

Google
for
Startups



Kotour:

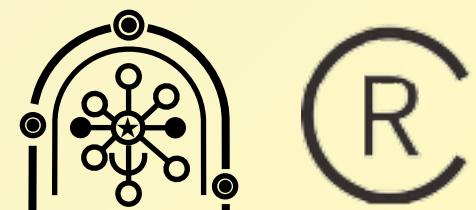
A consumer travel app powered by AI + human-verified, on-chain settlement. Built on Kori Protocol

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

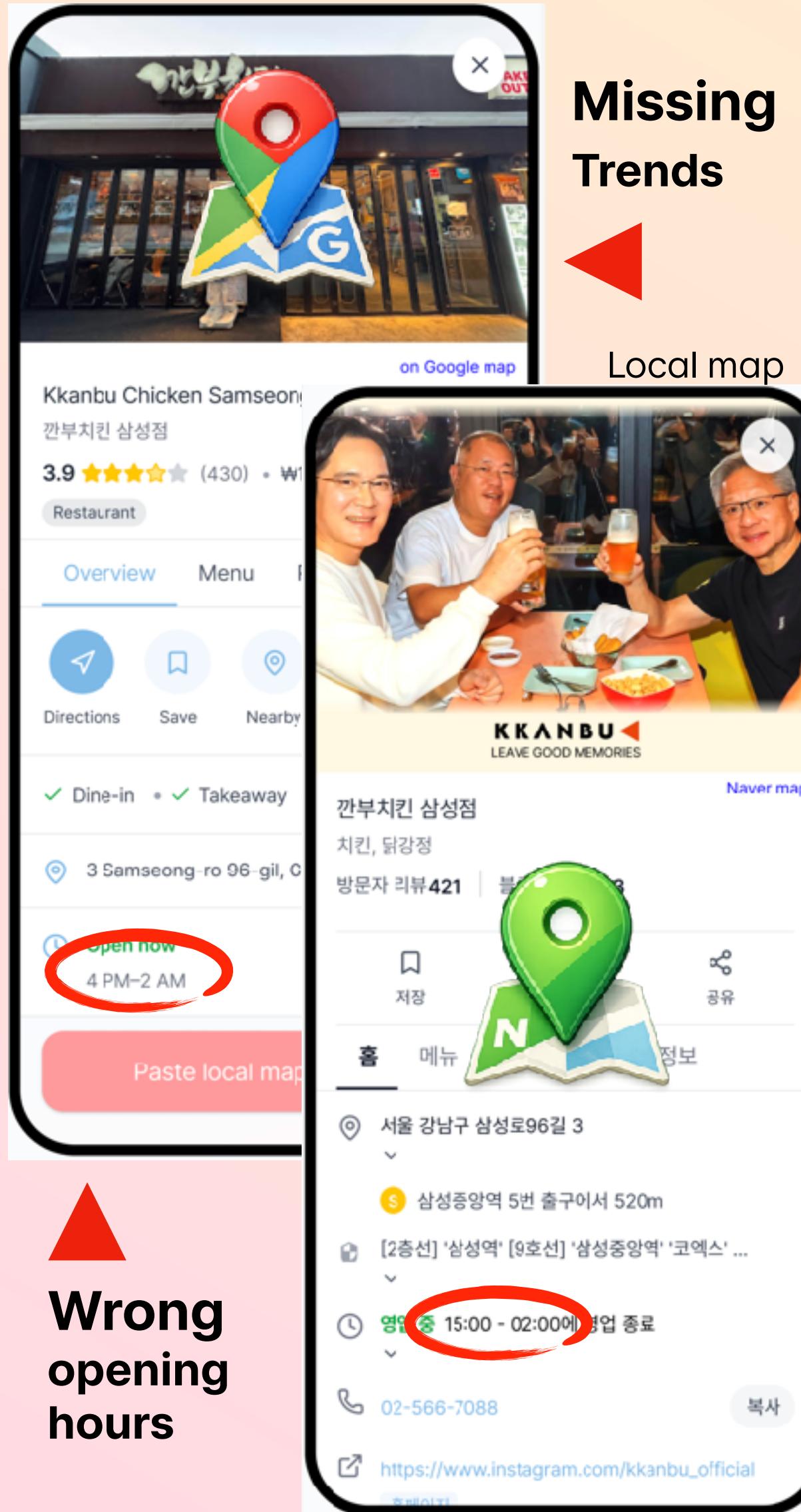
Jieun Noh | Founder of Kori Protocol



