UTTRAVEL

Decentralized Data for the Travel Industry

Whitepaper Version v3.01





Abstract

Relying on blockchain technology, URTravel strives to level the playing field between travel-related businesses and their customers.

At present, the travel industry - an enormous market that generatessome \$7.8 trillion a year - is riddled with imbalanced business-client relationships that prove harmful to both sides; many businesses that sell quality services lose clients by failing to focus on customer loyalty and engagement. A more balanced relationship can shore up a travel company's customer base, while ensuring that clients are always in tune with the best travel deals.

URTravel plans to shatter the status quo by creating a Graphene-based blockchain aimed at fostering the growth of cryptocurrency payments, all the while creating a reliable and decentralized ecosystem that rewards customer engagement and loyalty.

On one hand, the blockchain will generate an enormous amount of data that will fuel the success of travel companies by defining, measuring and improving customer interest and engagement. On the other, it will inspire clients to promote these companies, and to utilize their services time and time again.

The blockchain will be built using the most advanced, cutting-edge technologies in order to minimize the possibility of fraud and other illicit activities, all while ensuring that transactions are solidly verified and all players within the system are able to reap their rewards.



Key Market Challenges

The travel industry faces a considerable disadvantage when it comes to being able to predict what customers want. In the information age, with consumers no longer dependent on agencies and specialists to organize leisure and business travel, tourism companies often don't know their client's travel plans until the last stage of purchasing decisions; i.e. when the customer is booking airline tickets and hotel stays.

Meanwhile, other industries - social networks, online shopping giants, app stores, etc. - are crawling with information about travel trends. People regularly post relevant status updates or join Facebook groups about destinations or travel trends of interest. Likewise, they'll snap up travel guides from Amazon, download city maps for their smartphones, etc., leaving a veritable breadcrumb trail across the internet.

The problem is, obtaining this data is often prohibitively expensive for small to midsized travel companies without massive budgets. In the absence of personal data, they often have to resort to guessing what the upcoming trends will be, and which travel options to promote in order to attract the most potential customers.

What's more, they have to invest a great deal of time and resources into attracting new clients, as customer loyalty tends to be weak at best in an era when typing a few words into a search engine makes it possible to compare prices from across the industry.

A key factor to keep in mind here is that personal data doesn't have to be - and we would argue, shouldn't be - extracted using manipulative or deceptive means. In recent years consumers have displayed an increased willingness to share their personal data in exchange for customized offers that take their preferences into account.



The Potential Of Personal Data

It is those platforms that are able to harness the power of big data who will have the most to gain from the advent of personal data collection. With each passing day, Artificial Intelligence (AI)-based technologies are becoming better equipped to gather, process and categorize enormous amounts of data, which companies in turn can use to custom tailor offerings to their clients.

We believe this is the way forward for the travel industry. We envisage a massive database – available to companies of all sizes – containing an immense amount of unbiased information about travel companies and suppliers.

The more data, the smarter are the algorithms that will eventually be able to foresee the wishes we are yet unable to predict for ourselves. Here's where blockchain technology comes in. Propelled by the URToken – a tradable cryptocurrency that will be created during the URTravel crowdsale – the URTravel platform will be the great equalizer; businesses, programmers, and casual travel enthusiasts alike will be able to invest in and develop the system's infrastructure. And in the spirit of decentralization, none of the platform's operators will have control over this system.

Travel companies will be able to look to the URTravel platform in order to gauge the effectiveness of their marketing efforts and assess how their offerings can be used to satisfy the needs of would-be customers. Ultimately, our platform will make it possible for companies to offer custom-designed dream vacations to their customers, all while ensuring maximum profitability.

Over time, we are confident that the URToken and URTravel platform will become indispensable for travel companies seeking to increase their margins and bolster customer loyalty.



Our Mission

URTravel is a decentralized data-exchange platform that stands to change the game in the travel industry. It is based on a public, open-source blockchain that will be fully managed by the system's users.

In a time when personal data is all too often extracted in the absence of true consumer consent, we want to change the game. Our system will empower consumers by giving them control of their personal data and making it possible for them to submit it in exchange for tangible benefits. Toward this end, we strive level the playing field across the travel industry – closing the gap between companies and customers, thereby boosting the experiences of each.





