



BlockChain Platform for Travelers



30 November 2017

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SUMMARY

Travel and tourism is one of the world's fastest-growing sectors, with bookings hitting close to \$1.6 trillion in 2017. A strengthening global economy lies at the heart of industry growth. Each year, the global traveler pool is flooded with millions of new consumers from both emerging and developed markets, many with rising disposable incomes and a newfound ability to experience the world.

Short-term travel estate rent market is estimated to garner over 500 billion USD, where leading internet providers are Booking, Airbnb, and it is cluttered with other large aggregators. As a rule such aggregators provide services with a commission fee up to 20%. For instance, Airbnb gained 31 billion USD only within a couple of years.

The same tendency is happening in a car rent aggregators market. Rent fee commission turn over reaches billions of dollars, paid by the service consumers such as tourists and touristic small business representatives, i.e. local car lease companies, real estate lease providers, small touristic bureaus, etc.

ROOMDAO project objective is to shorten travel expenses for end users and increase income of travel service providers, to exclude intermediary companies and additional fees from the travel service business chain. Due to direct communication of clients and providers on the ROOMDAO platform, end users will be able to choose easily required services, suitable options and plan their travels spending less up to 20%.

Due to below-listed advantages, our goal is to gain 10% market share of touristic services in 2020 and in 2025 to become a top market leader as strong and successful as booking.com:

- Up to 20% economy
- Wide range of touristic services on a single platform
- Real estate share system – Home Swap
- Full guides by countries, cities, locations, sites
- Independent rating and reviews of service providers
- User-friendly payment system pumapay.io
- Direct communication via an integrated messenger and a video channel by VIPOLE.com

These are the key strong advantages of ROOMDAO platform in comparison with other touristic platforms and start-ups.

Hereinafter a detailed ROOMDAO project description is included.

1. Introduction

1.1 Definitions

Hospitality Market

online or offline market which includes a wide range of services related to lodging, planning a trip, tour guiding, transportation, entertainment, and any accompanying services. Exchange hospitality means lodging conditions can be exchanged between the market participants.

Online marketplace

a type of multichannel e-commerce site where product or service information is provided by multiple third parties, whereas transactions are processed by the marketplace operator. This primary type of ecommerce to streamline the production process.

ROOMDAO COIN

an internal cryptocurrency of ROOMDAO, a blockchaintoken. ROOMDAO COIN are not intended to constitute securities in any competence.

DAOROOMER

is a member of the ROOMDAO network who provides hospitality entity (authority) for lease or exchange and participates in the service market for rewards in tokens. He can also rent the premises for himself and spend his tokens in or outside of ROOMDAO.

1.2 What is ROOMDAO

ROOMDAO is an online 3-in-1 travel platform. Its three basic elements are:



Rent-lease-exchange of real estate



Travel services marketplace

ROOMDAO is the place which enables the sharing economy to happen for its clients. **Nowadays globalized society needs places where supply and demand can meet without intermediaries, where hospitality and tourist services can be provided with no fees and where communities can be created easily.** On ROOMDAO platform facilitating connections with their customers is possible for all related service providers!

Companies like AirBNB already proved that traditional hotel business became out-of-date. ROOMDAO goes further and unites the areas which have never been united before. Indeed, finances are integral part of any market and the rent-lease-exchange of hospitality premises is very close to the tourist marketplace field.

In addition, based on the BlockChain technology, ROOMDAO incorporates the latest standards of user-data security.

1.3 Vision

We combine our ready-to-use market idea with our **deepest expertise** (experience) in business and market analysis, software development, and BlockChain technology in order TO our customers benefiting most.

1.4 What ROOMDAO Can

The following list of services introduces the ROOMDAO functionality:



Free registration

Free registration for tourists, real estate owners, tourist and by-tourist service providers and all interested persons;



Direct communication

Direct communication with real estate owners and travel service providers;



Accommodation rent

Rent and lease hospitality premises;



Car rent

Rent and lease of cars



House sharing

Exchange / **swap** (barter) hospitality premises;



Advertise

Advertise tourist & hospitality business;



Tourist services

Buy and sell any tourist and by-tourist services, including tour guiding, transport tickets, insurance, entertainment, etc.;



Financial management

- Buy ROOMDAO COIN token;
- Spend ROOMDAO COIN token;
- Get BONUSSES in ROOMDAO COIN;
- See full history of transactions



Services rating

Travel services rating;



Smart contract

Smart contract signing;



Wish-list

Wish-list creation;



legal support

Conflict assistance and legal support;



Testimonial

Testimonial and review management;



Recommendations

Recommendations of users;



Advertising and promotion

- Hospitality;
- Tourism;
- Financial & cryptocurrency markets;
- By-services.



