



UTour



The ecological chain of distributed tourism service

Distributed Travel Services



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I. Gap between Dream and Reality

"a life without travel, can only be called survival. There must be at least two urges in life, one for love, and one for a last minute travel" Andy Andrews. The Beautiful words from Andy Andrews deeply touched everyone's heart and inspired our infinite longing for travel.

Maybe you want to explore the unknown world with your backpack, or to experience an exotic romance with your lover, or to enjoy a period of leisure time with your family. Each Travel is special with different expectation. Let's get started. Locate destination and book tickets and hotels for a perfect departure,etc. Wait, where are the unknown world and exotic romance? Speak of travel and love, they are a lot more than only air tickets and hotels..

Now back to reality.No matter how good your hopes are, the universal mode derived by Internet has standardized your "love", the giants of OTA (Online Travel Agency) have controlled global consumer sources through air ticket and hotel booking. They are increasing the industry's monopoly through standardized booking services. It seems that all travels are in the same way, and the longing and reality are fading away.

There is no doubt that the OTA model based on the Internet has made travel easier for all of us, and this is a huge improvement and disruption for the travel industry. Too much water drowned the miller. When standardized information intermediary mode comes into monopoly age and profit reaping period, the negative effect of OTA mode on travelers and other participants begins to appear.

- 1) Services providers suffers crush margins by Online Travel Agency because of traffic and information monopoly.
- 2) Since traffic becomes more important than service quality, service providers are not motivated to provide high quality service.
- 3) Extensive small and personalized services fail to win customers, and gradually disappeared from markets.
- 4) Customers have to pay higher costs due to price discrimination and bundle sales.

Standardized and scale-based services from OTA fail to meet travelers' all requirements while strangling personalized travels. A Last Minute Trip is turning into a "travel" can made by an industrial assembly line.

II. What have we been looking for

Cross the gap between dream and reality until we reach the bank of dream. Now, get started to explore the journey we want :

Everyone needs different experience (**free options**)



Travel information from each corner of the globe (**information fragmentation**)
Flexible combinations of accommodation, transportation and entertainment (**services delivered through multiple-parties collaboration**)
the real experience of others is our best reference (**public praise**)
Intermediaries are bothering (**Decentralized**)

When these things come together, it becomes clear to find final solutions. The incomparable blockchain technologies perfectly combined features all of the above:

Distributed ledger: **makes multiple-parties collaboration possible**

The untamable encryption technologies: **continue to accumulate words of mouth.**

Smart Contract: **ensures benefits of stakeholders naturally without intermediaries any more.**

Open Network: **allows more participants to join fairly with more information and more flexible options.**

III. When Dreams Come into Your Reality

Blockchain is a perfect match for a real journey. If the marriage between Internet and tourism gives birth to disruptive OTA by combining blockchain with tourism. We intend to create a brand new travel ecosystem called Distributed Travel Services (DTS).

3.1 What Does UTour Bring us ?

1. Service providers with efficient collaboration and flexible organization offer enriched options for customers.
2. More personalized services are directly provided by individuals or institutions at destinations, which can remove monopolistic intermediaries, and create an open and fair travel service value chain with flat structure.
3. to form Real and effective words of mouth for services and experiences

3.2 What is UTour?

UTour is an industrial public blockchain exclusively created for tourism. Any organization or individual can provide personalized travel services for users through UTour, and any traveler can acquire the full range of pre, in and after trip through UTour.

