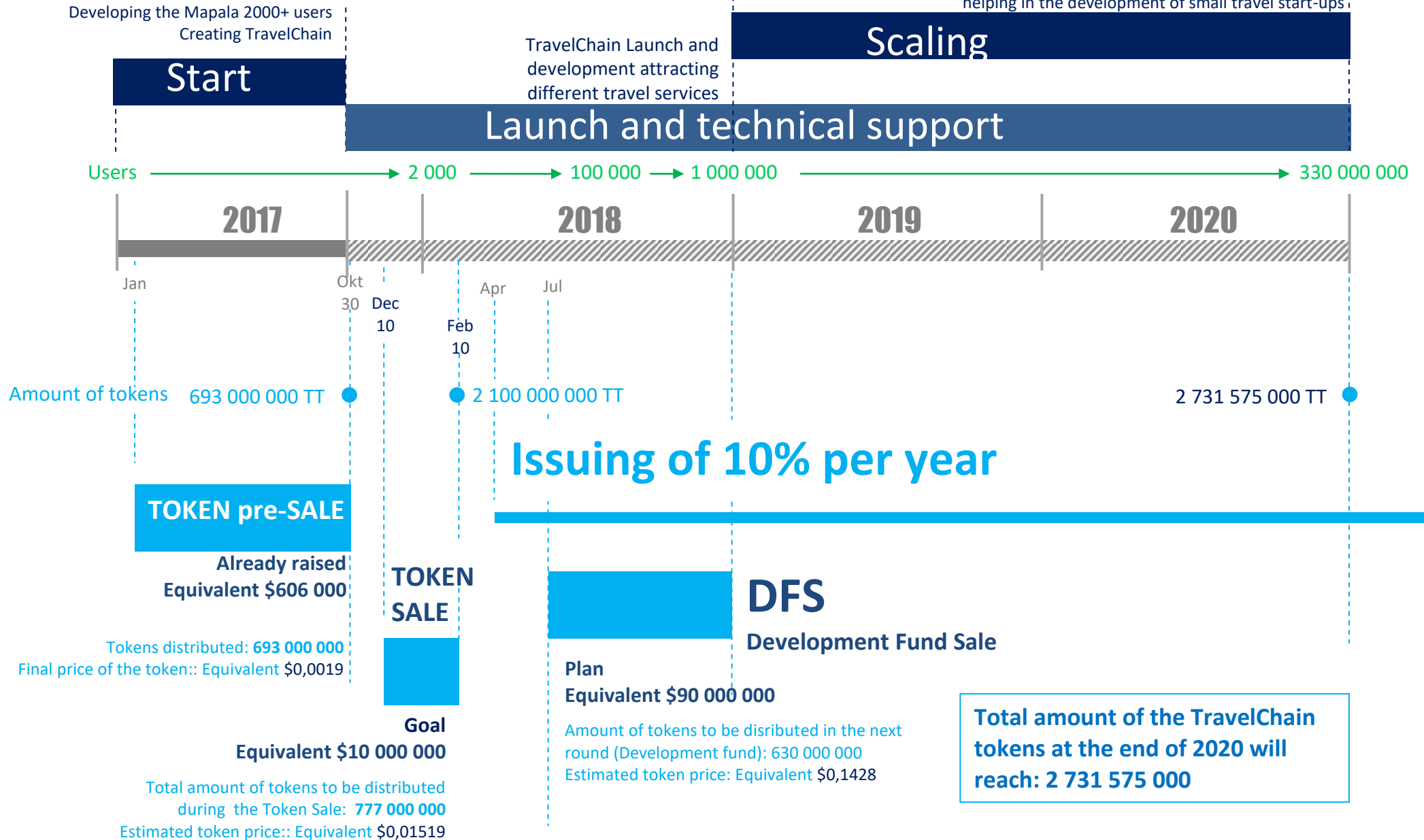# TravelChain

DEVELOPMENT PLAN
UP TO THE YEAR
2020

TravelChain

TravelChain active development stage
Forming the round-the-world smart-travelling Ecosystem,
integrating with different travel companies and applications,
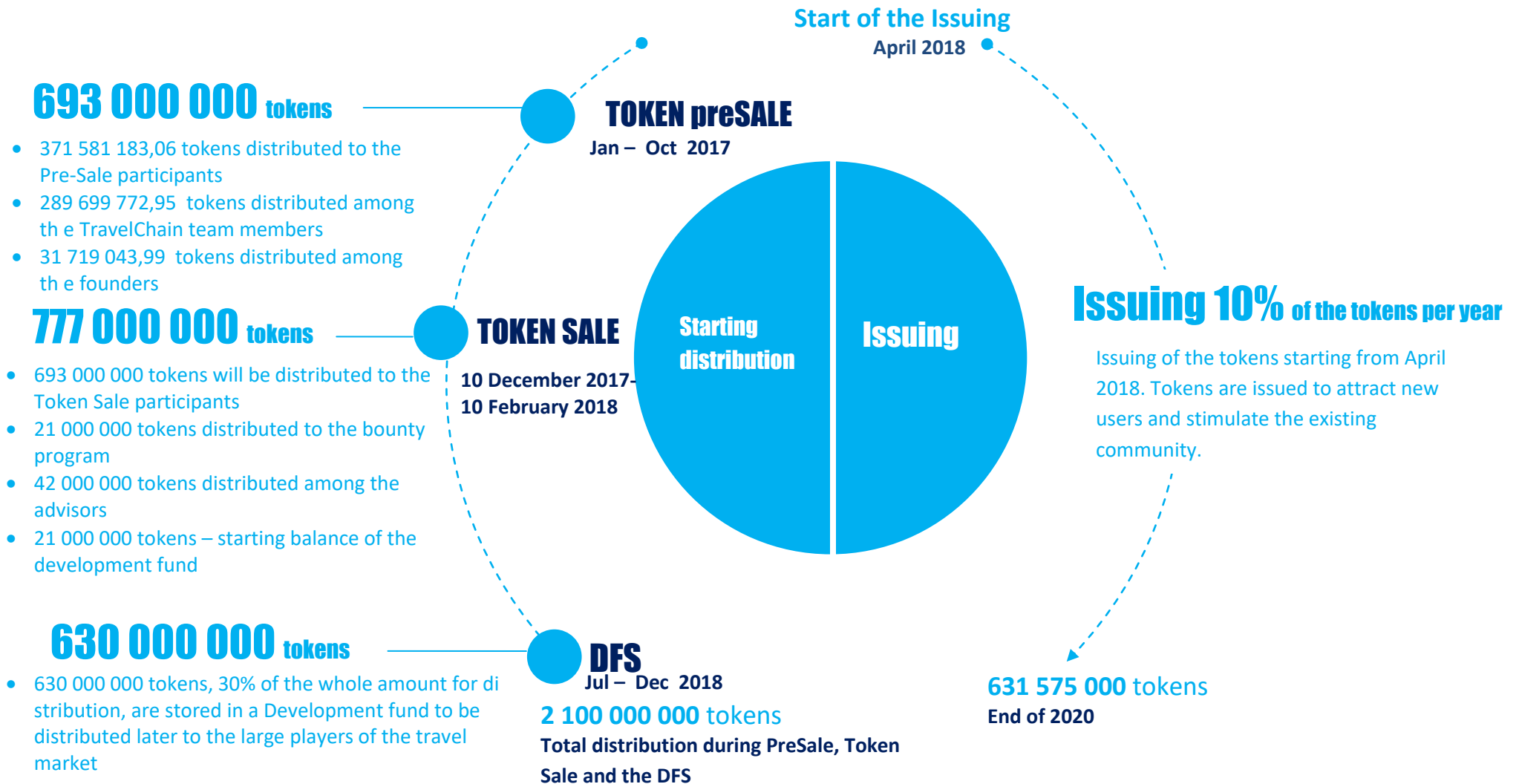helping in the development of small travel start-ups