Cooperation

Traveler community cooperation and inspiration;

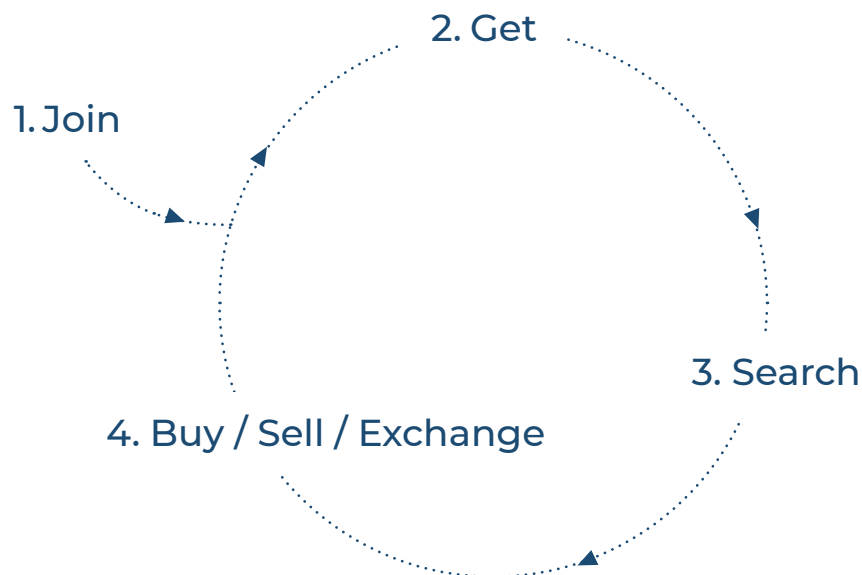
In other words, the key distinguishing features of ROOMDAO BlockChain platform for travelers are:

- **ROOMDAO offers NO-FEE (FREE) hospitality services;**
- **ROOMDAO ensures safe contracting and secure data storage;**
- **ROOMDAO provides opportunity to get BONUSES;**
- **ROOMDAO can be changed to ROOMCOIN;**
- **ROOMDAO inspires to travel by browsing, creating Wish-Lists;**
- **ROOMDAO help you to discover the BlockChain Technology;**
- **ROOMDAO supports cultural exchange and encourages new experience.**

1.5 How ROOMDAO Works

For a new participant, ROOMDAO works as simple as follows. It is possible to receive ROOMDAO COINS as soon as one registers in the platform and makes his first actions, such as registering his properties for sales or exchange, his travel services for selling, etc.

For details on ROOMCOINS see [dedicated section](#).



The BlockChain technology-based platform ROOMDAO is designed to implement principal BlockChain characteristics for its participants to benefit from using their properties.

It makes the ROOMDAO BlockChain-based platform [global, confidential, distributed, programmable, transparent and immutable](#).

The ROOMDAO platform enables direct instant transfer of property between peers (tourists, owners, service providers, advertising companies, etc.). It creates general – almost instant – agreement around these transfers. A blockchain is a single unique source of truth for all types of activities conducted on ROOMDAO.

The revolutionary and disruptive functional design of ROOMDAO resides in the possibility to combine the mentioned elements in a variety of way to create efficiency and added-value for the participants.

ROOMDAO allows its participants to register any property, buy and sell, give and take, exchange and distribute, present and fix them between one another. Both tangible property, like accommodation, real estate units and cars, and intangible property, like ratings and votes, services and contracts, are covered.

ROOMDAO COIN is a separate type of asset which the ROOMDAO platform works with. This is an authentic Blockchain-based token which serves as internal form of reward for an action or a deal. The security system they use makes this reward unique and uncopyable.

ROOMDAO is a decentralised marketplace.

- To monetise the platform we will apply such tools:
- Search results and advertising announcements optimisation
(colour outline, top list, etc)
- Touristic services on-line Advertising campaigns
- Authorisation fee for large service providers, such as touristic agencies, hostelchains, guest houses and mini hotels

2. Blockchain Infrastructure

2.1 ROOMDAO Blockchain

Figure 1. ROOMDAO Blockchain Application



3. Competitive Advantages

3.1 BlockChain and Travel & Hospitality Industry

Today, a number of market specialists as well as business owners recognize the potential of the travel and hospitality industry towards adopting BlockChain technology.

