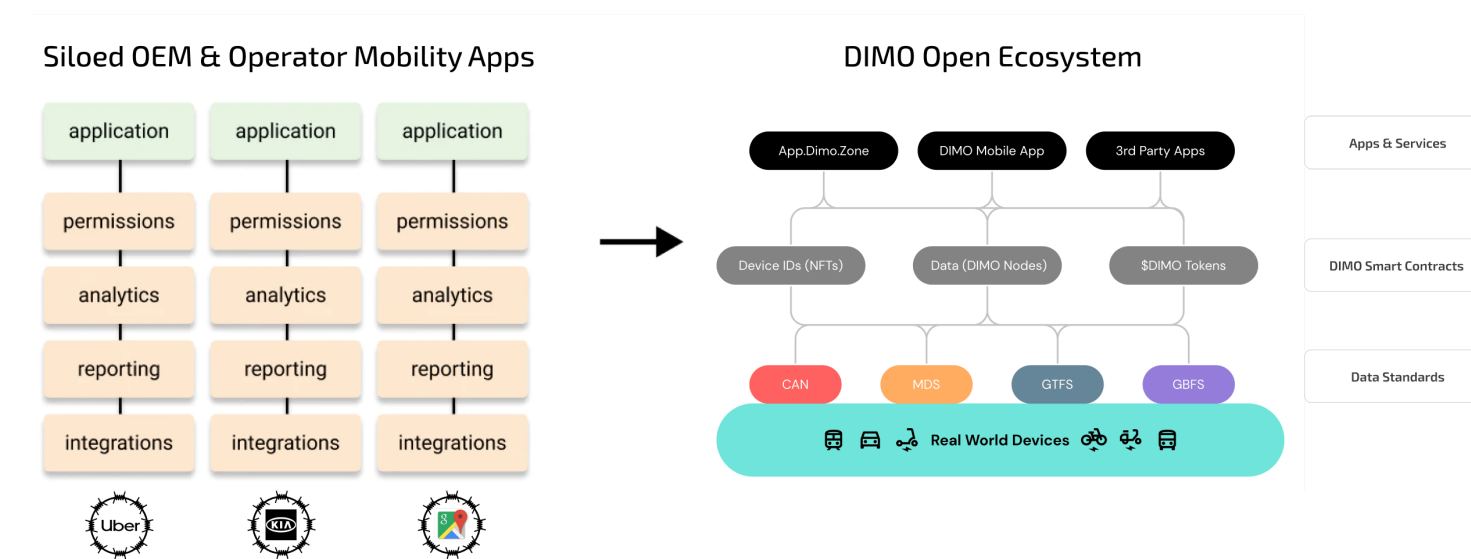
Automakers have created companies like Otonomo and Wejo to replicate the traditional tech model of **reselling user data**, while Amazon, Apple, and Google are doing everything they can to embed their software into vehicles and control the next-generation of user data.

This model has proven to deliver value to corporations first and users second (if at all). Apps and services can only be built by a handful of companies with existing access.

Instead of a rich, open ecosystem of composable building blocks, we have silos that can't interact without brittle, rent-seeking intermediaries. Violations of **privacy, security, and interoperability** guarantees show that incentives are not aligned between equipment manufacturers (OEMs), regulators, and most importantly, the drivers and fleet owners.

Freedom of mobility will be compromised if autonomous and electric vehicles are deployed at scale using this outdated model. Fortunately there is a better way.

**DIMO** is a platform for open and user-owned cyber-physical systems. Apps, services, and integrations are built on top to deliver benefits to users.



An entire generation has grown up with Bitcoin & Ethereum—everything is open by default, the rules of the system are public, and anyone can start building without asking a corporation for permission.

Now that these Web3 technologies and communities have matured to global scale, it's time to plug them into the physical world and realize their benefits beyond financial applications.

The mission of DIMO is to improve the real world by creating a secure, user-owned platform for connected devices, enabling anyone to take ownership of their IoT assets and build next-gen mobility apps & services.

In this new trusted machine age:

- 👤 Users own & delegate access to connected devices, so they work for their owners, not the companies that built them;
- 👩‍💻 Developers can build apps and services that compete on their merits, not on access to gated distribution channels;
- 🏠 Privacy and regulatory oversight can coexist under transparent rules; and
- 🏗️ The physical and digital public goods that support modern connected devices can be properly funded.

# The Master Plan

## Bootstrapping the network and building an Open Platform

DIMO is building a safer, more open, and zero emission mobility future using proven incentive mechanisms.

As with all projects, gaining initial momentum requires additional force to overcome inertia.

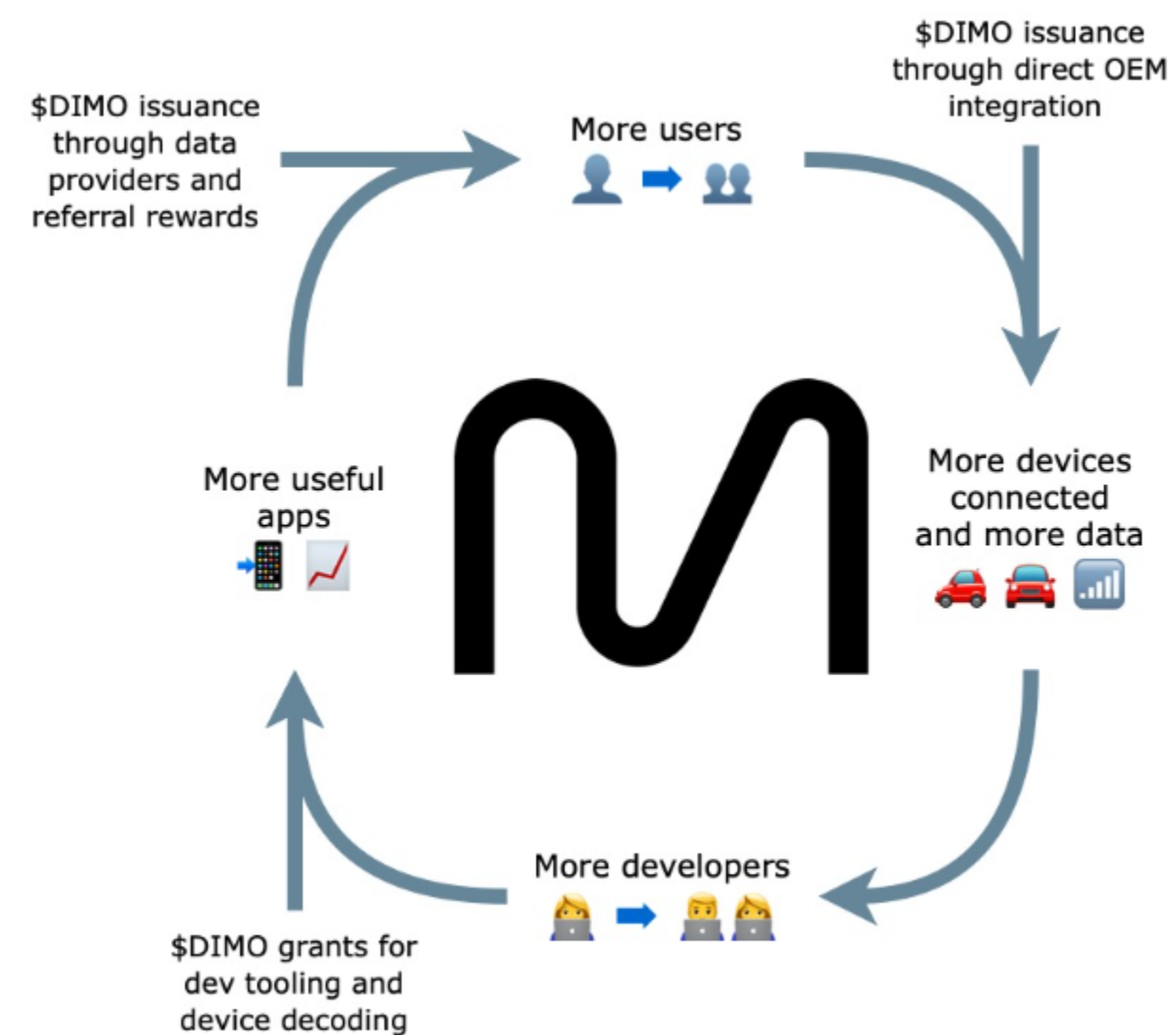
Rewarding early adopters and offering referral bonuses is not a new idea. Venture funding subsidized discounted rates and credits as Uber and Lyft grew throughout the 2010's. While this has been proven an effective strategy for breaking into a market, it doesn't generate long-term, grassroots community alignment with a platform.

