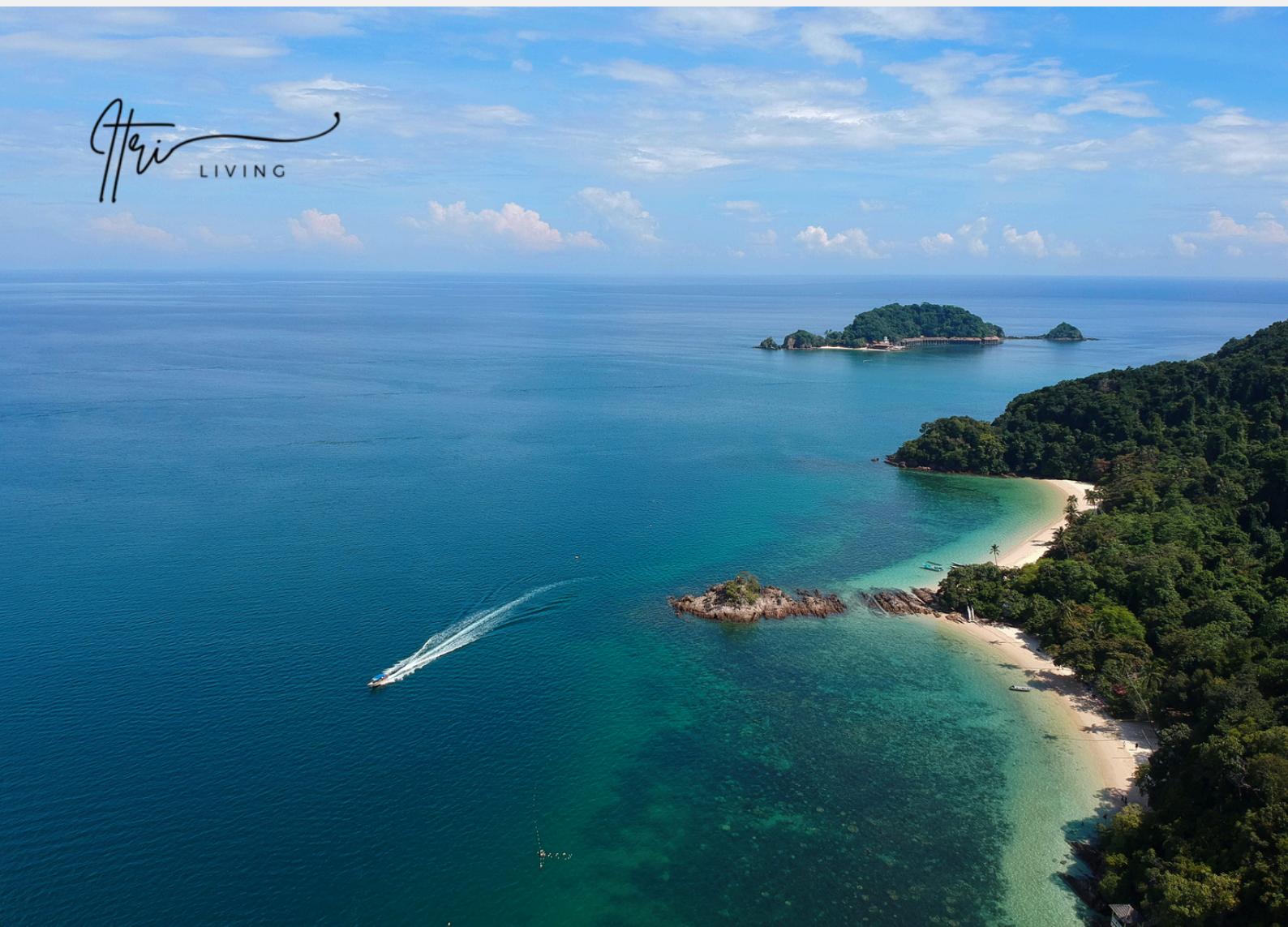


ITRI
LIVING



ITRI LIVING

Jan, 2025

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1 - Executive Summary

I. Overview

Itri Living is aiming at revolutionizing the traditional hospitality industry by blending blockchain and web3, with our values of sustainability, authenticity and value for money,

We aim to create a seamless, decentralized ecosystem where exclusive accommodation, and (potentially) other hospitality benefits, can be accessed through asset tokenization, and web3 services.

Our ecosystem offers a unique opportunity for individuals and businesses, to engage in the hospitality space with our disruptive approach, that creates greater flexibility, transparency, liquidity and value for money.

Since the early days, the travel industry has witnessed a disruptive potential from decentralized technologies, to benefit from blockchain promise of greater efficiency, eliminating middlemen (centralized booking platforms...) and offering real-time, verified transactions.

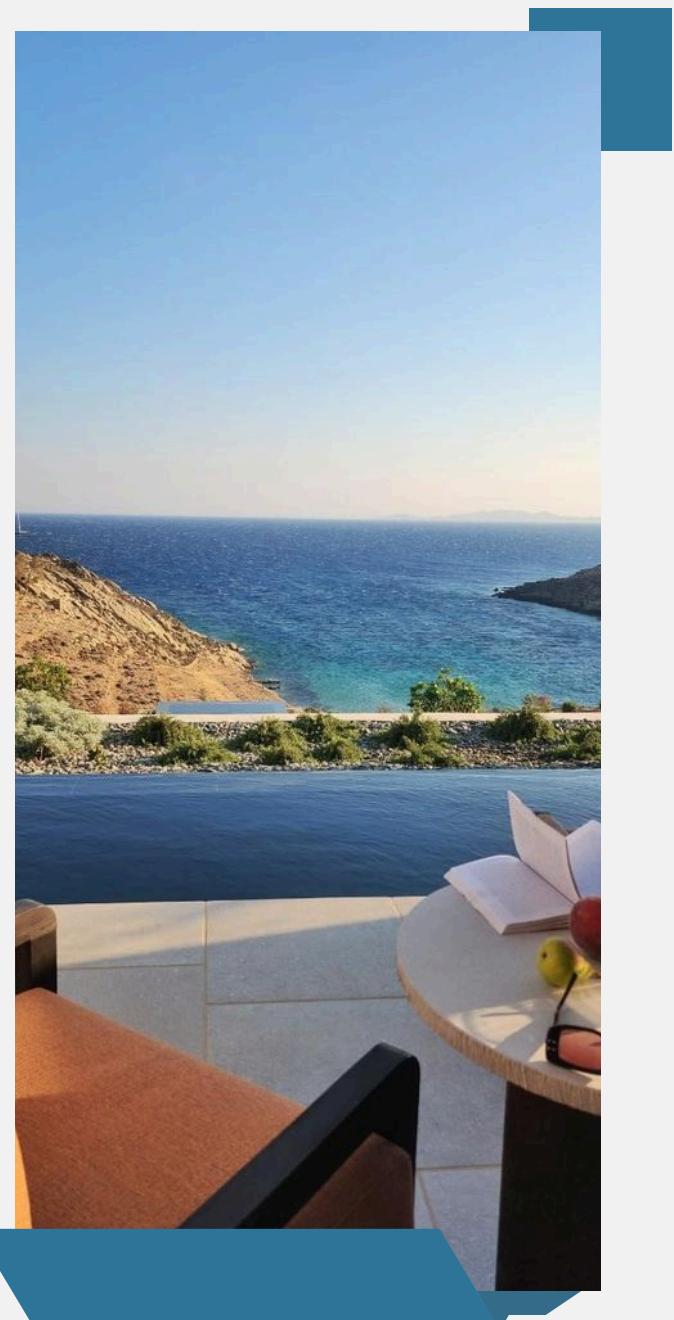
However, most projects did not fulfill their potential, as the technology was still in very early stages

We believe, at Itri Living, that today, with the amazing increase in adoption, regulation, and technology maturity, the time is now about right for a progressive adoption of this disruption in the hospitality services.