3.3 What Will UTour Create?

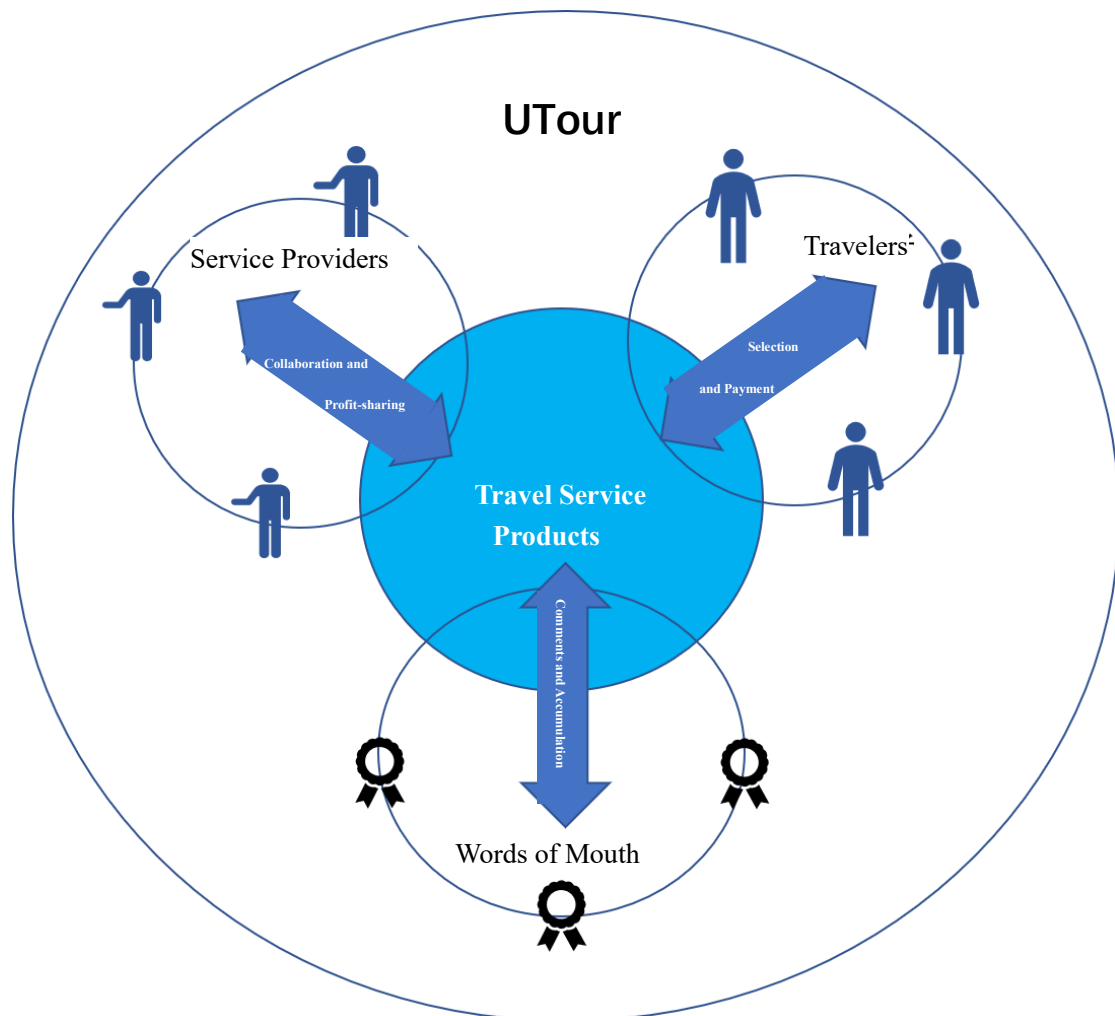
UTour will build a closed loop value chain for three travel ecosystems conceterd on tourism

services products

User's closed loop for online selection and payment

Service provider's closed loop for collaboration and benefit-sharing

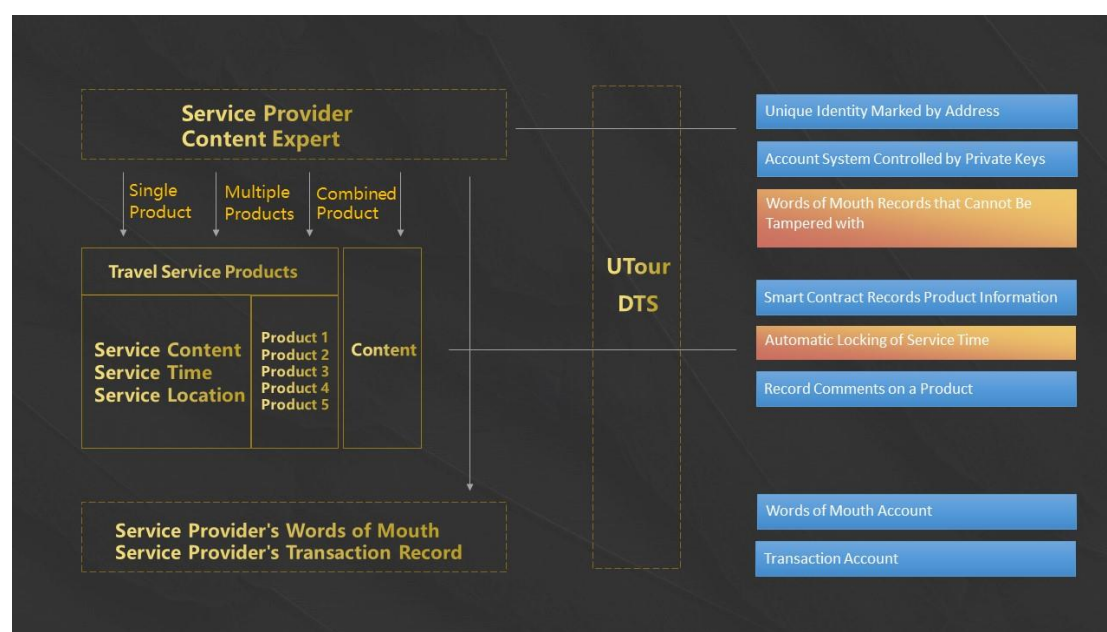
User's closed loop for making comments and words of mouth