Developing the Mapala 2000+ users
Creating TravelChain

Start

TravelChain Launch and
development attracting
different travel services

Scaling

Launch and technical support

Users →→→ 2 000 →→ 100 000 →→ 1 000 000 →→→→ 330 000 000

2017	2018	2019	2020

Jan   Okt   Dec   Apr   Jul
           30   10
                   Feb
                   10

Amount of tokens   693 000 000 TT ●   ● 2 100 000 000 TT   2 731 575 000 TT ●

Issuing of 10% per year

TOKEN pre-SALE

**Already raised
Equivalent $606 000**

**TOKEN
SALE**

DFS

Development Fund Sale

Tokens distributed: **693 000 000**
Final price of the token:: Equivalent $0,0019

**Goal
Equivalent $10 000 000**

**Plan
Equivalent $90 000 000**

Total amount of tokens to be distributed
during the Token Sale: **777 000 000**
Estimated token price:: Equivalent $0,01519

Amount of tokens to be disributed in the next
round (Development fund): 630 000 000
Estimated token price: Equivalent $0,1428

**Total amount of the TravelChain
tokens at the end of 2020 will
reach: 2 731 575 000**

TravelChain

Issuing

TO CREATE THE SMART-TRAVELING ECOSYSTEM IN 3 STEPS WE
ARE PLANNING TO RAISE Equivalent 100+ M. $

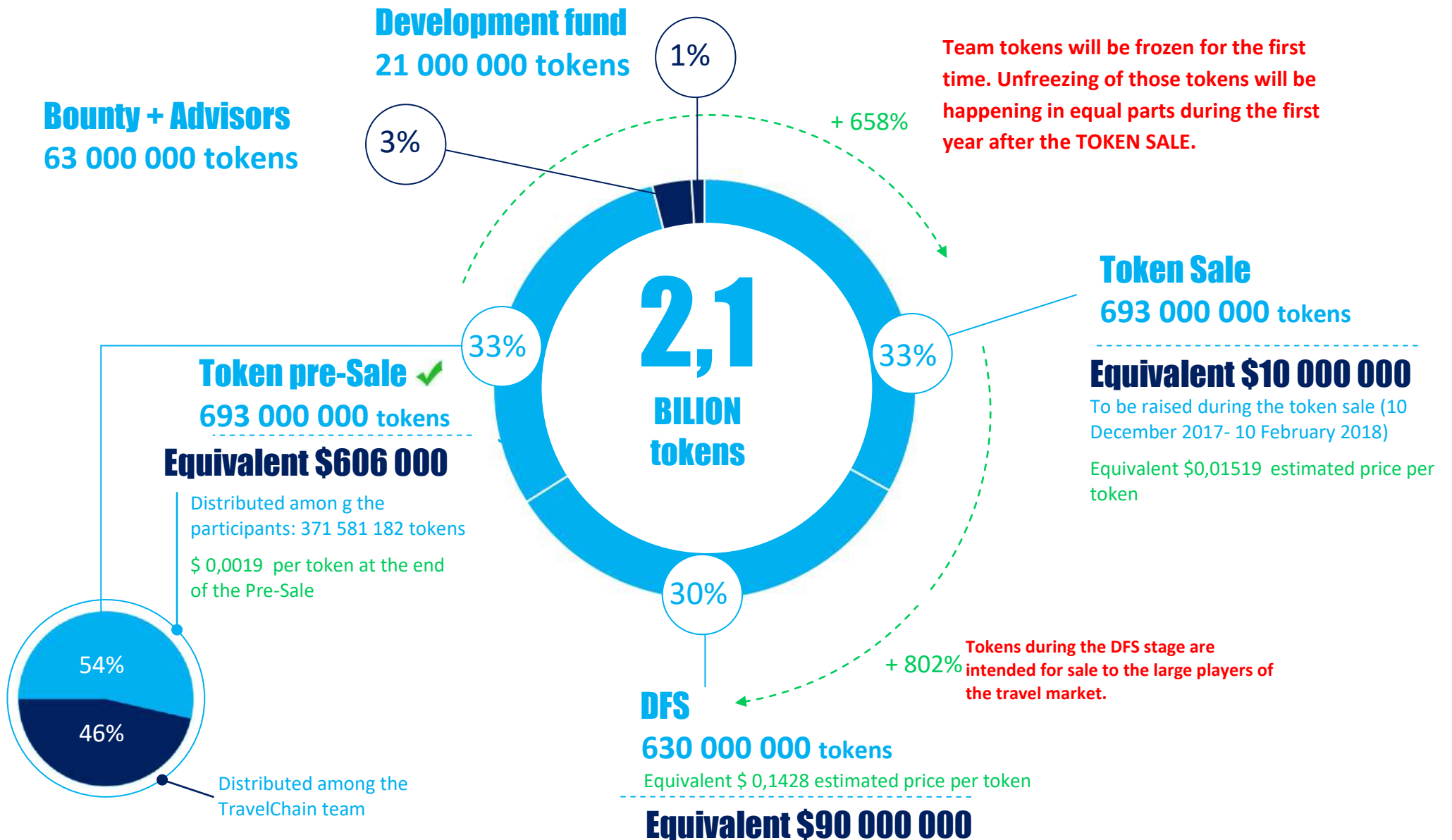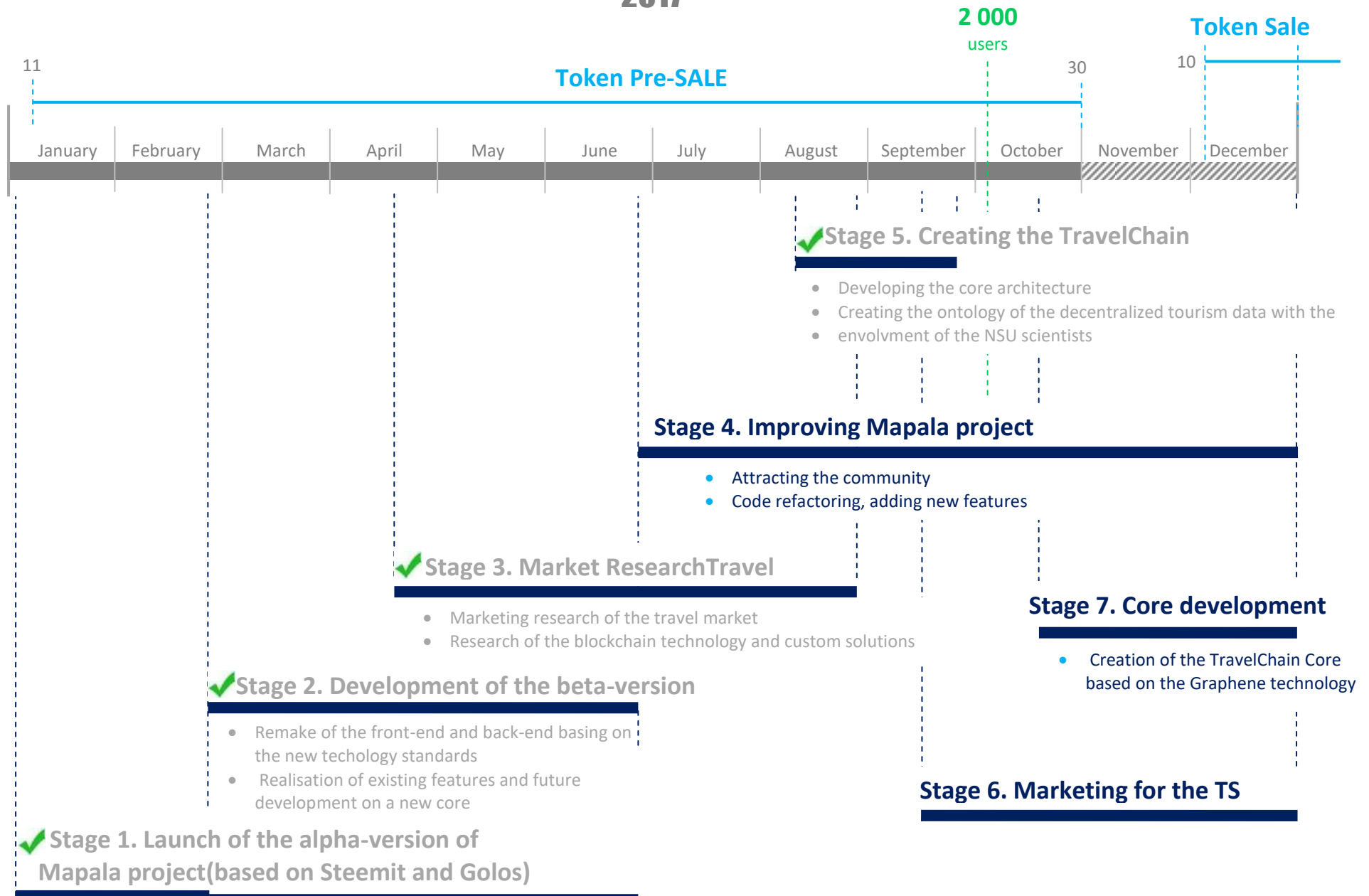## Initialissuing 2 100 000 000 TT