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



Google map is outdated, Tourists want 'tailored' experience



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

Travelers frequently report guides "ghosting" after receiving a deposit

Ticket booking first

Lack of low entry option

No rewards for concierge service

No micro rewards for sharing local tips

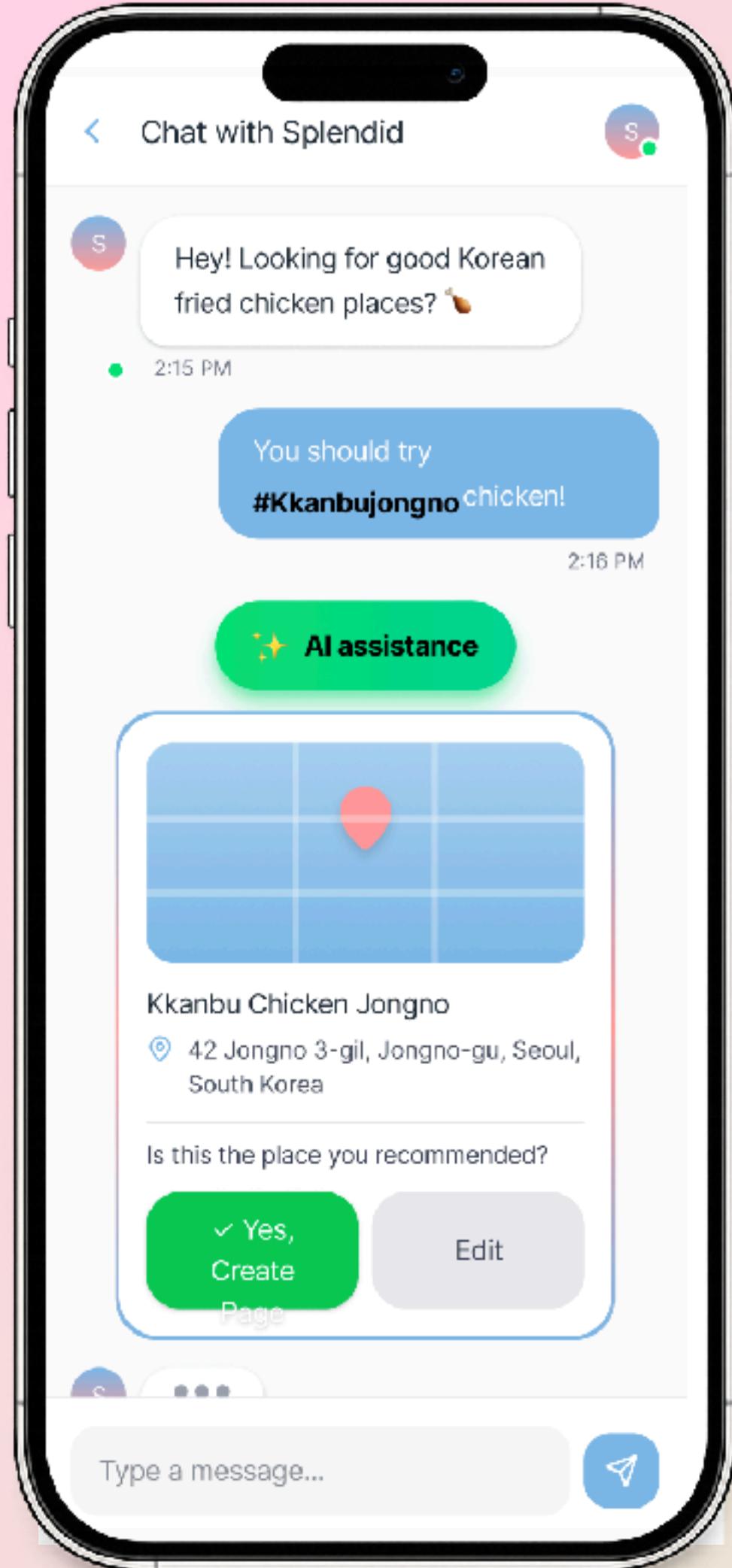
■ Solution



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

1 | AI-Powered, User-Generated Map Asset

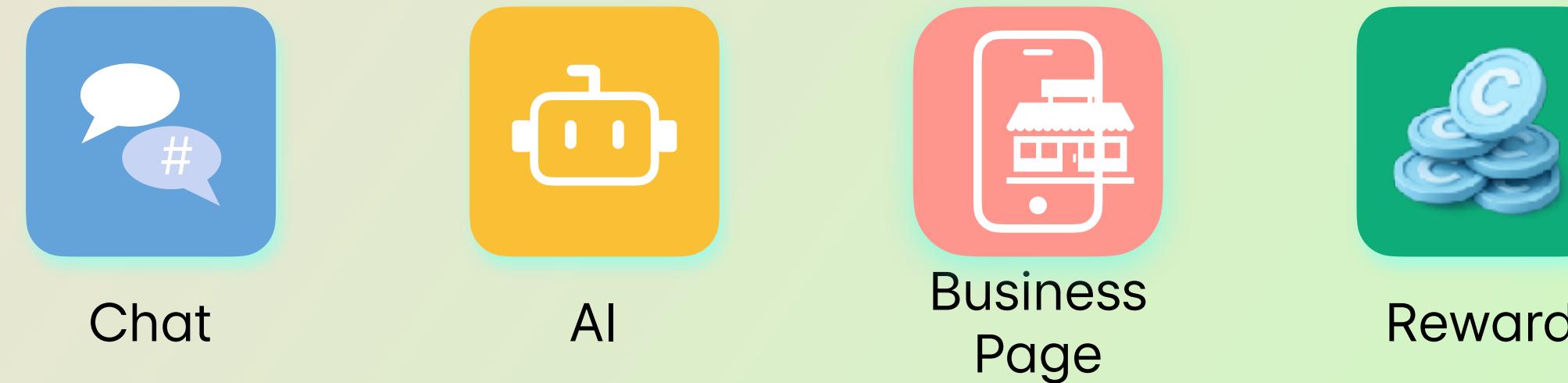
Converting *chat data* into a verified business database



