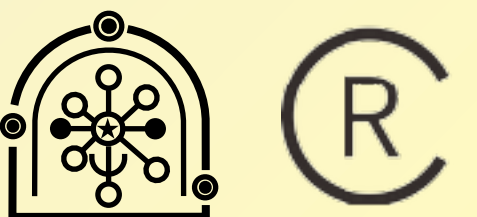*Ask a Korean before you arrive.*
Own the data you create.

KOTOUR by Kori Protocol:
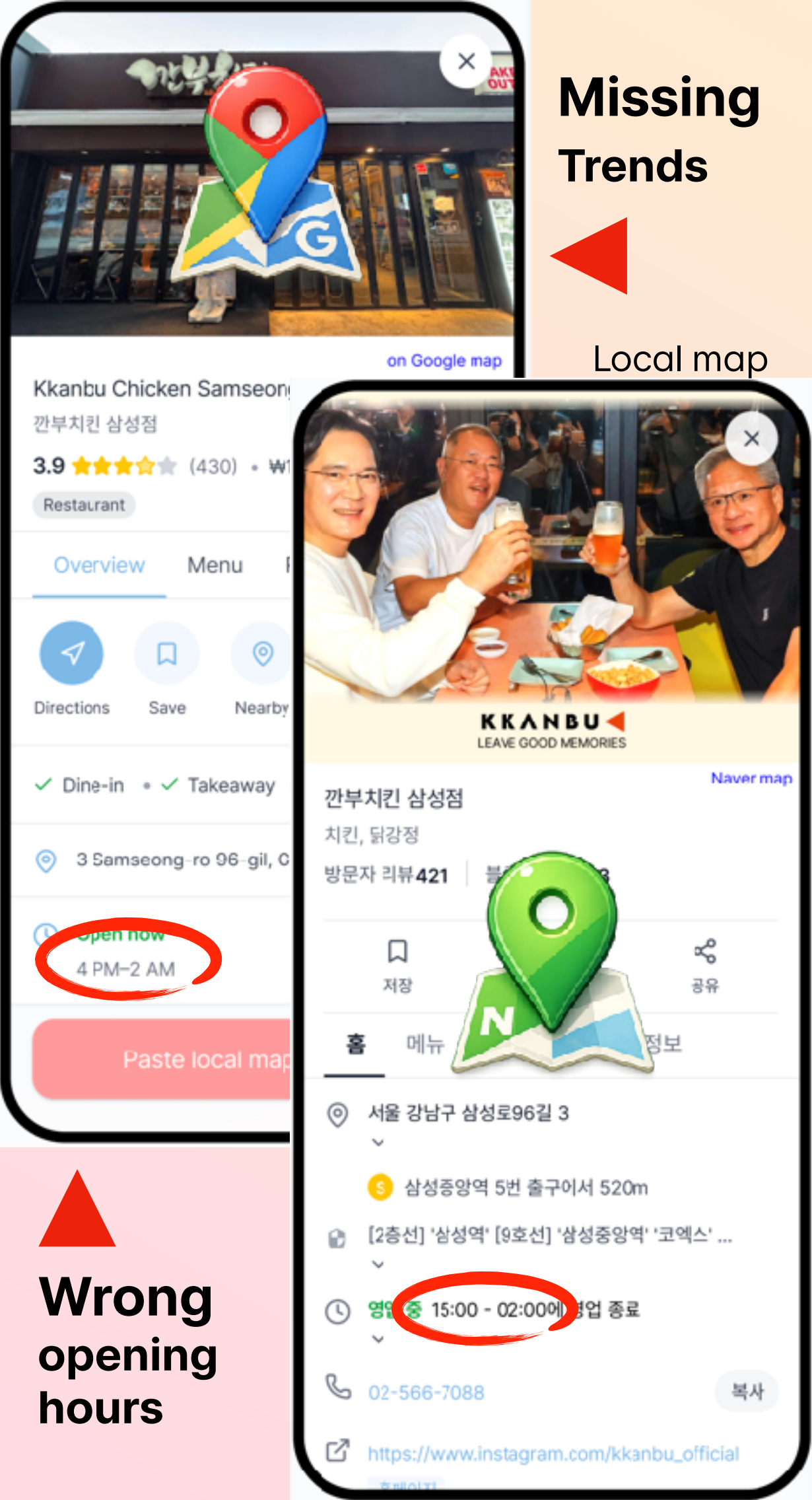## A consumer travel app powered by AI + human-verified, on-chain settlement

