

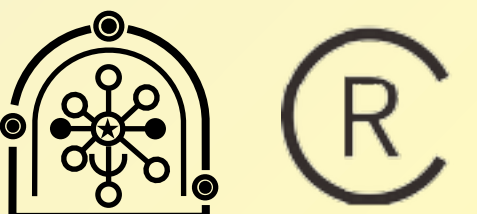
*Ask a Korean before you arrive.  
Own the data you create.*

# Kotour:

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

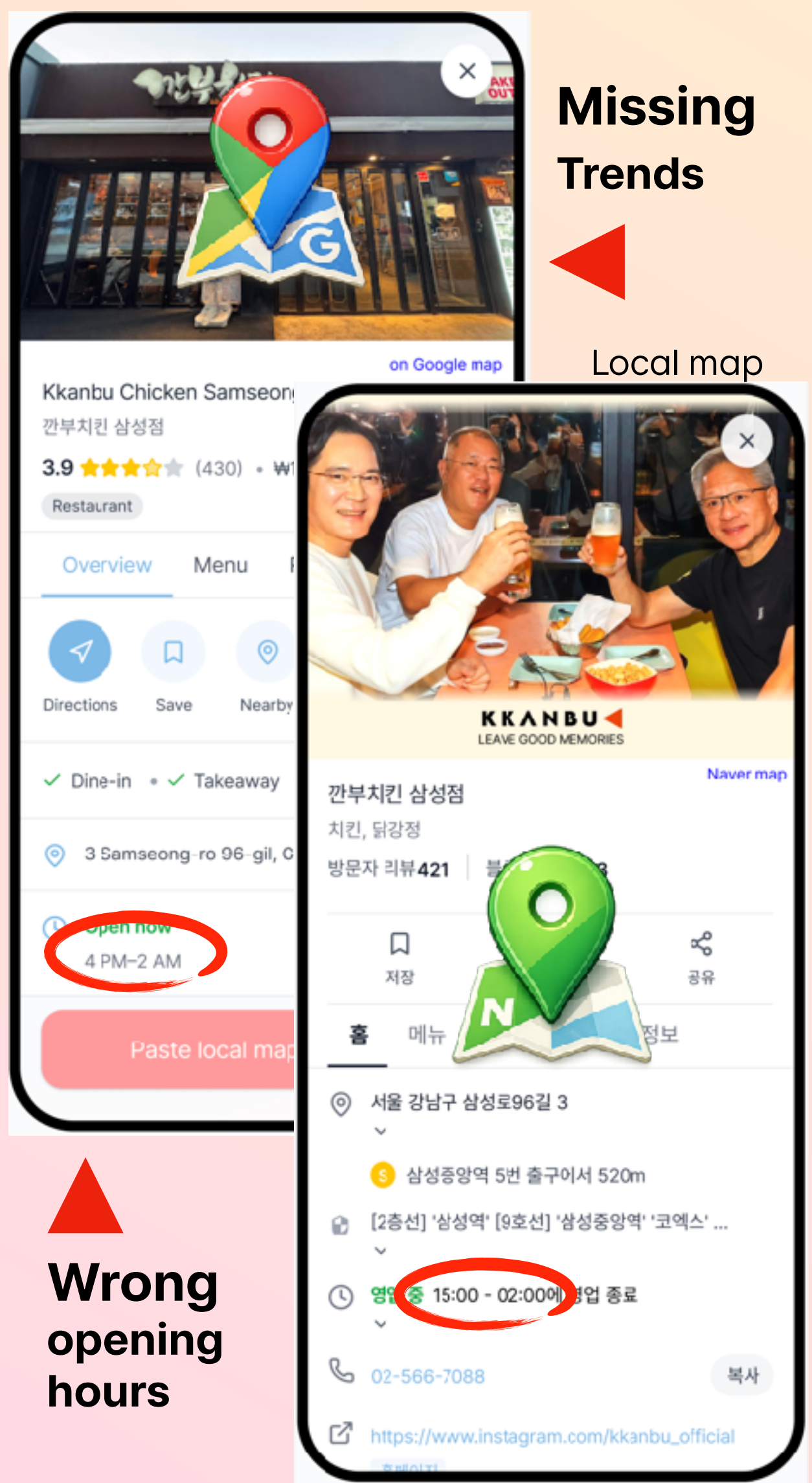
An **AI-powered human concierge** that turns real conversations into **scalable travel assets - rewarded, trusted, and monetized.**