Blockchain Technology

Despite being among the hottest topics of recent years, blockchain technology is little understood. Put simply, a blockchain is a digital ledger controlled by many different users that can be relied upon as an indisputable means of recording transactions.

The public records left behind by blockchain technology cannot be manipulated, ensuring fairness and transparency. Another key benefit of blockchain technology is their decentralized nature. Unlike traditional banking and transaction systems, users don't have to rely on third parties to process their information. The entire system is maintained by its users.

By eliminating/reducing reliance on middlemen, the costs traditionally associated in transactional systems can be decreased significantly.

Smart Contracts

Another component of our blockchain technology is the smart contract -- a protocol capable of digitally managing and enforcing negotiations and contract performance in the absence of third parties. As with traditional contracts, smart contracts represent a formal, binding agreement between parties stipulating the exchange of goods or services in exchange for consideration.

But unlike traditional contracts, blockchain technology makes it possible for smart contracts to be digitally executed and enforced. Once the terms of the contract are met, the smart contract protocol automatically triggers fulfillment of the agreement.

Smart contract technology can be used to cut costs, increase transparency, and ensure that all parties to a given agreement have fulfilled their responsibilities in the absence of bias. Combined, these factors ensure that all parties to a negotiation can trust each other, essentially balancing the customer-provider relationship, and emboldening each side to gain the maximal value from their transactions.



URTravel Data

Using URTravel-driven services, applications or plugins, users can opt to share varying amounts of data with the broader community. URTravel makes it possible for users to share personal data pertaining to the following: transaction history, feedback related to previous travel, tours purchased, places visited, routes traveled, accommodations, tourism-related activities, events attended, services utilized, travel tips, lifehacks, interests, search history, social contacts, and other types of personal information that may prove valuable to travel businesses.

Invasive though that may sound, each user always has full and transparent control of his or her information. None of the above information will be available to the public without the user's informed and explicit consent.

So, what's the incentive to include more information? This is where URTokens come into play. Users will be entitled to URTokens in exchange for their consent to share their data. The more data they share, the more tokens they will receive. When a critical mass of users is reached, the chain reaction will spur growth throughout the ecosystem.





Blockchain Technology & The Travel Industry Converge

As mentioned above, the information age has taken a toll on customer loyalty. Rather than going to a business the customer has tried before and enjoyed, the customer can Google the good or service they would like to purchase, and inevitably be inundated with better prices or promotional offers.

The travel industry is far from immune to this problem. Simply entering a flight route into any major search engine will result in loads of competitive offers, often including the lowest possible price front and center. A discerning customer looking for more than just a cheap flight can pull up one of numerous airline-comparison websites, which draw comparisons related to everything from in-flight meals and legroom to the qality of customer service. This has changed the game across consumer sectors. While this has emboldened customers and improved the shopping experience, it has left travel companies at a loss with respect to fostering customer loyalty. Loyalty programs such as frequent flyer clubs may prove convenient at times, but they are rarely adequate to ensure total loyalty from clients. This owes to the fact that they largely provide catch-all solutions that may or may not prove useful to consumers. This can be seen in the complexities of navigating frequent flyer programs, and the number of magazine subscriptions consumers have ordered in a last-ditch effort to use the miles they never quite figured out how to fly with.

Some of the more forward-looking travel businesses that already endeavor to access and process users' personal data attempt to do so based solely on the good will or naivete of their customers, but predictably, this method is often ineffective as many customers are unwilling to provide feedback without anything to gain from the exchange.

Often, the customers that are most willing to provide their personal data are fueled either by extreme displeasure or elation with their service, resulting in reviews and feedback that are lacking in nuance. It is precisely these challenges that URTravel is striving to overcome. Fueled by the URToken incentivization scheme, URTravel will make it possible for companies to extract useful and nuanced information from travelers, and subsequently to cater to the real needs and preferences of consumers.

Modern blockchain technologies make it possible for customers and business alike to generate derive boundless benefits while enhancing each other's experiences. Furthermore, the transparency inherent in our blockchain technology will ensure that the rights of both consumers and companies are respected.