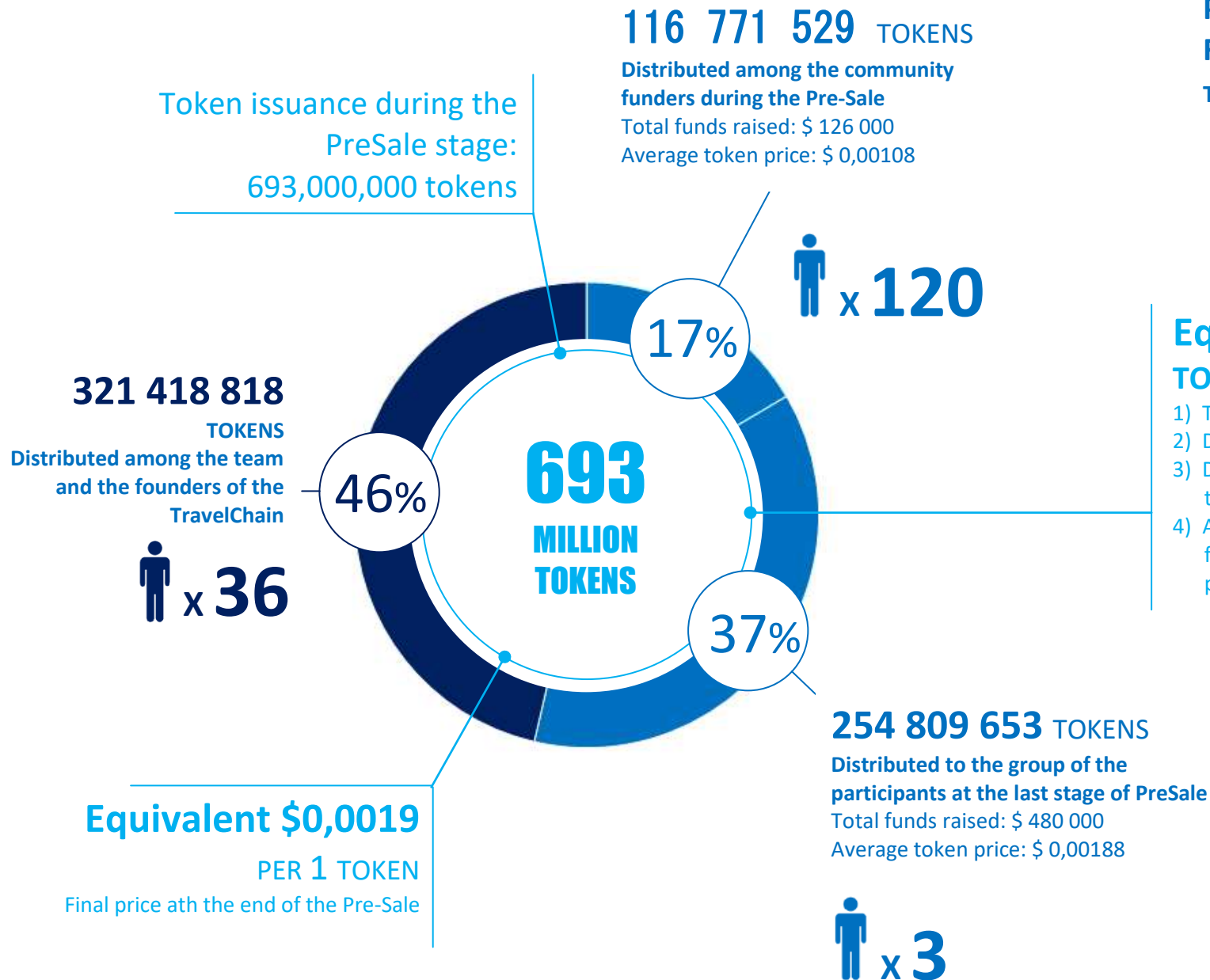UNTIL THE END OF THE YEAR 2020

2 731 575 000

TRAVELCHAIN TOKENS WILL BE DISTRIBUTED

Start of the Issuing
April 2018

693 000 000 tokens

TOKEN preSALE
Jan – Oct 2017

- 371 581 183,06 tokens distributed to the Pre-Sale participants
- 289 699 772,95 tokens distributed among th e TravelChain team members
- 31 719 043,99 tokens distributed among th e founders

777 000 000 tokens

TOKEN SALE
10 December 2017-
10 February 2018

- 693 000 000 tokens will be distributed to the Token Sale participants
- 21 000 000 tokens distributed to the bounty program
- 42 000 000 tokens distributed among the advisors
- 21 000 000 tokens – starting balance of the development fund

Starting distribution

Issuing

Issuing 10% of the tokens per year

Issuing of the tokens starting from April 2018. Tokens are issued to attract new users and stimulate the existing community.