**Jieun Noh | Founder of Kori Protocol**





# Google map is outdated, Tourists want 'tailored' experience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

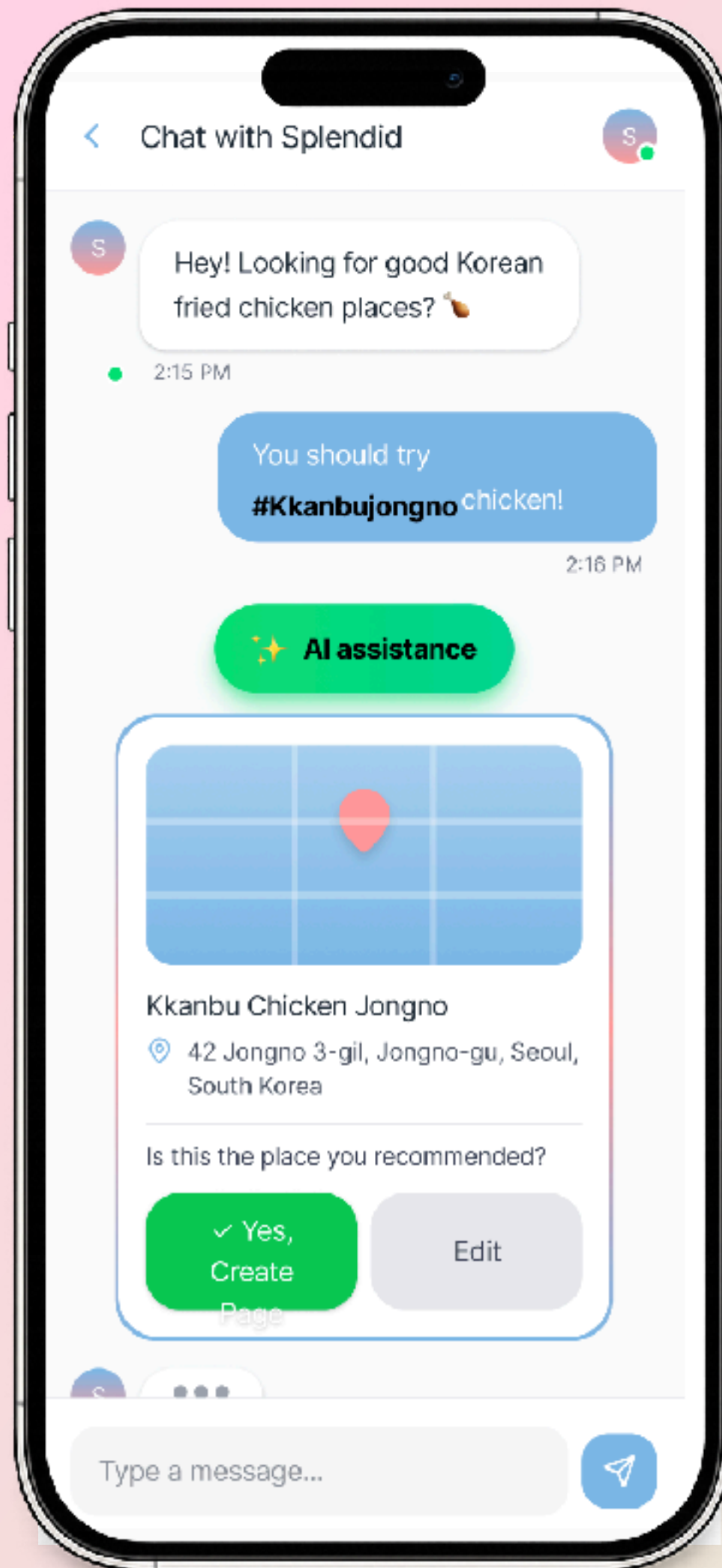
No micro rewards for sharing local tips

#### ■ Solution


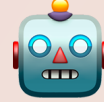



Chat first, micro-rewards & reputation based consumer/gig economy rail