And we intent to be a major force in this field

At the core of Itri Living, is the idea of merging digital innovation with real-world assets. The global hospitality industry, currently valued at over \$4.5 trillion, is poised for disruption, as customers demand more personalized, transparent, eco-friendly, and authentic travel experiences.

By tokenizing our services, we are not just creating a new way of booking accommodations, but fundamentally reshaping how value is distributed and accessed within the sector.



2. Value Proposition

Itri Living presents a innovative value proposition, blending competitive pricing with quality accommodations, and an unwavering commitment to environmental sustainability.

Our use of blockchain ensures that every booking transaction is transparent and secure, allowing users to have full confidence in their ownership and thir booking. Traditional hospitality models often suffer from inefficiencies, such as centralized systems, inflated prices, and limited flexibility in booking management.

Through asset tokenization, Itri Living provides a model where accommodation rights become liquid assets, easily exchangeable on our platform or other markets, which is simply not possible with traditional booking systems.

On top of our direct community (travelers, digital nomads, crypto enthusiasts...)

Travel agencies and partners can also benefit from direct purchases of Itri Tokens, securing exclusive accommodations at competitive rates for their clients. This not only introduces an innovative product into the market but also enhances profitability for partners by offering unique, blockchain-powered travel experiences to their clients.

Customers enjoy a seamless, secure, and efficient booking experience, backed by the credibility and transparency of the blockchain. Moreover, Itri Living's partnership with local communities, its focus on authentic, eco-friendly experiences and value for money, allow for an enhanced customer journey that resonates with the growing demand for sustainable travel solutions.

3. Offerings

Our core offering revolves around Itri Tokens, digital assets that provide the holder with the ability to book exclusive stays at any of our existing (or future) partner resorts. These tokens, based on blockchain technology, can be purchased, held, exchanged, or used to book nights directly on our platform.

Token holders also benefit from additional perks as our ecosystem grows, such as discounts on longer stays, access to exclusive travel experiences, and future upgrades.

By tokenizing accommodation stays, and *uniforming the hospitality experience we offer*, we can use the same token for any resort, thereby increasing its liquidity.

A night's stay is no longer a static booking/ expense, it becomes a *liquid asset* that can be traded and exchanged. This allows users to book their travel at times that are convenient, resell Accommodation they no longer need, and plan strategies that suits their lifestyle.

Travel agencies, in particular, benefit from this flexibility, as they can buy large quantities of tokens at reduced rates and place them to their customers.

From a B2B standpoint, we cater to businesses like travel agencies that require large quantities of night stays to meet client demand. By buying Itri Tokens in bulk, these agencies can leverage our unbeatable pricing, offering exclusive, high-quality accommodations while maintaining profitability. This creates a win-win situation, where both Itri Living and our partners benefit from this scalable and flexible business model.

Our *booking solution* (under development) provides an intuitive interface for managing Itri Tokens, allowing users to view their assets, check resort availability, and make reservations in a matter of clicks.

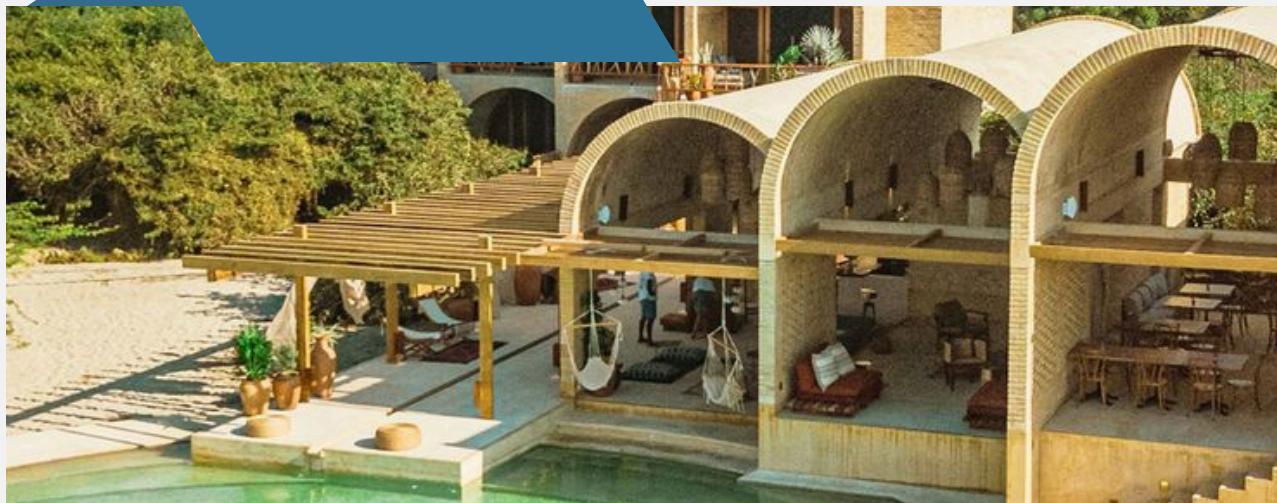
Additionally, Itri has put in place incentives for long-term token holders, and active users, rewarding loyalty through *airdrops*, discounts, special offers, and access to unique experiences.

Beyond individual travelers, we offer a B2B-focused approach, wherein companies and travel agencies can bulk purchase Itri Tokens, enjoying the benefits of competitive pricing, volume discounts, and premium services.

By holding Itri Tokens, members join a community dedicated to sustainability, well-being, and value for money.

Whether it's booking a luxury beach-front villa in Morocco or securing a stay in a remote eco-lodge, Itri Living ensures that each experience is rooted in local culture and respectful of the environment.