Here are only some sources that recognize the importance of BlockChain technology in this industry:

- **“Blockchain technology has payments promise for travel companies”** by Sean O’Neil for TNOOZ (September 15, 2015);
- **“The what, why and how of blockchain in travel”** by Maksim Izmaylov, founder and CEO of Roomstorm, for TNOOZ (December 7, 2016);
- **“Blockchain Will Transform Customer Loyalty Programs”** by Dan Kowalewski, Jessica McLaughlin, and Alex J. Hill for Harvard Business Review (March 14, 2017);
- **“Blockchain Will Disrupt Expedia and Airbnb, TUI CEO Says”** by Dave Montalifor SKIFT (July 11, 2017);
- **“The applicability of Blockchain in the hospitality sector”** by Shravan Poorigalifor Mindtree(September 12, 2017);
- **“Is blockchain technology another Y2K for hospitality?”** by Frank Wolfe for Hotel Management (September 21, 2017);
- **“The Definitive Guide to Hotel Blockchain Technology”** by Khalid Ladhaof Puerto Research’s Customer Success team for HospitalityNet(September 22, 2017);
- **“Can the Hotel Industry Benefit from Blockchain Technology”** by anonymous author for NewsBTC (October 3, 2017);
- **“Blockchain to transform loyalty and improve booking margins”** by White Sky Hospitality (October 2017);
- **“Harnessing the potential of blockchain in travel”** by Katherine Grass for Amadeus Blog (October 18, 2017).

3.2 Competitive Advantages of BlockChain

The advantages of implementing BlockChain technology in tourism, as explained by these authors in detail, are outlined in the next section called **Competitive Advantages of BlockChain**.

In other words, there is a trend to develop marketplaces based on BlockChain technology and ROOMDAO is not inventing something entirely new but rather is among the market leaders (early adopters) to fulfil the strong and advantages market trend.

Besides, the travel market is also actively adopting the BlockChain technology.

3.3 Competitive Advantages of ROOMDAO

While some travel technology companies, especially in the airline and loyalty spaces, have produced blockchain prototypes, real-world hotel distribution and revenue strategy applications are so far few and far between. This is why ROOMDAO has chosen travel and hospitality industry to enter and improve the oligopoly market for the customers' benefit.

The following table outlines the current issues associated with tourism and hospitality industry and shows how ROOMDAO's business and non-business activity will address these:

ISSUE

1. High cost of hospitality services around the globe and oligopolistic nature of online tourism and hospitality industry (Booking.com and Airbnb.com)
2. High service fees for existing hospitality aggregators and market places like Booking.com
3. No single marketplace for hospitality and tourist services
4. Inefficiency of accommodation distribution and use across the industry. Environmental issues associated with limited access and distribution constraints
5. Corrupted system of tourist providers' reviews and testimonials
6. Risk breach of confidentiality when storing personal confidential data online (including Cloud Data Storage)
7. High interest to Bitcoin and other cryptocurrencies but not many options to earn them

ROOMDAO's Impact

ROOMDAO is an intermediary-free platform which solves the problem of oligopolistic market and empowers customers to vote with their money. Due to increased and transparent competition, this blockchain-based innovation will soon reshape the tourist and hospitality market for the benefit of end-users.

ROOMDAO operates with NO-fees which decreases the cost of services for 20-30% in total.

ROOMDAO offers a centralized marketplace which combines both hospitality exchange and all tourist providers, across the globe. Having NO fees, the platform will attract all market participants.

Encouraged global-wide accommodation exchange for ROOMDAO COIN earning will allow more efficient distribution and use of the available real estate.