Global Loyalty programs on the URTravel Blockchain

We want to use cryptocurrency to change the loyalty program game by closing the gap between companies and consumers.

The URTravel ecosystem will comprise a broad network of tourism related companies and customers, each of whom have plenty to gain from one another.

In order to gain access to the network, companies will purchase a certain number of URTokens - a tradable cryptocurrency that will be created during the URTravel crowdsale.

At the beginning, URTravel will allocate a certain number of URTokens for the earliest partners. This will definitely be a case of the early bird gets the worm; those companies that join earliest will be able to snap up URTokens at the lowest rates. As the supply of tokens diminishes overtime, the prices will rise.

The companies that use URTravel will have the opportunity to create their own cryptocurrencies in the form of branded tokens, which will be pegged to the URToken.

These branded tokens will be created using smart contracts, and companies in turn can use their branded tokens to reward customers for sharing their personal data.

Ultimately, customers will be able to either use the branded tokens to make purchases from the awarding companies or convert them into URTokens for use elsewhere. This level of freedom will be key to the success of the URTravel platform.





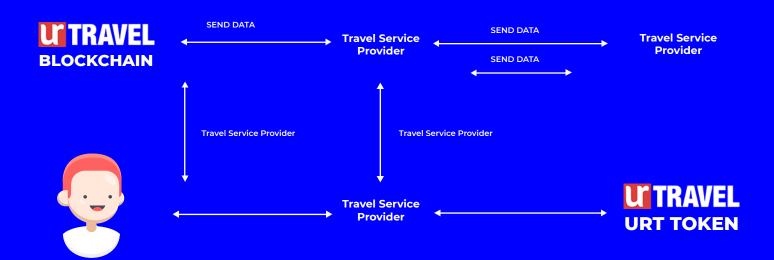


Anne, a recent college graduate, traveled with her family to a resort in Jamaica. She enjoyed some parts of the vacation and could have done without others. Jamaica Sands Travel Agency would like to learn from Anne's experience in order to design travel offerings custom-tailored to her demographic. But Anne doesn't plan to return to Jamaica Anytime soon; rather, she wants to go to Europe next. Anne can trade her information to Jamaica Sands Travel Agency for Jamaica Sands coins. But because she won't be utilizing their services anytime soon, she can then easily convert the Jamaica Sands coins into URTokens, or into the branded tokens of other travel companies, which she can then use to gain benefits related to her upcoming European travels.

Companies involved in the URTravel system will have the freedom to decide how many branded coins they wish to give out, and under what circumstances. This will give each company the power to extract the sort of feedback and data that will truly help it craft its offerings for maximum potency. This frees companies up to make use of their incoming data, and perhaps engage in creative guerrilla marketing campaigns.

Merchants will also have the freedom to define their own customer ranking strategy; i.e. defining how customers can earn increased amounts of tokens. In order to help facilitate this process, we can provide information pertaining to the customer's activity within the URTravel sphere. As with everything else in the blockchain, each company's chosen ranking strategy will be formalized via smart contracts.

The following schema illustrate the flow of a customer feedback, from merchant protocol to the generation of the customer award:

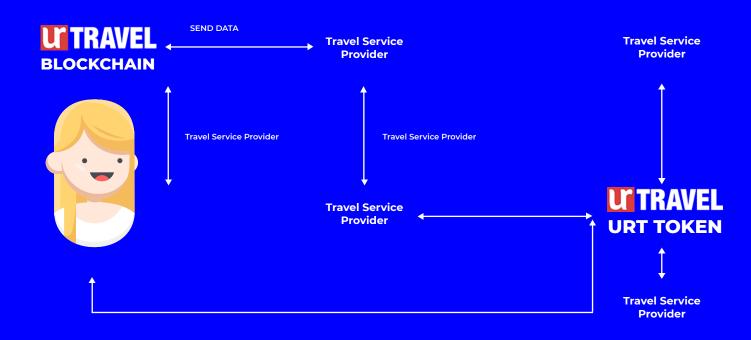


In addition to ensuring that only valid customers can provide reviews, the above protocol will make it possible for merchants to gather a broad range of feedback throughout the customer experience process. I.e. a company can seek client information immediately upon completion of a given tour or activity, or can provide customers with a cooling off period, depending on the company's needs.