IV. Technologies

UTour's Blockchain Logic (Travelers can skip to next section)



Ledger System

The ledger is based on public key and private key of block chain elliptic curve, and built an open user ecosystem, which can be accessed by travelers, individual service providers, institutional service providers, and travel experience sharers, the users interface system is connected to UTour network. Each account is linked to travel products posted by corresponding users, as well as product trades and words of mouth.

Product System

There are 2 parts of UTour ecosystem , which is contents and services. The former reefers to experiences shared by travel players that are stored in blockchain as hash, and the latter is shown as service content, service time, storage, service location and service status in smart contract.

Service Content is the characters to describe such as guide service, rental car and scenic spot ticket. We provide not just existing services options, but more personalized options.

Service Time means the time period during which the service provider can provide service for users. Once time storage has sold out, smart contract makes service not available.

Storage means the maximum quantity that could be provided at the same time, such as room quantity. For each reservation, the storage automatically decreases recording by smart contract.

Service Location is the place that users have service experiences , which is shown as geographic coordinates and radium. Any service provider can submit its own products to the public chain in



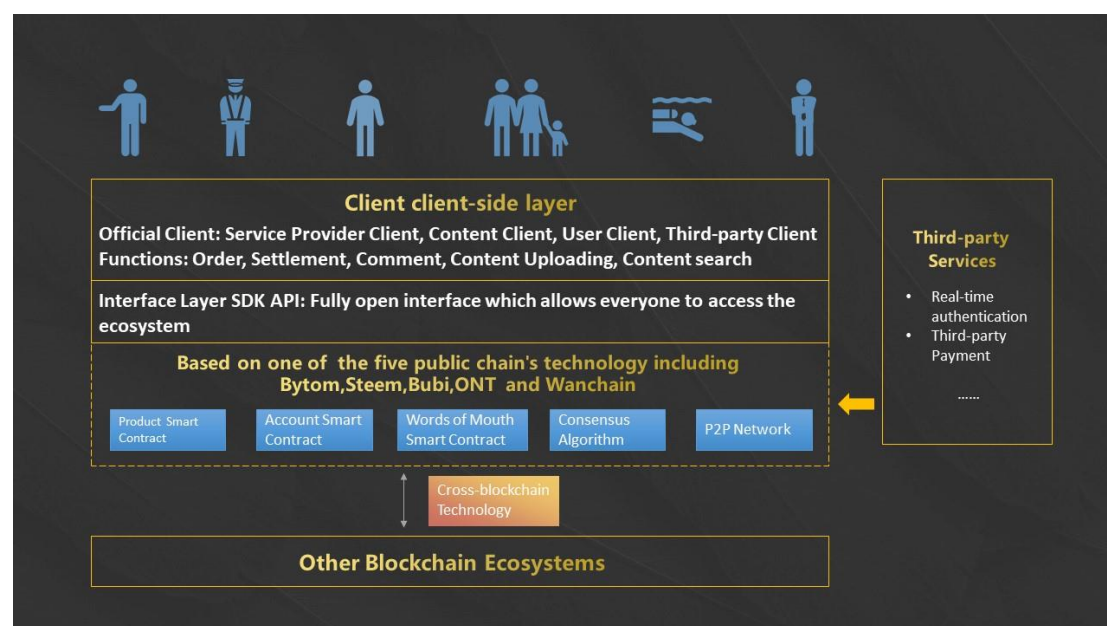
accordance with requirements above, and any user can search relevant products through four parameters above.

Service Status refers to online and offline of the service, the online service can be reserved. Service providers send the Transaction Instruction by signature to manage online and offline products.