630 000 000 tokens

DFS
Jul – Dec 2018

- 630 000 000 tokens, 30% of the whole amount for di stribution, are stored in a Development fund to be distributed later to the large players of the travel market

2 100 000 000 tokens

Total distribution during PreSale, Token Sale and the DFS

631 575 000 tokens

End of 2020

TravelChain

Development fund
21 000 000 tokens

1%

Bounty + Advisors
63 000 000 tokens

3%

Team tokens will be frozen for the first time. Unfreezing of those tokens will be happening in equal parts during the first year after the TOKEN SALE.

+ 658%

2,1 BILION tokens

33%

33%

Token Sale
693 000 000 tokens

Equivalent $10 000 000

To be raised during the token sale (10 December 2017- 10 February 2018)

Equivalent $0,01519 estimated price per token

Token pre-Sale ✔
693 000 000 tokens

Equivalent $606 000

Distributed amon g the participants: 371 581 182 tokens

$ 0,0019 per token at the end of the Pre-Sale

54%

46%

30%

+ 802%

Tokens during the DFS stage are intended for sale to the large players of the travel market.

Distributed among the TravelChain team

DFS
630 000 000 tokens

Equivalent $ 0,1428 estimated price per token

Equivalent $90 000 000

2017

Token Sale

2 000 users

11

Token Pre-SALE

30

10

January	February	March	April	May	June	July	August	September	October	November	December

✔ **Stage 5. Creating the TravelChain**

- Developing the core architecture
- Creating the ontology of the decentralized tourism data with the
- envolvment of the NSU scientists

Stage 4. Improving Mapala project

- Attracting the community
- Code refactoring, adding new features

✔ **Stage 3. Market ResearchTravel**

- Marketing research of the travel market
- Research of the blockchain technology and custom solutions

Stage 7. Core development

- Creation of the TravelChain Core based on the Graphene technology

✔ **Stage 2. Development of the beta-version**

- Remake of the front-end and back-end basing on the new techology standards
- Realisation of existing features and future development on a new core

Stage 6. Marketing for the TS

✔ **Stage 1. Launch of the alpha-version of Mapala project(based on Steemit and Golos)**

TravelChain

116 771 529 TOKENS

Distributed among the community funders during the Pre-Sale
Total funds raised: $ 126 000
Average token price: $ 0,00108

PRE-SALE lasted for 10 MONTHS, FROM January 11th 2017 TO October 30th 2017

Token issuance during the PreSale stage:
693,000,000 tokens

321 418 818
TOKENS
Distributed among the team and the founders of the TravelChain

👤 x **36**

👤 x **120**

17%

693 MILLION TOKENS

46%

37%

Equivalent $ 606 000
TOTAL FUNDS RAISED
1) The whole issuing amount: 693 000 000
2) Distributed: 693 000 000, 100%
3) Distributed among the participants: 371 581 182 tokens, 54% of the whole amount
4) Average single funding from community funders: $ 1 050, or 973 096 tokens per person

254 809 653 TOKENS

Distributed to the group of the participants at the last stage of PreSale
Total funds raised: $ 480 000
Average token price: $ 0,00188

Equivalent $0,0019
PER **1** TOKEN
Final price ath the end of the Pre-Sale

👤 x **3**

TravelChain

WE SIGNED THE AGREEMENTS WITH THREE LARGE COMPANIES ABOUT INTEGRATING THEIR USERS INTO TRAVELCHAIN SYSTEM:

November 2017

izi.TRAVEL
the storytelling platform

izi.travel

3 000 000
Registred Users

3 000 000
Users per month

Tourister

tourister.ru

189 000
Registred Users

1 360 000
Users per month

T

tvil.ru

1 800 000
Users

TRAVELCHAIN PLATFORM DEVELOPMENTIS RUNNING RIGHT NOW

- ✓ Blockchain core technology is fully developed
- ✓ The travel market research has been finished
- ✓ First version of the decentralized tourism data ontology has been created with the envolvment of the NSU scientists
- The TS preparation and the travel services attraction marketing campaign is running
- The development of the TravelChain core basing on the Graphene technology is nearing completion.

MAPALA
World Travel Community

MAPALA HAS BEEN CREATED AND IS ON THE STAGE OF FUTURE DEVELOPMENT

- ✓ More than 2 100 users
- ✓ More than 150 active authors
- 9 000 posts were written during first 10 months.

mapala.net

2 000+
Users of Mapala project are already integrated into the TravelChain database from the very beginning of the platform development

x 25+
People are working on the TravelChain improvement everyday

TravelChain

Equivalent $ TOTAL FUNDS AT THE END OF OCTOBER, **10** MONTHS OF PROGRESS OUT OF **12**(DEDICATED TO THE **1** STAGE)

quarter / month 2017	I	II	III	October, 17	November, 17	December, 17	Total:
Income	13 620,0	42 900,0	56 700,0	493 700,0	0,0	10 000 000,0	10 606 920,0
Pre-Sale	13 620,0	42 900,0	56 700,0	493 700,0			606 920,0
TokenSale						10 000 000,0	10 000 000,0
Expenss e	13 400,0	38 400,0	59 800,0	114 700,0	225 600,0	133 100,0	585 000,0
Stage 1. Alpha version of Mapala	1 100,0	0,0	0,0	0,0	0,0	0,0	1 100,0
Stage 2. Development of the beta version of Mapala	10 000,0	25 000,0	20 000,0	0,0	0,0	0,0	55 000,0
Stage 3. Travel market research	0,0	5 100,0	6 000,0	2 000,0	0,0	0,0	13 100,0
Marketing research		3 000,0	3 000,0	1 000,0			7 000,0
Blockchain technology research		2 100,0	3 000,0	1 000,0			6 100,0
Stage 4. Mapala project development	0,0	0,0	3 500,0	1 500,0			5 000,0
Attracting the community			1 000,0	0,0	0,0	0,0	1000,0
Code refactoring, adding new features			2 500,0	1 500,0			4 000,0
Stage 5. Creating the TravelChain concept	0,0	0,0	10 500,0	2 500,0	0,0	0,0	13 000,0
Core architecture development			5 500,0	2 500,0			8 000,0
Creating the data ontology Stage			5 000,0				5 000,0
6. Marketing before the Token Sale	0,0	0,0	7 000,0	99 400,0	210 000,0	117 000,0	433 400,0
General marketing			2 000,0	9 400,0	150 000,0	100 000,0	261 400,0
Offline events			4000,0	85 000,0	50 000,0	10 000,0	149 000,0
Hospitality			1000,0	5 000,0	10 000,0	7 000,0	23 000,0
Stage 7. Core development TravelChain			2500,0	5 000,0	10 000,0	10 000,0	27 500,0
Maintenance of the infrastructure	800,0	2 000,0	2 000,0	1 900,0	1 900,0	1 900,0	10 500,0
Operating expenses	1 500,0	6 300,0	8 300,0	2 400,0	3 700,0	4 200,0	26 400,0
Cash flow	220,0	4 500,0	**-3100,0**	379 000,0	**-225 600,0**	9 866 900,0	10 021 920,0
Cash flow on an accural basis	220,0	4 720,0	1620,0	380 620,0	155 020,0	10 021 920,0	