2 - Introduction



I. Mission

At Itri Living, we are revolutionizing the hospitality industry by merging the power of web3 technology and tokenization to deliver an entirely new way of experiencing travel. Our project is built on the foundation of offering flexibility, transparency, and sustainability, allowing travelers to enjoy unparalleled access to exceptional accommodation options while benefiting from a community-driven ecosystem. Itri Living operates as a hospitality rights trader that purchases bulk accommodation rights from carefully selected beachfront and seaside resorts that align with our vision and values. These rights are then tokenized under Swiss tokenization laws and distributed to a community of eco-conscious and tech-enthusiast travelers, creating a seamless ecosystem where travelers not only access premium accommodations but also have ownership-like control over their travel experience.

Itri Living's ultimate ambition goes beyond working with existing properties. Our vision is to develop a portfolio of Itri Living-exclusive hospitality resorts that are specifically designed to reflect our core principles of eco-friendliness, sustainability, and value for money. These resorts will serve as sanctuaries for travelers who seek authentic, responsible, and enriching experiences, with an emphasis on blending luxury and affordability in a way that aligns with the evolving values of modern consumers. Every aspect of Itri Living's approach — from acquiring accommodation rights to tokenizing them — is underpinned by a commitment to sustainability and long-term value creation.

At Itri Living, our mission is to redefine the future of hospitality by offering a disruptive and technology-driven model that aligns with the evolving needs of travelers. We aim to deliver eco-friendly, affordable, and seamless travel experiences through blockchain-enabled tokenization. By leveraging web3 tools, we are empowering travelers to benefit from a model that not only enhances accessibility and flexibility but also democratizes ownership of accommodation rights.

We are committed to:

- Offering travelers a sustainable alternative to traditional hospitality models, ensuring that their experiences contribute to a better planet.
- Providing unparalleled value through tokenized accommodation rights, giving travelers the freedom to use or trade their tokens based on their preferences.
- Creating a community-driven ecosystem where every participant benefits from shared growth, governance, and ownership opportunities.

Itri Living's mission goes beyond travel; it's about enabling individuals to access unique experiences while fostering long-term sustainability, value for money, and community engagement.

2. Vision

Our vision at Itri Living is to pioneer a new era of hospitality that seamlessly integrates blockchain technology, sustainability, and real-world value to meet the expectations of modern travelers. We believe in creating a future where travel is not just about consumption but also about ownership, flexibility, and responsibility.

In the short term, our strategy focuses on purchasing bulk accommodation rights from carefully curated beachfront and seaside resorts that reflect our values of eco-friendliness and sustainability. By tokenizing these accommodation rights, we enable travelers to enjoy exclusive benefits such as affordable pricing, seamless booking, and tradeable tokens.

In the long term, Itri Living aims to develop its own portfolio of hospitality resorts, specifically tailored to meet the needs and expectations of our growing community. These properties will embody our commitment to environmental sustainability, offering carefully designed spaces that promote well-being, harmony with nature, and outstanding value for travelers.

We also envision creating a global community of tech-savvy, eco-conscious travelers who actively participate in shaping the future of Itri Living through governance mechanisms enabled by Itri Governance Tokens. By putting power in the hands of our community, we ensure that decisions reflect the collective values and aspirations of our members.

Through our vision, Itri Living seeks to redefine hospitality as not just a service but as an inclusive, community-driven experience where every traveler feels valued, empowered, and connected to something greater. With innovation, sustainability, and transparency as our guiding principles, we are creating an ecosystem where travelers can enjoy authentic experiences, contribute to a sustainable future, and benefit from the financial opportunities enabled by blockchain technology.

Our vision is clear: to be the leaders in tokenized hospitality, delivering exceptional value while fostering a movement that blends technology, sustainability, and human connection into one transformative travel experience.

3. Market Insights

The global hospitality industry is undergoing a significant transformation driven by technological advancements, shifting consumer expectations, and an increasing focus on sustainability. Travelers today demand more than just accommodations; they seek authentic experiences, transparency, and greater control over their travel decisions. At the same time, traditional hospitality models face mounting challenges, including rising operational costs, price inefficiencies, and the lack of flexible ownership options for travelers.

Growth of Tokenization and Web3 in Hospitality :

Blockchain and tokenization technologies are disrupting various industries, and the hospitality sector is no exception. According to market research, the global blockchain market is expected to grow from \$11.14 billion in 2022 to over \$200 billion by 2030 at a compound annual growth rate (CAGR) of over 66%. A growing number of companies are leveraging blockchain to improve transparency, reduce intermediaries, and enhance the user experience.

In the hospitality sector specifically, tokenization presents a unique opportunity to create ownership-like flexibility for travelers while solving the challenges of liquidity and underutilized capacity. Tokenized accommodation rights allow consumers to book stays, trade assets, and plan travel in a way that fits their needs, without being tied to restrictive, centralized systems.

Eco-Conscious and Tech-Savvy Travelers :

There is a rising demand for eco-friendly and sustainable travel experiences. According to recent surveys, over 70% of global travelers say they would prefer accommodation options that are environmentally friendly, even if it means paying a slight premium. Millennials and Gen Z, who represent the largest demographic of travelers, prioritize sustainability, value for money, and technological innovation when making travel decisions.

Additionally, a growing segment of travelers are adopting web3 technologies and actively engaging with tokenized assets, digital memberships, and decentralized platforms. This new generation of travelers sees ownership, transparency, and liquidity as key components of their decision-making process, positioning Itri Living as a pioneering solution at the intersection of hospitality, blockchain, and sustainable tourism.

Opportunity for Itri Living :

With the convergence of sustainability trends, web3 adoption, and a growing demand for authentic travel experiences, Itri Living is strategically positioned to capitalize on this emerging market. By offering tokenized solutions that promote flexibility, affordability, and community engagement, Itri Living directly addresses the needs of modern travelers while disrupting outdated models of hospitality.

Our unique offering of NiteBook, Tura Marketplace, and Itri NFTs provides a comprehensive ecosystem that caters to both practical travel needs and long-term asset ownership, ensuring that travelers experience true value and empowerment.

As the market for blockchain-based solutions continues to grow, Itri Living is poised to lead the way in creating a tokenized, sustainable, and community-first hospitality industry.

Competitive Landscape

The traditional hospitality industry remains dominated by centralized platforms and intermediaries, which often result in higher costs, limited flexibility, and price opacity. While large hospitality brands offer loyalty programs, these programs typically lack real ownership benefits or tradeable options for consumers. On the other hand, decentralized and tokenized solutions remain underexplored within the hospitality market, presenting a unique opportunity for Itri Living to lead this emerging niche.

Itri Living's approach — combining tokenized accommodation rights, a community-driven ecosystem, and an emphasis on sustainability — sets it apart from competitors. Unlike traditional booking platforms, Itri Living empowers travelers to own, use, or trade their accommodation rights seamlessly through blockchain technology, offering unprecedented value and flexibility.

3 - Itri Living Ecosystem & Tokens



At the heart of the Itri Living ecosystem is an innovative tokenization model that revolutionizes how guests interact with their accommodations and the broader travel community. Itri Tokens serve multiple purposes, from granting access to exclusive experiences to fostering community engagement among travelers. This model is designed to create a sense of belonging and participation, enabling guests to connect with each other and with local cultures in a meaningful way. The token system not only enhances the travel experience but also encourages repeat visits and loyalty, as travelers are incentivized to engage more deeply with the offerings of Itri Living.