Transaction Record and Comment Record

The different users is associated with service products through transactions in blockchain. There will be parties and corresponding products involved in any transaction. Comment record refers to make comments for the special transactions on chain. Users can send good or bad comments to complete the evaluation for each transaction, which are automatically linked to the products and product providers. Eventually, comments for a certain product and reputations a certain service provider will be accumulated.

Blockchain's bottom platform and overall architecture



Bottom platform:

All of the above are based on UTour's bottom of public chain, UTour's blockchain is based on one of but not limited to the foundation framework of Bytom, Steem, Bubi, ONT and Wanchain. And the DPOS mechanism is adopted to meet the high performance usage, the nodes is composed of key partners and foundations in the early time. As this ecosystem is built, more nodes are jointly maintained by community participants. In the development of the underlying platform, UTour focuses on the privacy trading function and the cross-chain function. Among them, privacy trading function provides the possibility of anonymous transaction and anonymous evaluation, etc. Cross-chain transactions can make UTour access to other ecological chains, industrial chains and mainstream public chains such as Bitcoin and Ethereum. Making content transactions through a variety of digital currencies becomes a reality. This will greatly enrich UTour's ecosystem.

**SDK Interface:**

Underlying functions of UTour's blockchain and smart contract layer are fully open to whole network as basic protocol layer, any individual and third party can develop applications (DApps) through our standardized API and SDK interface

UTour Coin:

UTour Coin is the native token of UTour network, with fixed total circulation and the following functions are implemented in the network:

- 1) As a system usage fee product release, reservations, transactions, evaluations on chain, which will be paid to all ledger nodes that maintain the entire network.
- 2) As ledger symbol for the settlement of Tourism Services, which can be used to charge and settle while trading.
- 3) Act as costs and incentives necessary for making comments.

Official Client-side and DAPP:

DAPP is an important component on UTour's ecosystem. During early period of the network, UTour will provide official client-side that support standard functions including wallet, experience sharing, product release, trading settlement and data inquiry.

With the development of UTour's ecosystem, UTour encourages more interested parties to more personalized DAPPs. For example, "Play at Bali" DAPP, which provides exclusive destination services, "Exotic Romance" DAPP is specially designed for lovers travel and so on. These DAPPs are essentially different from currently centralized OTA tourism products. And these DAPPs are not middleman to provide service, but are pure information integration parties. The service products behind are still provided by the service providers. For example, if Andy put her beautiful sailboat on UTour's public chain, her beautiful sailboat can be shown at the same time on three DAPPs including "Play at Bali", "Exotic Romance" and "Romantic Journey. Users can find her to reserve her sailboat on anyone of these three DAPPs.

V. Start a New Trip

What are UTour-based travel looks like? Perhaps the following story can explain:

Dragging her tired body, Alice returned home finally. Throwing her luggage on the floor and herself in bed. Recalling a one-week trip, endless anger and sadness occupies her exhaustion, and falling asleep quietly at home has become a luxury...

"Honey, let's go on a tour and commemorate the first anniversary of our acquaintance," Bob said to her affectionately a week ago. Bali is their destination for this trip. Alice is looking forward to



wandering in the evening of Memorial Day and enjoying a beautiful sunset on Nyang-Nyang Beach together with Bob.

The two people who ended the long-distance flight took a car to their hotel at midnight. After driving for more than one hour on the winding road, the car did not stop at the hotel. Then Alice and Bob were faced with a price increase demand, otherwise, they are threatened to get off the car. Considering exhausted and frightened Alice, Bob compromised after a fierce disputation. Arrived hotel to check in, but their order is missing on hotel system. They entered their room finally after a long time confirmation, but found that there are a big gap between hotel pictures and actual situation.

Bob attributed all unpleasant things happened to them to the hotel booking website. But actually the nightmare has only just begun. During this week, Alice had a bad stomach at a restaurant; and waiting two hours for the reserved SPA ; the dolphins couldn't appear; they only saw monkeys and moon on Nyang-Nyang Beach because of the late driver... everything seemed to went wrong on their trip.

On the way back, the two people who were on the verge of collapse had upgraded a small quarrel into a war. They ended their trip by the broken of their relationship.

Half a year later...

Carol was ready for dinner and waited for the first guest she received on UTour. To be exact, Carol's guest is introduced by her local friend Davy. David was a private tour guide for guests on this trip. The 19-year-old local boy used his vacation as a tour guide and he was already a minor celebrity locally on UTour's public chain because of his fluent English and enthusiasm,.