# 1 | AI-Powered, User-Generated Map Asset

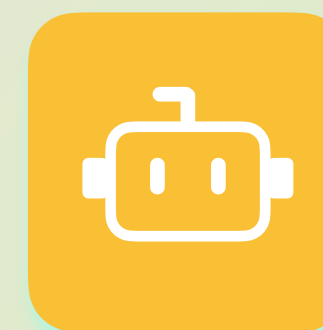


*Converting chat data into a verified business database*

-  **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



Chat



AI



Business  
Page



Reward



## **The Incentive:**

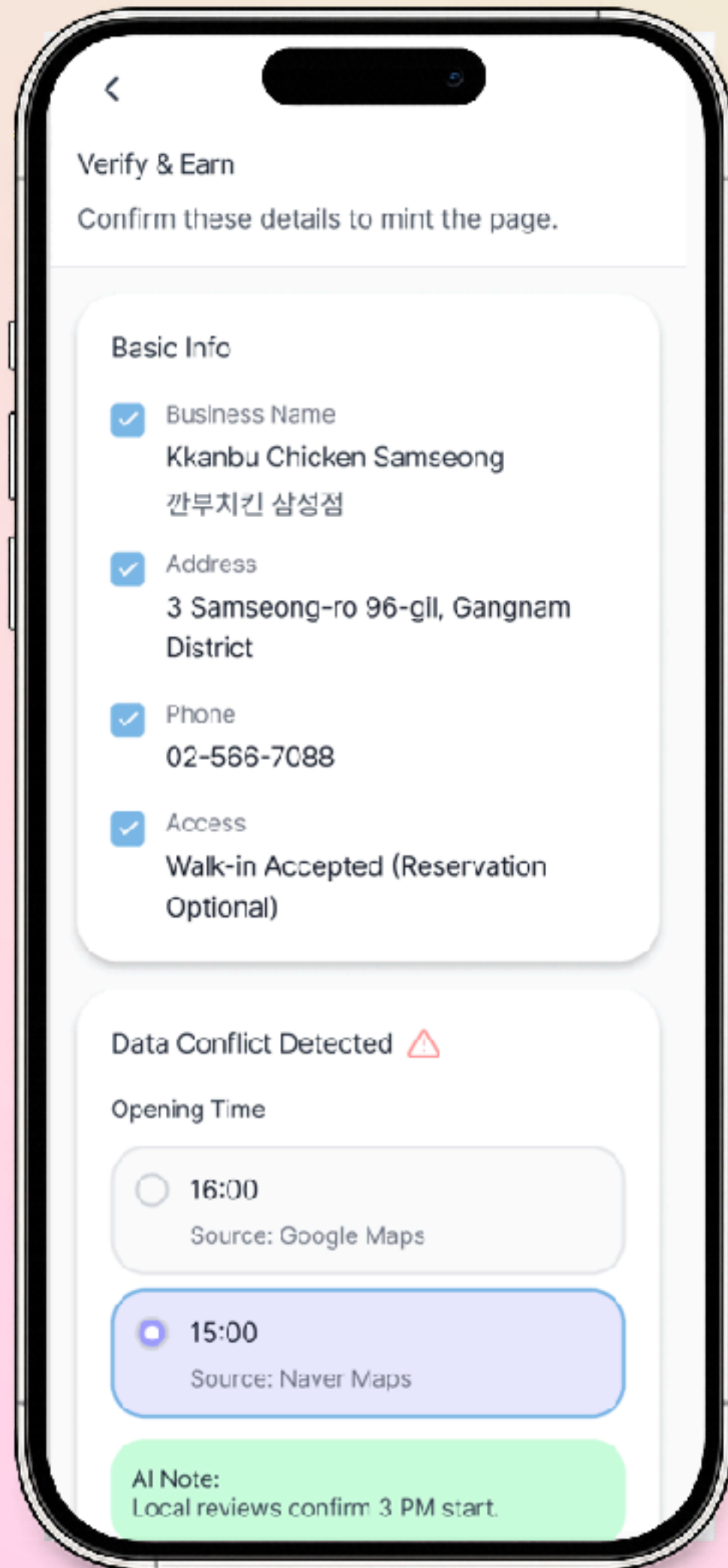
The Local who provided the link receives **C-Tokens (Reputation)** as a referral reward. Per unique click.