Withdrawal

As mentioned above, customers will have the opportunity to convert their Branded Tokens into URTokens in order to switch from one merchant reward program to another or for conversion into fiat currencies or other purposes.

The withdrawal process is described in the schema below. In sum, when a customer opts to withdraw their branded tokens from a given company, they unlock URTokens previously owned by the company. A portion of these tokens go back to the company, which earns a small exit fee for each such transaction. Another portion is burnt in order to balance the economy. The balance is sent to the customer. Meanwhile, the cashed-in branded tokens are burnt due to the fact that their underlying URToken value has been depleted.

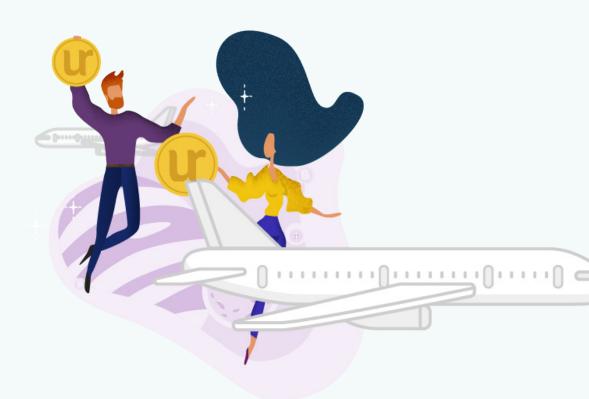




Using URToken

The URToken serves as fuel for the URTravel ecosystem, and can be used for the following purposes:

- Pay for transportation services, accommodations and entertainment during traveling, provided by companies and leisure travelers
- Create business solutions on the URTravel blockchain
- Gain access to personal user information
- Create and submit advertisements
- Gain respect in the community and thus the opportunity to make and influence large scale decisions
- Upgrade an account
- Be nominated to the Decentralized Management
- Pay for extra services provided by computer-aided educational tools and AI
- Pay fees related to more than 20 different operations (see Technical Paper for details) reap the benefits of the increased data and URToken demand that will accompany the platform's growth





Example of Traveling with URTravel

URTravel stands to change the game in personalized travel offerings. Below, we'll take a look at how this might play out for the avid traveler: Anne, our young travel enthusiast who was planning her trip to Europe when we last saw her, has been taking full advantage of the URTravel application. By diligently providing feedback on Jamaica and all of her other recent travels, she has effectively created volumes of data on her personal preferences.

All the while, she's been collecting URTokens in exchange for her feedback, and by now, she has enough to take her dream trip to Europe. Meanwhile, URTravel has generated a wealth of data that is can use to craft individualized recommendations that she may not have thought of on her own.

One day she opens up URTravel and finds an advertisement for the hotel she's always dreamt of in a little-known Greek Island called Sifnos. She's never heard of the place, but the hotel is right on the beach and each room boasts a private balcony with panoramic views of the sea. Best of all, it's precisely with in her price range. The hotel offers affordable tours to some of the island's hidden gems, and a free breakfast in the morning with incredible reviews – perfect for a budget-conscious recent graduate.

Floored, she knows she has to leap at the opportunity. Thankfully, securing a reservation is just a couple clicks of a button away. As she continues to prepare for her journey, Anne's personalized preferences and selective consent to share her personal information will make it simple to assemble the absolute dream trip.

By traveling with her phone, which has the URTravel app installed, Anne can continue to reap the benefits of simplicity, security and reliability throughout the course of her vacation.



More details on targeted advertisements

URTravel users will have the opportunity to send and receive targeted advertisements. This process requires explicit consent, and as such, users won't have to worry about spam.

By consenting to this process, customers can earn tokens from advertisers. This is only fair as targeted advertisements are tremendously more profitable to companies than are standard advertisements.

For example, Anne can stipulate that she will only accept targeted ads from companies that will compensate her a certain amount or more. Meanwhile, once Anne consents, her pertinent personal data will become accessible to advertisers, thereby enabling them to create individualized ads.

In Anne's case, her Sifnos dream hotel presumably sought customers with low- to midrange travel budgets, and who had listed the Greek Islands as among their dream destinations.