An **AI-powered human concierge** that turns real conversations into **scalable travel assets - rewarded, trusted, and monetized.**

Jieun Noh | Founder of Kori Protocol

Google map is outdated, Tourists want 'tailored' experience

Missing Trends ◀

on Google map

Kkanbu Chicken Samseong
깐부치킨 삼성점
3.9 ★★★☆☆ (430) · ₩
Restaurant

Overview | Menu |

Directions | Save | Nearby

✔ Dine-in · ✔ Takeaway

⊙ 3 Samseong-ro 96-gil, C

Open now
4 PM–2 AM

Paste local map

Local map

KKANBU
LEAVE GOOD MEMORIES ◀

깐부치킨 삼성점
치킨, 닭강정
방문자 리뷰 **421** | 블

저장 | 공유

홈 | 메뉴 | 정보

⊙ 서울 강남구 삼성로96길 3

⊙ 삼성중앙역 5번 출구에서 520m

[2호선] '삼성역' [9호선] '삼성중앙역' '코엑스' ...

⊙ 영업중 **15:00 - 02:00**에 영업 종료

📞 02-566-7088   복사

🔗 https://www.instagram.com/kkanbu_official

Naver map

▲ **Wrong opening hours**

Market pivot

The "Shadow" Tourism Economy: Hiring Locals via DM

- 66% of travelers say they would skip a "must-see" landmark if a **trusted local suggested a "hidden gem"** instead.

- Trust Gap: Studies show travelers rate **"local residents" (trust score ~3.05) significantly higher than "social media influencers"** (trust score ~5.47) for authentic advice.

■ Experience tourism market problem

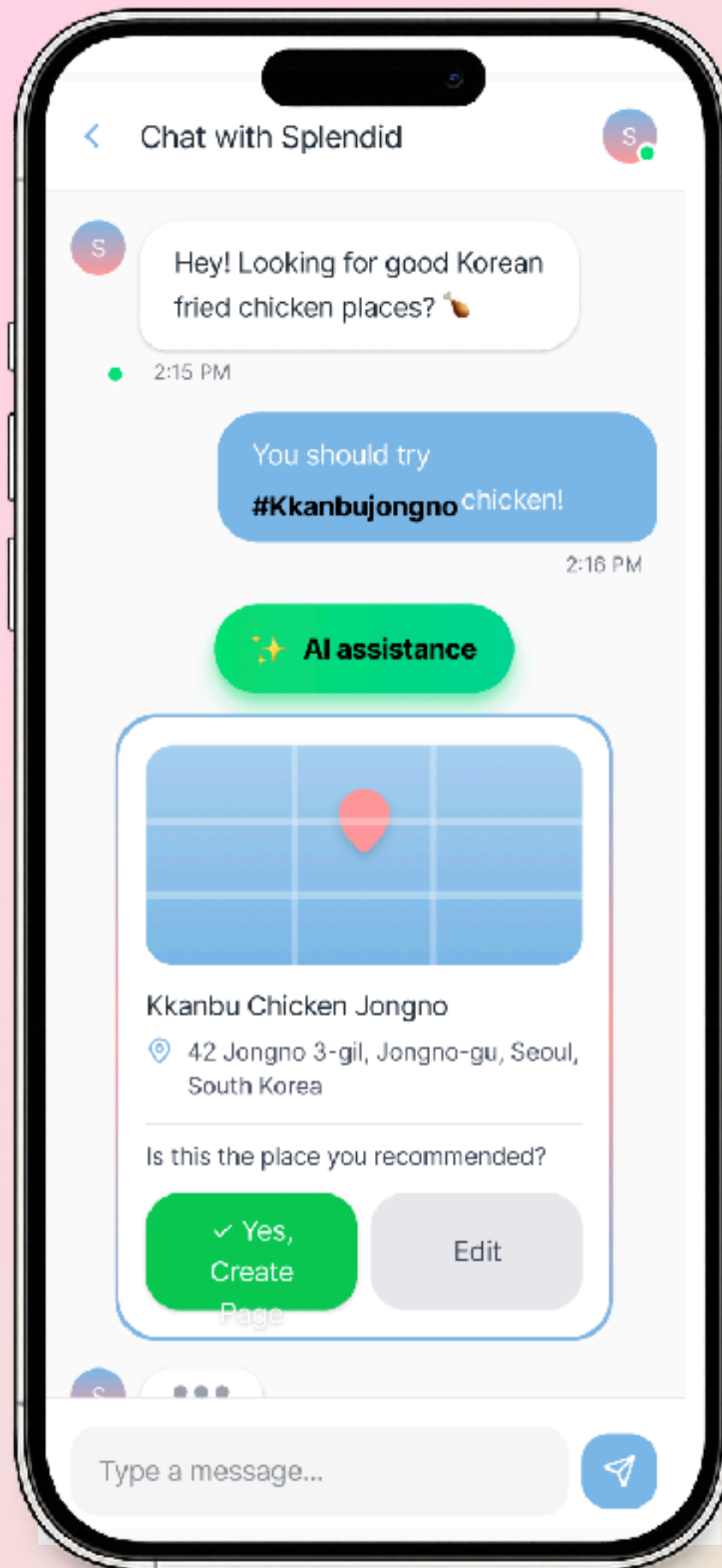| **High no-show rate**	**Ticket booking first**	**No rewards for concierge service**
Travelers frequently report guides "ghosting" after receiving a deposit	**Lack of low entry option**	**No micro rewards** for sharing local tips