TravelChain

Goals for 2018

Launch and initial technical support

Flexible issuing

Token Sale

Development Fund Sale (DFS)

10   10

November | December | January | February | March | April | May | June | July | August | September | October | November | December
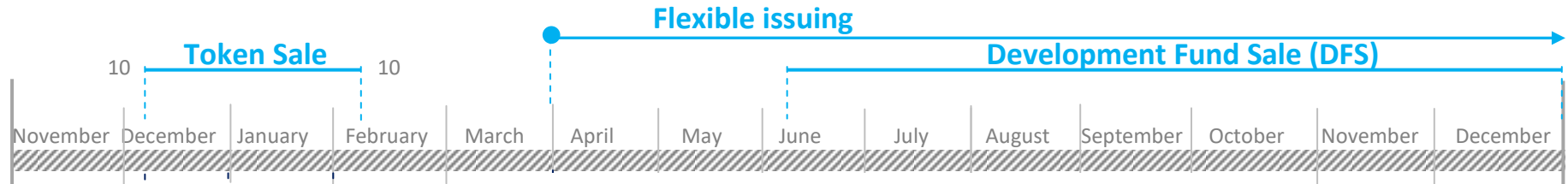
Stage 7. Token distribution and the critical mass.

The main objective of the stage is to run the token distribution through the projects of the ecosystem, developer teams and active users to build the critical mass of the prticipants.

Stage 6. Developers community.

The main objective of the stage is to create the community of developers, that are ready to implement TravelChain into already working projects or to start their own.

Stage 5. Integration with partners.

The main objective of the stage is to integrate the strategical partners from the travel market.

Stage 4. Preparing the data collecting interface.

The main objective of the stage is to run the interface for data collection and analysis.

Stage 3. Launching the main network.

The main objective of the stage is to launch the main network and let the very first developers to create their own solutions basing on the TravelChain.

Stage 2. Getting Ready.

The main objective of the stage is to prepare for the main network launch.

Stage 1. Token Sale.

The main objective of the stage is to raise $10.000.000 for the TravelChain project development.

≈1 000 000 users

The Roadmap

Stage 1. Token Sale
Period: December 2017.

The main objective of the stage is to raise $10.000.000 for the TravelChain project development.

- The launch of the TravelChain TestNet
- Introducing the TravelChain MVP
- To form a workgroup for the TravelChain project integration with other
- representatives of the travel industryTOKEN SALE

Stage 2. Getting ready
Period: January 2018.

The main objective of the stage is to prepare for the main network launch.

- Creating the base standards of the data storage on the TravelChain platform
- Launching the block-explorer
- Launching the working MVP on TravelChain.io

Stage 3. Launching the main network
Period: February 2018.

The main objective of the stage is to launch the main network and let the very first developers to create their own solutions basing on the TravelChain.

- Forming the genesis-block
- Launching the main network
- Starting the stock market sales
- Publishing the technical documentation about the project.

Stage 4. Preparing the data collecting interface
Period: Q1-Q2 2018.

The main objective of the stage is to run the interface for data collection and analysis.

- Implementing additional functions and plugins for TravelChain
- TravelChain mobile app with the wallet functionality and abilities for data
- collection and control
- Chrome browser plugin
- JS vidget for implementing to the partner's sites

Stage 5. Integration with the partners
Period: Q2 2018.

The main objective of the stage is to integrate the strategical partners from the travel market into the system.

- The ontology expand to satisfy the partners needs
- Implementing the vidget to the partner's sites
- Deep integration with the partners

Stage 6. Developers community
Period: Q2 2018.

The main objective of the stage is to create the community of developers that are ready to implement TravelChain into already working projects or to start their own.

- Creating the enhanced documentation pool
  Forming the developers community

Stage 7. Token distribution and the critical mass
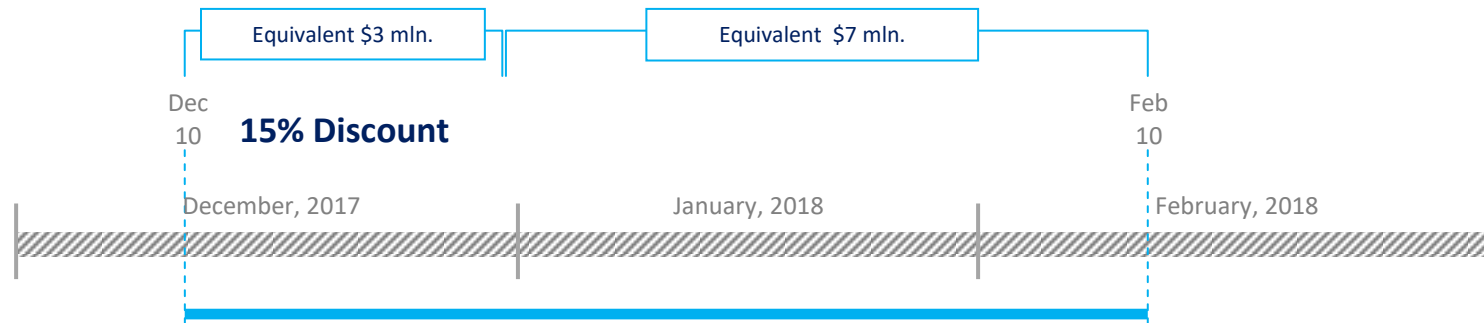**Period: Q2-Q3 2018.**

The main objective of the stage is to run the token distribution through the projects of the ecosystem, developer teams, and active users to build the critical mass of the participants.

- Forming the workers pool
- Start of the issuing
- Involving 100,000 users

TravelChain

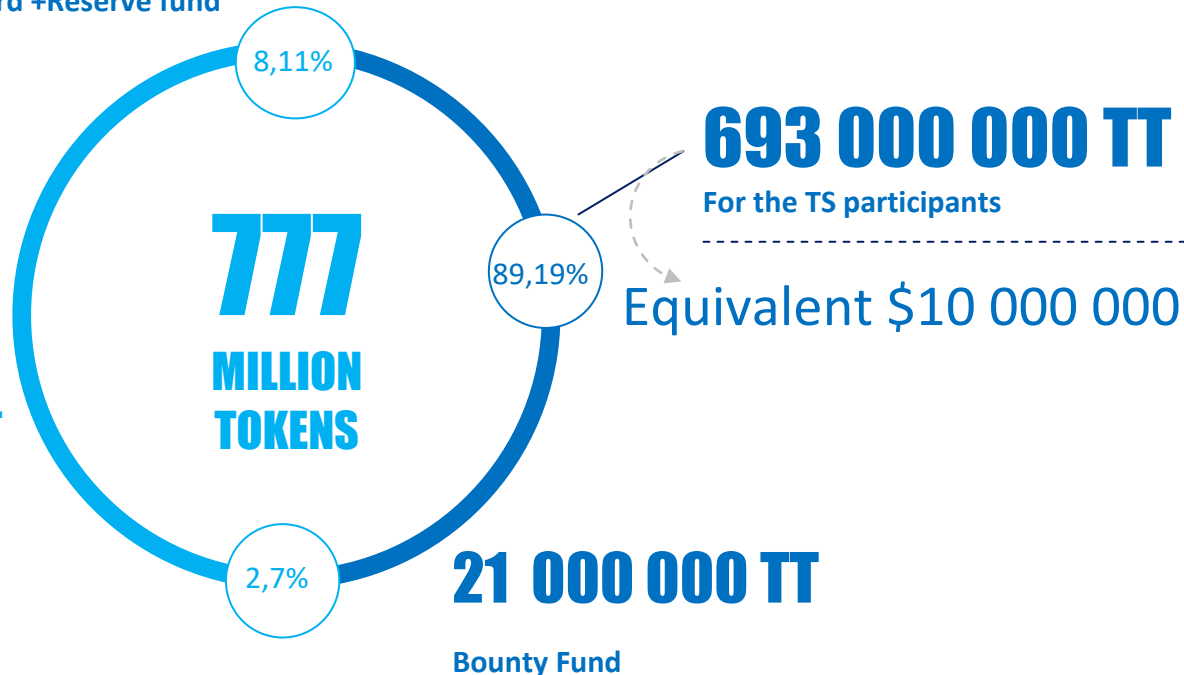During the TokenSale **693 000 000** TravelTokens will be distributed in 2 orders