Projects like Helium have demonstrated a capital efficient method of bootstrapping user-owned IoT infrastructure to nearly one million nodes (and counting) in just a few years.

DIMO is designed around a similar feedback loop, adding additional support at key leverage points to accelerate not just adoption (supply) but also demand for the network and benefits to users:

Our focus during the bootstrapping phase is to build up:

1. Vehicle supply, measuring contributions via \$DIMO token issuance to data providers;
2. Developer tooling that makes device data more accessible to app builders so they can create new user experiences on DIMO.



DIMO

Development will be undertaken in phases outlined in the [Roadmap](#), unlocking new capabilities, classes of devices to connect, and levels of decentralization at each step.

# Starting with cars

Our initial focus is on connecting as many vehicles to DIMO as possible.



The core DIMO team will be able to deliver a platform that wins consumer, developer, and enterprise support for the highest-impact IoT device category.

Our plan is to expand the number of devices (and applications) that DIMO supports as we progressively scale and decentralize the protocol.

We selected the connected car category using this simple formula:

$$\checkmark \text{ Coverage } \times \checkmark \text{ Quality } \times \text{ Demand } = \text{ DIMO Total Value}$$

## Coverage

How many devices can you connect & how much data do they produce? There are 275 million cars in the US alone, and cars produce the most data of any consumer device: **1500x more data per minute** than web browsing. Advanced Driver Assistance Systems (ADAS), and vehicle electrification will massively expand the volume of vehicle data as these technologies mature in the next decade.

## Quality

How reliably can you source data & at what intervals? Vehicle data is open & accessible if you know where to look. Legislation like **Right to Repair** and car hacker communities like **OpenDBC** have paved the way for any vehicle owner to plug in a device that records and transmits the information from their car in a usable format while they drive.

## Demand

Who cares & how much? What additional analysis do they require? OEMs have committed to **aggressive investments in production** and R&D to electrify & automate vehicles within 10 years. **Batteries** and **ADAS systems** in particular have huge potential liability exposures which can be limited with better data, as information about their real-world performance is inadequately distributed back through the supply chain.

## DIMO Total Value Connected

The extended market of transactions based on EV data DIMO can collect and validate is large and growing fast. It includes insurance, maintenance, financing, used car sales, fleet operations, charging infrastructure, and **more**.

Vehicle owners are not currently included in the monetization of this data. Companies like **Wejo** and **Otonomo** are purchasing data from automakers (OEMs) unbeknownst to end users, turning cars into Facebook accounts that can't be deleted. This OEM-controlled structure also reduces the availability, reliability, and neutrality of these data products, creating an unfriendly environment for developers who can generate additional value for connected vehicle owners.

# Get involved

Saddle on up to DIMO

## Connect Cars

If you just want to add your vehicles, track your vehicle's health, and earn \$DIMO for sharing your data, you can sign up to add your vehicles.

- **Consumers:** Sign up now by downloading the mobile app.
- **Fleets:** Inquire about fleet support by emailing [fleets@dimo.zone](mailto:fleets@dimo.zone).
- **Distribution Partners:** To help individuals and fleets connect, fill in the distribution partner form.

## Contributing to DIMO

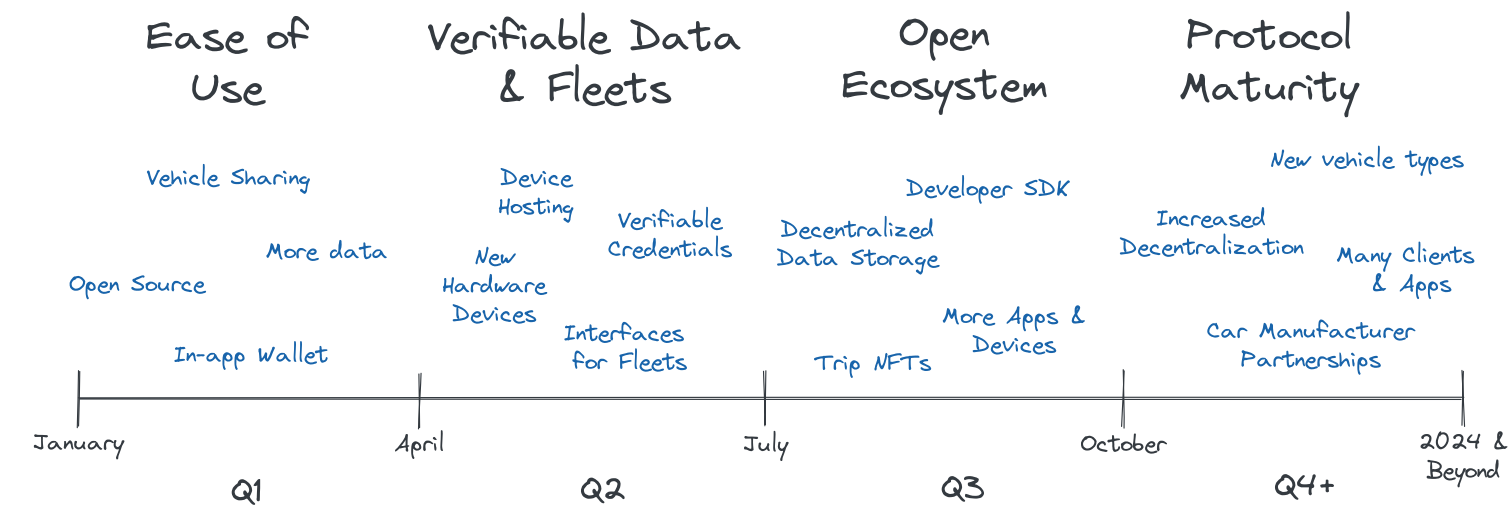
DIMO is a decentralized, community-owned protocol, which means there are plenty of opportunities for you as a community member to contribute. In fact we think DIMO can only work with users involved. Here are some ways to contribute to the project today:

- Decode vehicles, unlocking more data and functionality for DIMO users. Check out [#DBC-Decoding](#) in our Discord.
- Build 3rd party apps that use DIMO data or offer services to DIMO users. [Get in touch here.](#)

## Join a Team

DIMO ecosystem companies are hiring! Visit the [careers page](#).

# DIMO Roadmap 2023 Overview



**2022** was a big year for DIMO as devices shipped out, cars got connected, and the \$DIMO token launched. **2023** is set to be an even bigger year as new features and applications are set to launch to make DIMO more useful for drivers.

**In Q1**, DIMO gets easier to use as drivers get the ability to set advanced permissions and share their car with other users and the DIMO Mobile app adds an embedded wallet and increases the quantity and quality of car data displayed. These changes should make DIMO far more exciting and reduce the barrier to onboarding for people who are less crypto native.

**In Q2**, DIMO expands its functionality for more types of users. Fleets need new interfaces and account types to manage many cars and many drivers. Patrons (that pay for the device and want \$DIMO) need an ability to send preconfigured devices to hosts (who mine tokens for the patron). Likewise we are delivering a new low-cost DIMO device to market to target new audiences.