Car door was opened and the driver took their baggage. David went to Carol's home together with a woman. "Don't forget to pick us up at Ubud at 8 am tomorrow morning.", David reminded when the driver left. "It must be on time." The driver left happily.

Carol was very happy. The lady liked the dishes she had prepared. More importantly, her house would not be empty in the coming week, and the rent she received this time was 20% higher than the booking site.

One week later, Carol prepares the last delicious dinner at her house for the lady who shares her



great experience pleasantly during the week, including the beautiful sunset at a small beach, rainforest villages that isn't heavily affected by visitors, the professional diving coach who is always enthusiastic, and the driver who never comes late. Carol gifts one handcrafted handbag to the lady at her parting, and the lady is quite joyful and touched due to the gift.

When the lady is leaving, all persons include Carol, Dave, the driver and the coach received commissions in their respective UTour wallets, and everyone is very happy. Of course, Carol, the driver and the coach all give good comments to their referrer Dave at UTour.

While waiting for boarding, the lady took out her mobile phone to record this trip. At the end of the trip, she wrote, "Bob, I came alone on a trip without any plan to the island we separated before. I was relieved this time from my trip and last time was not the fault of any of us. Regardless of the future, I still appreciate the good times we have spent together. Thank you, Alice."

VI . A New Era

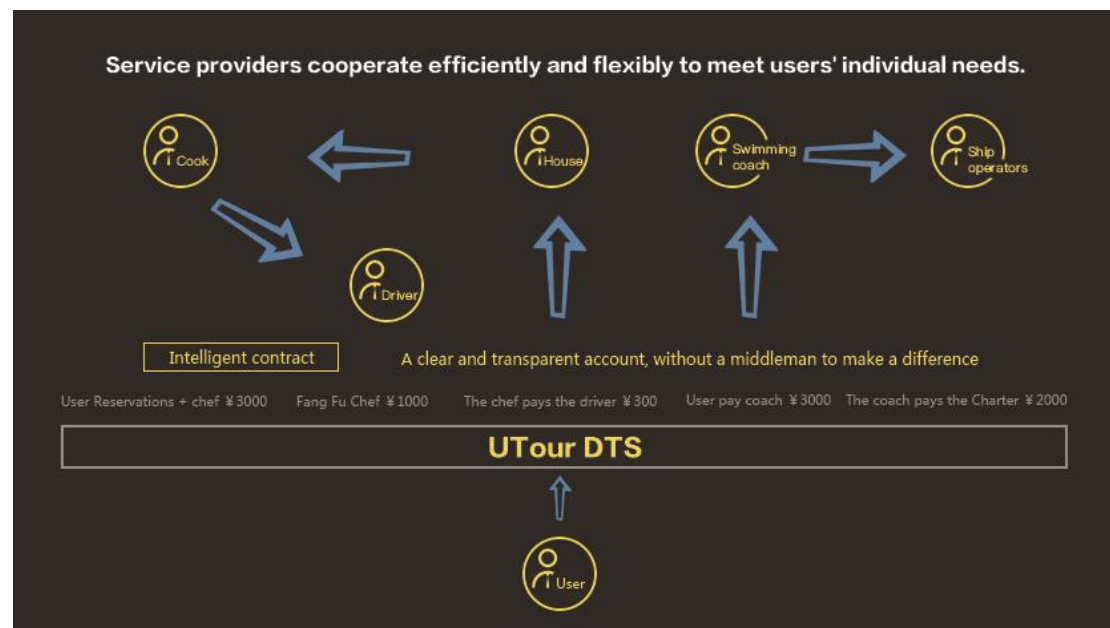
A trip is not an end but a new beginning. UTour aims to create a wonderful trip for everyone. Let's enter The DTS Era instead of The OTA Era.

In the above story, for David, Carol, the driver, and the diving instructor, they were detached from the intermediary and could be directly connected with the travelers. David became the bridge and formed a good reputation on UTour with his good understanding of the local area and his high quality service. Alice found Davy through an influencer's comments. David provided a personalized solution for Alice and invited familiar Carol, drivers and diving instructors to serve Alice. Alice and David's service agreements and commissions were locked in advance through smart contracts on the UTour chain. The work distribution of David and Carol, the driver, and the diving instructor were also determined in advance through smart contracts. When Alice finished the journey, Alice's money paid in advance automatically enters into each server's UTour account. Of course, Alice could also negotiate agreements directly with each server in the beginning. However, Alice chose to trust David because of David's high reputation on UTour in above story, .