# 2 | Decentralized Truth Consensus

*A "Proof of information" powered by community agreement*

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## 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?

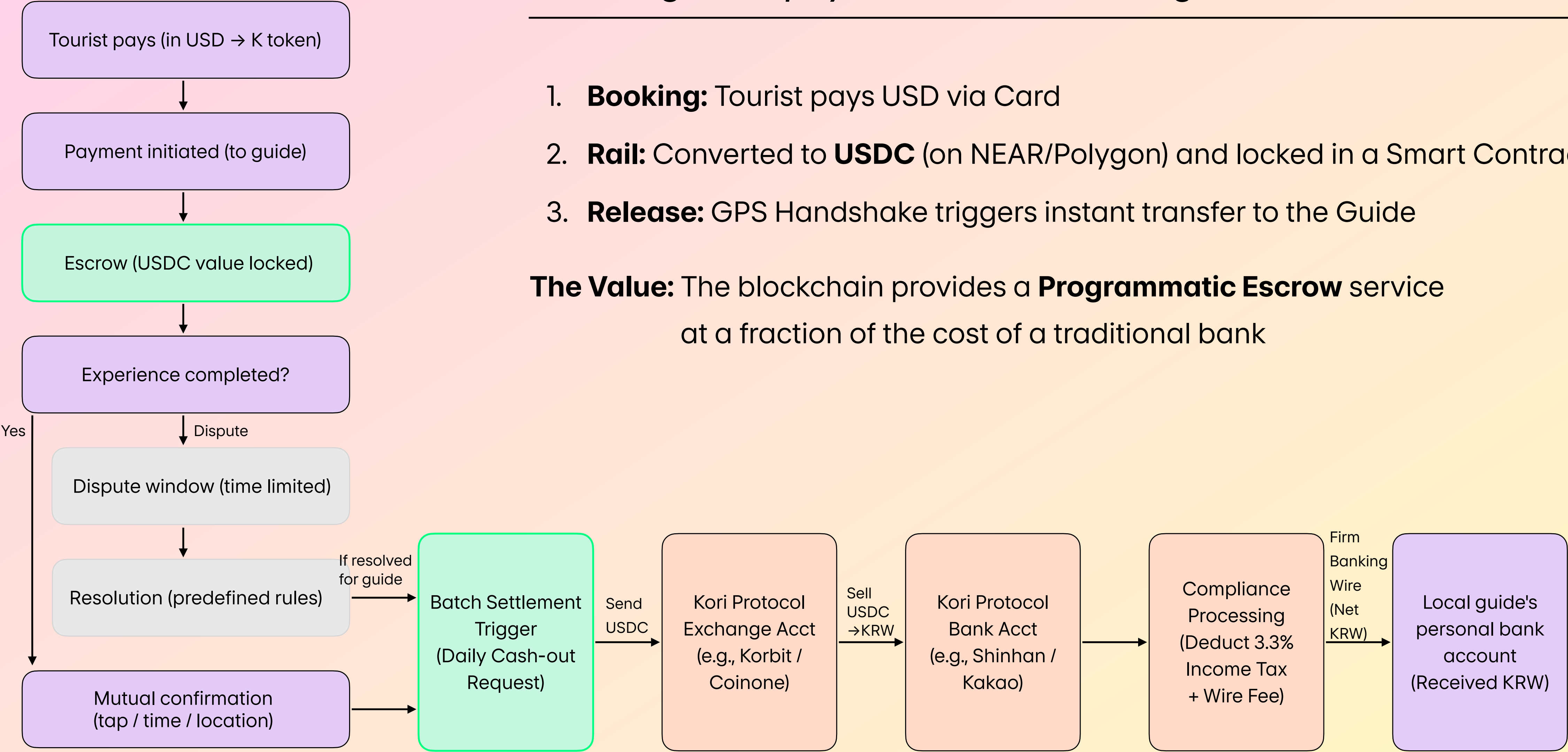
- **Sybil Resistance:** Collusion costs trust; faithful verification is profitable
- **Inclusion:** Any bilingual user (Student, Tourist, Local) can be a "creator" of data

