



TICKO.IO WHITEPAPER

Ticketing Platform and General Passenger Management System

SUMMARY

Disclaimer	01
Executive Summary.....	02
Market Overview	03
Technological Opportunity	04
General Introduction	05
Vision.....	06
Goals.....	07
Advantages.....	08
Financial model and TICK token	09
TICK token sale	10
Budget Plan	11
TICK Buyout Program	12
Project Development.....	12
Success Scenario	13
How we will become the industry standard	14
Our Partners	15
Roadmap.....	16
Global Expansion	17
Adoption Projections	18
Team	19
Sources	20

1. DISCLAIMER

This Whitepaper exists to present TICKO.io, its business model and the TICK Token for potential token holders. Below information may not be complete and does not imply a contract of any kind. This Whitepaper does not constitute an offer to buy a security in any jurisdiction in which it is unlawful to make such offers, we are aiming to provide reasonable information that is analytical in nature.

Therefore, the Whitepaper does not legally bind TICKO.io or any other party, all information is based on existing statistics and evidence.

This Whitepaper is to be used solely as a source of information.



2. EXECUTIVE SUMMARY

TICKO.io is the first decentralized platform for the airline industry that combines aviation management automation with a ticket distribution system. By using Smart Contracts on the Blockchain, we store information about any given airplane, along with full technical summary and schedule. This allows to instantly communicate complex sets of data within seconds, without any human involvement or possibility of making mistakes. Which enables us to solve complex problems in the industry and establishes TICKO.io as a technological leader in airline management.

We believe our platform will become the industry standard by offering a safe and secure way to connect the airlines with Blockchain – therefore streamlining daily operations, scheduling and ticket distribution. We offer a simple way to instantly book and store tickets as well as eliminate the need for middle-men and ticket resellers entirely by moving all operations onto a Blockchain. When the marketplace becomes more democratic, ticket prices naturally go down and trustless transactions allow to book affordable flight directly from the airlines.

TICKO.io comes with an automated ticket management system that operates on tokens, built for instant transactions and forever stores information about all purchases. This means that there is no way to lose purchase data, while all information about any given flight is always stored on the Contract and updates whenever there are delays or scheduling changes. Most importantly, the system is impossible to tamper with.

Our platform serves as the following:

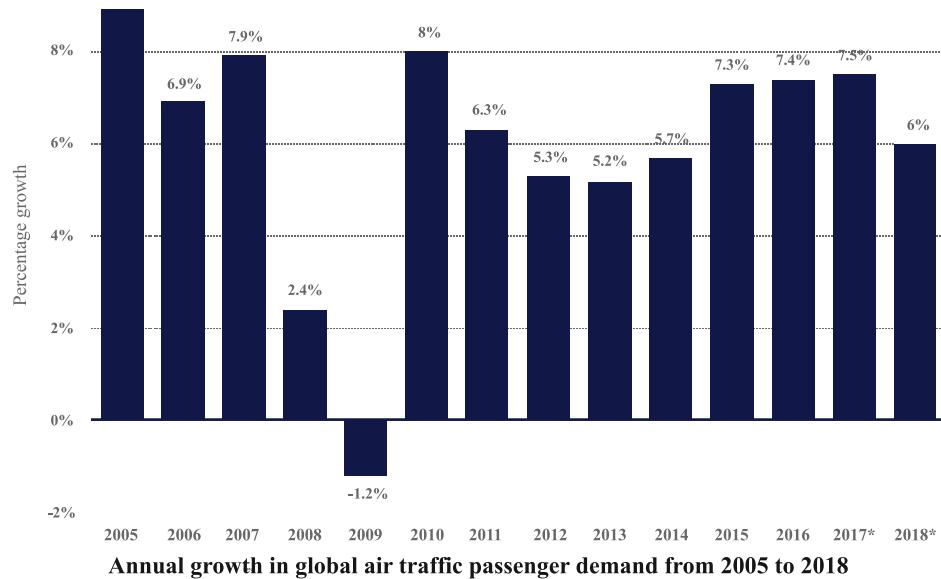
1. Ticket purchasing & distribution system
2. Management system for airlines
3. Open airplane & scheduling database

Since the beginning, airline industry has been consistently growing in revenue. As airfare is becoming more and more affordable to the general public, the industry grows to meet the demand. Most online platforms right now are either brokers/resellers or only have offers from a small number of airlines, providing a limited service.

TICKO.io solves this by providing a superior technological solution for the airlines themselves and puts management, booking and payment services into a Blockchain-based platform. We utilize the latest web-development practices to not only enable a true free market in the airline industry, but to also match platform users with the best possible offer within seconds. There is no need to surf between multiple websites and mobile applications any longer.