💬 **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

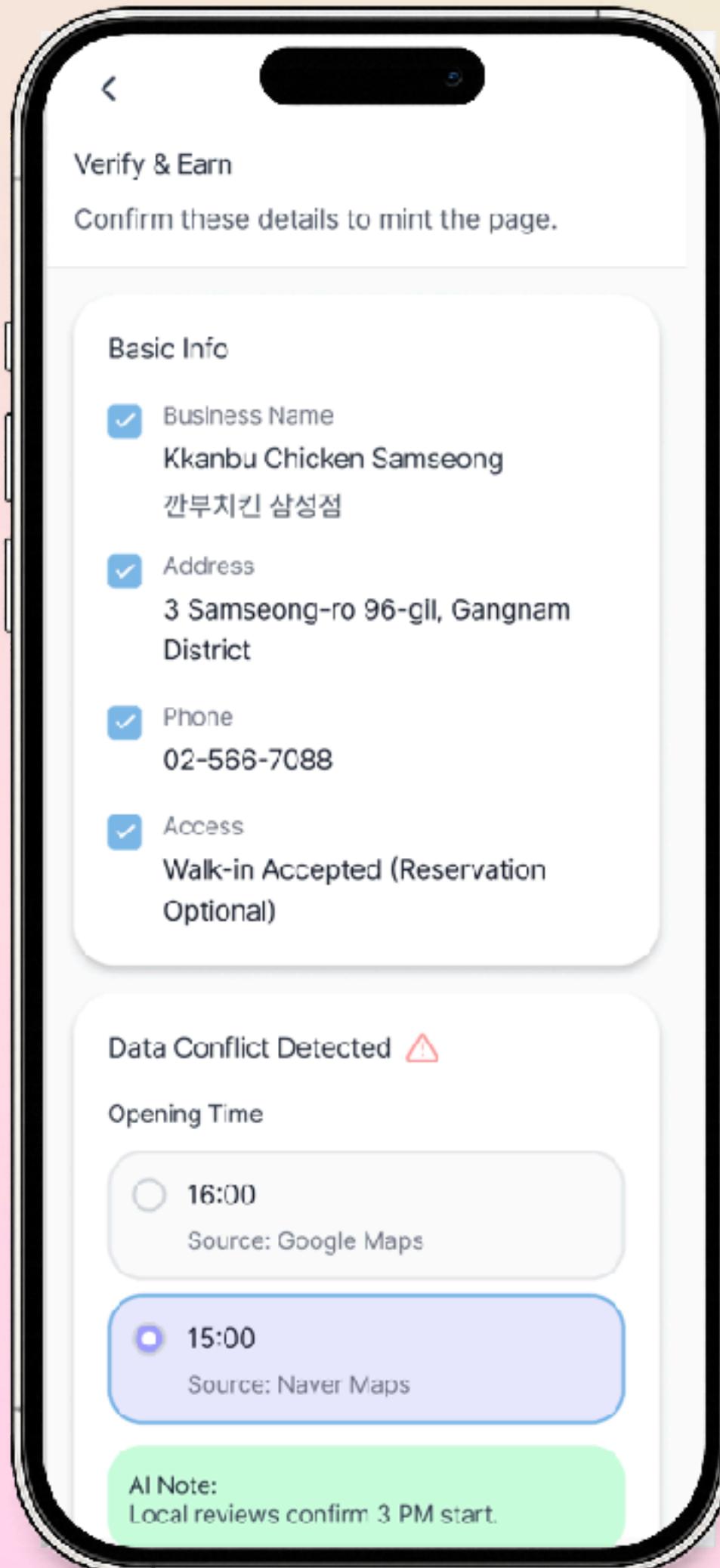


The Incentive:

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

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):