■ Solution **KO TOUR**

Chat first, micro-rewards & reputation based consumer/gig economy rail

1 | AI-Powered, User-Generated Map Asset

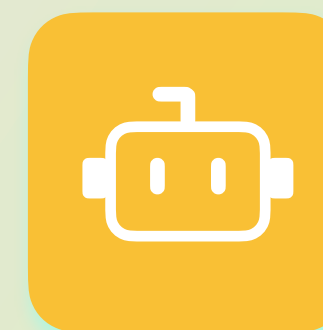*Converting chat data into a verified business database*

💬 **Chat:** Local replies, #Kkanbujongno to share information

🤖 **AI Structure: AI Engine:** Instantly structures this into a "Business Page" (Asset)

⚙️ **Efficiency:** AI creates the *draft*; Humans verify

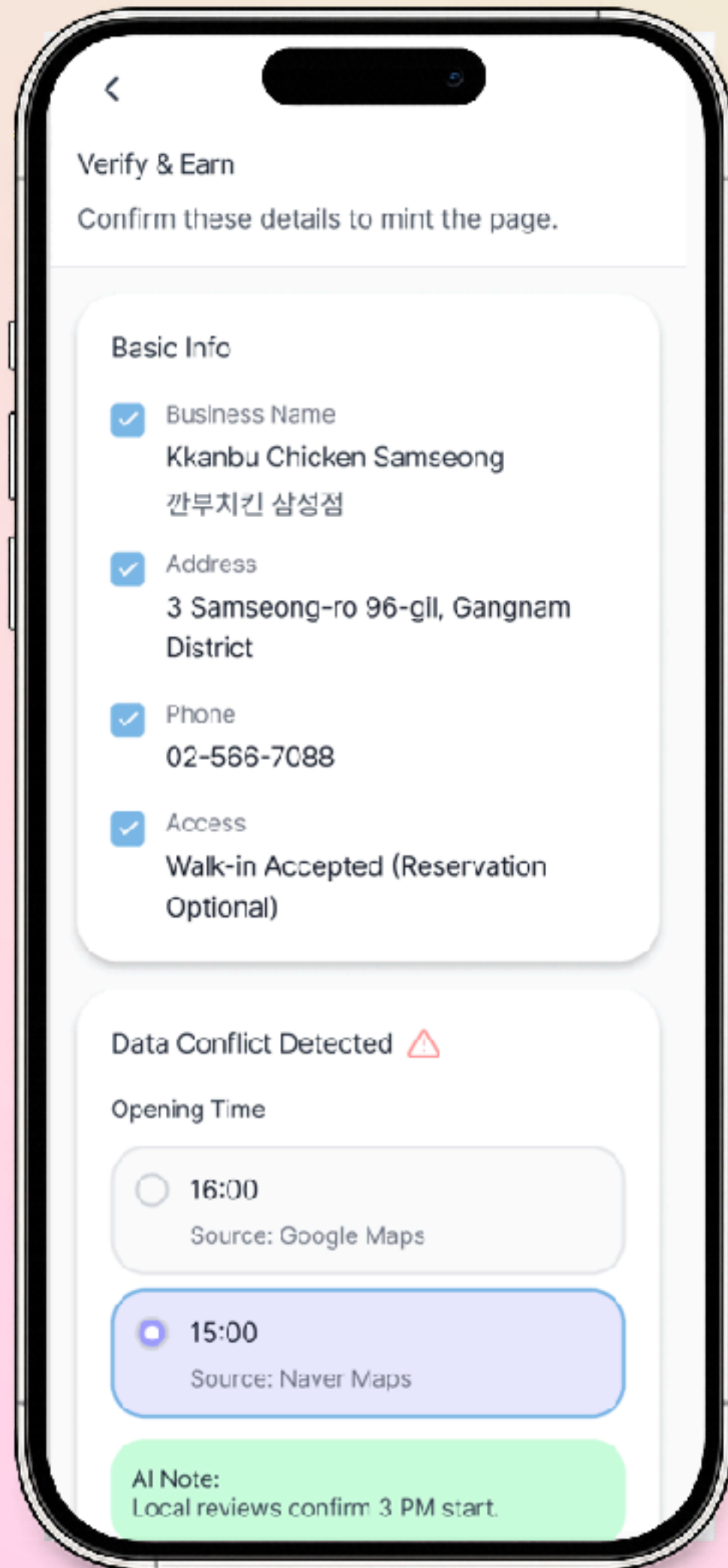Chat   AI   Business Page   Reward

The Incentive:
*The Local who provided the link receives **C-Tokens (Reputation)** as a referral reward. Per unique click.*

Chat with Splendid

Hey! Looking for good Korean fried chicken places? 🍗

2:15 PM

You should try #Kkanbujongno chicken!

2:16 PM

✨ AI assistance

Kkanbu Chicken Jongno

📍 42 Jongno 3-gil, Jongno-gu, Seoul, South Korea

Is this the place you recommended?

✓ Yes, Create Page   Edit

Type a message...

2 | Decentralized Truth Consensus

A "Proof of information" powered by community agreement

The Mechanism (Multi-Sig Consensus):

- **Input:** AI proposes initial business data

- **Consensus:** Requires validation from **2+ Independent Users** to confirm accuracy

- **Result:** Data is only "verified" as Truth when consensus is reached

The Incentive (Smart Contract Split):

- the Smart Contract **distributes** the C-Token reward to all participants:

  A. **Verifier 1 & 2:** Rewarded for accuracy

  B. **The Business:** Rewarded for claiming their digital asset
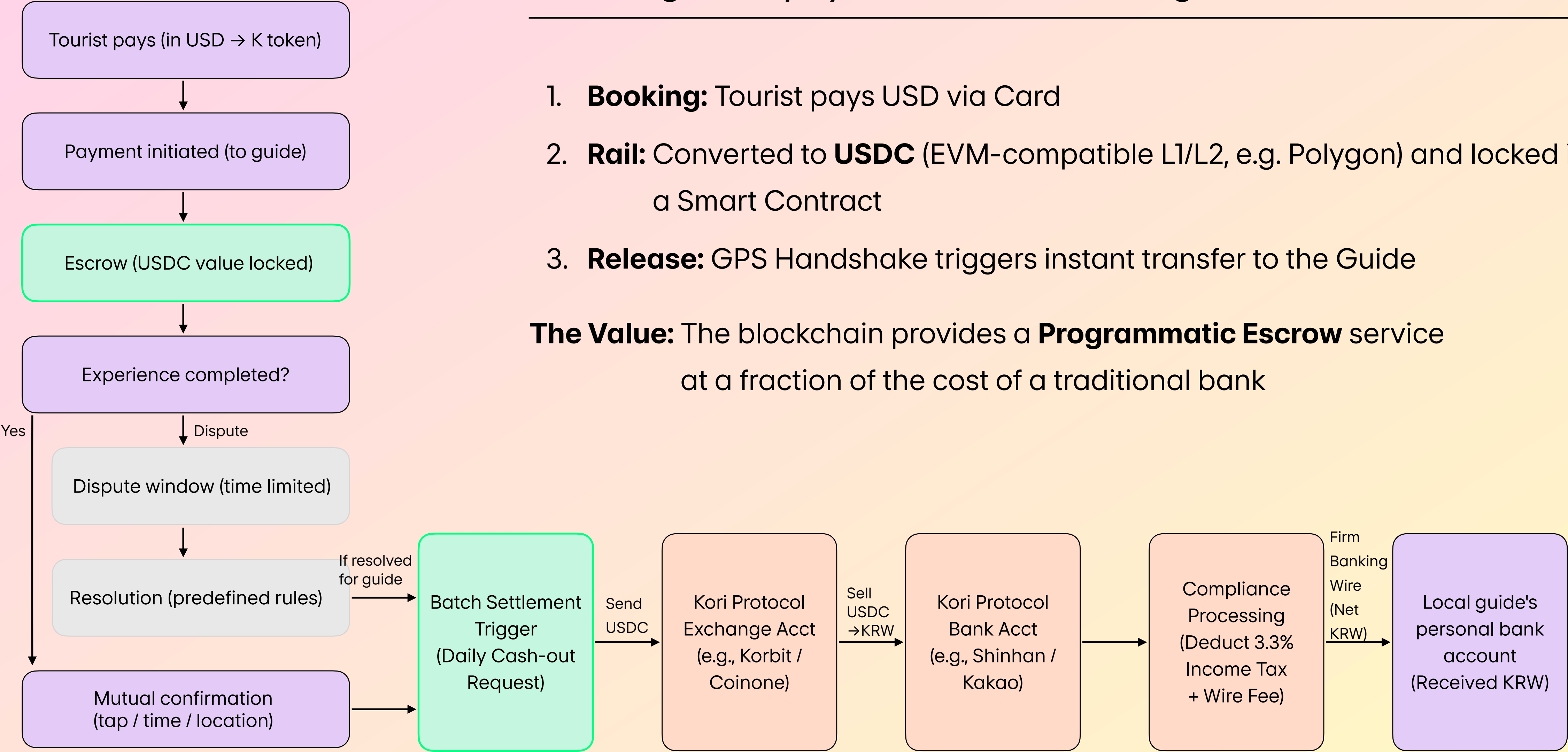
Why Web3?

- **Sybil Resistance:** Collusion costs trust; faithful verification is profitable

- **Inclusion:** Any bilingual user (Student, Tourist, Local) can be a "creator" of data

3 | USDC-Powered Escrow

Chain-agnostic payment rails for instant global settlement

Tourist pays (in USD → K token)

↓

Payment initiated (to guide)

↓

Escrow (USDC value locked)

↓

Experience completed?

— Yes (↓)
— Dispute (↓)

Dispute window (time limited)

↓

Resolution (predefined rules)

Mutual confirmation (tap / time / location)

If resolved for guide →

Batch Settlement Trigger (Daily Cash-out Request)

Send USDC →

Kori Protocol Exchange Acct (e.g., Korbit / Coinone)

Sell USDC →KRW →

Kori Protocol Bank Acct (e.g., Shinhan / Kakao)

→

Compliance Processing (Deduct 3.3% Income Tax + Wire Fee)

Firm Banking Wire (Net KRW) →

Local guide's personal bank account (Received KRW)

1. **Booking:** Tourist pays USD via Card

2. **Rail:** Converted to **USDC** (EVM-compatible L1/L2, e.g. Polygon) and locked in a Smart Contract