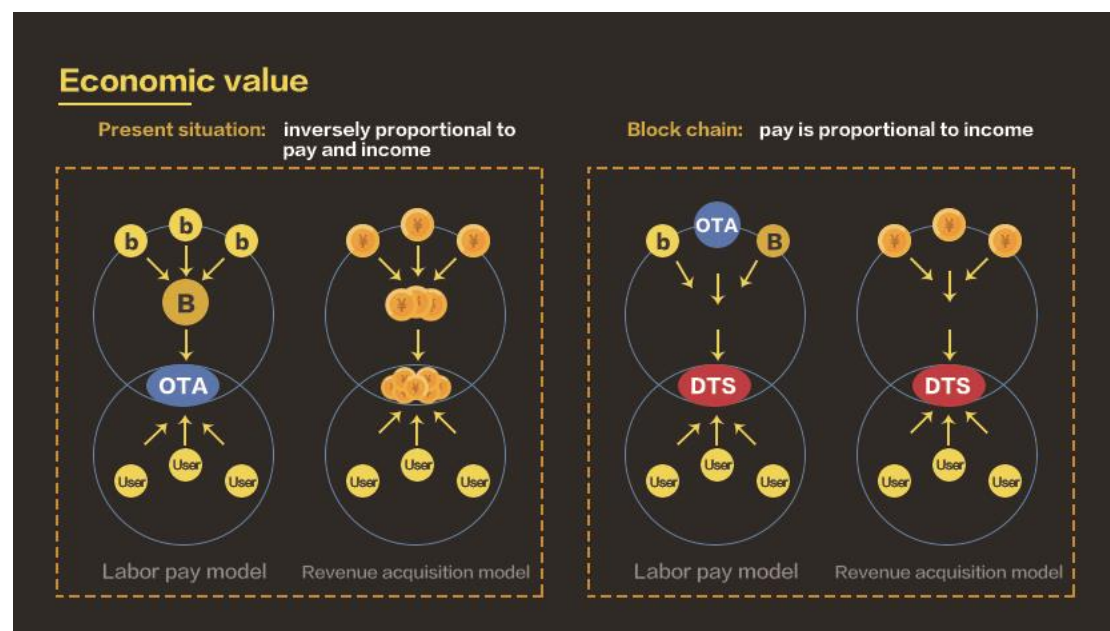
All of them include David, Carol, drivers and diving instructors detached from the middleman and they can only gain more travelers through high-quality, personalized services to accumulate a good reputation. And people are not able to be tampered with the word-of-mouth accumulation on blockchain. Any blemishes will cause them to suffer losses. They cherish their reputation more than the first half of the story. The lack of middlemen also made them willing to pay more to serve customers, just like the manual woven bags that Carol sent to Alice.

The image of The New Era created by UTour is more clear after the above story:

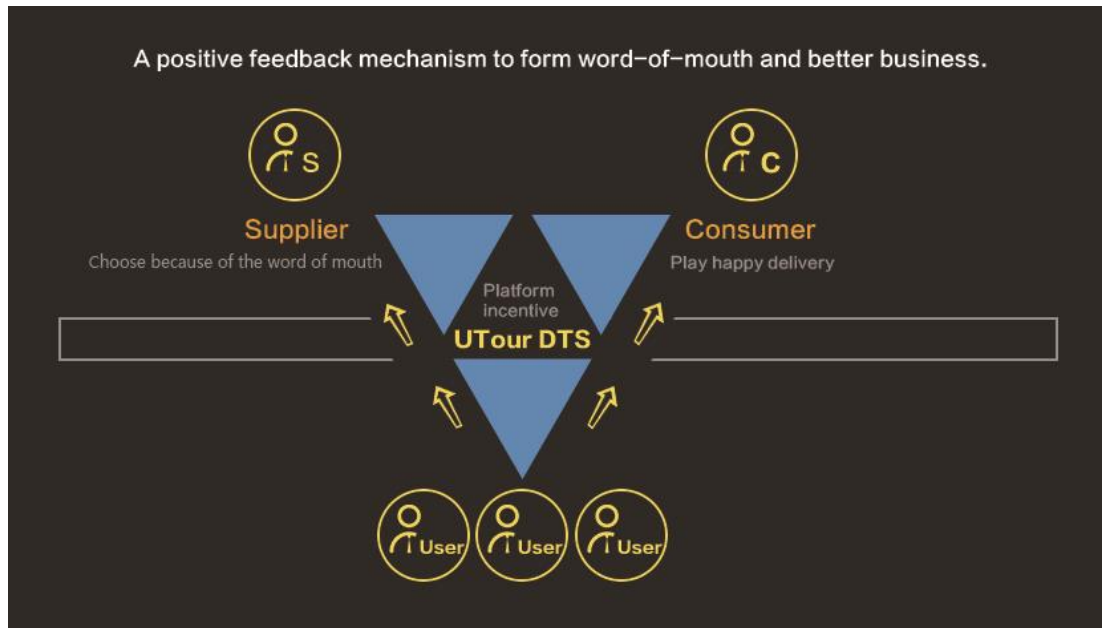
1, service providers provide users with a wealth of choices by their efficient collaboration and flexible organization.