User categories

Users of URTravel will be split into the following categories:

- 1. Service/information consumers
- 2. Service/information providers

While the former category generally refers to travel companies and the latter generally refers to travelers, they can be interchangeable. One account can be used by both an information seller and purchaser. Each side has a ton to gain from this arrangement. Information consumers can analyze large swaths of user data in order to grow their margins and gain customer loyalty.

Information providers will always retain full control of the information consumers have access to. Beyond receiving tokens in exchange for their willingness to share, they are eligible for several other services, such as individualized ads based on their preferences, custom-tailored news feeds and search results, and a unified social profile.



Third-party Developers

In addition to information consumers and providers, URTravel will offer data to third-party developers, who will be able to provide benefit from previously processed data. Primarily, such clients will include developers of apps and websites that lack their own large scale data extraction methods.

By relying on the already processed data collected by URTravel, these developers will be able to enhance the usability of their own service offerings, thereby enhancing the user experience.

Developers may have access to the following URTravel resources:

- · Shared database:
- Global service catalogue;
- Transactions and user preferences;
- · Global ranking of service providers;
- Consumers concerns;
- The opportunity to develop algorithms that offer more comprehensive background for leisure travelers;
- Al creators can submit their algorithms or processed data to developers. This can be
 paid either on a contractual basis or using URToken in the event that an agreement
 between the sides can be reached so as to ensure the additional flow of tokens
 within the system.



Decentralized management

URTravel will have a decentralized system of management, which will be comprise information consumers and providers alike. All users will have the opportunity to nominate themselves to become members of the decentralized management, and the community at large will approve or deny such nominations. All users have equal votes, and they can exercise these votes in real time. The management will comprise technical supervisors – who maintain servers and are responsible for software performance, all in exchange for URTokens – as well as economic supervisors – who act in the community's interest while managing the economic aspects of the blockchain. For more detailed information, please see the Yellow paper.





URTravel Business Model

Key factors affecting our business model:

URTravel's key partners will include:

- Owners of applications and web services that are able to embed their services into URTravel or create new services using our blockchain
- Advertising networks capable of embedding URTravel marketing opportunities into their business processes
- Travel companies of any scale
- All industry players that provide services to travelers: individual entrepreneurs, hotels, airlines, bus and railroad carriers, sightseeing agencies, etc.

The core value of URTravel is to provide companies with personalized user information that was shared with informed consent. As a result of this information exchange:

- Customers will enjoy exciting travel opportunities that are within their price range;
- Customers will enjoy a more streamlined and inspiring travel planning process;
- · Customers will reap rewards in the form of URTokens and branded tokens:
- Companies will be able to cut marketing costs and boost their margins by offering individualized travel packages.
- In sum, URTravel will serve as a marketplace, leveling the playing field between consumers and companies, thereby championing the causes of transparency, reliability and incredible vacations.

We are currently zeroing in on the following key tasks:

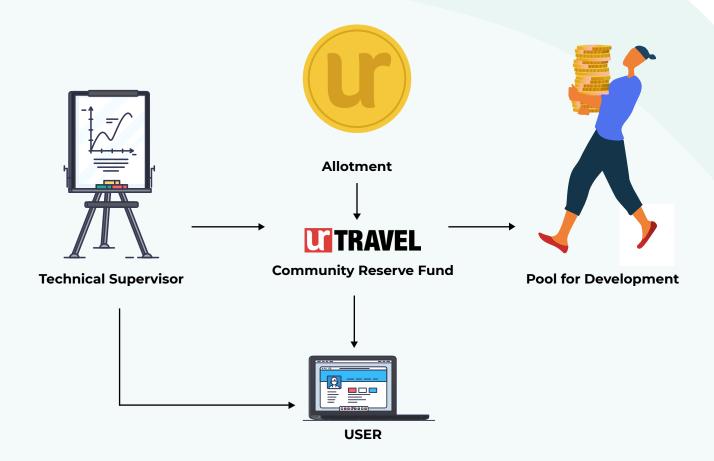
- Enhancing methods for data acquisition and consistently increasing the number of applications working on the URTravel blockchain;
- Structuring the acquired data and increasing number of relevant categories;
- Increasing the demand for data and attracting interested partners;
- Increasing advertising space in both individual applications and advertising networks;
- Encouraging increased advertising demand via the URTravel ecosystem.