3. **Release:** GPS Handshake triggers instant transfer to the Guide
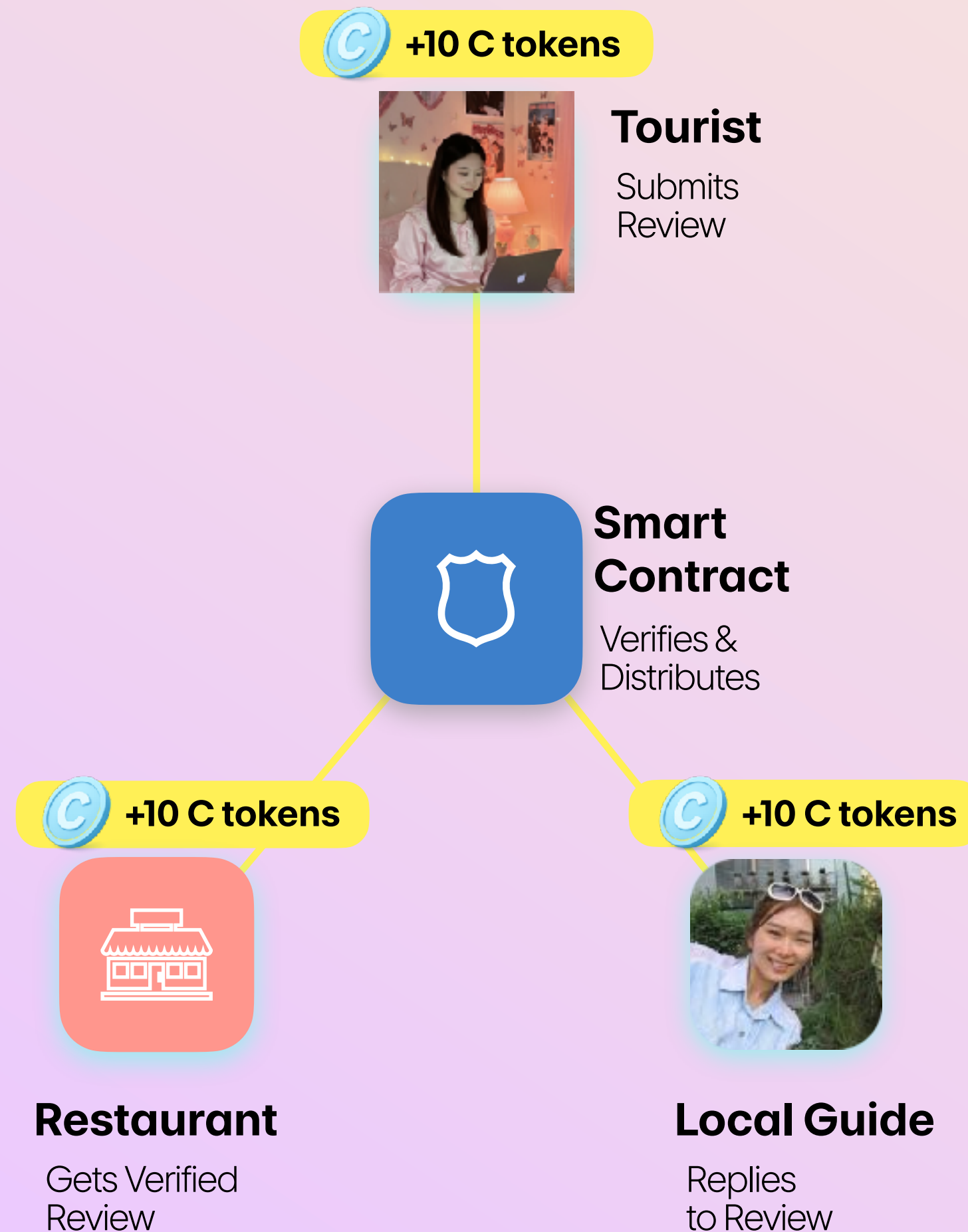
The Value: The blockchain provides a **Programmatic Escrow** service at a fraction of the cost of a traditional bank

4 | Verified Impact Reviews

+10 C tokens

Tourist
Submits Review

Smart Contract
Verifies & Distributes

+10 C tokens

+10 C tokens

Restaurant
Gets Verified Review

Local Guide
Replies to Review

Dual-Perspective Validation powered by Smart Contracts

Step 1: Tourist submits a review of the business (Status: *Pending*)

Step 2: The Local Guide (who led the tour) replies to confirm the visit and add context (Status: *Verified*)

The Reward (3-Way Split):

- Once the "Reply" completes the loop, the Smart Contract automatically distributes **10 C Tokens** to all three stakeholders:

  1. **Tourist:** Rewarded for sharing data

  2. **Guide:** Rewarded for verifying the event

  3. **Business:** Rewarded for hosting a verified experience

Why Blockchain?