3. MARKET OVERVIEW

There are over 5000 airlines currently in operation and the global annual revenue in the airline industry exceeded 750 billion USD in 2017. The passenger demand is projected to grow another 6% in 2018, with the aviation demand rising in both established and emerging markets. Compound annual growth rate when it comes to a number of commercial airline passengers is expected to be 4.7% annually between 2017 and 2032.



Even after decades of growth and consolidation, the airline industry is still subject to profound change – high variance in local transport regulations and subsidies as well as fluctuating fuel costs make predictable growth difficult, and for every airline that makes large profits there are two that end a year with billions in losses. This creates a market opportunity as most participants in the economy are still adapting and searching for reliable profit models and ways to achieve predictable revenues.

At the same time the airline industry is fragmented – passengers and service providers often go through intermediaries and ticket resellers in order to conduct business, which ends in up to 20% in additional fees. High transaction costs are also an issue, credit and debit card surcharges alone take upwards of \$8 per purchase.

Lack of transparency in fee structure is especially complicated, as most airlines are interested in keeping their ancillary fees hidden and lump everything into a total package. Such fees are estimated to cost passengers over \$7 billion a year – which creates a market opportunity and fuels the development of online platforms and ticket brokers.

As flight is becoming a commodity rather than luxury, passengers get more interested in price shopping while airlines are struggling to adapt and optimize their business models for the changing market. Passengers are left struggling to find direct and transparent offers split between dozens of various brokerage applications while carriers are left to compete for attention outside the comfort zone of their own branded platforms.

All of this puts TICKO.io into a perfect position to enter the expanding market and streamline the operations for both the passenger and airline side of the equation. We provide a way for passengers to always have access to the best offer between their destinations of choice while also enabling carriers to build their own brands and platforms on the Block-chain, structuring a predictable and scalable business model optimized for growth.

4. TECHNOLOGICAL OPPORTUNITY

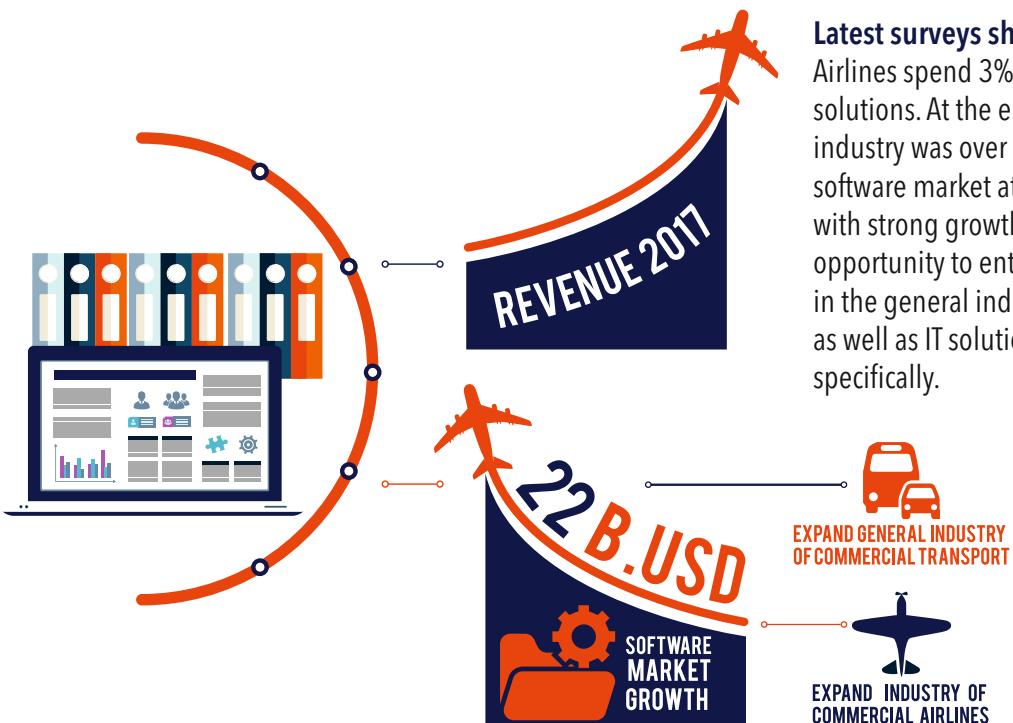
The airline industry relies on and pays millions for complex management systems. Business is divided between various software providers who operate behind closed doors, fracturing the industry further as solutions become less flexible over time, especially when they get integrated into daily operations. The cost of changing or implementing something new grows exponentially with staff training and engineering involved in the process.

The introduction of Blockchain technology and in particular Smart Contracts opens numerous possibilities for software development. In this case creation of an adaptive decentralized application with transparent architecture would not only be superior to all current solutions, but also allow the carriers to coexist and instantly exchange vital information with each other, always have feedback from the entire market at hand.