Issuing and circulating URTokens

At presence, the issuance of URToken is set at 10% per year. This size will allow us to engage additional means for development and will not be crucial for users who purchased URTokens earlier. The overall issue will proceed to the community reserve fund and remain under relevant control. The daily digital development fund and technical network supervisors will be paid from the reserve fund.

Due to the fact that URTokens proceed to the Development Fund on a regular basis, the number of users is set to increase with subsequent demand growth for data and URTokens.



URTokens from the daily digital development fund will proceed to users who will earn them by performing certain actions, such as providing feedback or reading targeted advertisements.

In turn, the URTokens will proceed to the community reserve fund, triggering the circulation of this decentralized economic system.



Digital Development Fund

Part of the daily pool within the Digital Development Fund will be allocated for the development of the platform. For instance, the decentralized management can suggest a funding acquisition of user movement information by allocating some of the daily pool of the Digital Development Fund to relevant applications. The community will always have the final say with respect to whether to accept such suggestions.

Every user is welcome to apply for funding from the Digital Development Fund. To do so, he or she must propose a relevant plan and request support from the community. In the event that the community supports the plan, this user will receive the relevant amount of URTokens in accordance with the voter-approved plan.

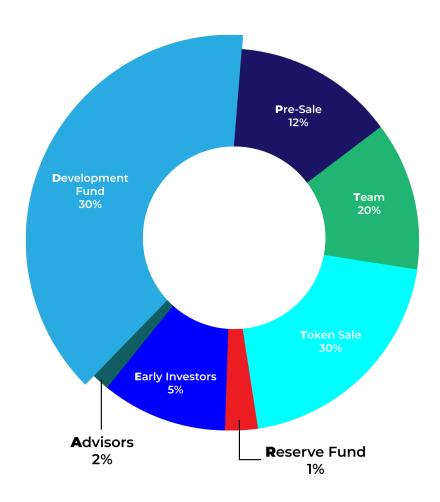
In the event that the user fails to adhere to the plan or the plan proves to be inefficient, funding can be withheld. The decentralized management and community stakeholders will monitor the progress of all such plans on the basis of selected KPIs.



Distribution

The number of URTokens issued will amount to 750,000,000 units, which will be allocated based on the results of Token Pre-Sale and Token Sale:

Early investors:	5%
Pre-Sale:	12 %
Team:	20%
Token Sale:	30%
Advisors:	2%
Start balance of the Reserve Fund:	1%
Development fund:	30%





URT Security Token

URToken is being created on the base of Ethereum blockchain according to ERC-20 standard and then be converted and exchanged to our own URTravel blockchain with the Graphene core when it's ready. The transfer and trading of tokens will be available after the Token Sale ends. Development Fund tokens (30%) are intended for sale to large travel companies. They will be transferred to a multi-signature account with two signatures, each of which will bear an equal weight, and one of which will be controlled by a third-party escrow and the second one by URTravel team. Tokens can be deblocked only when 100,000 users are reached, satisfying the relevant KPI.

We plan to a certain portion of URTokens to large travel companies so as to ensure the success of the project. We will offer major travel industry players special conditions to incentivize their participation, realizing that this will be key to paving our way to influence in the industry.

We will reserve a certain number of tokens to sell to individual investors, as an incentive to enter the project as early as possible.

Phase	Max. Token Amount for	Token Price	Percentage	Value
	Price (\$)	(\$)	(%)	(\$)
Pre-Sale	20000000	0.03	20%	600000
	6500000	0.035	10%	2275000
	13000000	0.04	15%	5200000
STO	18000000	0.045	25%	7875000
	175000000	0.05	30%	9000000
Total	75000000			30350000



Competitors

URTravel's key competitors include Travel Chain, Sand Block and MITHRIL - three other systems that strive to foster mutually beneficial business-client relationships.