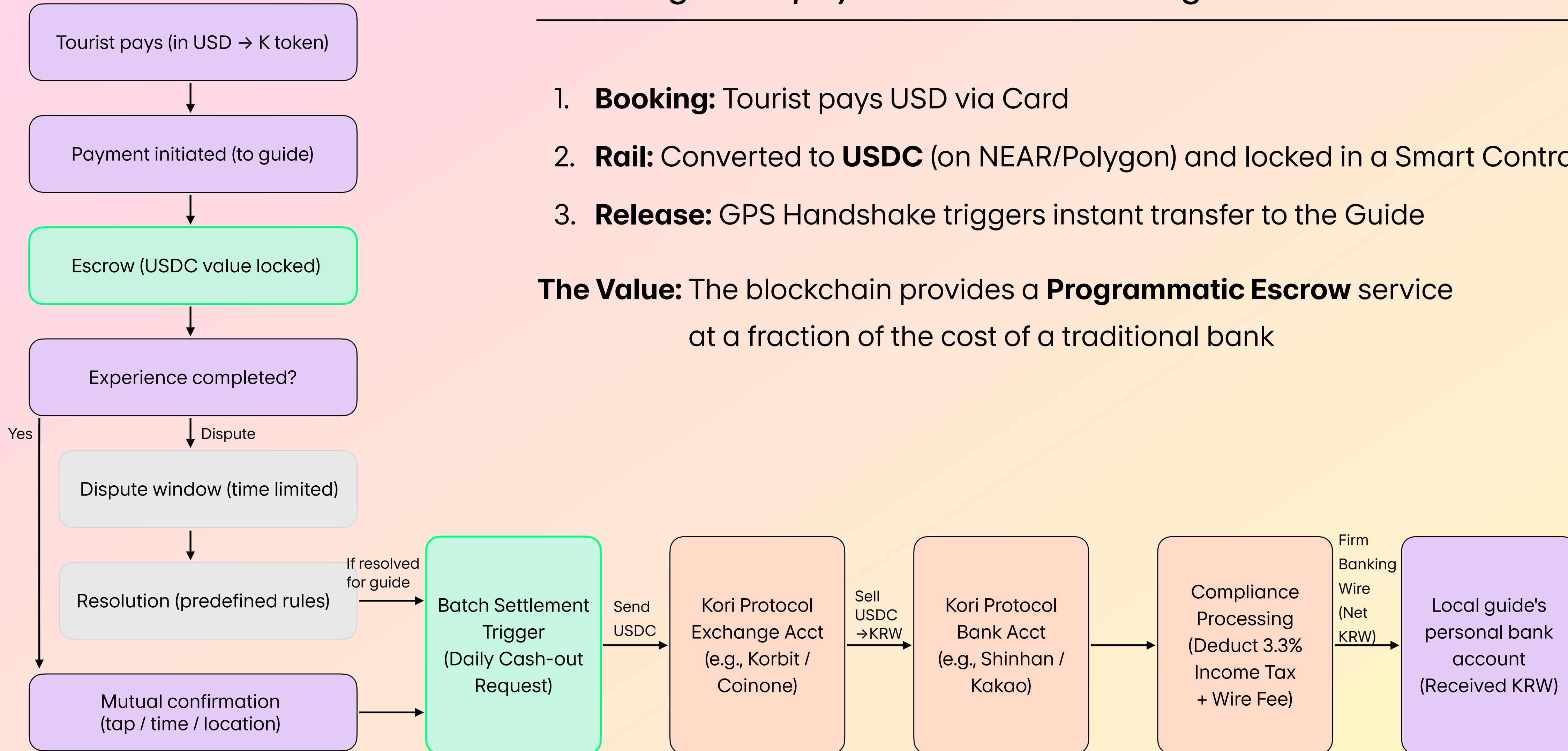
- the Smart Contract **distributes** the C-Token reward to all participants:
 - A. **Verifier 1 & 2:** Rewarded for accuracy
 - B. **The Business:** Rewarded for claiming their digital asset

Why Web3?

- **Sybil Resistance:** Collusion costs trust; faithful verification is profitable
- **Inclusion:** Any bilingual user (Student, Tourist, Local) can be a "creator" of data