Furthermore, the ecosystem is geared towards sustainability, ensuring that the benefits of tourism extend beyond immediate economic gains. By promoting responsible tourism practices and supporting local economies, Itri Living contributes to the preservation of cultural heritage and natural environments.

I. Overview of the Ecosystem

The Itri Living ecosystem is a thoughtfully designed framework that emphasizes the integration of authentic travel experiences with a robust network of carefully chosen partners. This ecosystem is grounded in the principle of providing a homogenous quality of accommodations that resonate with the core values of Itri Living. By rigorously selecting partners who demonstrate a commitment to sustainability and cultural authenticity, Itri Living ensures that every traveler can expect a consistent standard of service and environment throughout their journey. This process not only enhances trust but also fosters deeper connections between guests and their surroundings.

To achieve this, each partner in the Itri Living network undergoes a thorough vetting process. This evaluation considers various criteria, including the quality of facilities, the authenticity of the experience, and the partner's dedication to environmentally sustainable practices. By ensuring that all accommodations meet these rigorous standards, Itri Living creates an environment where travelers can immerse themselves fully in local culture, traditions, and hospitality. The homogeneity of experiences across the ecosystem not only simplifies the decision-making process for travelers but also elevates their expectations, making each stay a memorable and enriching experience.

The commitment to sustainability resonates throughout the entire ecosystem, creating a cycle of positive impact that enriches both the travelers' experiences and the communities they visit.

In conclusion, the Itri Living ecosystem is more than just a network of accommodations; it is a holistic approach to travel that prioritizes quality, sustainability, and community engagement. By aligning the interests of travelers, local partners, and the environment, Itri Living sets a new standard for what authentic travel can and should be. This vision of interconnectedness and mutual benefit not only enhances the traveler's journey but also nurtures the places and cultures they engage with, ensuring that the essence of authenticity is preserved for future generations.

2. Selection Criteria for Accommodation Partners

The selection of accommodation partners within the Itri Living ecosystem is a meticulous process, guided by a set of stringent criteria designed to uphold the brand's commitment to authenticity, quality, and sustainability. This careful vetting ensures that each partner not only aligns with Itri Living's mission but also enriches the overall travel experience for guests.

- **Quality of Service and Facilities:** Partners must demonstrate a consistent level of excellence in service delivery. This includes not only the physical amenities—such as cleanliness, comfort, and aesthetic appeal—but also the intangible aspects of hospitality, such as staff friendliness, responsiveness, and knowledge of local culture. The goal is to create a welcoming atmosphere where guests feel valued and cared for.
- **Cultural Authenticity:** Itri Living prioritizes accommodations that embody the local culture and heritage. This may involve architectural styles, traditional decor, and the inclusion of local cuisine in dining offerings. By immersing guests in authentic experiences, partners help create meaningful connections between travelers and the destinations they visit.
- **Sustainability Practices:** A core principle of Itri Living is sustainability, and this extends to its partners. Accommodations are evaluated based on their environmental practices, such as waste management, energy efficiency, and sourcing of local products. By prioritizing eco-friendly operations, partners contribute to the preservation of the local environment and promote responsible tourism.

- **Guest Experience:** Partners must demonstrate a commitment to enhancing guest experience through personalized services, unique offerings, and attention to detail. This can include tailored itineraries, local guides, or special events that celebrate the culture and community. The aim is to provide guests with memorable experiences that go beyond standard hospitality.
- **Location and Accessibility:** The physical location of accommodations is also a crucial factor. Itri Living seeks partners that are conveniently located near key attractions, natural landmarks, and cultural sites, while also ensuring ease of access for guests. This strategic positioning enhances the overall travel experience and encourages exploration of the surrounding area.
- **Reputation and Reviews:** The reputation of potential partners is assessed through guest reviews and ratings on various platforms. Positive feedback from previous guests serves as an indicator of reliability and quality, while negative reviews highlight areas of concern that need addressing.

By implementing these selection criteria, Itri Living ensures that its network of accommodation partners not only meets high standards but also aligns with the organization's vision of providing authentic and enriching travel experiences. This approach fosters a sense of community and collaboration, allowing all stakeholders to thrive while creating lasting memories for travelers.



3. Itri Tokens

Itri Tokens represent a groundbreaking innovation within the Itri Living ecosystem, designed to enhance the overall guest experience and create a cohesive community among travelers. This tokenization model not only facilitates access to accommodations but also fosters a sense of belonging and shared responsibility among its users.

Access to Accommodations :

Itri Tokens serve as the primary medium through which guests can secure their stays at carefully selected partner accommodations. Each token corresponds to a designated number of nights, streamlining the booking process and making it more intuitive for travelers. This model ensures that guests can easily navigate their travel plans while benefiting from the competitive pricing that Itri Living guarantees. By minimizing barriers to access, the token system aligns perfectly with Itri Living's mission to provide authentic experiences at unbeatable prices.

Real-World Benefits :

The value of Itri Tokens extends beyond mere access to accommodations; they also unlock a myriad of exclusive benefits designed to enhance guest satisfaction. Token holders can enjoy discounts on future bookings, priority access to special events, and tailored services that cater to their individual preferences. These offerings not only incentivize loyalty among guests but also enrich their overall experience, fostering a deeper connection to the Itri Living brand.

Community Engagement :

Itri Tokens facilitate the formation of a vibrant community of like-minded travelers who value authenticity and sustainability. Token holders can interact with one another, share experiences, and participate in community-driven events. This aspect of the Itri Living ecosystem promotes a sense of camaraderie and support, creating an environment where travelers can engage with others who share their values.

Flexibility and Liquidity :

The tokenized model introduces a level of flexibility that traditional accommodation systems often lack. Itri Tokens can be traded or sold within the ecosystem, providing guests with the opportunity to adapt their travel plans seamlessly. This liquidity not only enhances accessibility but also encourages a dynamic marketplace that benefits all stakeholders involved.

Sustainability and Accountability :

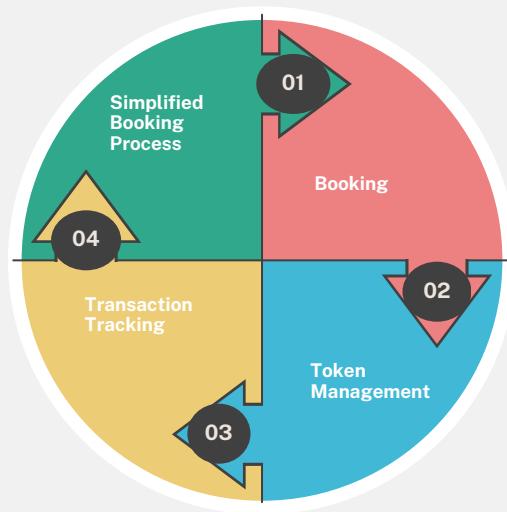
Incorporating a tokenized approach into the Itri Living ecosystem promotes transparency and accountability, as token holders can track their contributions to sustainability initiatives. This commitment to responsible travel not only elevates the guest experience but also cultivates a culture of responsibility among all participants, reinforcing Itri Living's dedication to environmental stewardship.