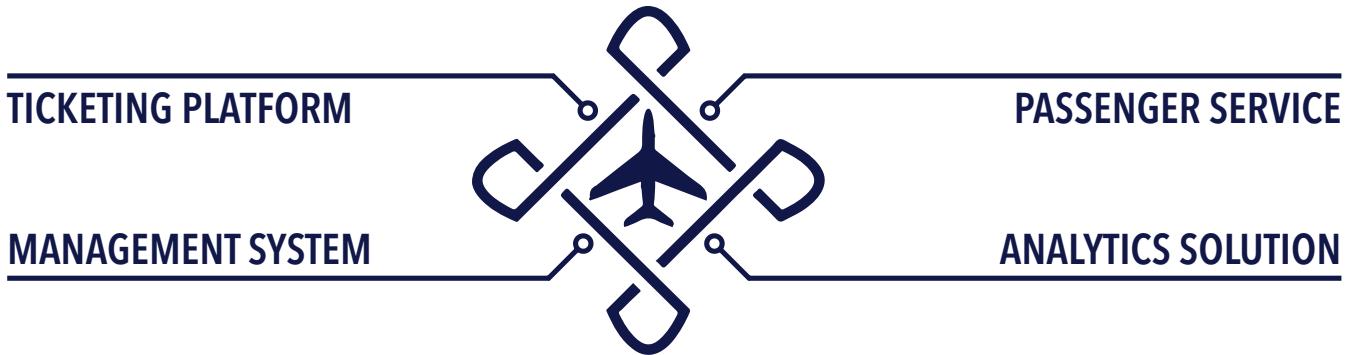
Blockchain provides a reliable and scalable way to connect airlines directly to passengers without any intermediaries or added layers of complexity involved. Moreover, because of the decentralized nature the platform will be transparent and reliable by default – so any additional airline-specific software solutions can be built as individual extensions interfacing with the Smart Contracts and would not require relying on any particular provider for day-to-day operations.

At the same time utilizing the Smart Contract Escrow functions the Blockchain can secure all transactions and guarantee all passenger-airline financial interactions. Providing smaller airlines a passenger service system of this nature would introduce a controllable way to optimize costs and bolster profits without spending years and millions developing individual solutions or modifying existing ones.

Introducing a decentralized Blockchain solution to ticket distribution and airline management would make all interactions in the market more efficient, secure and predictable. Direct, instant connections and data exchange independent of human error will revolutionize airline operations and make transport more efficient and affordable.



5. GENERAL INTRODUCTION OF TICKO.io



Passengers can use the decentralized platform as a flight search engine to browse and reach the best offers provided by airlines. They can safely make instant bookings and keep tickets secured on the Blockchain under their name and profile. They are facing no extra fees and are connected directly to the airline, are able to specify and customize full details of their order down to the seat booked in any given flight. The application provides scheduling and organizational information directly from the airline, no intermediaries required.

Airlines can use the decentralized platform as a general passenger service system as well as an efficient global distribution system. They can make offers instantly available, manage their own systems on the Blockchain as well as work with the entire customer-facing side of business in a single interface. They can instantly set flight schedules, track airplane status and history, manage fare tariffs, keep track of passenger reservations and records in a manner that is provably secure and free of human error.

As a result – we create a trustless ecosystem that directly connects passengers with airline operators. Leveraging Blockchain allows us to keep fees down to an absolute minimum while enabling fast and secure transactions. This powerful mechanism instantly connects the supply of airlines with demand of the passengers and completely removes guesswork and uncertainty from the market on both sides.

The Platform optimizes the entire process of passenger transport with applying the newest available technology to the established industry practices. The system is decentralized, so it works as a direct point of contact between the airlines and passengers, and can easily support an entire infrastructure of user interfaces and management systems. They would interact with the Smart Contract architecture and produce an ever-evolving product where all core values and crucial data are stored on the Blockchain.

The industry gets to save on both in-house and outsourced software solutions, and airlines also get an opportunity to develop their own brands and platforms that would interact with TICKO.io via the Blockchain - this opens opportunities for further development and speeds up the transition from existing solutions to the newest generations of airline software.