- **Automated Fairness:** The Smart Contract ensures the business gets their reputation points *instantly* and *impartially* once the social proof is provided, without needing to pay for ads

Impact | The AI-SEO Flywheel

Vampire-attacking Web2 search traffic

Tourists Ask Questions

Continuous Growth Cycle

App Download

AI Generates Business Page

New User Searches & Finds Reviews

Google Indexes Page (SEO)

The Loop:

1. AI Generation: Chat turns into a public web page

2. Indexing: Google indexes "Best Fried Chicken in Jongno."

3. Acquisition:

Searchers land on **Kotour *'verified reviews'***

→ *Download App*

4. Chat with locals / other tourists → AI Generation **(endless loop)**

We bring **Web2 Users** onto infrastructure without them needing to know the technology

Google search results show Business reviews on Kotour

Sustainable Real-Yield Economy

6000000

SEO Infinite Loop ↻

Future Tourist:
Searches Review on Google → Lands on Kotour → Sees advertisements

Metric	Year 1 (Build & Test)	Year 2 (Growth)	Year 3 (Scale)
User Goal	2,500	50,000	300,000
Revenue Target	$20,000	$450,000	$5.2 Million
Primary Driver	**C Token purchase** (Power creators)	**Ticket Sales (K Tokens)** (Hustlers)	**Ads (K Tokens)** (Mass Traffic)

(Bar chart: Y1, Y2, Y3 with value 0 baseline)

Revenue from Services, not Speculation

Platform Revenue:

- **Transaction Fees:** 5% on Ticket Sales & Escrowed Tips

- **B2B Ads:** Local businesses pay to "Pin" their restaurants (Paid in K-Tokens)

The Dual-Token System (Non-Crypto)**:**

🔵 C-Tokens (Reputation):

- ○ **Type:** Infinite Supply, No Cash-Out

- ○ **Utility:** Earned by verified work (Chat/Reviews)
    Spent to boost visibility or "Pin" reviews (Craters Lite tokenomics)

- ○ **Analogy:** In-game gems

🟡 K-Tokens (Settlement):

- ○ **Type:** Stable Credit (1 K = $1 USD), Cash-Out

- ○ **Acquisition:** Users purchase via **Credit Card/Apple Pay**

- ○ **Utility:** Used for Tips/Tickets (P2P Payments) and purchase C tokens

- ○ Local guide's cash income

Builders & Operators

Founder & CEO
Jieun Noh

System architect behind Kori tokenomics and AI-incentive design. Experienced in building and operating cross-border consumer platforms, with hands-on background in international e-commerce and blockchain research ecosystems.

Co-Founder & CTO
Youngsoo Jung

A specialist in high-speed execution. He built and deployed the critical **Application Layer (Swap, Bridge, & NFT support)** for a major Korean blockchain, delivering essential utility after years of development stagnation. Expert in connecting complex Web3 backends to seamless consumer frontends.

Operation
Yuri Jang

Former Marketing Lead at Korea's first ICO foundation, orchestrating synchronized physical and metaverse government forums. With 10+ years in national tourism promotion, she specializes in cross-border strategy and advises Kori Protocol.

Strategic Creator Partnership: *Collaboration with influencers with total 200M monthly reach (short form) underway*

Phased Execution & Strategic Distribution

Version dev.	V1	V2	V3	V4
Tourist	Target tourists who are **already in Korea**	+ people who are **planning to go to Korea**	+ Who hopes to **hang out with locals**	+ Hosts become Guests Around 60% South Koreans hold passports
Service	1. **Local ⟷ Tourist live chat (concierge)** 2. **Live Photo review share** **Ephemeral / Chat-only**	#️⃣ 3. **AI business page generation** ⚙️ 🄲 4. **C token rewards**	5. **Local meet up** 6. **Private in-person guide** 7. **Paid gratuity** (K tokens / fiat)	8. **Local ⟷ Business partnership** 9. **Premium tour booking & ticketed experiences** 10. **Global expansion**
Locals	Hobbyist (English practice)	+ Beauty influencers & active creators	+ Students + Translators (informal)	+ Registered tour guides
	Live chat support: • Taxi booking (KakaoTaxi) • Menu recommendation • Guide how to eat • Others	**Discovery information:** • Place recommendation • Share tips • Pin reviews • Garner fanbase	**Experience cultural exchange:** • Regular group meet up • Private food guide (dine together; cover locals' meal cost) • Tip rate up → quality guide	**Continued friendship:** • Transparent sponsored content • Protecting all 4 - Local, visitor, businesses and the platform • Continued global discovery
Rewards		🄲 Link click rewards	🄲 + DM 🄺 + Gratuity	🄲 + Pin reviews 🄺 + Partnership fee