Itri Tokens are a revolutionary element of the Itri Living ecosystem, offering guests unparalleled access to authentic experiences while fostering a sense of community and commitment to sustainability. By integrating these tokens into its operations, Itri Living enhances guest engagement and solidifies its position as a leader in the industry, dedicated to delivering genuine and enriching travel experiences.

4 - The NiteBook Platform

1. Streamlined Booking Experience

The NiteBook platform is designed to provide users with a seamless and efficient booking experience. By offering an intuitive interface, users can easily navigate through a wide range of accommodations. With just a few clicks, guests can view detailed descriptions, images, and availability for each option, allowing them to make informed choices. The streamlined process not only saves time but also reduces the stress associated with travel planning. This user-centric design enhances customer satisfaction and encourages repeat bookings by making the entire journey—from searching to finalizing reservations—enjoyable and straightforward.



2. Token Management and Transaction Transparency

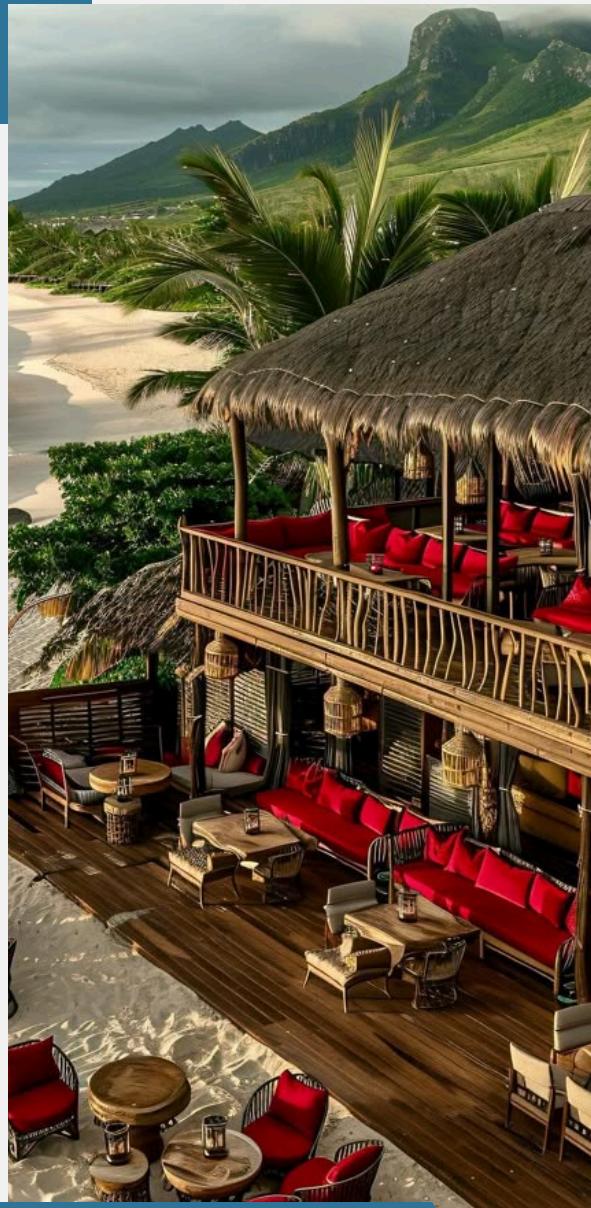
NiteBook empowers users by integrating effective token management and transparent transaction tracking features. Guests can effortlessly manage their Itri Tokens, facilitating quick and secure transactions for bookings. The platform provides users with a clear and accessible transaction history, allowing them to monitor their bookings, payments, and token balances. This transparency fosters trust and confidence, ensuring that guests feel secure in their financial dealings. By simplifying token management, NiteBook not only enhances the overall user experience but also aligns with Itri Living's commitment to innovative, blockchain-based solutions in the hospitality sector.



5- Market Strategy & Partnerships

i. Target Audience

Itri Living's market strategy focuses on two core segments: B2B2C and B2C, each representing a distinct opportunity in the travel and hospitality industry. The B2B2C segment comprises 66% of the target market, focusing on travel agencies and industry partners, while the B2C segment captures 33%, catering directly to individual travelers.

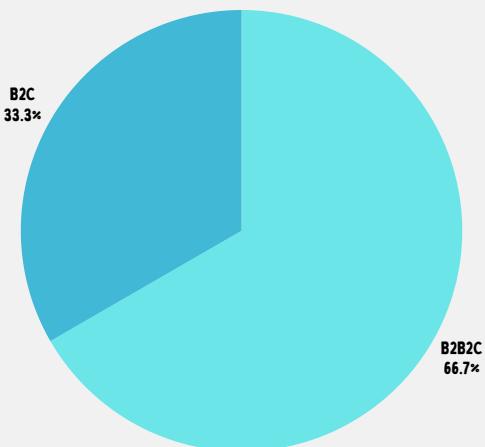


B2B2C (66%):

In the B2B2C segment, travel agencies are key players. These agencies bulk-purchase Itri Tokens, providing them with access to premium, high-quality accommodations at competitive rates. By leveraging Itri Living's blockchain-based system, they can differentiate themselves in the marketplace, offering innovative and flexible accommodations for their clients. The ability to resell stays with attractive margins further enhances their profitability, all while offering a seamless, technology-driven experience. Through these strategic partnerships, Itri Living becomes an integral part of their service portfolio, allowing agencies to stand out in an increasingly competitive market.

B2C (33%):

In the B2C market, Itri Living targets frequent travelers seeking authentic, high-value accommodations. These customers benefit from tokenized overnight stays, which provide flexibility and ease of booking. By eliminating intermediaries, Itri Living offers unique experiences at unbeatable prices, allowing consumers to access premium hospitality through a user-friendly, tech-driven process. The growing interest in blockchain solutions among this audience presents a natural alignment, with travelers keen to explore innovative, decentralized travel options that enhance both cost efficiency and convenience.



2. Sales Channels

Itri Living's sales strategy is designed to attract and engage a global audience of eco-conscious travelers and blockchain enthusiasts. At the core of the approach is the introduction of Itri Living NFTs, which serve as both digital collectibles and keys to real-world hospitality benefits. These NFTs allow holders to purchase tokenized accommodation rights at exclusive rates, making them highly valuable for frequent travelers.