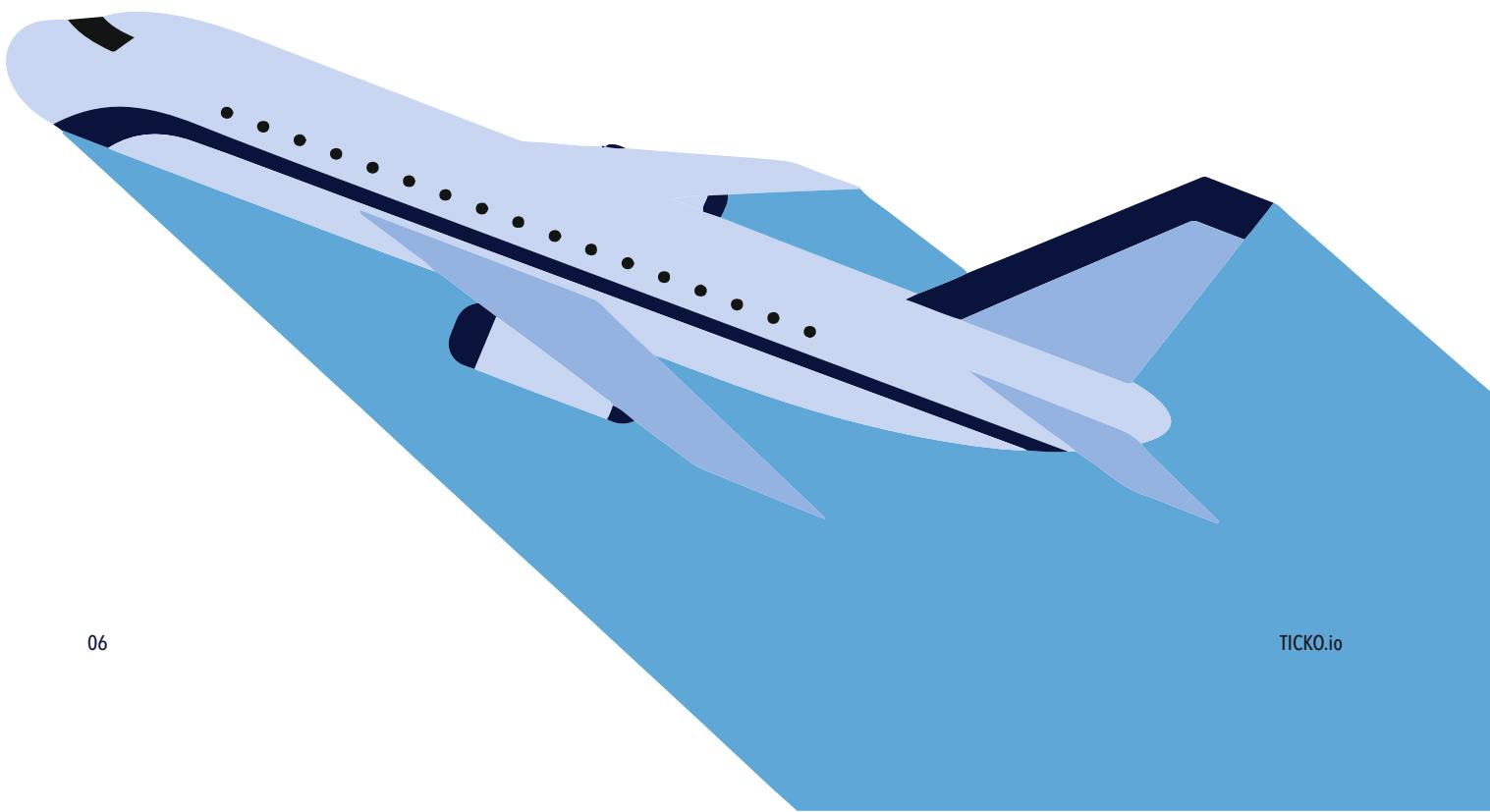
For the market of commercial airlines, our approach ensures full disclosure for any given transaction or offer. Transparency is enforced by the process itself – when data enters the contract and is confirmed in the chain, it is instantly distributed and updated everywhere across the platform. This includes airplane details, flight scheduling, ticket prices, even airport delays and last-minute offers – all of this information at the palm of your hand, updated in real time.

6. VISION

TICKO.io is purposefully being engineered from the beginning as an ecosystem where each participant is motivated to further improve the environment and in turn make flight simpler and more affordable for everyone involved. Financial mechanisms are all about directly meeting supply and demand within the platform. TICKO.io is decentralized and therefore doesn't operate with business elements or profit motive.

This fosters a different approach to make purchasing and entrepreneurial decisions – one that removes the hassle from the process of making purchases and operating a business. We want to create an incentive for every airline to develop and improve their link with passengers, make direct connections and remove communication difficulties from their service.

And from the consumer perspective we envision a market where scheduling trips is easy, quick and affordable. An ever-growing amount of people are now regularly using flight as means of transport, and our intention is not only to use this trend to our advantage, but also to accelerate it as much as we can.



7. GOALS

01

➤ **Create a robust ecosystem for connecting airlines & passengers**

- * We are building the platform to be open and decentralized – transparency is key.