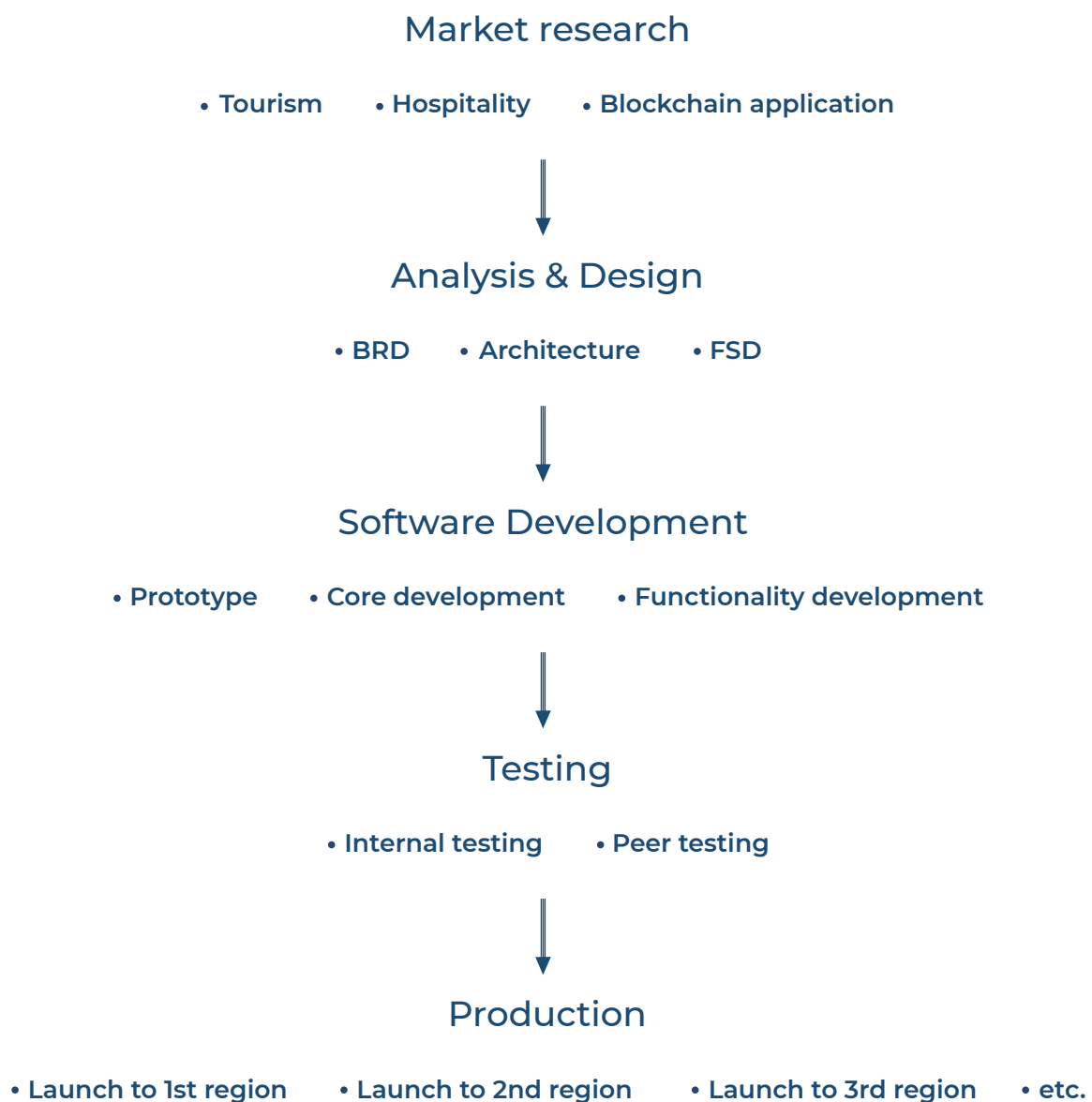
Blockchain-based technology employed by ROOMDAO ensures traceability which means that review management will be fair and transparent.

BlockChain technology is a decentralized network which stores confidential data in the most safe and secure way for today.

ROOMDAO offers numerous opportunities to earn, buy and spend ROOMDAO COINs.