HARD CAP: Equivalent $10 000 000

Equivalent $3 mln.	Equivalent $7 mln.

Dec 10 **15% Discount** Feb 10

December, 2017 | January, 2018 | February, 2018

63 000 000 TT

Advisers reward +Reserve fund

TokenSale will start on December 10th and will last for 2 months! First order will be equal to 3mil. USD, Second order will be equal to 7mil. USD. You can take part by subscribing to the E-Mail notifications on our site **travelchain.io**

777 MILLION TOKENS

8,11%

89,19%

2,7%

693 000 000 TT

For the TS participants

Equivalent $10 000 000

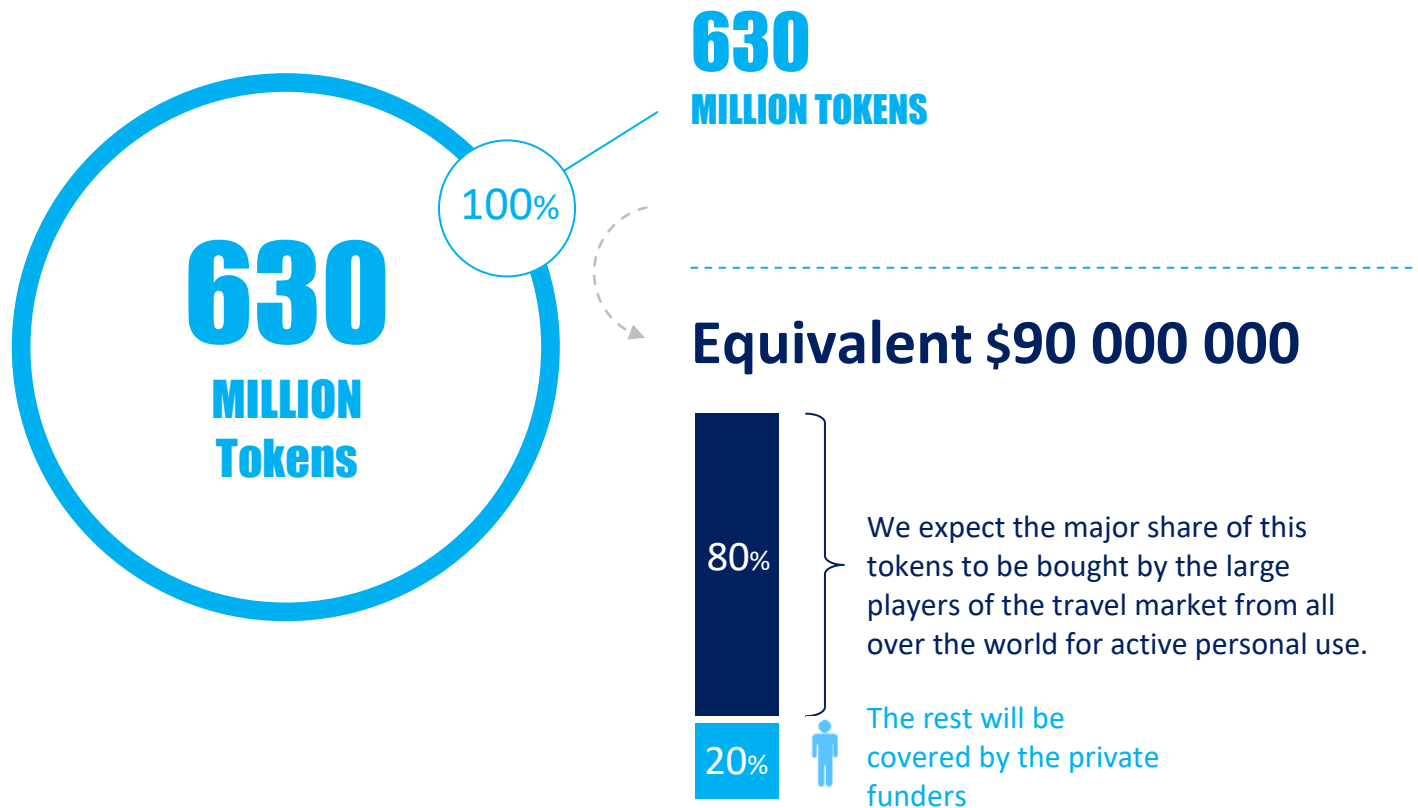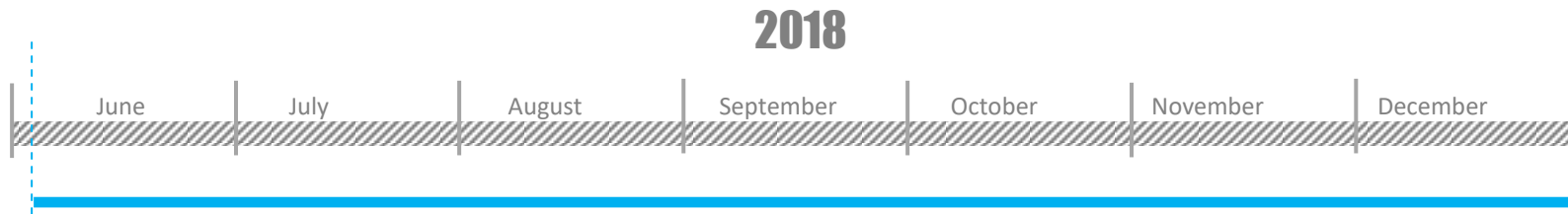**21 000 000 TT**

Bounty Fund

Equivalent $0,01519

PER **1** TravelToken
Estimated token price during the Token Sale

658% more expensive than the final Pre-Sale token price ($ 0,00188)

Team tokens will be frozen for the first time. Unfreezing of those tokens will be happening in equal parts during the first year after the TOKEN SALE.