2. More personalized services are directly provided by destination individuals or institutions without monopoly-type intermediary organizations. The purpose is to form an open, fair and flat tourism service value chain.



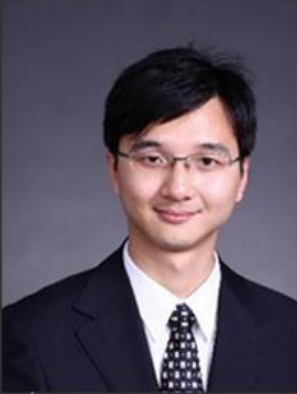
3. Form real and effective service and public praise.



VII. Team Partners

7.1 UTour's Team

Team Overview



Bowen Lu

A travel lover who is engaged in finance, once served New Horizon, Longding Investment and other famous financial institutions, with years' experience in primary and secondary markets investments, and over 10 years' experience in financial investment bank.

Dai Zheng

I am "Dai Zheng", a travel expert who loves travel and is dedicated to travel. In Internet era, I and my friends created Qunar, the first attempt to change the travel industry. Despite monopoly from OTA giants, I never give up the exploration for personalized travel. When blockchain era comes in, I finally see the real twilight for personalized travel. My team and I, without hesitation, have turned to it.



We have imported all travel resourced accumulated over years into Utour in a decentralized manner, sowing the first seeds for Utour ecosystem. We will continue digging more travel destinations and foster more partners to provide travel services through Dapps at Utour. A new distributed travel ecosystem will be coming.

Team Overview

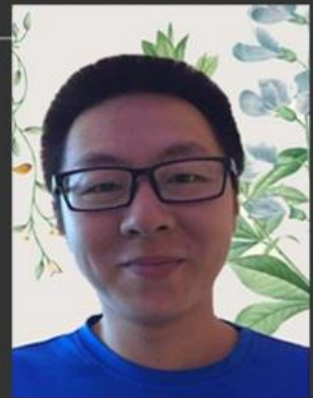


Liu Yi

"Travel service does not mean good hotels alone", that is way Liu Yi becomes dedicated to Utour. He is experienced in hotel management, created directbooking and also co-founded Global Joy Trip as a CEO. We believe firmly that combination of hotels and travels will create more diverse and more interesting experiences for users.

Chen Liang

Chen Liang is a diverse partner who is fearless to try everything. He is the founder of FPC travel-chain and extreme speed, co-founder of yingyibao app, and an investor of film Operation Red Sea. A partner with distinctive character is necessarily a faithful travel lover. Building Utour into a great ecosystem is our common aim.



Advisers



Wang Donghui

Ameba Capital founder and Lei Jun's golden-partner, served as executive director and CFO at Kingsoft (HK3888).

Yao Jinbo

President and CEO of www.58.com, and the 13th NPC representative
Listed into China Internet Representatives 2009, 2017 Influence China
and 2017 Top 10 Economic Representatives of China



Fritz Demopoulos

Founder and the first CEO of Qunar, Queens RoadCap.

Uriah.D

Strategy and Investment Director at JD.com, and focuses on AI
and empowerment investment into JD ecosystem.



Feng Bo

Managing partner and founder of Ceyuan Ventures, helped Stone Richsight
and AsiaInfo complete successful
financing and listing.

Yu Guangdong

Managing partner of Alphax Partners, lifelong honorary adviser at
www.360.com, and chairman of CKGSB Alumni Internet
Industry Association





7.2 UTour's Plan

2017

Late Nov: Propose UTour platform and communicate its direction

Early Dec: Demand research on the combination between blockchain and Internet-based trading platforms

2018

Jan: Finish technical research ,mode selection and confirm system architecture

March :Launch UTour 's project officially and confirm products

May: UTour start Pre-sale

June: Finish overall design for product solution

Q3 Launch design and develop for underlying framework,finish the development of infrastructure's function, minimum system verification and client-side's development for Web.