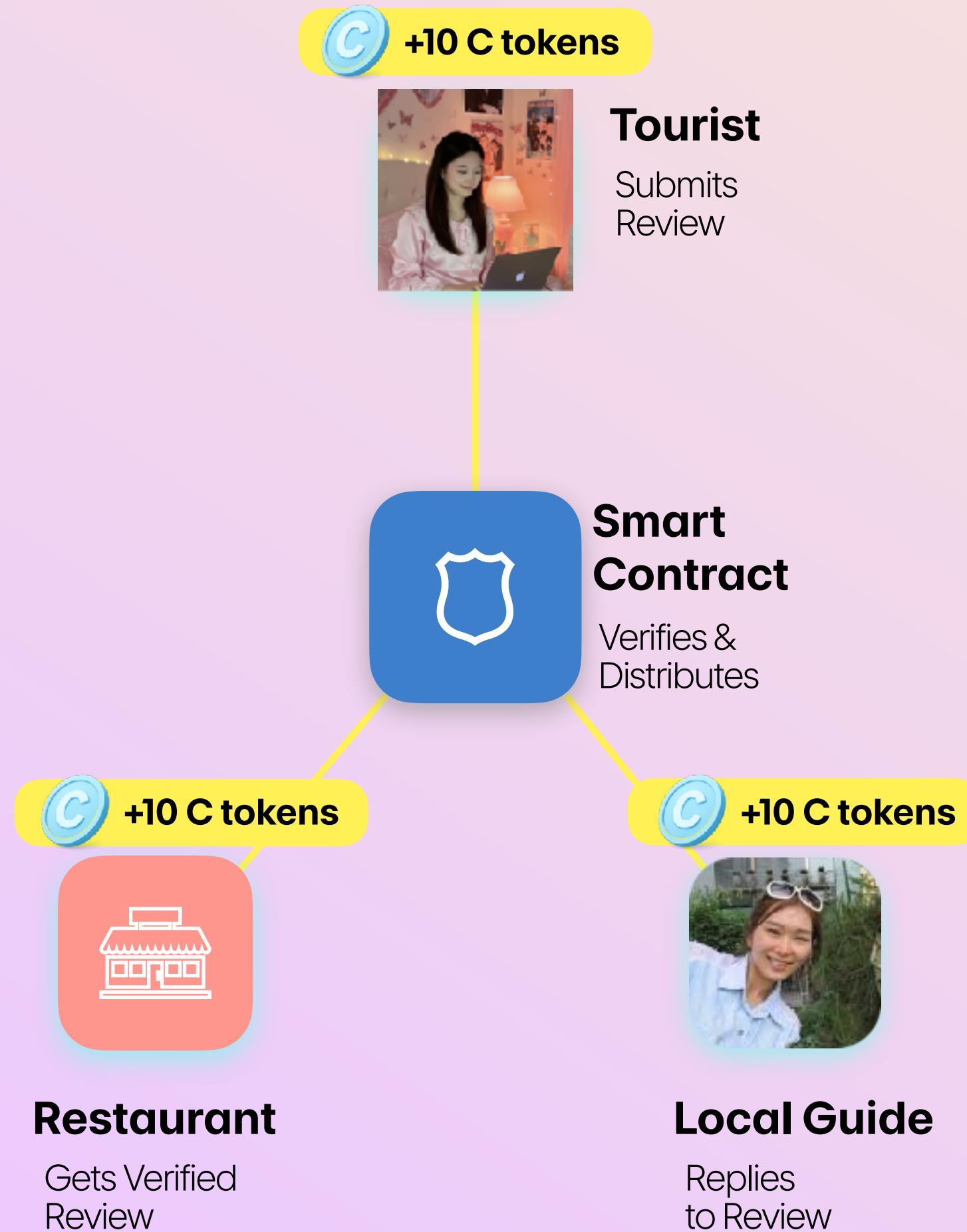
3 | USDC-Powered Escrow

Chain-agnostic payment rails for instant global settlement



4 | Verified Impact Reviews

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:

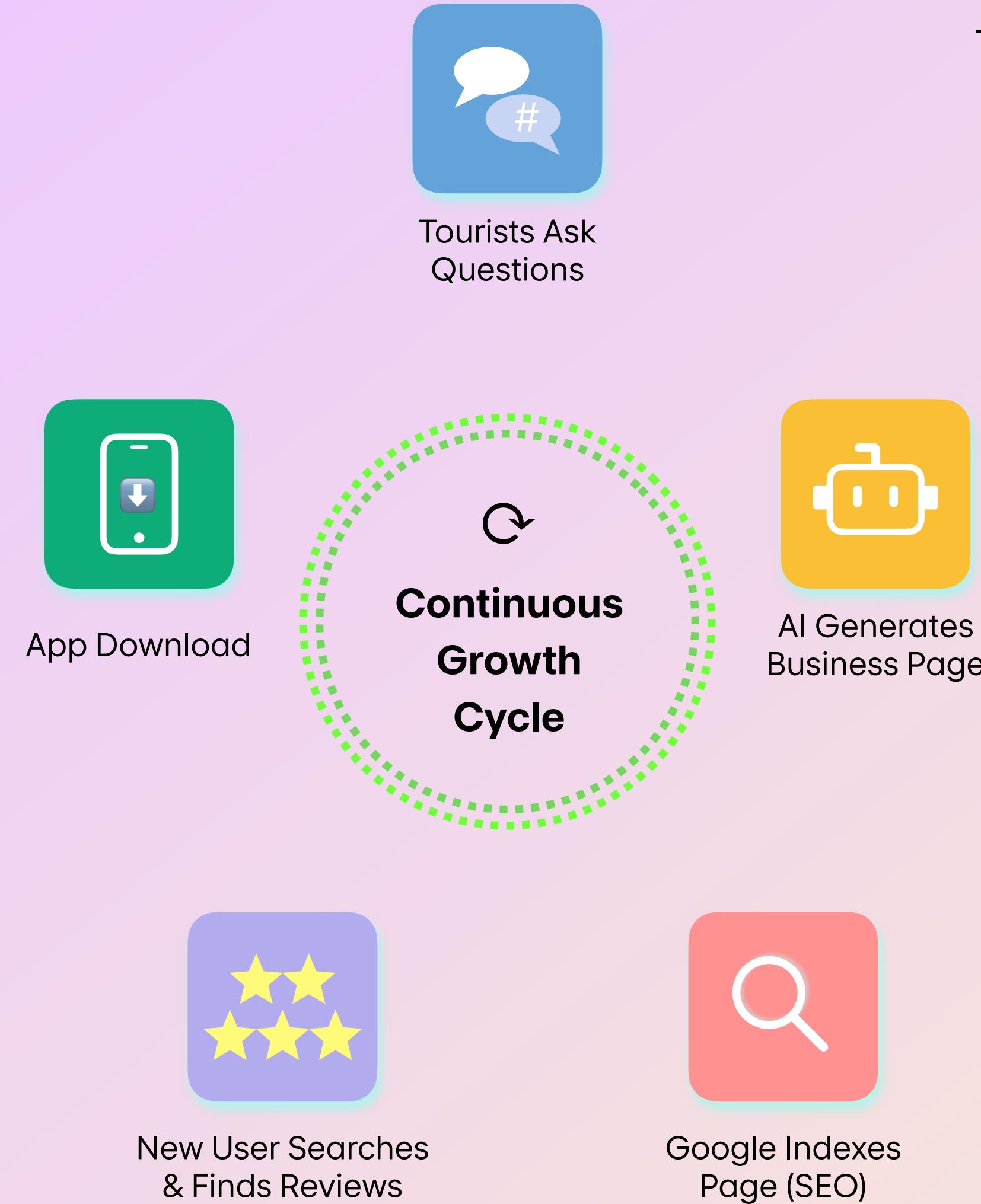
- Tourist:** Rewarded for sharing data
- Guide:** Rewarded for verifying the event
- Business:** Rewarded for hosting a verified experience

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



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)

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Y1

Y2

Y3

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):