We'll also be adding verifiable credentials so that any entity can make a verified claim about another entity. In other words, we can use cryptography to create a message that proves with 100% certainty that Ally Bank has claimed that a car has a clean title.

**In Q3**, the ecosystem opens up and more as data storage is decentralized, more data goes on-chain (trips), and SDKs accelerate the addition of new apps built on DIMO. At this point, use cases and protocol resilience will begin to rapidly expand.

**In Q4 and beyond**, the protocol continues to mature with increased decentralization, increased support for new vehicle types (such as scooters, planes, heavy machinery, etc.), more clients and apps, and formal relationships with car manufacturers. As is the case with other protocols, DIMO will start to ossify and expand horizontally, with a lot of exciting development moving further up the stack to the ecosystem of apps and use cases being built on top of it.

**i** DIMO is built by a decentralized network of contributors and this section illustrates a compelling and plausible vision for what such contributors may build. Ultimately, what various groups and individuals contribute is their decision and may include the things listed here, things not listed here, or nothing at all. This section does not make any commitments about what may be built and the future of DIMO may differ.

# Q1: Ease of Use

January - March 2023: Optimising user experience, protocol upgrades, enabling network growth.

Planned items = 

In progress = 

Shipped items = 

At risk of delay to future quarter = 


You can [join the discussion](#) on Discord to provide feedback or ideas.

## DIMO Mobile App


*Iterating on the DIMO app to deliver an improved user experience*

 **Mobile App Optimisation** - Quality of life improvements and bug fixes.

 **Roles & Permissions** - Enabling users to set advanced permissions within the mobile app.


 **In-App Wallet** - Adding an option to create a blockchain wallet within the mobile app to improve the ease of user onboarding to the DIMO network. This removes the need for users to install a wallet and switch between applications to process transactions.


 **Referrals** - Enabling users to earn extra \$DIMO tokens by onboarding new users.


 **Error Codes** - Ability to run error codes within the app and receive easy to understand explanations of what's going on when a light pops up on your dashboard. E.g., "You have a leak in the emission control system."


## Platform


*Improving data collection, analysis, and sharing capabilities*

 **Data Decoding & Specifications** - Users seeing more data within the app. Standardising vehicle data formats and building a data dictionary for developers.

 **Roles & Permissions** - Enabling advanced permissions by upgrading the Vehicle ID NFT smart contract. E.g., users will be able to give other users the ability to see their car's location, telemetry data, lock/unlock the doors, and more.


 **DIMO Canonical Name** - Human readable names for DIMO-connected devices.


 **Open Sourcing the Protocol** - Open sourcing our libraries to allow user contribution to the DIMO network.


 **User On Chain Accounts** - Enabling multi-profile accounts to facilitate account recovery, family accounts, and fleet use cases.

## Hardware Ecosystem

*Building a pipeline of device manufacturers and the foundation for future devices*



 **Low Cost DIMO Device Prototype** - Delivering a low cost and light-weight next generation device.



 **Open Hardware Specification** - Allowing device manufacturers to apply for licenses that grant them the ability to produce DIMO-compatible devices.


 **New Manufacturer Pipeline** - Queuing up additional hardware manufacturers to build new devices.

## Community

*Getting things started*


 **Launch Governance** - \$DIMO holders are able to vote on how the protocol works (see  **Governance**).

 **Establish the DIMO Foundation's Role** - Confirm the authority and responsibility of the DIMO Foundation (see  **DIP-6: The DIMO Foundation**).

 **Launch token gated channels** - Discord members can connect their wallet to receive roles based on \$DIMO holdings, alpha fleet NFTs, and VehicleID.

# Q2: Verifiable Data & Fleets

April - June 2023: Verifiable credentials, fleet interfaces and features, and new hardware

Planned items = 

In progress = 


Shipped items = 


At risk of delay to future quarter = 

You can [join the discussion](#) on Discord to provide feedback or ideas.

## DIMO Mobile App

*Unlocking more utility for improved user convenience and network growth*


 **DIMO Connect** - Adding the ability to use a miner as a hotspot.


 **Glovebox Improvements** - Adding additional document types, digitizing data from the documents, verifying the data, and making it available for users to share with apps.


 **Wallet Upgrades** - Supporting new wallets and improvements to existing ones.


## Platform


*Making it easier to configure devices, route rewards, and pay gas fees*

 **Host/Patron** - Making it easier for Patrons, who purchase DIMO devices and want to earn tokens, to give devices to Hosts, who install them in their car and take advantage of DIMO functionality.

 **Pre-configured Devices** - Enabling an entity to preconfigure a vehicle and miner for a user to make DIMO more plug-and-play.

 **Verifiable Credentials** - Users will be able to issue cryptographically secure credentials to other users, vehicles, or hardware devices. E.g., Geico can issue an insurance policy as a verifiable credential to a vehicle showing it has an active insurance policy.


 **Using \$DIMO for Blockchain Fees** - Leveraging Biconomy to allow users to pay for their blockchain gas fees using the \$DIMO token.

 **Data Validity** - DIMO devices confirming the origin of the data they send out by cryptographically signing all of their transmissions.

 **Vehicle ID Enhancements** - Enabling NFT transferability.


## Hardware Ecosystem


*Delivering a new, low cost DIMO device to market*

 **Add Low Cost DIMO Device** - Test, produce, and begin shipping a lower cost data miner. This device will have fewer features compared to the current device, but will help DIMO reach new audiences faster. This device is expected to make use of [Helium's LoRaWAN](#) network.

## Community

*Forming teams to steward the hardware and app ecosystems*

 **App Ecosystem Team** - Forming a cross-functional team from the community that can recruit, support, and offer grants to app developers building DIMO apps.

 **Hardware Team** - Forming a cross-functional team from the community that can recruit and support hardware manufacturers building DIMO compatible hardware.



# Q3: Open Ecosystem

Planned items = 

In progress = 


Shipped items = 


At risk of delay to future quarter = 


You can [join the discussion](#) on Discord to provide feedback or ideas.

## DIMO Mobile App

*Using your phone to unlock more data*

 **Improved Notifications** - Push notifications to let users know when their tyre pressure is low, an oil change is needed, their battery is failing, and more.

 **Phone as a gateway** - While you can't replace a Data Miner with your phone, it can track valuable location and accelerometer data. This enables the DIMO Mobile app to act as an entry point for people who want to track some data using just their phone.


 **Trophy Case** - Giving users the ability to earn NFTs and providing a place to showcase their digital mementos when they do things like: complete a cross-country road trip, consistently charge their vehicle with renewable power, attend a classic car meetup, and more.


## Platform


*Enabling use cases and resilience*

 **Developer SDK** - Libraries and tools for developers to make building apps on DIMO easier.

 **Proof Of Movement (Helium integration)** - Verifying telemetry data by confirming proximity to cell towers and Helium hotspots.


 **Trips** - Creating an NFT for each trip and linking the telemetry data for that trip to that NFT and Vehicle ID. This is a new primitive that will be useful for users and apps.


 **Decentralised Data Storage** - Currently, Digital Infrastructure Inc. uses cloud service providers to store user data. In the future, users will be able to choose where their data is stored and will have the option to use a decentralised service, likely built using IPFS, Streamr, Ceramic, and/or similar infrastructure.

 **Rewards Issuance** - With trips minted as NFTs, Baseline Issuance can be calculated and automated with a smart contract.

## Hardware Ecosystem


*Expansion of the hardware ecosystem*


 **Additional Hardware Device** - Adding a third DIMO compatible hardware device and paving the way for rapid development and deployment of new devices by new or existing manufacturers.


 **Open Firmware / Software** - Publishing open source firmware and device management software that helps hardware manufacturers deploy devices faster.


## Community


*Forming additional ecosystem teams*

 **Core Platform** - Forming an expert team from the community to contribute R&D and issue grants that further the base DIMO protocol.