02

➤ **Balance, distribution and ticket pricing mechanisms control**

- * Through the use of Smart Contracts, ticket supply and demand can be met automatically.

03

➤ **Enable all participants on the market to get instant signals & updates**

- * Blockchain allows for practical ways to optimize the communication process.

04

➤ **Remove random elements from pricing strategies in the aviation industry**

- * Volatility can be accounted for with predictable demand & instant market feedback.

05

➤ **Help smaller airlines compete in the highly regulated environment**

- * Direct and openly available market feedback makes the entire industry a safer investment.

06

➤ **Design an architecture for entrepreneurs to pick up and build on top of**

- * Airline software can now be built by small teams and doesn't target enterprise sales.

07

➤ **Simplify the process of flight scheduling & operations**

- * Direct link to passengers makes it possible to predict future demand and schedule accordingly.

8. ADVANTAGES

Removes confusion from pricing

Aggregators and resellers provide highly varied and fluctuating prices. TICKO.io serves as a place where all offers are clear and traceable to a given service provider, therefore speeding up the entire decision-making process.



The platform is an all-in-one solution to instantly connect airline proposals with passengers. Multiple offers between any given destinations will be available and easily customizable, all fees will come directly from the operators and the ecosystem will actively encourage transparent pricing and reliable service.

Streamlines finding the best offer

The best offer is always going to be available directly from the service provider. Handling flights as Smart Contracts on the Blockchain removes the need for airlines to enter preferential contracts with resellers and brokers. Supply and demand on the market balance instantly.



The platform enables airline operators to administer special offers in a way never before available. TICKO.io allows to track the scheduling of any given flight and provides open access to its status – which makes it easy for the airline to enter a sale or promotion instantly and adapt the pricing of their tickets in real time according to demand, in a pure market environment.

Optimizes passenger service

Airline operators always have real-time market feedback from the passengers. Scheduling and planning become easier with the creation of a single reliable stream of passenger details securely stored on the Blockchain.



The platform is safe and works as a decentralized marketplace. In essence, it's a way to directly connect the passenger with the best airfare service provider – TICKO.io enables them to enter into a contract with each other instantly, without the need for going through third parties to find tickets for a particular place and time.

Predicts demand

One of the main challenges of the airline industry is its dependence on current events and the difficulty of scaling and adapting day-to-day operations in order to respond to sudden surges or falls in demand.



The platform allows to receive market feedback in real time and adapt operations accordingly. With the use of Blockchain, analyzing demand of the passengers as well as the supply of competition becomes far cheaper and removes reliance on third parties for a good chunk of market analysis. Customer feedback and direct communication are available on request.

9. FINANCIAL MODEL AND TICK TOKEN

TICK is a native cryptographic token which allows members of the ecosystem to engage in activities on the platform. Tokens are a crucial element of the entire system and is used as a transaction tool. It is a utility token for purchasing tickets, making bookings, safety deposits, creating offers and contracts – depending on any given airline requirements.

Advantages of implementing TICK on the Blockchain:

1. **Secure Payments** – each purchase is safe and secured within the contract made directly with the airline, guaranteeing the transportation service.
2. **Incentive mechanics** – the use of tokens provides real-time market feedback and long-term participation interest in further development of the platform.
3. **Reliability** – the process is direct, each transaction is stored on the chain and can quickly be tracked and confirmed.
4. **Customization** – application of Smart Contracts provides airlines an ability to make their own agreements and special offers, that passengers have open access to reading and evaluating.
5. **Worldwide presence** – a simple way to achieve services in different countries and various languages, automatically solving the issues of financial clearing, regulations and removing any third-party commissions from the equation.
6. **Integration** – platform can be connected with a wide variety of other Blockchain solutions

TICK is an Ethereum-based token compliant with ERC20 standard, which is the most convenient and can be connected with most Ethereum wallets, listings and exchanges. Tokens are limited in supply and can not be reproduced. Ethereum Smart contracts serve as a foundation for building our decentralized application.

BENEFITS FOR TOKEN HOLDERS

- TICK is a utility token, so all ticket purchases and payments on the platform will be done with TICK and users have an incentive to keep and use them.
- Demand for tokens will be directly driven by airlines, as ticket issuance will also be done using TICK.
- Since airlines will receive TICK for services, number of long-term holders will grow with every secured partnership.
- TICK is the mechanism for providing real solutions for current problems in commercial aviation.
- Supply remains limited while the demand for tokens increases along with the number of participants in the ecosystem.

10. TICK TOKEN SALE

Total amount of TICK released is 1,000,000,000. No additional token releases will take place. If all TICK available for sale are not purchased, the remaining tokens are destroyed. Token distribution takes place 10 days after the token sale is complete.