TravelChain

DURING THE DFS STAGE WE ARE PLANNING TO DISTRIBUTE 630 000 000 TOKENS, WHICH WERE ISSUED DURING the Token Sale STAGE IN DECEMBER 2017

2018

| June | July | August | September | October | November | December |

630
MILLION TOKENS

100%

630
MILLION Tokens

Equivalent $90 000 000

80% We expect the major share of this tokens to be bought by the large players of the travel market from all over the world for active personal use.

20% The rest will be covered by the private funders
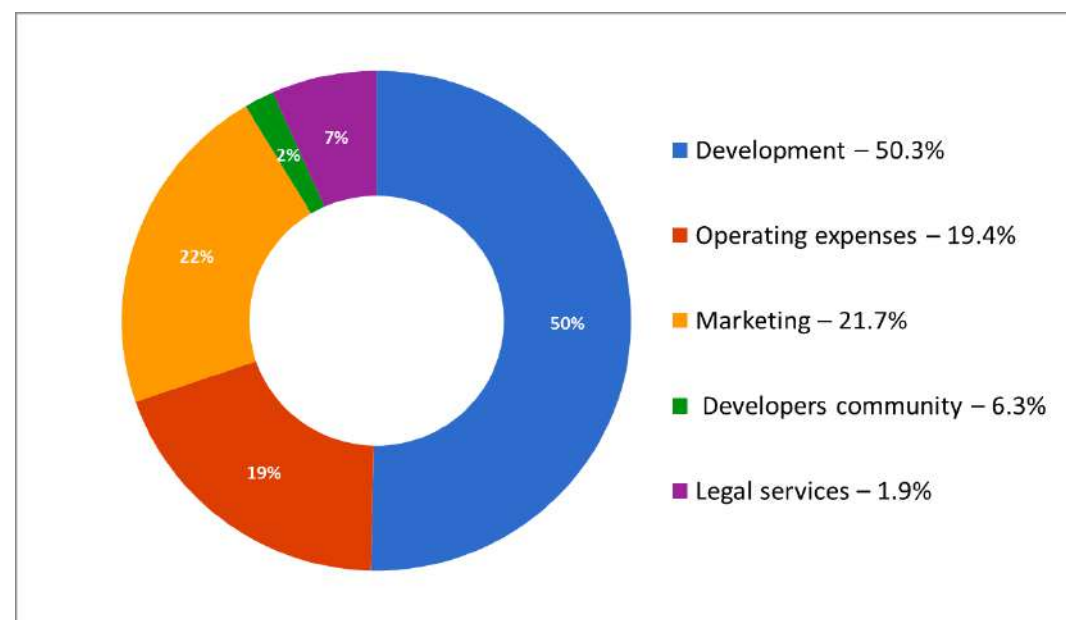
Equivalent $0,1428
PER 1 TOKEN
Estimated average token price during the DFR stage

802% more expensive than the estimated average price of the token during the Token Sale ($ 0,0144)

Tokens during the DFS stage are intended for sale to the large players of the travel market.

TravelChain

	1Q18	2Q18	3Q18	4Q18	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	Итого
Blockchain Dev Core Team	58500	87750	131675	131675	131675	131675	131675	131675	131675	131675	131675	131675	1462500
API & Integration Team	11250	22500	22500	33750	33750	33750	33750	33750	33750	33750	33750	33750	360000
Front Dev Team	47250	47250	47250	47250	47250	47250	47250	47250	47250	47250	47250	47250	567000
Back Dev Team	22500	45000	45000	45000	45000	45000	45000	45000	45000	45000	45000	45000	517500
App Dev Team	22500	22500	22500	22500	22500	22500	22500	22500	22500	22500	22500	22500	270000
Plugins Dev Team	11250	13500	13500	13500	13500	13500	13500	13500	13500	13500	13500	13500	159750
Documentation	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	54000
Business development	41400	41400	41400	41400	41400	41400	41400	41400	41400	41400	41400	41400	496800
PR and Marketing	33750	67500	108750	108750	108750	108750	108750	108750	108750	108750	108750	108750	1188750
Research	22500	22500	22500	22500	22500	22500	22500	22500	22500	22500	22500	22500	270000
Management	67500	67500	67500	67500	67500	67500	67500	67500	67500	67500	67500	67500	810000
Legal	6750	9000	11250	11250	11250	11250	11250	11250	11250	11250	11250	11250	105750
Conferences	37500	37500	37500	37500	37500	37500	37500	37500	37500	37500	37500	37500	450000
Total:	387150	488400	575775	587025	587025	587025	587025	587025	587025	587025	587025	587025	6712050

Offices in 3 countries by the end of 2019

- Development – 50.3%
- Operating expenses – 19.4%
- Marketing – 21.7%
- Developers community – 6.3%
- Legal services – 1.9%

Company by the end of 2018

TravelChain

50+

Travel agencies and services are connected to the system and are integrating their users to the TravelChain platform

1 000 000+

Users

👤 x **45+**

People are working on the TravelChain project improvement everyday

THE KEY FUNCTION – TRAVELERS PASSPORT IS IMPLEMENTED AND IS ACTIVELY USED BY CLIENTS
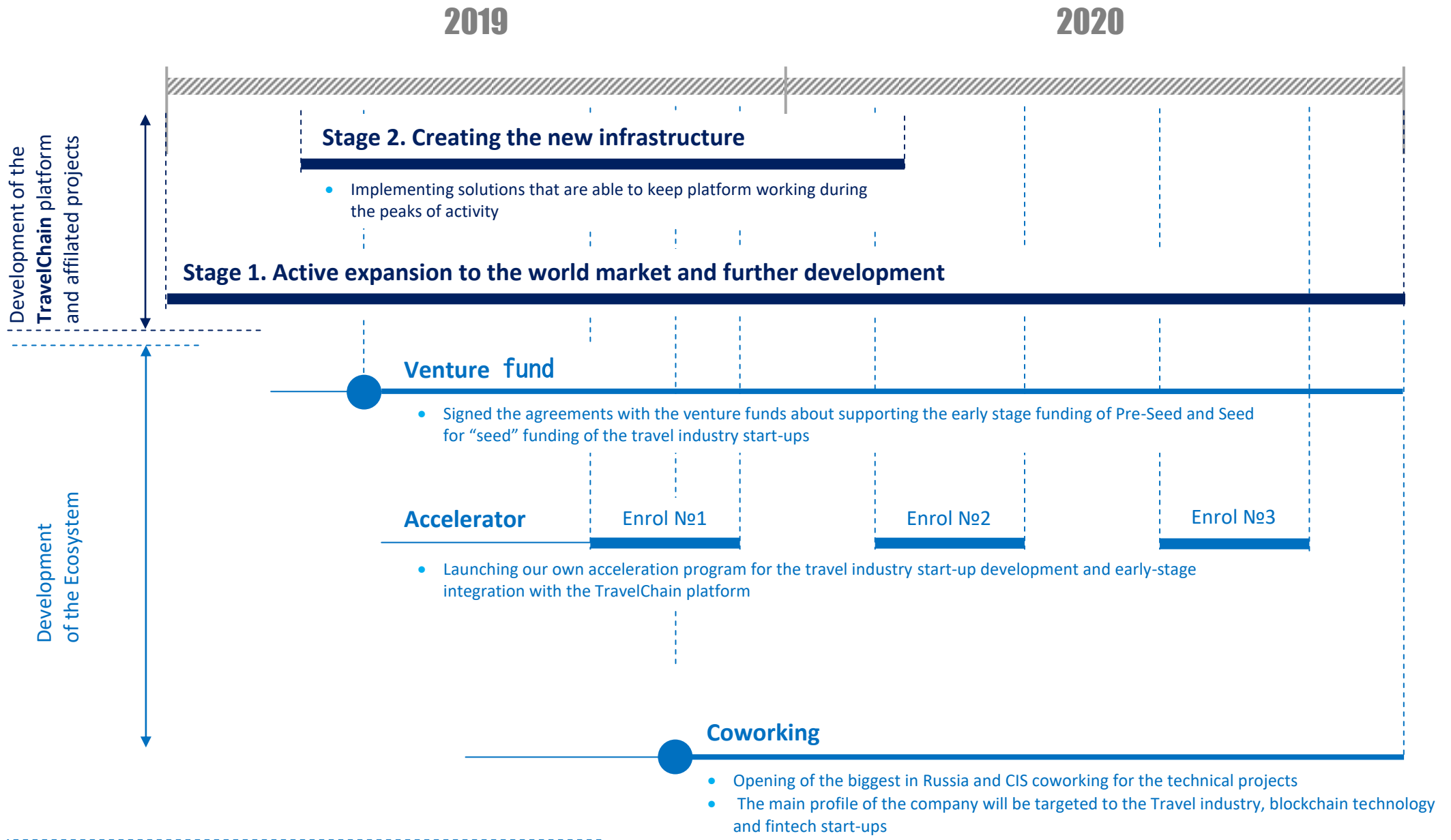
- Fundamental architecture of collecting and storing the data is implemented basing on the decentralized tourism data ontology