 **Green** - Forming an expert team from the community that can help realise the pro-social potential of DIMO to accelerate the adoption of electric vehicles and their positive environmental impact.

 **DIMO Ops** - Forming a cross-functional team from the community focused on designing, implementing, and iterating on procedures and initiatives that keep the DIMO community functioning at peak levels.

 **Tokenomics** - Forming a cross-functional team from the community to iterate on token issuance and other dynamics.

 **Growth & Marketing** - Forming a cross-functional team from the community to evangelise and grow DIMO.

# Q4+: Protocol Maturity

As we enter Q4, the DIMO protocol matures and more of the newsworthy activity shifts to the apps and use cases built on top of DIMO, integrations and partnerships, and expansion of support for new vehicle types.

With a decentralized community, a resilient and open protocol, a large community of users, and solid developer tooling, DIMO becomes a very attractive platform for developers to build apps. Here's where we'll start to see an explosion of apps such as web3 ride-hailing, P2P car-sharing, smart insurance, DeFi auto lending, Opensea style car marketplaces, fleet management applications, and more.

This decentralization, openness, and resilience, combined with meaningful traction, makes DIMO more compelling to vehicle manufacturers (e.g., Ford, Tesla, Toyota), insurance companies, banks, DMVs, and more. This should lead to direct integrations and partnerships that make DIMO even more useful.

Simultaneously, DIMO as a protocol can start expanding to support other vehicle types like scooters, motorcycles, RVs, boats, planes, and helicopters — or non-vehicle machinery like HVAC, security systems, and cell phones.

# Vehicle ID

Every car on the road has a VIN, which is the unique identifier for your car. The VIN standard was designed when computers looked like this, and it turns 70 years old in 2024.

DIMO brings vehicle identity capabilities to the bleeding edge of modern technology by creating an on-chain open Vehicle ID (NFT) for your car.

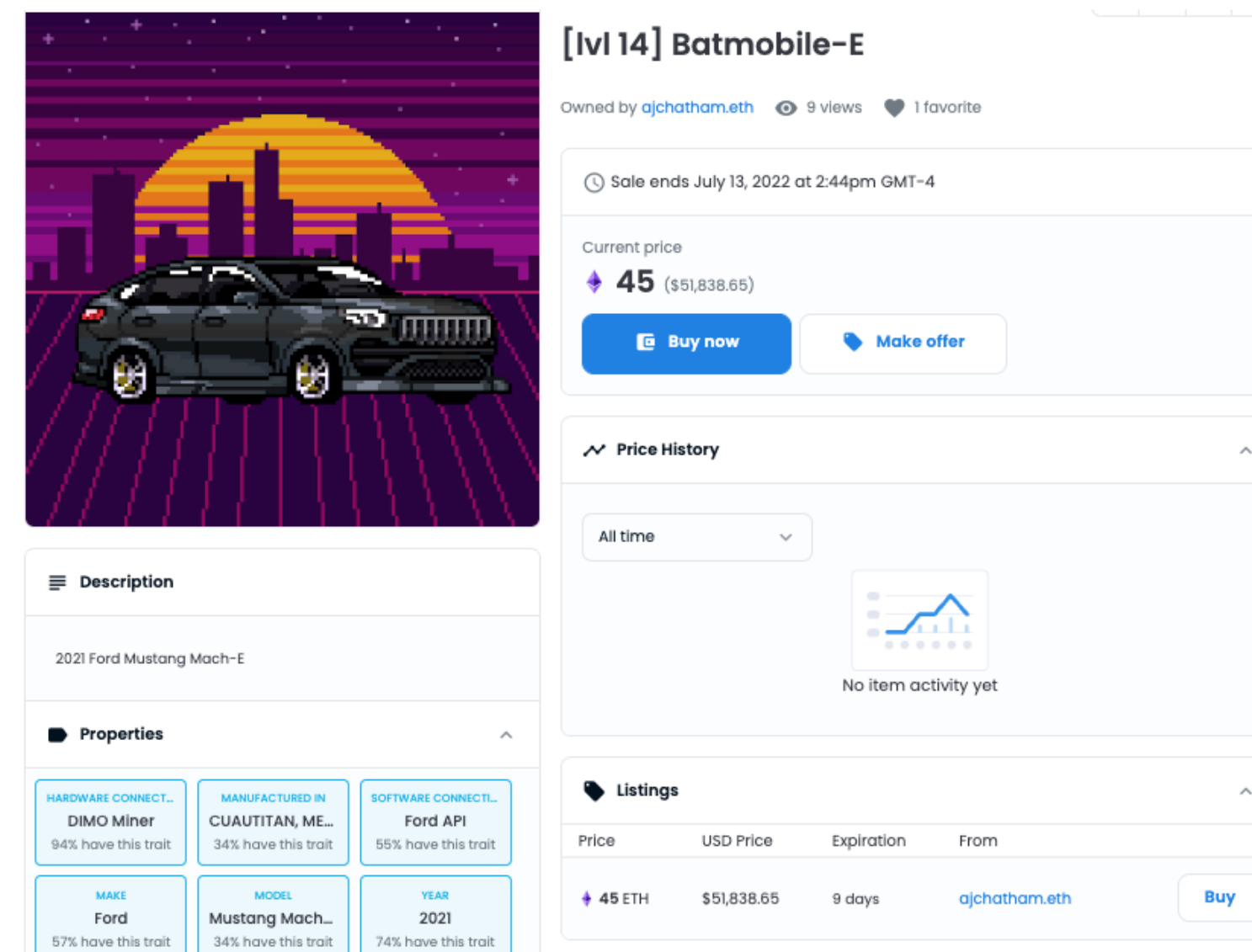
This NFT isn't a jpeg that's only useful as a Twitter profile picture, it's your key to ownership records, selected driving data, and control of your vehicle.

As vehicle data is sent to the DIMO network, it is securely transmitted and immutably linked to the Vehicle ID. Similarly, documents (e.g., vehicle title, insurance) and attestations (e.g., has a v8 engine installed) can be similarly linked. Lastly, users are able to specify roles and permissions related to a car, such as the ability to view it's location, driving data, transfer the vehicle ownership, and more.

## What data does a DIMO enabled Open Vehicle ID Contain?

**Public data:** vehicle make, model, year and place of manufacture, the blockchain wallet address of the owner and various role holders who can see vehicle data, and the user generated image.

**Private data:** everything else can only be seen by the user and those they opt-in to sharing data with. This private data includes vehicle telemetry data, location, VIN, documents, and more.