# 3 | USDC-Powered Escrow

*Chain-agnostic payment rails for instant global settlement*

- 1. **Booking:** Tourist pays USD via Card
- 2. **Rail:** Converted to **USDC** (on NEAR/Polygon) and locked in a Smart Contract
- 3. **Release:** GPS Handshake triggers instant transfer to the Guide

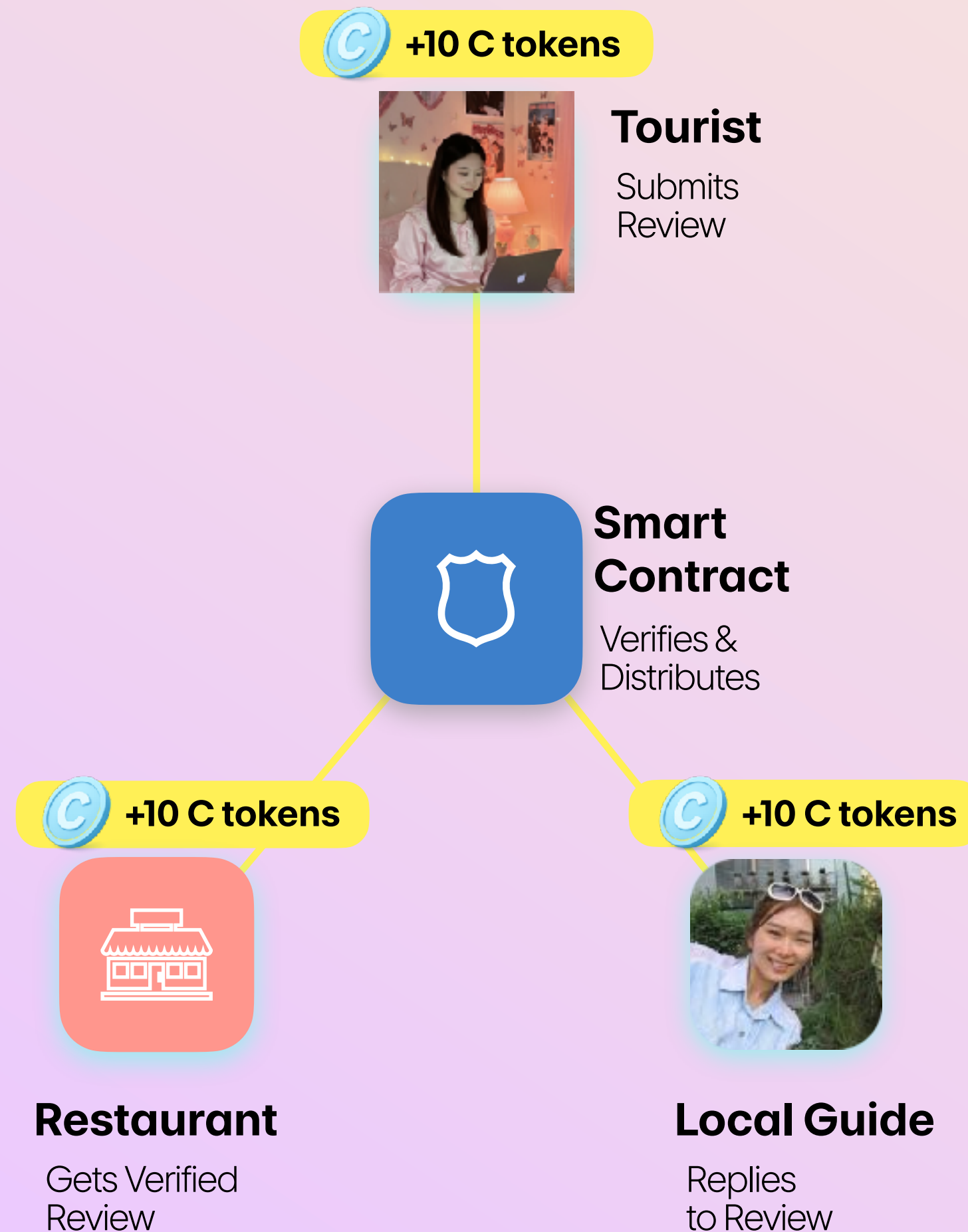
**The Value:** The blockchain provides a **Programmatic Escrow** service at a fraction of the cost of a traditional bank