PRESALE

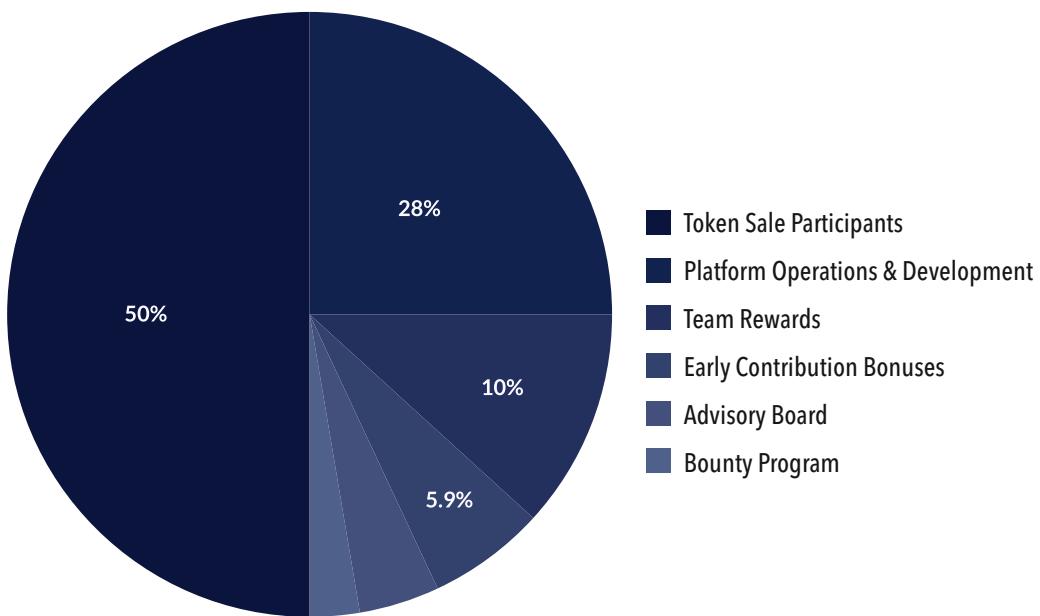


CROWDSALE



11. BUDGET PLAN

This is how TICK will be distributed:



Token Sale: 40% of available TICK supply is available during pre-sale and the other 60% during public crowdsale accordingly.

Platform Operations & Development: tokens set for growth and maintenance and expanding the adoption of our platform. These tokens are used for marketing efforts, strategic partnerships, ongoing development and daily operations.

Team Rewards: remunerations for founders and developers. These are locked and cannot be sold or liquidated for a set period of 3 years.

Advisory board: rewards for industry specialists for efforts in business development and establishing strategic partnerships.

Early Contribution Bonuses: incentives provided to the early members of our community, pioneers in platform development.

Bounty Program: flexible affiliate system for raising awareness of the project among the general public.

12. TICK BUYOUT PROGRAM

Every quarter, ~22% of annual company revenue will be allocated to a special pool called the buy-out pool. Preparation for the procedure will be taken 45 days prior to the beginning of the buyout. It works as follows:

- TICKO.io issues a smart contract to purchase tokens with a fixed amount and closing date.
- Platform users will be informed of the opportunity to sell TICK tokens.
- Token holders can interact with the contract to send their tokens for sale until the set funding amount defined from the start is reached.
- Until closing date, it is still possible to interact with the contract by revoking prior contributions and replacing them with others.
- On closing date, number of tokens is fixed and all participants are sent funds in proportion to the amount of tokens that remain on the contract.

This buy-out program ensures additional liquidity for the investors and guarantees a vested interest in keeping the ecosystem functioning as intended. It provides holders an additional opportunity to profit from the revenue generated by the platform and fosters a strong relationship between the developers and the community.

13. PROJECT DEVELOPMENT

The funds obtained through the crowdsale will be used for further development of TICKO.io. To achieve our goals, it is necessary to build an international team, achieve presence in multiple countries.