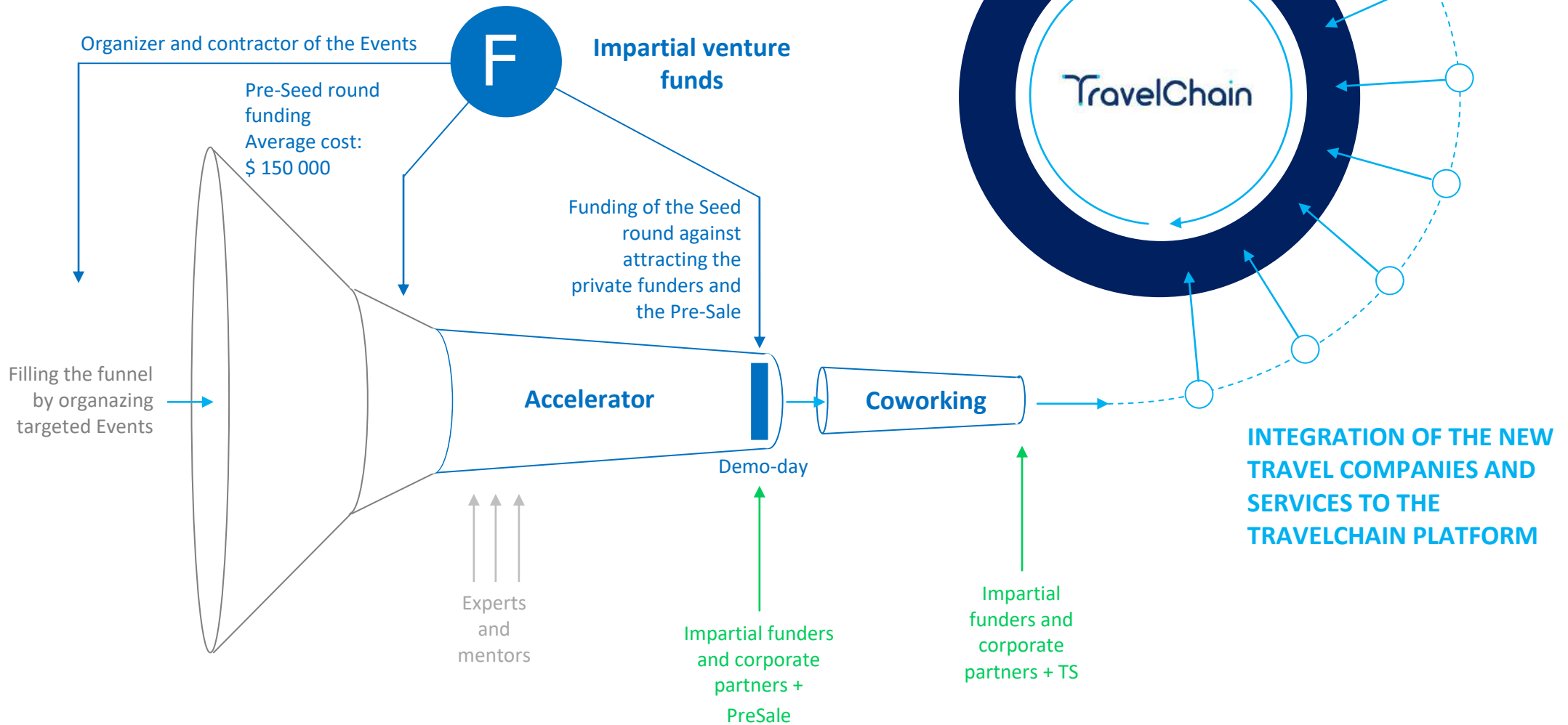**THESE TWO ELEMENTS ARE SUCCESFULLY IMPLEMENTED INTO THE CURRENT DATABASE REGISTRY:**

- Company passport
- Location passport

THE DEVELOPERS COMMUNITY HAS BEEN CREATED AND IS ACTIVELY DEVELOPING THE SERVICES FOR INTEGRATION INTO TRAVELCHAIN ECOSYSTEM

Scaling

2019   **2020**

Development of the **TravelChain** platform and affilated projects

Stage 2. Creating the new infrastructure
- Implementing solutions that are able to keep platform working during the peaks of activity

Stage 1. Active expansion to the world market and further development

Development of the Ecosystem

Venture fund
- Signed the agreements with the venture funds about supporting the early stage funding of Pre-Seed and Seed for "seed" funding of the travel industry start-ups

Accelerator   Enrol №1   Enrol №2   Enrol №3
- Launching our own acceleration program for the travel industry start-up development and early-stage integration with the TravelChain platform

Coworking
- Opening of the biggest in Russia and CIS coworking for the technical projects
- The main profile of the company will be targeted to the Travel industry, blockchain technology and fintech start-ups

TravelChain

Ecosystem

THE DEVELOPMENT OF THE ECOSYSTEM IS BASED ON THE PRINCIPE OF FUNNEL TO WORK WITH THE TRAVEL INDUSTRY

Organizer and contractor of the Events

F

Impartial venture funds

Pre-Seed round funding
Average cost:
$ 150 000

Funding of the Seed round against attracting the private funders and the Pre-Sale

Filling the funnel by organazing targeted Events

Accelerator

Demo-day

Coworking

Experts and mentors

TravelChain

Impartial funders and corporate partners + PreSale

Impartial funders and corporate partners + TS

INTEGRATION OF THE NEW TRAVEL COMPANIES AND SERVICES TO THE TRAVELCHAIN PLATFORM