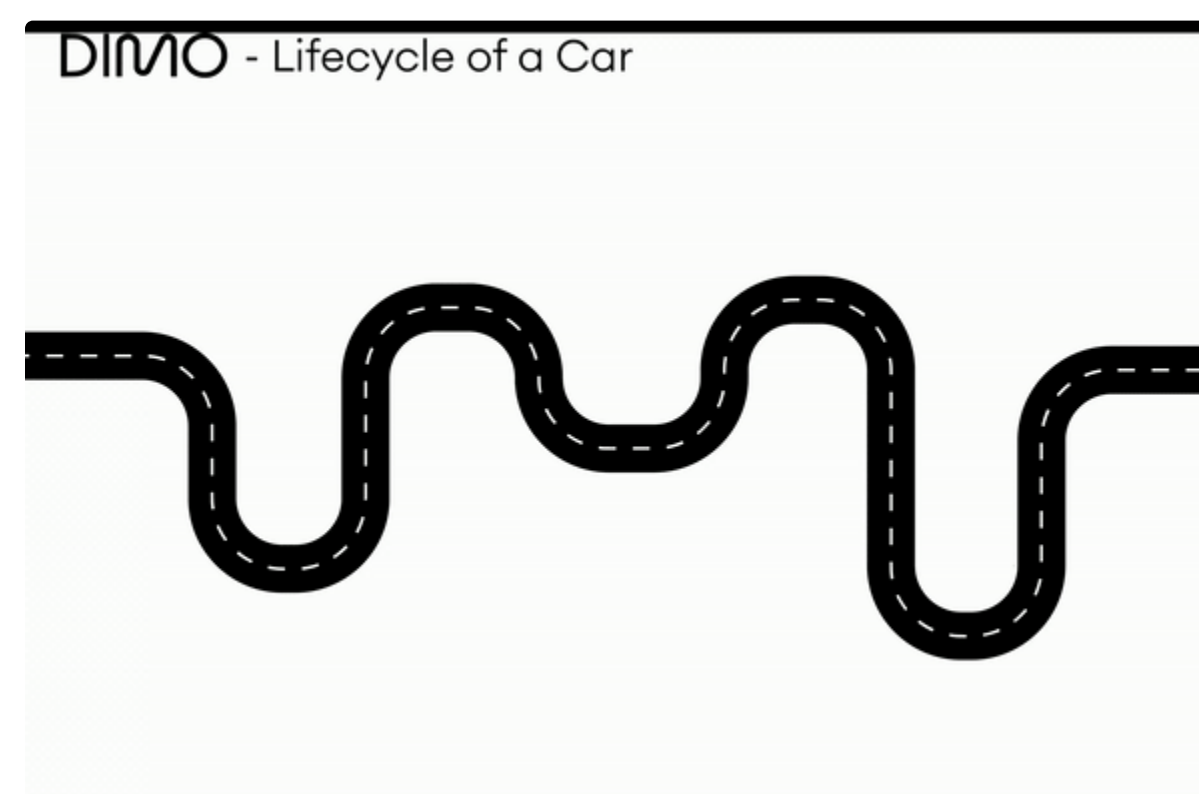
An example NFT shown on OpenSea

As an open and extensible building block, further data can be attached over time, increasing the value of the vehicle ID as a digital asset.

## Why use the blockchain?

Automotive manufacturers, insurance companies, banks, and DMVs don't want to rely on a corporation's private database as the canonical digital ID of a car. They're not willing to let others edit data behind closed doors, dictate the terms, and lock them out. They only reluctantly support Apple CarPlay because of overwhelming customer demand.

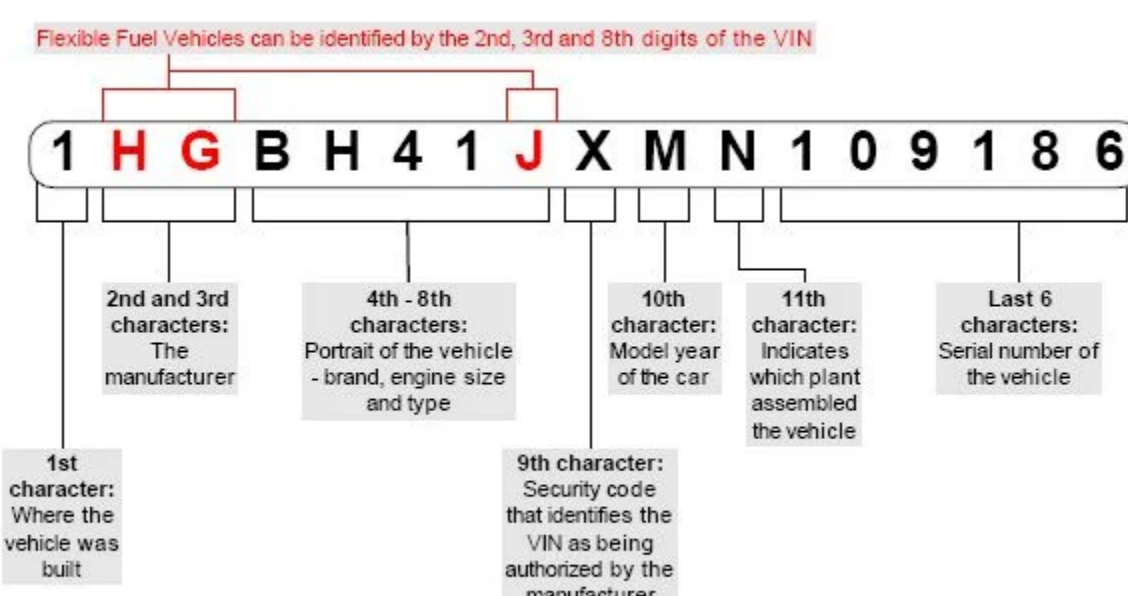
The only chance of them building on DIMO will come if the source of truth for a vehicle's digital ID is trustless and the infrastructure is open and neutral. No vehicle manufacturer, mechanic, or loan underwriter has to worry about DIMO or any other company locking them or tampering with the records. This is the major innovation with immutable, transparent, and trustless blockchain technology.



DIMO vehicle IDs can track the full lifecycle of a car, increasing its value

## Bootstrapping DIMO Vehicle ID

DIMO uses the existing trust models of the automotive industry provide unique tools to validate (1) a car exists and has certain properties, (2) the user has ownership of that car, and (3) it has actually been driven (Proof of Movement).



Source: Society of Automotive Engineers, Code of Federal Regulations

VINs provide some Sybil resistance for Vehicle IDs

Each device in the DIMO network must have its own ID which conforms to a W3C standard. Such identity exists without any central authority and is securely and privately linked to other identities (e.g., an owner and authorized drivers). This allows the device to manage its own data and, in the future, transact with other devices.

The cost of minting the device on-chain as an NFT provides some protection from sybil attacks, and DIMO apps are required to provide a proof that they've received telematics or verified documentation from the vehicle owner prior to minting, and the same vehicle cannot be minted with an "Active" status twice.

Each device ID will reference where the encrypted and signed data is stored. This will provide a future-proof way to address the device as well as integrate with other distributed systems.

# DIMO Apps & Integrations

Making data and vehicle connectivity more valuable.

You can see live apps and integrations [here](#) or, better yet, [download DIMO mobile](#) and use one yourself.

✔ If you are a developer or service provider who is interested in building an app on DIMO, [click here](#).

Here are some examples of application categories which can make use of “read-only” connections to DIMO vehicles today:

- **Fleet Management:** GPS vehicle tracking, driver safety, operational efficiency intelligent navigation
- **Vehicle Commerce:** data driven insurance and car loans, used car marketplaces with verifiable data
- **Mobility Services:** car-sharing services, ride-hailing services
- **Smart City:** traffic flow assistance, intelligent traffic rerouting, training data for autonomous vehicles, urban planning, parking services, automated road toll collection, intelligent road infrastructure
- **Manufacturers:** R&D performance improvements, data-driven design improvements, wear and tear analytics, supplier performance scorecard
- **Energy:** charging station planning and deployment, energy usage analysis, charging station locator and offerings
- **Maintenance:** remote diagnostics & prognosis, DIY diagnostics, state safety / emission tests, predictive failure warning

Additional grants and support to teams will be provided as vehicle supply increases, additional functionality is unlocked, and the \$DIMO token is in the hands of users who can signal their desire for specific functionality.

The rules of the DIMO app ecosystem are outlined in [DIP-5: Ecosystem](#).

# Connecting Vehicles

## Connect with a Hardware Device

To deliver on the Progressive Decentralization plan for the project, Digital Infrastructure Inc. (the first company building on DIMO) is working with AutoPi, a distributed team of hardware engineers, and the DIMO Foundation to establish a process for funding, certifying, and integrating new hardware devices.

DIMO will publish a certification process for new hardware devices as additional data markets are created, borrowing from and improving upon the model developed by [Helium](#).

The reference design will be available to any 3rd party hardware device makers who wish to add additional features (like dash cams or other sensors) and/or produce their own devices capable of mining \$DIMO by providing data.

Existing open-source hardware options like [Comma.AI](#), [CanServer](#), and others will be able to integrate with DIMO after a software or firmware update, and more secure versions of those devices can be produced over time.