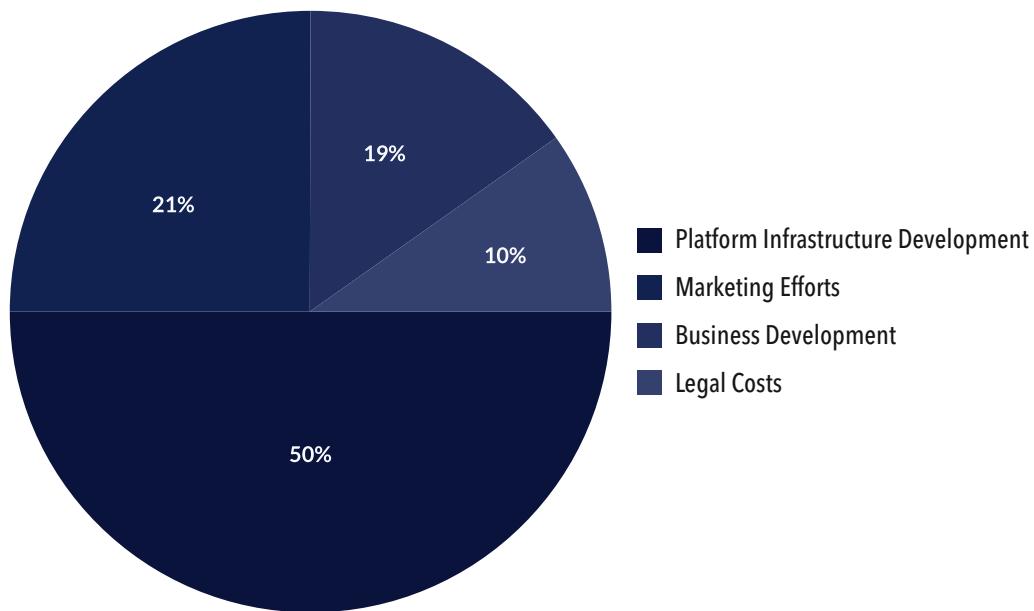
The main complications with general passenger management systems up to now have been with technological limitations and we believe we can achieve development of a successful commercial product in a form of a decentralized application.

Platform creation is divided into two parts: back-end and front-end web development. Back-end is the use of Smart Contracts, Blockchain solutions, administration for airline management. Front-end development will focus on user interface and design, interaction, mobile adaptation and general ease of use.

After we launch the platform, a franchising program will be created for software development and distribution companies to deliver the service to other countries and speed up the process of it becoming standard in the industry. Strategic partnerships with marketing agencies will be made in order to secure our presence in the industry.

14. SUCCESSFUL FUNDING SCENARIO

In case of reaching necessary ICO goals we will budget our funding in the following manner:

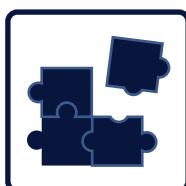


One effect of TICKO.io success would be global establishment of cryptocurrency and Blockchain in the commercial airline industry, meaning a general increase in public interest and market penetration.

Our steps in case of ICO success are the following (step-by-step graph):

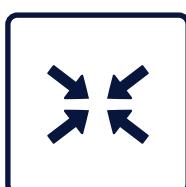
1. Expand our development team by sourcing global programming talent.
2. Secure presence of our team in IATA events and industry conferences.
3. Foster our platform community and negotiate solid exchange listings for TICK.
4. Ensure listing of over 15 airlines on the platform (in part already achieved).
5. Present the first platform functionality prototypes at the end of 2018.
6. Localize the platform and establish presence in European and Asian countries.
7. Much more, further outlined in our Roadmap.

15. HOW WE WILL BECOME THE INDUSTRY STANDARD



SOLVING MAJOR PROBLEMS

TICKO.io solves the issues of predictability and scaling for the airlines at the same time as eliminating doubts and confusion on the passenger side. Leveraging Smart Contracts for ticket distribution takes advantage of the latest technological trends, and uses them to get rid of volatility problems that plagued the commercial airline industry from its inception.



INDUSTRY CONSOLIDATION

General passenger service becomes simple and therefore airline management more safe and streamlined. This brings additional investment into the industry as well as makes it possible for smaller airlines to provide excellent services locally without having to lose large sums of money on the marketing and communication channels that are already built into our platform.



EXPERTISE

Our team is composed of veterans on both the IT side of development as well as airline management. We understand how the business works and are able to communicate with shareholders on a higher level. All our goals are clearly defined and the foundations for their achievement already established.



BRAND NEUTRALITY

It is impossible for TICKO.io to favor any particular airline or value their services above all others. Smart Contracts involved in each offer are open to everyone and the platform showcases offers purely on pricing, scheduling and additional services provided. This simplicity eliminates the risk of fraud and improves services overall.



WORLDWIDE EXPANSION

Blockchain is global and doesn't depend on geographical boundaries – it can connect passengers and airlines the world over within seconds. This allows us, respective of laws and regulations in different countries, to make strategic partnerships where they provide all parties the most value. TICKO.io can scale quickly, considering the global nature of the market.



INNOVATION

TICKO.io is being built at a crucial time in human history when instant peer-to-peer connections are becoming the norm. We are looking to not only build a product, but a foundation for future development. For example, with our platform it becomes feasible to further use Machine Learning to predict demand for airline services before it even occurs.

16. OUR PARTNERS

We are supported by:



Firefly

first community airline in Malaysia also serving Indonesia, Singapore and Thailand.