By leveraging direct sales through dedicated campaigns, partnerships with web3 communities, and collaborations with influencers in travel and blockchain industries, Itri Living ensures consistent visibility and demand. Additionally, strategic listings on established NFT marketplaces will broaden exposure and attract early adopters from the digital asset space. Focused on long-term relationships, Itri Living will nurture its community through personalized engagement, educational content, and rewards for participation, ensuring a sustainable and scalable sales model.

3. Collaborations

Strategic collaborations are a cornerstone of Itri Living's growth strategy, enabling the project to build a robust ecosystem that bridges the gap between blockchain technology and the hospitality sector. By partnering with key players in the web3 space and aligning with like-minded initiatives, Itri Living aims to enhance its offerings, expand its reach, and deliver unparalleled value to its community. These collaborations will not only drive adoption but also foster innovation, ensuring that Itri Living remains a leader in tokenized hospitality solutions.



4. Action Plan

FUNDRAISING STRATEGY

The initial fundraising is achieved through Partner cash advances (like Itri.nfts, etc....) in exchange for special discounts on Itri tokens. This approach allows us to capital upfront to develop our accommodation offers.



DEVELOPMENT OF ACCOMMODATION OFFERS

Development of Accommodation Offers: A significant portion of the funds will be allocated to create new and innovative hospitality experiences in partnership with developers like Perseus. This includes:

- **Real Estate Development Costs:** Funding for design, construction, and interior development of new accommodations.



SET CLEAR OPERATIONAL EXPENSES

- **Staff Salaries:** Recruitment and salaries for the core team dedicated to managing the development of accommodations and the overall operations of Itri Living.
- **Marketing and Promotion:** Investment in marketing strategies to promote the new accommodation offerings, ensuring visibility and appeal to our target audience.



LEGAL AND COMPLIANCE COSTS

Tokenization Compliance: Funds will also be directed toward ensuring all operations comply with Swiss regulations, including costs related to legal consultations and compliance audits.

6 – Tech Stack & Workflow



I. Tech Stack

The success of Itri Living relies on a robust and innovative technological foundation designed to deliver secure, efficient, and seamless user experiences. The key components of the tech stack include:

- **Blockchain Technology:**
Itri Living leverages the Polygon zk-rollup for its blockchain infrastructure. This layer-2 scaling solution ensures low transaction costs, high-speed transactions, and enhanced security for tokenized assets. The zk-rollup technology also allows for better scalability and ensures sustainability by reducing energy consumption compared to traditional blockchain networks.

- **Smart Contracts:**
All Itri Tokens and NFTs are governed by custom-built smart contracts compliant with Swiss tokenization laws. These smart contracts handle token issuance, transactions, and utility functions such as booking accommodations or trading on Tura Marketplace.

- **Front-End Framework:**
The user-facing interface of Itri Living is built using modern, intuitive web frameworks like React.js and Next.js, ensuring fast load times, mobile responsiveness, and a seamless user experience.

- **Back-End Infrastructure:**
Itri Living's backend operates on a scalable, cloud-based architecture powered by AWS, ensuring high availability and performance. It integrates with APIs for blockchain interaction, data analytics, and user authentication.

- **Marketplace Integration:**
Tura Marketplace serves as the trading hub for Itri Tokens and NFTs. It is built with decentralized application (dApp) frameworks that support secure and transparent peer-to-peer transactions.

- **Security Protocols:**
To protect user data and assets, Itri Living employs multi-layer encryption, two-factor authentication (2FA), and rigorous penetration testing. Regular audits are conducted to ensure compliance and safety.

2. Workflow

Itri Living's workflow is designed to deliver efficiency and transparency at every stage, from pre-mint activities to user interactions on the platform. Below is a detailed overview:

- Pre-Mint:

Before the tokenization of accommodation rights, Itri Living launches a pre-mint campaign to introduce Itri NFTs to the market. This campaign raises awareness about the project, builds an initial community of supporters, and secures early adopters interested in the unique benefits offered by the Itri Living ecosystem. Pre-mint efforts also provide liquidity and set the stage for broader market entry.

- Tokenization of Accommodation Rights:

Itri Living acquires accommodation rights in bulk from select resorts that align with its values and vision. These rights are tokenized into Itri Tokens, which represent both tradable assets and redeemable stays within Itri's ecosystem. The tokenization process adheres to Swiss legal standards, ensuring transparency and compliance.

- NFT Minting & Distribution:

Itri Living launches a collection of unique Itri NFTs. These NFTs not only serve as collectible items but also grant holders exclusive benefits, such as discounted tokens, governance rights, and access to airdrops. They act as the gateway to the Itri Living Digital Members Club, creating an engaged and loyal user base.

- User Onboarding:

New users join the Itri Living platform through a simple registration process. Once onboarded, they can explore accommodation options, acquire tokens, or trade assets directly on the Tura Marketplace.

- Booking System:

Through the forthcoming NiteBook platform, users can redeem Itri Tokens to book stays. The booking process is powered by smart contracts, ensuring trust and efficiency. This streamlined system guarantees that token holders enjoy a hassle-free reservation experience.

- Community Engagement & Governance:

Itri Living operates as a decentralized autonomous organization (DAO). NFT and token holders can actively participate in governance by voting on key decisions, proposing new initiatives, and shaping the future of the project. This approach fosters a sense of ownership and inclusivity.

- Continuous Feedback & Improvement:

Feedback from users and the broader community is integral to the workflow. Insights gathered are used to improve platform features, refine resort offerings, and expand the overall utility of Itri Tokens and NFTs.

7 - Roadmap & Governance

1. Roadmap

Additionally, Itri Living forms strategic alliances with accommodation providers to ensure a consistent, high-quality experience for users.

By selecting partners that align with Itri Living's values of authenticity and accessibility, the platform guarantees a seamless and homogeneous offering across all stays.

Finally, partnerships with technology platforms specializing in blockchain innovation ensure that Itri Living remains at the forefront of decentralized travel solutions.



Q4 2024: Foundational Milestones

- Company Formation:
Finalize the legal structure and officially register Itri Living, setting the groundwork for operations.

Q1 2025: Launch & Pre-Mint Phase

- Launch of Itri Living:
Officially launch the Itri Living project with a strong emphasis on the tokenized hospitality model.
- Pre-Mint of Itri Living NFTs:
Begin the pre-mint campaign for Itri Living NFTs, building anticipation and attracting early adopters.

Q2 2025: Building Partnerships & Developing the Platform

- Establishment of Key Partnerships:
Secure agreements with hospitality operators and real estate developers to enhance accommodation offerings aligned with Itri Living's vision.
- Development of the NiteBook Platform:
Initiate and complete the design and functionality of the integrated booking platform powered by blockchain and smart contracts.

Q3 2025: Pilot Launch of Accommodation Offers

- Launch the first set of tokenized accommodation rights, introducing exclusive stays in partner resorts for Itri Living community members.

Q4 2025: Marketing & Awareness

- Marketing Campaign Launch:
Implement targeted campaigns to promote Itri Living's unique offerings and attract a broader audience to the ecosystem.