# 4 | Verified Impact Reviews

## 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

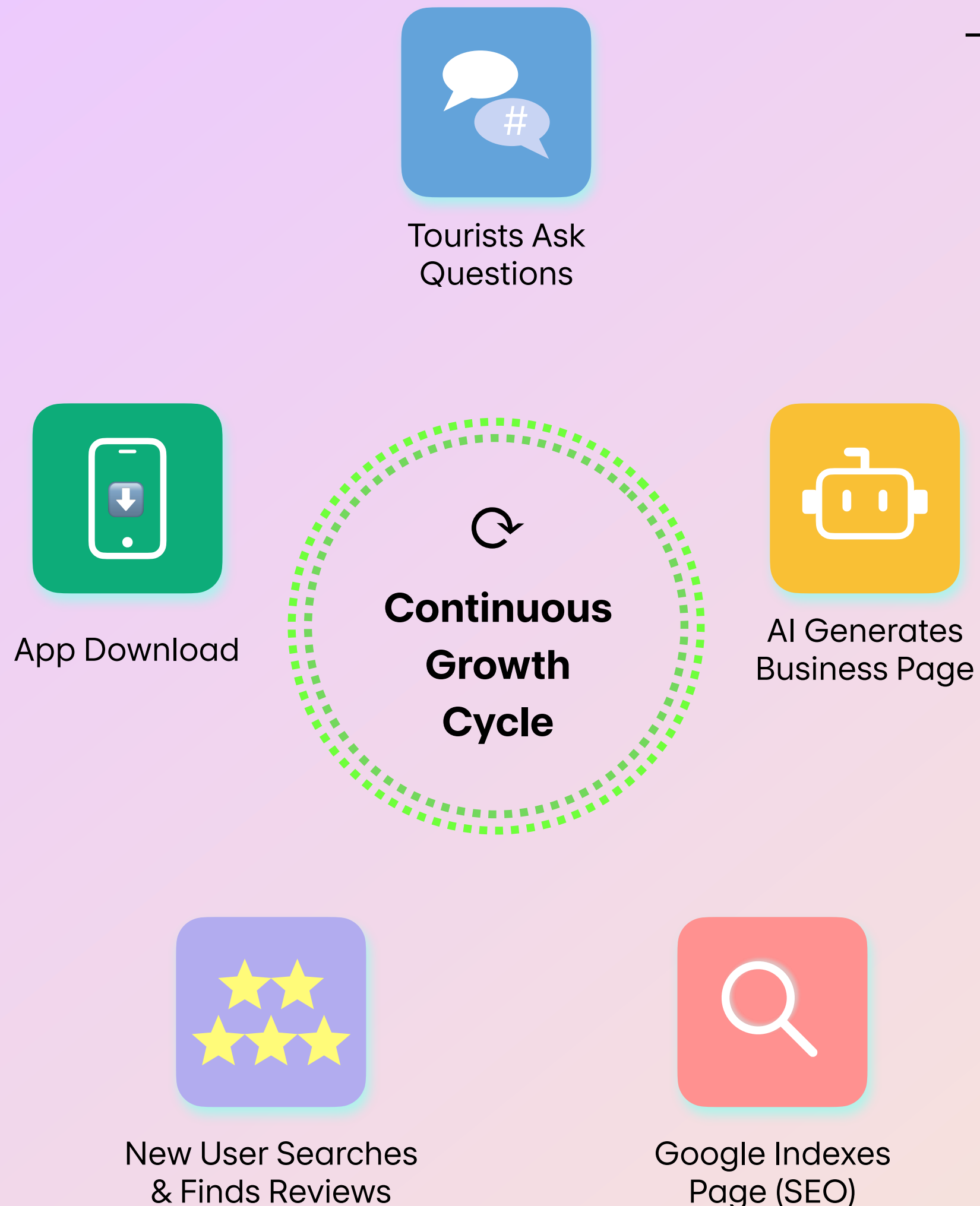
### Why Blockchain?