Travel Chain is our closest direct competitor, as it offers crypto incentives for travelers willing to share their experiences with tourism companies. That said, while the Travel Chain team has commendable blockchain and programming experience, they lack the travel industry savvy that we have accrued over the past decade. As you can see from our team BIOS, URTravel brings to the table an unrivaled combination of tourism industry and tech expertise that will give us a significant and consistent edge up on the competition.

The other two competitors are focused on different industries. Sand Block seeks to use tokens to incentivization customer loyalty and engagement across an array of sectors, while Mithril seeks to use tokens to reward content creators for their contributions across social networks. While the incentivization schemes used by Sand Block and Mithril are similar, our focus on travel – propelled by our substantial industry and tech experience will ensure that neither of these businesses will pose a threat to our market share.



TEAM







Alton Franco Co-founder and CEO

Alton is a US Navy Gulf War Veteran, an experienced 17 Year entrepreneur, business leader and visionary. Having the ability to bring visions to life, while cultivating and nurturing his teams and brining his business vision to fruition. His background is . in a range of industries, Alton's professional history includes network marketing, multiple years as a CEO in Travel Industry out of Hawaii in the tours and activity sector, founder of TAG a web App. P2P based tour guide booking platform.

Cryptocurrency: Brokering BTC and key positions at MICEX (the ETH in mass quantities, Day trading Moscow Exchange), operating and educating groups around the under the Central Bank of Russia. world on Trend Trading.

Alex Artyukhin Co-founder and CTO

Alex comes with experience and knowledge in the function and operation of central banks. He's spent over a decade holding a number of roles in the financial world, at companies that include:

- Youroute (Founder)
- SnapExit (CEO)
- BlackBullAdvisors Hedge Fund (Founder)
- INTLCOIN (Co-Founder)
- "Double R" (CEO)
- Unicredit Banking Group (AVP)
- Deutsche Bank (AVP)

In addition, Alex has held several

Constantine **Potamianos** Investors relationships

An experienced business leader with a cross-disciplinary background in a range of industries, Constantine's professional history includes depth in technology, finance, strategy, operations and law. Over a 30-year period, he's served with public and private companies, international law firms and technology-focused investment banks as:

- CEO and Founder,
- Chief Strategy Officer,
- Chief Legal Officer,
- Partner & Co-Leader Corporate Group,
- **VP Technology Investment** Banking.



TECHNOLOGY



Alex Kundin Lead Blockchain Developer

Bringing a tremendous wealth of in-depth knowledge in cryptocurrencies and the blockchain, Alex has long been at the cutting edge of emerging technologies. He possesses excellent leadership qualities and has a passion for self-development. Alex comes with 10 years of experience in web architecture development, including optimizing user interfaces and SPAs. Passionate about startups that make a difference in people's lives,



Yanis Tsaunya Software and Web-Developer

Yanis' expertise covers an assortment of areas including five plus years in growth hacking, content marketing, data science, BI visualization, Blockchain/Tangle, and fintech. He's held positions as a team leader and developer (C# and Ruby) at: SnapExit, YouRoute and Chesterton Humberts



Iliya Kholinov Blockchain Developer

A blockchain developer with more than 15 years' of experience in delivering great products and DevOps, as well as in leading and hiring teams.



Evgeny FateevBlockchain Developer

A full-stack software engineer with a wealth of experience in delivering innovative products in the blockchain industries.



MARKETING & PR



Tim Peshkov PR, Marketing

A communications executive with more than 20 years' experience in financial services, fintech, technology and media, Tim has held the position of Deputy Director, Consultant, Advisor, and Partner.

He's played roles that have involved government and public relations, as well as marketing, in the variety of organizations In addition to leading traditional media relations and marcom efforts, Tim has launched major national brands, introduced

products to market, guided messaging for M&A and led IPO communications. He's worked closely with most major (Russian) national and international publications and TV news outlets.



Ingrid Burke Writer-in-Large

A professional writer with nearly a decade of experience whose work on legal and scientific developments has been published by news outlets around the globe.



Prateek Pandey Marketing Consultant

Working in the realm of Cryptocurrency & STO and the second one for Virtual Reality, Augmented Reality(Magic Mirror, AR Books) and Mixed reality project development for various industries like traveling, Real Estate, Education, Jewellery, Retail and much more.



Disclaimer

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