## Goals

Build a diverse ecosystem of hardware providers (OEMs), retail/distributors, and support channels which give users the best options for taking control of their mobility data, while ensuring support for future DIMO platform features like ADAS (automated driving) and video data collection.

DIMO solves problems for both sides of the market.

Hardware manufacturer problems: Standardized device management software & API; and distribution and supply chain support and finance

User problems: Device certification; and performance tracking.

## Software

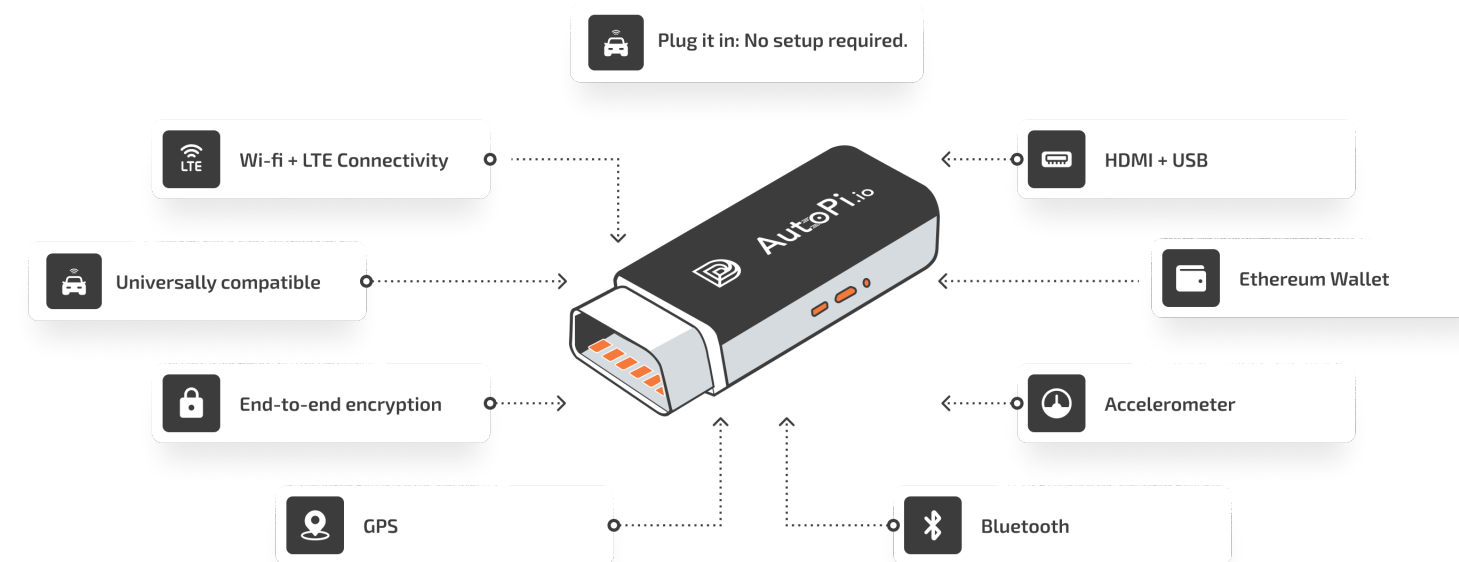
DIMO also offers connectivity support for most drivers in supported regions who have a connected vehicle subscription. Support for Teslas is natively supported through a direct integration with the Tesla API. Support for other software connected vehicles is facilitated by [Smartcar](#). Users may earn additional \$DIMO for connecting via software and hardware simultaneously as shown [here](#). This is not recommended for Tesla owners given the difficult placement of the OBD2 port.

# DIMO x AutoPi Device

## The First DIMO-Compatible Hardware

To purchase a device, check out <https://shop.dimo.zone>

DIMO is seeding an independent hardware ecosystem by partnering with Autopi to produce a plug & play, fully integrated ARM-based open hardware product that can plug into any car made after 1988. This device will communicate with the vehicle message bus, called the CAN-BUS and extract signals information sent by the car, as well as sign it to provide authenticity to the data by signing it using the included Ethereum wallet.



DIMO x AutoPi co-branded OBDII device and its key features

Users will be able to add this hardware to their vehicle as either a primary (and only) data collection option, or layer it onto existing API connectivity options provided by the OEM.

### Anti-Spoofing & Secure Hardware Element

To guarantee the security and authenticity of the device data being sent over the network, the data is signed by an Ethereum (or similar) wallet using secp256k1 ECDSA signing and verification. The data will be validated on receipt and checked against historical data from the device, and other meta-information contained in the payload.

DIMO x AutoPi miners Leverage a secure element in the hardware used to collect the data directly from vehicles. The TEE environment provided by modern ARM processors will be used to protect against spoofing and provide a future proof location for executing transactions on the device itself as the vehicle becomes a larger compute platform that can execute Solidity code locally on the device.

# What is \$DIMO

The native ERC-20 token of DIMO

**First, what is it?** \$DIMO is the native blockchain based token of the DIMO protocol that is issued to users and contributors. You can think of it like an airline reward point for your car, but with additional superpowers.

**Why is it useful?** When drivers connect their cars and stream data, they earn \$DIMO. Everyone earns a portion of the **weekly drop** (baseline issuance), and they earn more when app developers and data consumers **pay for their data or vehicle access** (marketplace issuance).

Great so far... but why would anyone want this token, and how does it enhance the DIMO experience for users?

## 1) It's required for transacting on top of the platform.

*Buying Data.* Any transaction involving the sale of user data requires \$DIMO. Any portion owed to the user is always in \$DIMO and some \$DIMO is also burned (taken out of circulation).

*Hardware.* If a hardware OEM wants to create new DIMO-compatible devices, they're required to back individual device IDs with \$DIMO. This has **already happened with the DIMO Data Miners** produced by **AutoPi**. Other fees, such as a token burn for each new vehicle minted, can be added at any time using the governance functionality described below.

*Products and Services.* In the future, all transactions on top of DIMO rails that involve payment for goods and services could also generate rewards and token burn — like the 30% Apple App store fees... but surely a more reasonable percentage. Car payments, insurance payments, car rentals, car sales, and more should all result in \$DIMO tokens being burned. Such a mechanism should be implemented at a time in the future when DIMO adoption and regulatory clarity are suitably far along.

Simply put: increased transaction volume on the network = increased \$DIMO token burn + users earning increased rewards.

*Similar utility to: ETH, MATIC, (and essentially all other L1s/L2s), HNT (+DC)*

## 2) It gives holders the right to make decisions about how the network works.

\$DIMO token holders are able to vote on how the protocol works. They control decisions like: upgrades to software code; protocols and standards; who can license the IP; how fees are generated; and how rewards are issued. Holders are even able to update the properties of the token itself and what it can be used for.

Modern tech giants have shown time and time again how quickly they'll take advantage of their users for the benefit of their shareholders. For that reason, it's important that those who control DIMO are the ones who use it.

*Similar utility to: UNI, GTC, and other governance tokens*

## 3) It aligns the incentives of other participants in the ecosystem with staking and spending.

It is important that the businesses that produce DIMO compatible hardware, transmit user data, and build apps have skin in the game and a reason to care about the long-term success of DIMO. Therefore, they must stake and/or spend \$DIMO tokens in order to maintain a license and deploy products to the network.

Staking in this context is comparable to a security deposit, like one you might put down when you move into a new apartment. If the staker misbehaves, they may have some or all of their tokens taken away. While this doesn't generate yield for the staker, it does force them to be long-term holders of the token.

*Similar utility to: ETH, MATIC, (and essentially all other PoS chains), GRT, LPT*

Additionally, all DIMO data miners deployed on the network require a payment of \$DIMO tokens as described in section one.