4. Project Roadmap & Scheduling

4.1 Roadmap

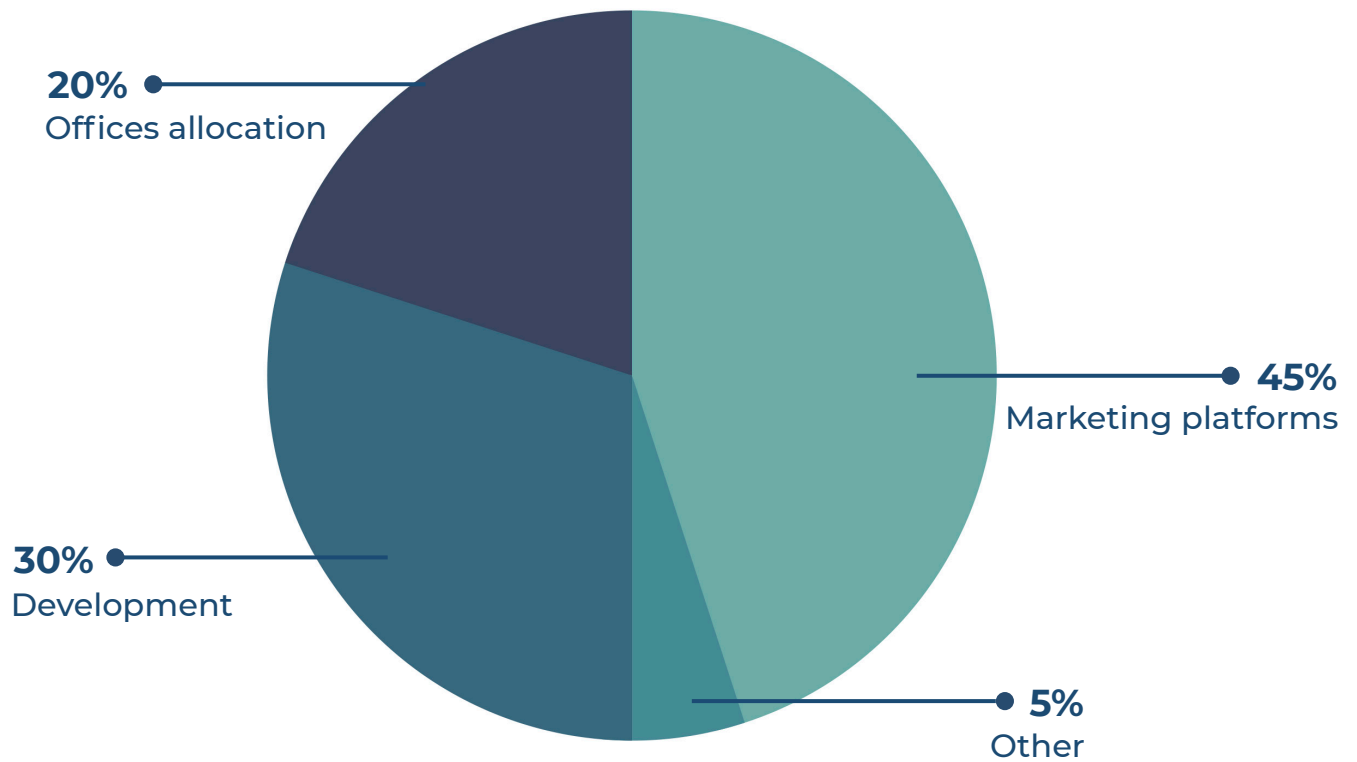


4.2 Project Stages & Scheduling

The following table outlines major project milestones and the date of its IPO launch. The current progress as of November 30, 2017 is as follows: stages “Technical Research” and “White Paper Preparation” are finished.

| | |
|--|------------------------------|
| ROOMDAO project idea elaboration | September 2017 |
| ROOMDAO project team acquire | September – October 2017 |
| ROOMDAO Platform description | November 2017 |
| Start preparation for ROOMDAO TOKENSALE launch | December 2017 |
| Work commencement of ROOMDAO platform (MVP) development | December - March 2017 |
| ROOMDAO TOKENSALE (RDC) PRIVATE Round | March 2018 |
| Pre-ICO | May 2018 |
| Alpha Launch | June 2018 |
| Post-Release Support Activities | June 2018 |
| ICO | July 2018 |
| Launch of ROOMDAO RENT, ROOMDAO SHARE beta-versions (ROOMDAO.COM) | October 2018 |
| PARTNERSHIP WITH PUMAPAY Launch of ROOMDAO PAYMENTS, ROOMDAO STORAGE beta-versions (ROOMDAO.COM) | November 2018 |
| Launch of ROOMDAO RATINGS, ROOMDAO BLOGS, ROOMDAO EVENTS beta-versions (ROOMDAO.COM) | December 2018 |
| ROOMDAO FULL Alfa-version diagnostics (ROOMDAO.COM) | January 2019 – February 2019 |
| Client Support Service setup and launch | March 2019 |
| Launch of ROOMDAO full version (ROOMDAO.COM) | April 2019 |
| Launch of ROOMDAO target marketing promotion campaign with regional coverage | May 2019 - |

4.3 Funds Allocation



5. Financial Aspects

5.1 Interaction with owners and service providers

ROOMDAO platform offers not only a wide range of hospitality and tourist services, but covers all organizational questions related to the tourist's trip. This includes support, direct communication with the service provider and financial issues coverage. It means that all services can be paid via ROOMDAO directly.