Q4 Start client-side's development for IOS and Android

Dec Open Public Beta for all users

2019

Q1 Finish UTour's development and wait for testing

Q2 Launch UTour's structure

Q3 Launch UTour's platform



7.3 Sincere Invitation

The concept of blockchain is open and blockchain also needs people with lofty ideals to build together for its ecology. My team and I sincerely invite those travelers worldwide who always decide to travel up unexpectedly and without any hesitation, passionate localization service providers, and professional travel service agencies. Together to create an open and prosperous tourism ecology to welcome the Era of “U tour, U guide”.

VIII.Risk description

8.1 Standard Disclaimer

The document's content are used as reference for information spreading purposes, only and do not constitute any sale, purchase or solicitation for the sale of stocks or securities in UTour and related companies. This document does provide any sale or purchase, nor a contract or promise in any form.

The goals outlined in this White Paper may change depends on the anticipative situation. Although UTour's team will do its best to achieve all the goals of this White Paper, all individuals and teams who purchase Token will be at their own risk. Some of the contents of the document may be adjusted in the new White Paper as the project progresses. The team will publish the updated content by posting an announcement or a new White Paper on the website.

UTour make it clear that UTour company does not assume direct or indirect losses caused by participants including:

- 1, rely on the contents of this document;
2. Wrong information, negligence or inaccurate information in this article;
3. Any behavior resulting from this article;

UTour team will work hard to achieve the goals mentioned in the document, but based on the existence of force majeure, the team can not completely fulfill the commitment.

Token is a tool for performance on the UTour platform and is not an investment product. Token is not a kind of ownership or control. The controlling of Token does not represent ownership of the UTour or UTour application. Token does not grant any individual participation, control, or any other authority regarding UTour and UTour application decisions.



8.2 The Regulatory Risk

Since the development of blockchain is still in its early stage, there are no relevant regulations and documents in the world regarding the pre-requisitions, transaction requirements, information disclosure requirements, and locking requirements in the recruitment process. It is not clear how the current policy will be implemented. These factors may have an uncertain impact on the development and liquidity of the project. Blockchain technology has become the key regulatory target in major countries in the world. For example, UTour applications or Tokens may be influenced by regulatory entities, such as restricting the use of Tokens, obstructing or even directly terminating UTour's application and Token's development.

8.3 The Risk of Competition

At present, many ongoing projects in block chain field are in fierce competition process, this has caused strong market competition and project operation pressure.UTour project has been widely approved as a breakthrough in a number of excellent projects, Whether the UTour project can break through and become widely recognized. It is not only linked to its own team ability and vision planning, but also affected by many competitors in the market and even oligarchs. An incentive platform based on block chain technologies to connect human working skills.

8.4 The Risk of Brain Drain

We gathered together a dynamic and powerful team in UTour, which attracts Senior practitioners in Blockchain, and technology developers with rich experiences. In future development, there is no exclusion of the possibility that the departure of the core personnel and the conflict within the team will lead to a negative impact on UTour.

8.5 The Risk of Technologies

The accelerated development of cryptography or technology such as quantum computers, which might bring the risk of cracking to UTour platform, may lead to the loss of Tokens. In the process of project renewal, the bug may appear and will be repaired in time when discovered, but there is no guarantee that it won't make any influence.



8.6 The Risk of Hacker

UTour is at risk of being attacked by hackers or other organizations, including but not limiting to attacks from denial of service , Sybil, malicious software , or consistency.

8.7 The Risk of Uninsured Losses

Unlike the accounts of bank or financial institution, the accounts that stored in UTour or the relevant blockchain network is usually not guaranteed by insurance, public individual organization will not guarantee your loss in any event.

8.8 Unknown Risks

In addition to the risks that we have said, there are also risks that have not been mentioned or foreseen by the founding team. In addition, other risks can arise suddenly in combinations of the various risks already mentioned. Participants were asked to fully understand the team background, know the overall framework and thinking of the project before making a decision.

IX. Contract Us

Official website: <http://www.UTour.io>

Email: hi@UTour.io

Telegram group: <https://t.me/UTourDTS>

Twitter: <https://twitter.com/UTourDTS>

Facebook: <https://www.facebook.com/UTour.dts?ref=bookmarks>