*Similar utility to: HNT*

## 4) It shows who's a part of the community.

As a token on a public blockchain, it couldn't be easier to prove who is part of the DIMO community. \$DIMO holders may receive special access to various app features, events, and more. Owning the \$DIMO token should amplify a user's experience in this ecosystem. This is ultimately up to the app ecosystem and community to implement and offer.

*Similar utility to: FWB, BANK*

## Why not just pay drivers in cash?

The traditional model for building a platform entails selling half the company to venture capital firms to raise money, to advertise to users and get their attention and slowly grow a network. At the end, the project is controlled by professional investors and the early users who are responsible for its growth have nothing.

Communities built on top of blockchain technology, whereby control is given to those users, are stronger, better, and more equitable. The technology is also more transparent, practical, and programmable. We believe this new paradigm is here to stay and will become increasingly common.

*\*This page is making no binding representations. See [📄 Disclaimer](#).*

# Earning \$DIMO

How drivers and fleet operators can earn more \$DIMO

Driver rewards will be based on a combination of baseline and market demand for vehicle data and connectivity.

In the early stages of DIMO's development, the vast majority of rewards will come from Baseline Demand Signal. As the network grows, this balance will likely shift the other way, thus removing the need to inflate the circulating supply of \$DIMO in perpetuity. This is comparable to other web3 networks like Helium, where their rewards from proof of coverage will shrink in comparison to rewards from data transfer over time.

## Rewards from Baseline Issuance

**Baseline Issuance** refers to the concept of rewarding drivers based on how long they've been connected and how they're connected, even if there is no end customer using their data.

The goal here is to prime the network by incentivizing drivers to connect the types of cars and stream the types of data that we expect will be valuable to data consumers and app developers in the future.

450,000,000 \$DIMO (45% of the total supply) has been allocated to fund the Baseline Issuance. The initial airdrop was effectively a large distribution of Baseline Issuance and left 382,491,185 \$DIMO. This pool will be distributed over 40 years by issuing 1,105,000 \$DIMO to users per week for the first year, with issuance decreasing by 15% each year.

With this design, the aim is to:

- Reward and give control to those who show long-term support for DIMO;
- Incentivize a continuous data connection, which tells a fuller story of driver behavior and vehicle performance when maintained over a long-period of time;
- Reward those who provide a greater quantity and frequency of reliable data; and
- Avoid rewarding based on distance or time traveled as not to incentivize unnecessary and wasteful driving.

For more on how distributions are calculated and issued, check out [DIP-2: Baseline Issuance](#).

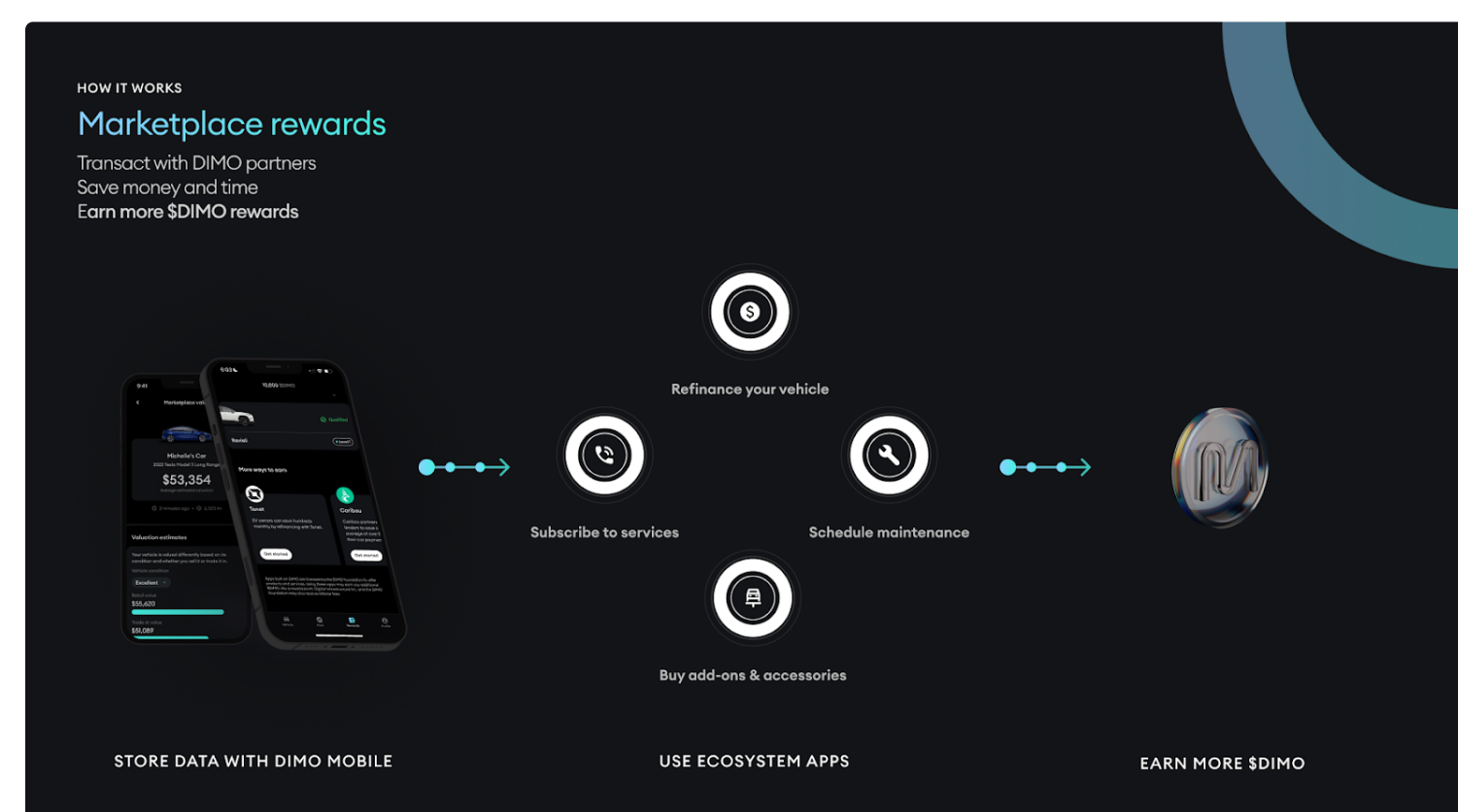


## Rewards from Market Issuance

DIMO users and apps should be rewarded based on the value that they generate to create a more direct link between incentives and optimal behaviors. Those who create the most value for the network should have the largest \$DIMO rewards and the biggest voice in its future direction.

When users transact with licensed DIMO apps, such as **Tenet**, **Caribou**, and **Vehicle Genius**, those users receive additional \$DIMO tokens and some \$DIMO is burned.

The amount and terms will vary as specified by the app developer, and agreed to by users, so long as the reward is remitted in \$DIMO and 1% is burned. The Foundation can accept cash and remit \$DIMO on the app's behalf if the app developer prefers not to interact with \$DIMO directly. For more information, you can check out [DIP-3: Marketplace Issuance & Token Burn](#).



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# User Ownership

How DIMO users come to own the platform

## Why DIMO is a decentralized community owned protocol

DIMO aims to be a reliable, secure, and open base layer for connected devices. The only way to achieve these goals is to build DIMO as a platform where control is vested in a diverse collection of users and stakeholders who all have skin in the game.

Facebook, Twitter, Instagram, Google, and connected vehicle platforms like Wejo are "walled garden" platforms. Developers have seen how they will **extort you** if you become successful on their platform. There are no clear rules on **access and censorship**, and ultimately ownership of user data.

Web 2.0 business models systematically create these incentives, and part of the vision for DIMO is to create a reality where user-owned digital ecosystems are the norm. This is a better model.

By reducing friction and bureaucracy, opening up DIMO to global contributors, creating an operating structure that can scale, and aligning all stakeholders around the \$DIMO token, the DIMO platform and the apps on top of it will be built far better and faster.

