

**MVP: Mapala.net**  
First web service for the Smart Travelling Ecosystem.  
Launched since January 2017

Token preSale stage:  
**\$606 000 equivalent**  
Completed

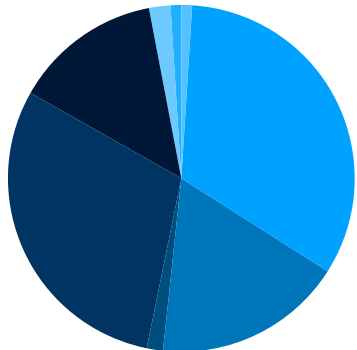
Token Sale stage:  
**Hard-Cap: \$10M equivalent**

Token Sale period:  
**10.12.17 - 10.02.18**

Token Price: **\$0,01519 equivalent**

Exchange listings: **February 2018**

Token emission for Token pre-Sale and Token Sale stages:  
**2.100.000.000**



**1.5% - Early founders & investors**  
**17.69% - Pre-Sale investors**  
**13.8% - Team**  
**33% - Token Sale**  
**30% - Development Fund**  
**2% - Advisors**  
**1% - Bounty**  
**1% - Start balance of the Reserve fund**

Token Sale Platform: **TravelChain**

Industry: **Travel and Tourism**

Market size: **Over \$1 trillion equivalent**

## / What is TravelChain?

TravelChain is decentralized blockchain-based platform which provides accessible and authentic smart-data to let business know their clients better and to help travellers experience the best customer service. TravelChain is a core of Smart Traveling Ecosystem.

## / What we do?

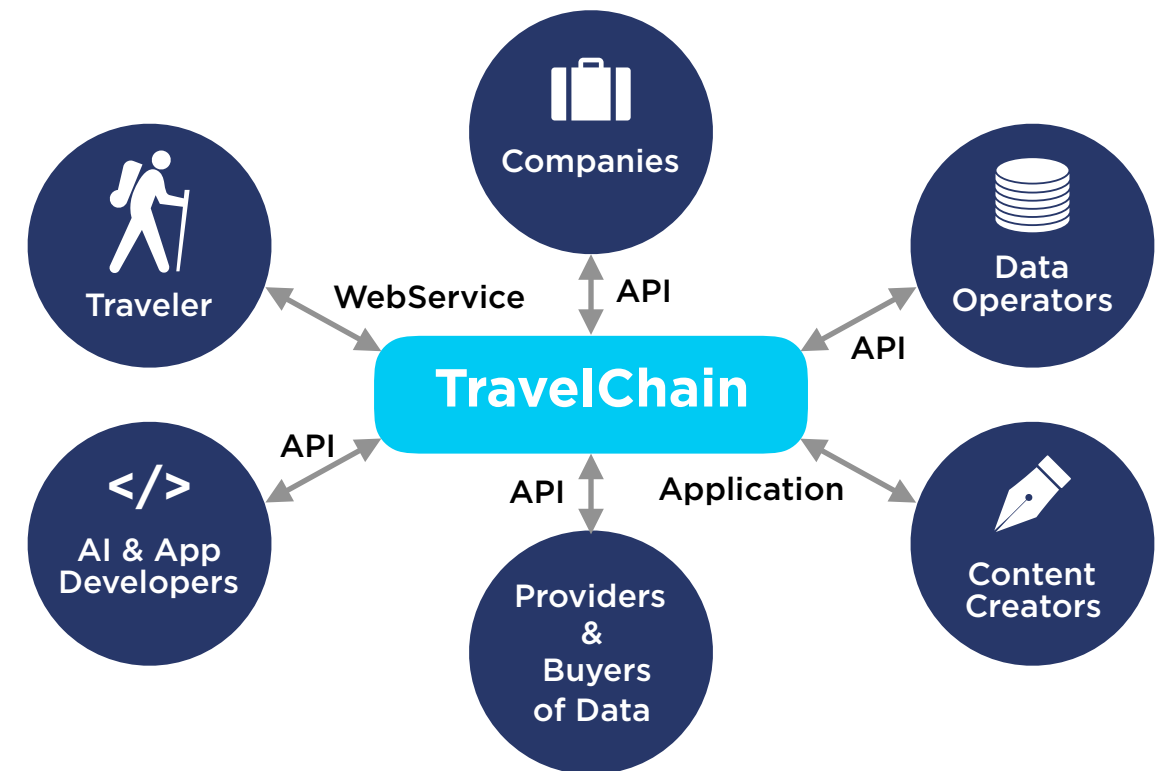
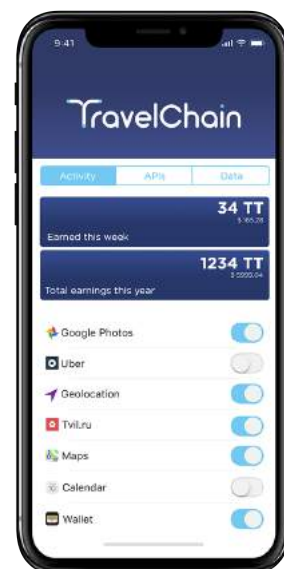
We are going to provide equal access to data exchange for all players in the market. We create an open public blockchain that can be managed by each travel market player. We believe that it will create new breakthrough solutions within 1-3 years in the travel industry, which will change the way people travel.

## / Reasons of Token Sale

- Launching and development the TravelChain
- Global marketing campaign
- Developers support foundation (investing in projects within the SmartTravelling Ecosystem (AI & BigData development))
- Department for integration existing travel businesses into TravelChain

## / What is TravelToken

- TravelToken is a fuel of Smart Traveling Ecosystem
- Users are able to sell their data for TravelTokens - TravelTokens allow businesses to buy analyzed and structured data



## MARKET OVERVIEW

### / Travelers current problems

- 95% of the US online travel market belongs to Expedia and Priceline (OTA). It gives a fake sense of choices of the best deal to customers. The same hopeless situation with fake reviews on the biggest travel sites.
- Travelers sharing their data and get nothing for it.

### / Solutions for Travelers

- TravelChain providing the authentic data-driven research to help travelers make smarter decisions about how, when, and where they should travel
- Travelers will earn TravelTokens for sharing their own data.

### / Business current problems

- Average time for make decision to travel - 6 month. Businesses are starts to communicate with customers at the last step when travelers going to place an order.
- Travel services are signing contracts with OTA and OTA has a final decision about terms and conditions of cooperation. Most of these travel services should pay is constantly growing commissions to OTA after each deal.

### / Solution for business

- Businesses will be able to start communicate with customers much earlier and give them more relevant orders in time. It will be possible because of analyzed and structured Big Data which will be received from Travelers.
- All information about businesses such a reviews and order history, will be written in the blockchain forever. It's increase LTV and cutting marketing expenses. Since this point competition starts from quality of service instead of marketing budget.