2. DAO Model

Q1 2026: Scaling Operations

- Team Expansion:
Hire additional staff across key departments to support growing operations, marketing efforts, and platform management.

Q2 2026: Performance Review & Optimization

- Conduct a detailed performance evaluation of launched offerings, marketing strategies, and user feedback. Implement improvements to refine the user experience and increase engagement.

Q4 2026: Portfolio Expansion

- Launch of Additional Accommodation Offers:
Introduce new partner resorts and enhanced tokenized accommodation packages, driven by feedback and market trends.

Q1 2027: Construction of Itri Residences

- Begin construction of the first Itri Living flagship resort, designed to deliver a tailored, eco-friendly, and immersive hospitality experience for the Itri community.

Q2 2027: Global Expansion Planning

- Initiate plans for market expansion beyond Europe and Africa, identifying key regions for future growth and partnerships.

Q4 2027: Progress Evaluation

- Conduct a comprehensive evaluation of Itri Living's business performance, milestones achieved, and long-term strategies to prepare for the next phase of growth.

Itri Living embraces a DAO (Decentralized Autonomous Organization) model to ensure community-driven governance and transparent decision-making. The foundation of this model is the Itri Governance Tokens (IGTs), which empower token holders with voting rights, enabling them to influence critical aspects of the project such as strategic decisions, partnerships, and resource allocation.

The total supply of Itri Governance Tokens is capped at 1.5 billion, strategically distributed to balance incentivizing early adopters and rewarding ongoing community engagement. The initial allocation includes tokens for the founding team, key contributors, and early backers, while a significant portion is reserved for airdrops to the Itri Living community. These airdrops reward active participation in the ecosystem, such as holding Itri NFTs, using tokens on the NiteBook platform, or trading tokens and NFTs on the Tura Marketplace.

To ensure long-term stability and avoid market volatility, tokens distributed to the team and community are subject to a lock-up period of six months. After this period, only 20% of the locked tokens can be sold each month, maintaining a controlled release into the market.

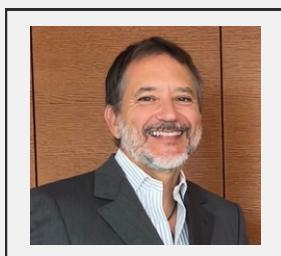
By decentralizing governance through the DAO model, Itri Living fosters an inclusive ecosystem where all stakeholders—whether they are NFT holders, travelers, or investors—can shape the project's evolution. This model not only strengthens the project's alignment with its community's values but also establishes a sustainable framework for growth and innovation in the hospitality industry.

8 - Risks, Team & Legal Considerations

1. Team Overview & Structure

Itri Living's core team consists of professionals with diverse expertise in blockchain technology, hospitality management, and digital transformation. Their collective experience drives the platform's development and ensures smooth execution across both technological and operational aspects.

With a focus on innovation and sustainable travel, the team combines a deep understanding of both the digital and real-world hospitality markets, enabling them to design a platform that meets modern travelers' demands while maintaining operational efficiency.



Founder & CEO

KARIM EL FEKKAK

As the visionary behind Itri Living, KEF brings extensive experience in hospitality and real estate. With a deep understanding of market dynamics and a passion for innovative solutions, KEF leads the strategic direction of the company.



Direct Marketing & Sales Specialist

FAYECAL NADER

FN is responsible for driving Itri Living's direct marketing efforts and sales strategies. With a keen eye for market trends and consumer behavior, FN develops targeted campaigns that effectively engage potential clients.

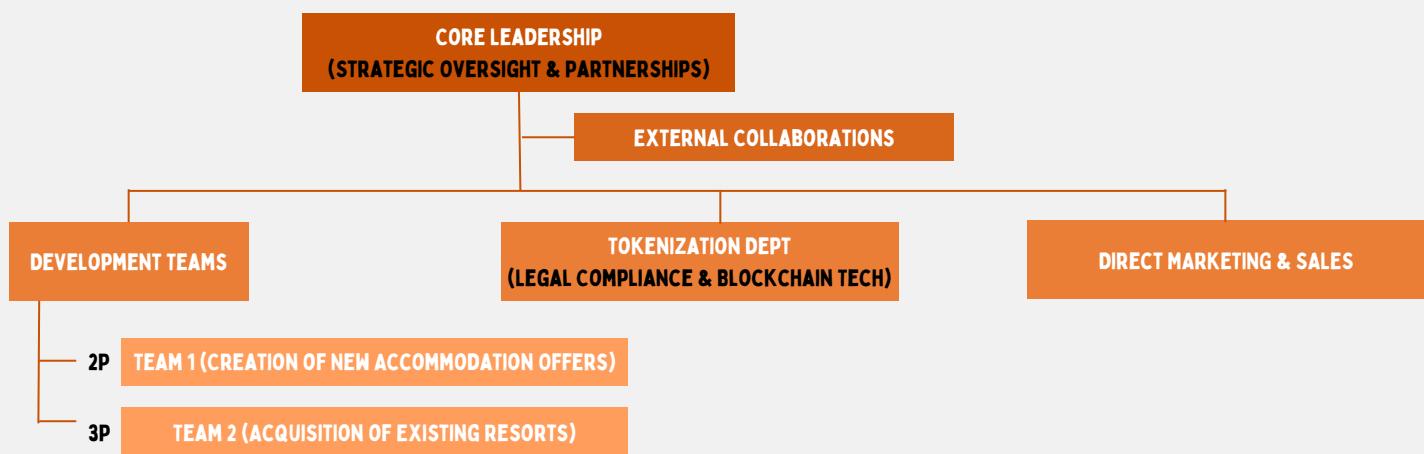


Design & Global Marketing Strategy

HIBA EL MAJID

Hiba plays a crucial role in shaping Itri Living's brand identity and overall marketing strategy. With a focus on design and aesthetics, she ensures that all visual and promotional materials reflect the company's values and mission.