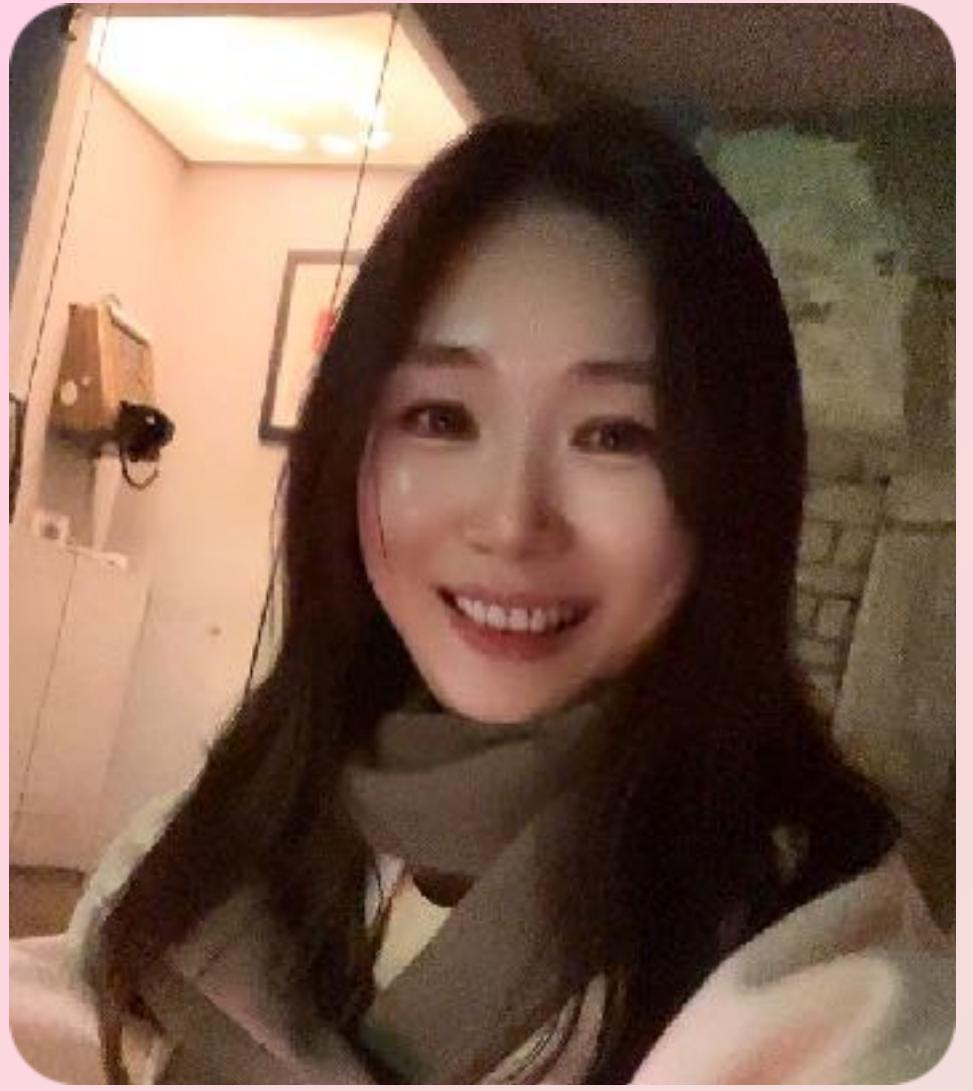
- **Type:** Infinite Supply, No Cash-Out
- **Utility:** Earned by verified work (Chat/Reviews)
Spended to boost visibility or "Pin" reviews (Craters Lite tokenomics)
- **Analogy:** In-game gems



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	<ul style="list-style-type: none"> 1. Local ↔ Tourist live chat (concierge) 2. Live Photo review share <p>Ephemeral / Chat-only</p>	<ul style="list-style-type: none"> # 3. AI business page generation 4. C token rewards 	<ul style="list-style-type: none"> 5. Local meet up 6. Private in-person guide 7. Gratuity (K tokens) 	<ul style="list-style-type: none"> 8. Local ↔ Business partnership 9. Premium Tour Booking 10. Global expansion
Locals	Hobbyist (English practice)	+ Beauty influencers & active creators	+ Students + Translators (informal)	+ Registered tour guides
	Live chat support: <ul style="list-style-type: none"> • Taxi booking (KakaoTaxi) • Menu recommendation • Guide how to eat • Others 	Discovery information: <ul style="list-style-type: none"> • Place recommendation • Share tips • Pin reviews • Garner fanbase 	Experience cultural exchange: <ul style="list-style-type: none"> • Regular group meet up • Private food guide (dine together; cover locals' meal cost) • Tip rate up → quality guide 	Continued friendship: <ul style="list-style-type: none"> • 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