## Community Governed

Today, holders of the \$DIMO token can create and vote on proposals that control how the network works. These DIMO Improvement Proposals ("DIPs" for short) can upgrade the way the DIMO smart contracts and token work, can grant privileges (e.g., a vote to issue a license to make DIMO Miners to a hardware manufacturer), set tokens aside for grants, and more.

There are no self-imposed restrictions on what the DIMO community is able to vote on and do. We expect that some of the key activities of the DIMO foundation will include:

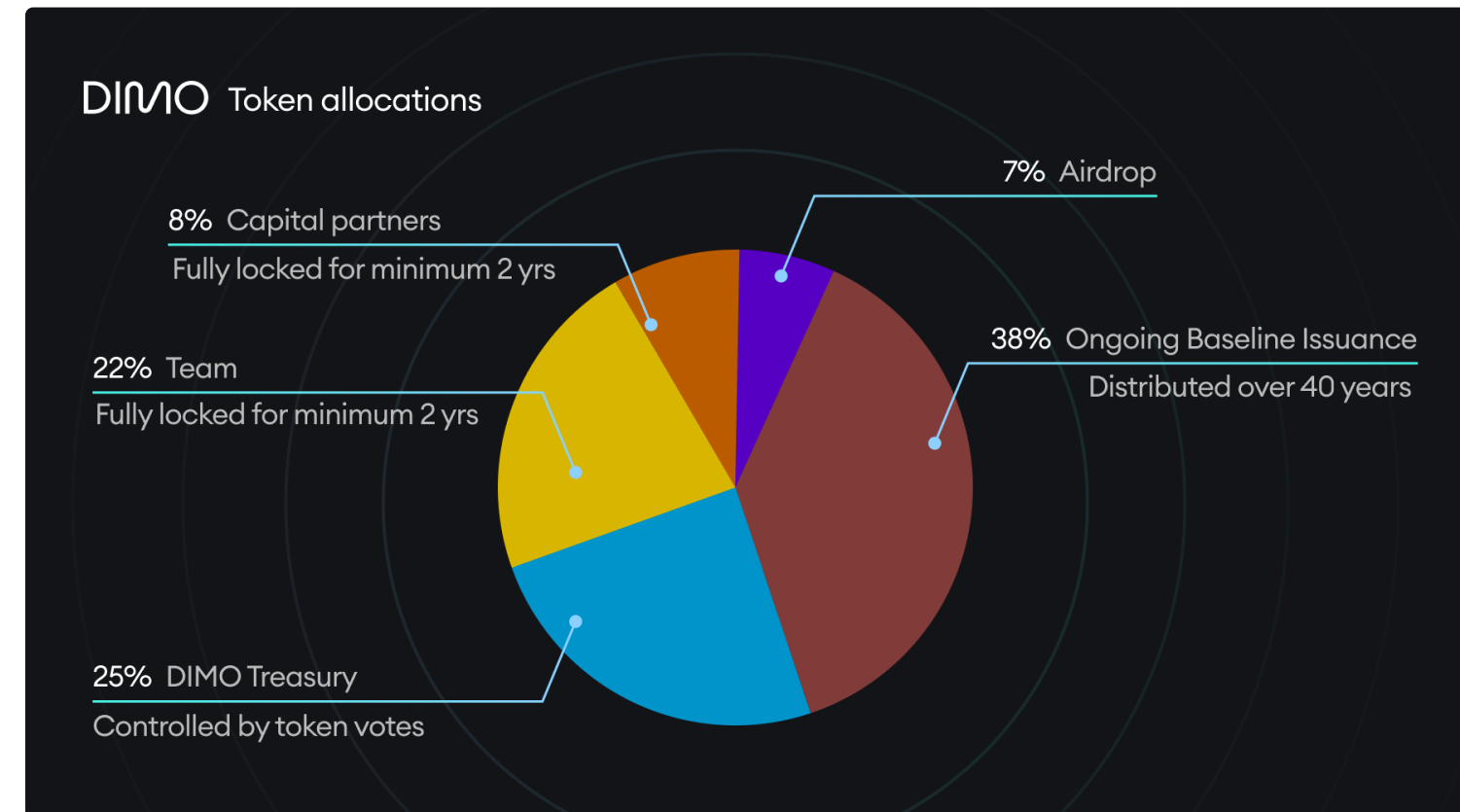
1. Designing, deploying, and adjusting rewards pools for drivers and referral bonus programs;
2. Allocating authority and resources to teams and individuals via **streams**, grants, and bounties. This may fund work such as: building decentralized data storage infrastructure; determining the optimal method by which vehicle data will be priced and sold; building applications on top of DIMO; and **DBC decoding** to expand the number of supported vehicles;
3. Whitelisting third-party hardware suppliers who build **the devices** that sign and stream data; and
4. Investing the treasury.

For more on voting and how it works, check out [DIMO Governance Hub](#).

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# Token Details & Distribution

The details and rationale for the initial token distribution



\$DIMO is an ERC-20 token on the Polygon and Ethereum blockchain with a 1,000,000,000 token supply. For more on how to add it to your wallet and move it between chains, see [Moving \\$DIMO between Ethereum & Polygon](#).

The total supply of 1,000,000,000 \$DIMO has been allocated in a manner that lines up with industry average allocations for protocol rewards, the treasury, the initial team, and initial capital partners. A community-first approach is important, which is why we're allocating an above average 70% of tokens to users and the treasury.

## The DAO Treasury

700,000,000 \$DIMO will be initially allocated to the community controlled DAO treasury. Teams and individuals that contribute to the network may receive \$DIMO (and/or other cryptocurrency that the treasury accumulates) in the form of bounties or grants. However, the way most users will earn tokens is through driver rewards.

## Driver Rewards

With [DIP-2: Baseline Issuance](#), the community earmarked 450,000,000 out of the the 700,000,000 \$DIMO treasury to incentivize drivers with Baseline Issuance. The initial airdrop was effectively a large distribution of Baseline Issuance and leaves 382,491,185 \$DIMO. This pool will be distributed over 40 years by issuing 1,105,000 \$DIMO to users per week for the first year, with issuance decreasing by 15% each year.

For specific details about participating in the airdrop, check out [Announcing Mainnet](#).

## DIMO Core Team & Capital Partners

The remaining 300,000,000 \$DIMO has been allocated to the initial team (roughly 224,000,000) and investment partners (roughly 76,000,000). These allocations are subject to a minimum two year lock up starting, from the date of the mainnet launch, whereby tokens unlock monthly until fully unlocked after three years. Team members may be subject to additional vesting on top of the lockup. Any tokens held by the company, Digital Infrastructure Inc., may also be used for network participation (e.g., paying 50 \$DIMO to mint devices) or as incentives for non-team contributors (e.g., sending a small amount of \$DIMO to those who show up to public community calls, posting bounties for tweeting about DIMO, etc.).

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# Disclaimer

Beware of scam tokens. The token address for \$DIMO is 0xE261D618a959aFfFd53168Cd07D12E37B26761db ([link](#)) on Polygon and 0x5fab9761d60419c9eebe3915a8fa1ed7e8d2e1b on Ethereum ([link](#)). Always make sure you are interacting with the correct token address.

Please triple check that any communications from DIMO are authentic as it's common for scammers to try to trick you into sending them crypto or into revealing your private keys. No guarantees are made about the nature of the \$DIMO token or its distribution, which are subject to change based on continued legal, tax, and other design considerations and which may be altered in the future by a vote of the token holders in accordance with network governance.

DIMO reserves the right to withhold tokens from users whose wallet addresses are flagged for compliance issues, including but not limited to anti-money laundering, or sanctions laws, and other applicable laws. Nothing in these documents represents a promise or guarantee of any future actions and the DIMO Foundation is not bound to distribute DIMO tokens to any user.