Structure

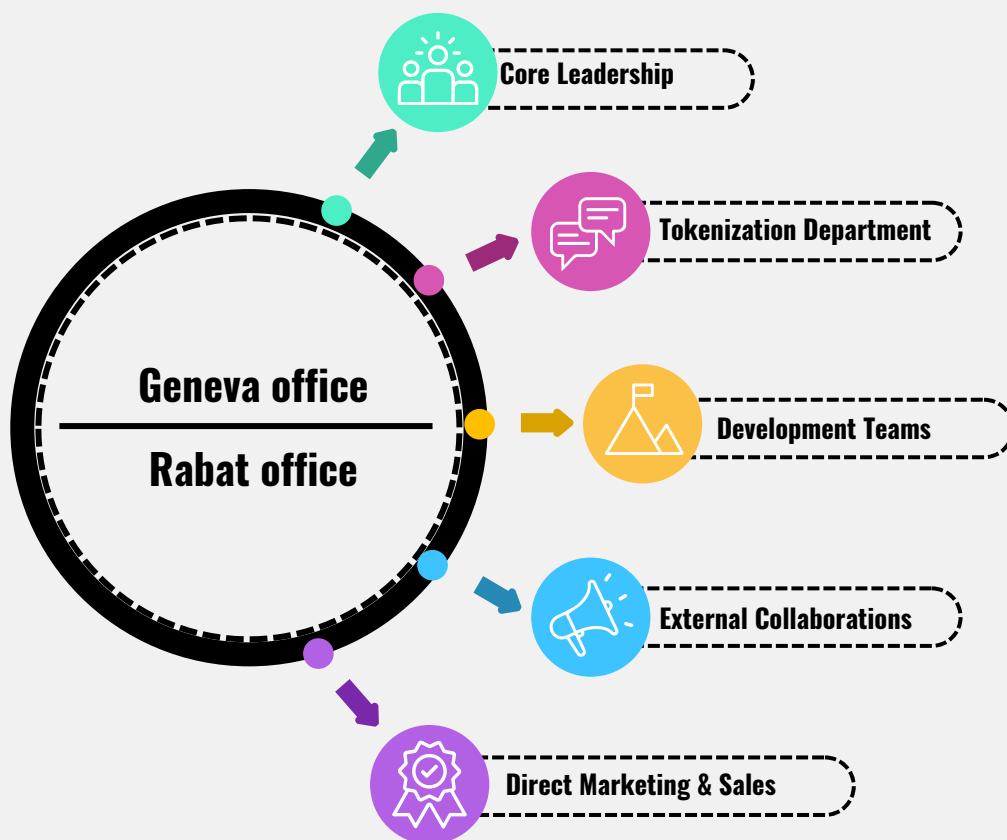


GENEVA OFFICE

- MISSION: STRATEGIC LEADERSHIP, TOKENIZATION COMPLIANCE, AND MANAGEMENT OF KEY PARTNERSHIPS.
- CORE RESPONSIBILITIES: OVERALL STRATEGIC OVERSIGHT, ENSURING TOKENIZATION ALIGNS WITH SWISS LAWS, AND FORMING CRUCIAL INTERNATIONAL PARTNERSHIPS.

RABAT OFFICE

- MISSION: OPERATIONAL COORDINATION, PARTNERSHIP DEVELOPMENT, AND MARKET EXPANSION.
- CORE RESPONSIBILITIES: OVERSEEING DAY-TO-DAY OPERATIONS, MANAGING RELATIONSHIPS WITH LOCAL DEVELOPERS, AND EXPANDING INTO REGIONAL MARKETS.



2. Risk Assessment

Itri Living operates at the intersection of hospitality and blockchain technology, which presents both opportunities and inherent risks. The project's success depends on addressing key challenges effectively. One primary risk is market adoption, as the concept of tokenized accommodation and NFTs may face resistance or slow adoption among traditional travelers unfamiliar with blockchain technology. To mitigate this, Itri Living will invest in comprehensive educational campaigns and user-friendly platforms to onboard users seamlessly.

Another critical risk is regulatory compliance, particularly concerning tokenization laws and cross-border transactions. The project adheres to Swiss tokenization laws, ensuring a robust legal framework. Additionally, Itri Living will continuously monitor global regulatory developments and maintain legal counsel to ensure compliance and adapt to evolving policies.

Operational risks include delays in platform development, partnerships, and resort agreements. These risks are mitigated through a structured project management approach, clear milestones, and contingency plans to address unexpected setbacks.

Finally, market volatility in the crypto sector poses financial risks. To counteract this, the project incorporates mechanisms such as token lock-ups and gradual releases to stabilize the token economy while building trust and confidence among stakeholders.

By proactively identifying and addressing these risks, Itri Living aims to establish a resilient, sustainable, and community-focused ecosystem in the hospitality industry.

3. Legal Compliance

Itri Living strictly follows legal standards, particularly with KYC (Know Your Customer) and AML (Anti-Money Laundering) measures. Even though a fully operational platform is not yet established, the existing website ensures compliance with GDPR and international privacy regulations. Client and partner data are handled securely, especially in relation to transactions for tokenized overnight stays. Legal counsel is engaged to navigate evolving digital asset laws, ensuring that token transactions and the resale of accommodation services comply with regional and global regulations. Additionally, any partnerships or collaborations involving tokenized services are vetted to avoid regulatory risks.

09 – Conclusion

Itri Living vision is anchored in the desire to disrupt the travel industry by fostering authentic, sustainable experiences that resonate with modern travelers.

This vision is predicated on three core pillars: environmental responsibility, unbeatable value for money, and innovative technology.

Itri Living aims to create a platform where every interaction contributes to a larger purpose, ensuring that travel can be both enjoyable and impactful.

By leveraging blockchain technology and asset tokenization model, Itri Living seeks to democratize access to premium accommodations while prioritizing our collective well-being

Moreover, the vision encapsulates a commitment to inclusivity, promoting diverse voices within the travel narrative.

Itri Living aspires to empower local communities, enabling them to share their cultural heritage while providing travelers with unique insights into the destinations they visit. The ultimate goal is to establish a global network of like-minded travelers and partners who share a commitment to sustainability and authenticity in travel.

By focusing on these values, Itri Living aims to inspire a new era of conscious tourism that balances economic viability with social and environmental integrity.

Through continuous innovation and collaboration, Itri Living envisions a future where travel serves as a catalyst for positive change, enriching both the traveler and the community.



Glossary

- Tokenization: The process of converting rights to an asset into a digital token on a blockchain, allowing for easier trading, ownership transfer, and enhanced liquidity.
- Blockchain: A decentralized digital ledger that records transactions across many computers in a way that ensures the security and transparency of the data.
- DAO (Decentralized Autonomous Organization): An organizational structure that leverages blockchain technology to automate decision-making processes through smart contracts, allowing members to participate in governance without centralized control.
- Itri Tokens: Digital assets used within the Itri Living ecosystem to facilitate the purchase and exchange of accommodations and other services, providing holders with unique benefits and access to exclusive offerings.
- Sustainability: Practices aimed at meeting current needs without compromising the ability of future generations to meet their own needs, particularly concerning environmental conservation and responsible resource management.
- B2B2C: A business model that involves selling products or services to another business, which then sells them to consumers, creating a dual-layered market strategy.
- B2C: A direct-to-consumer model where products or services are marketed and sold directly to individual customers.
- Smart Contracts: Self-executing contracts with the terms of the agreement directly written into code, running on a blockchain to facilitate, verify, or enforce the negotiation or performance of a contract.
- Environmental Commitment: A dedication to practices and policies that promote ecological sustainability, conservation of natural resources, and reduction of carbon footprint.
- Social Initiatives: Programs and projects aimed at addressing social issues, promoting community well-being, and enhancing the quality of life for individuals and groups within society.



Contact

For further information regarding this project, please contact us:

 **Address** : Switzerland

 **Email** : admin@itri.living

 **Website** : www.itri.living