- **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*

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## 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)

## 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.

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



# Phased Execution & Strategic Distribution

Version dev.	V1	V2	V3	V4
<div>Tourist</div> <div></div>	Target tourists who are <b>already in Korea</b>	+ people who are <b>planning to go to Korea</b>	+ Who hopes to <b>hang out with locals</b>	+ Hosts become Guests Around 60% South Koreans hold passports
<div>Service</div>	<div>1. Local ↔ Tourist live chat (concierge)</div> <div>2. Live Photo review share</div> <div>Ephemeral / Chat-only</div>	<div># 3. AI business page generation </div> <div>🕐 4. C token rewards</div>	<div>5. Local meet up</div> <div>6. Private in-person guide</div> <div>7. Gratuity (K tokens)</div>	<div>8. Local ↔ Business partnership</div> <div>9. Premium Tour Booking</div> <div>10. Global expansion</div>
<div>Locals</div>	Hobbyist (English practice)	+ Beauty influencers & active creators	+ Students + Translators (informal)	+ Registered tour guides
<div></div>	<div>Live chat support:</div> <ul style="list-style-type: none"><li>• Taxi booking (KakaoTaxi)</li><li>• Menu recommendation</li><li>• Guide how to eat</li><li>• Others</li></ul>	<div>Discovery information:</div> <ul style="list-style-type: none"><li>• Place recommendation</li><li>• Share tips</li><li>• Pin reviews</li><li>• Garner fanbase</li></ul>	<div>Experience cultural exchange:</div> <ul style="list-style-type: none"><li>• Regular group meet up</li><li>• Private food guide (dine together; cover locals' meal cost)</li><li>• Tip rate up → quality guide</li></ul>	<div>Continued friendship:</div> <ul style="list-style-type: none"><li>• Transparent sponsored content</li><li>• Protecting all 4 - Local, visitor, businesses and the platform</li><li>• Continued global discovery</li></ul>
<div>Rewards</div>		<div> Link click rewards</div>	<div> + DM  + Gratuity</div>	<div> + Pin reviews  + Partnership fee</div>