The user can use his debit/credit card, banking account or internal ROOMDAO currency, ROOMDAOCOINs, to pay for the services he/she chooses. User preferences regarding financial data can be saved for convenience of repeated payments. The financial transaction security is ensured with smart contracting and the integral characteristics of Blockchain technology as such.

Payments do not involve any extra fees or hidden commissions.

5.2 ROOMDAO COINs / Tokens

ROUND 1. PRIVATE ROUND

FOR EARLY BAKERS

TOTAL 4 500 000 RDC

Start Date 15.03.2018

End Date 15.04.2018

ROUND 2

HARDCAP - 7 920 000 RDC

01.05.2018 – 01.06.2018

01.05.2018 – 04.05.2018 +27% to token acquisition amount

05.05.2018 – 10.05.2018 +20% to token acquisition amount

11.05.2018 – 15.05.2018 +15% to token acquisition amount

16.05.2018 – 01.06.2018 +10% to token acquisition amount

ROUND 3. PUBLIC TOKEN SALE

SOFTCAP - 5 000 ETH - 15 000 000

HARDCAP - LEFT DISTRIBUTED TOKENS

01.07.2018 – 10.08.2018

01.07.2018 – 04.07.2018 +20% to token acquisition amount

05.07.2018 – 10.07.2018 +15% to token acquisition amount

10.07.2018 – 15.07.2018 +10% to token acquisition amount

16.07.2018 – 01.08.2018 +5% to token acquisition amount

ALL UNSOLD TOKENS WILL BE BURNED 11.07.2018

TOKEN ISSUE – 60 000 000 ROOMDAO COIN (RDC)

ROOMDAO COIN (TOKEN ISSUE!)

Quantity:

60 000 000 ROOMDAO COIN

Rate:

1 ETHEREUM = 3 000 ROOMDAO COIN

ABBREVIATION – RDC

Token:

ERC 20

Description:

UTILITY TOKEN

TOKEN SALE – 39 600 000 ROOMDAO COIN

TOKEN DISTRIBUTION

Public 66%

Foundation 20%

Team 10%

Bounty, Advisor, Partnership 4%

5.2.1 Advantages of owning ROOMDAO COINs

ROOMDAO COIN owners will enjoy the following advantages:

- Easy earning for newly registered users;
- Easy earnings for those who lease accommodation and share housing;
- Safety and security of monetary profits ensured by the last-generation open-source public Blockchain technology of distributed ledger and smart contracting;
- ROOMDAO internal financial insurance and technical guarantees;

Utility token RDC (utility token) is developed as a key payment product of ROOMDAO platform.

All platform services are due to be paid in RDC tokens only.

6. Legal Aspects

6.1 Token Description

The ROOMDAO platform will offer its users a wide range of services allowing to get more benefits from their travel planning. All these services can be paid for with ROOMCOIN Token.

ROOMCOIN Tokens are ERC 20 utility tokens for the blockchain-based decentralized exchange with smart contracts. ROOMCOIN Token helps to improve the efficiency of digital tourism marketplace.

Any platform member can start using the ROOMCOIN tokens payment system after the registration. Also platform users will be able to additionally earn ROOMCOINs by listing a hospitality premise (house for sharing or exchange/car for rent/other assets) and getting awards for platform internal activities (posting feedback/adding scores).

ROOMCOIN holders will have several advantages:

- Assets owners will not be charged commission fees and will gain greater profit than competitors who would continue using typical centralized platforms
- Token holders will get access to secure smart-contracts and safe open-source public blockchain-based platform of distributed ledger and smart contracting
- Any webmaster will be able to see all transactions made through a transaction identificational link as recorded by the blockchain
- Long term ROOMCOIN holders and active users of the platform will be rewarded for their time and effort.

As platform members are given an opportunity to make promotions of their assets in the global marketplace supported by ROOMCOINs, they will become an important and active part of the tourism economy.

6.2 Disclaimer

Please read this Disclaimer section carefully.

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7. Our Team

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