Siberian Airlines

Russia's biggest domestic airline, flying 14,2 million passengers annually.



Zest Airways

Major Philippines airline, known as AirAsia Philippines after a recent merge.



Arjet Airlines

Argentinian airline operating in the local market since 2010.

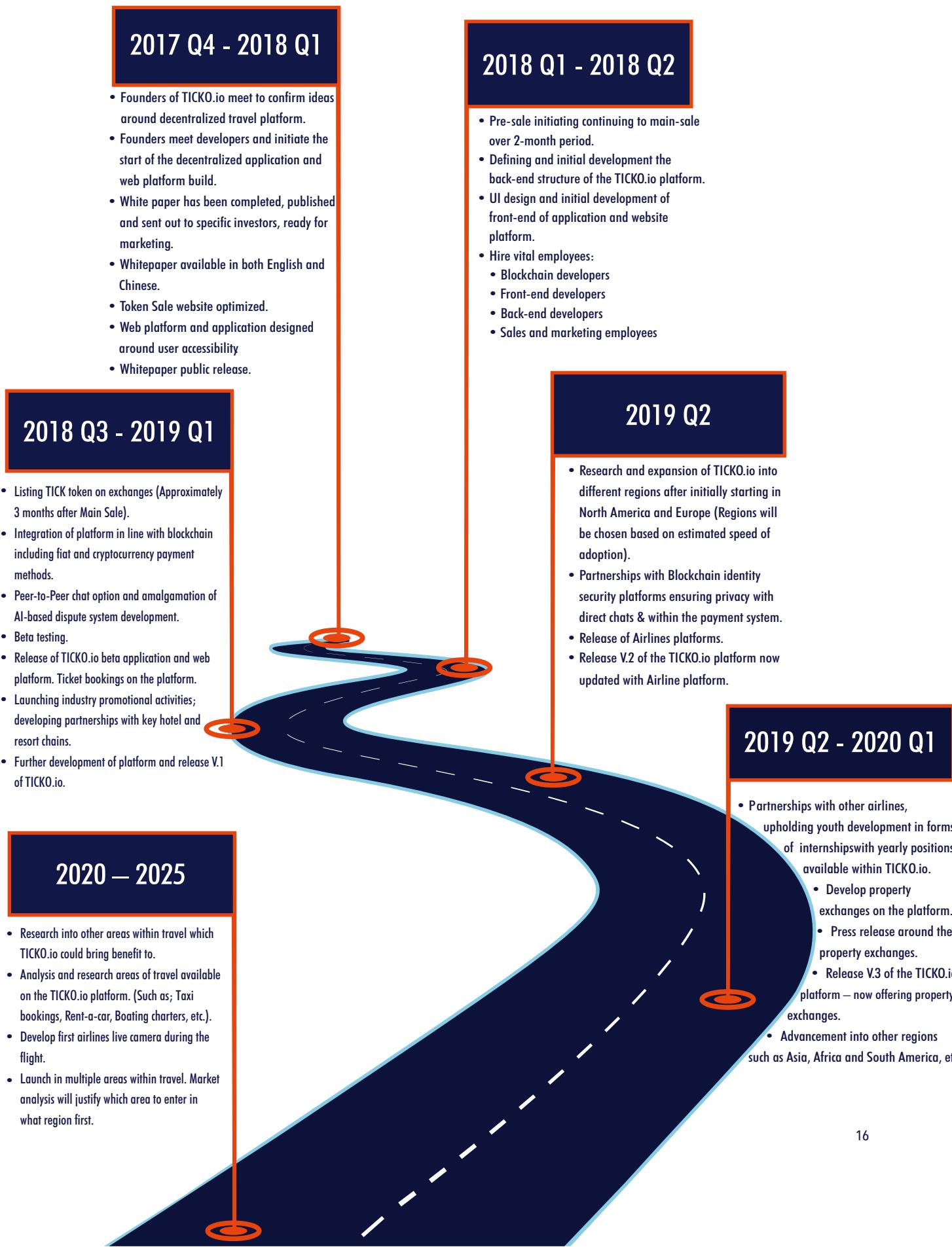


One Airlines

Chilean airline that specializes in delivering charters and passengers for mining.

These airlines are willing to support TICKO.io from its inception and provide their services on the platform from day 1. We are currently in negotiations with many more airline representatives globally, so this is only the beginning of a major disruption in the entire industry.

17. ROADMAP



18. GLOBAL EXPANSION

The European market is a primary point of focus and expansion in the industry. United Kingdom is the leader in this and reached over 3.5 annual passengers per inhabitant. So an average UK citizen books at least three flights a year – and this number only grows as flight becomes more affordable.

The emerging markets, specifically Asia Pacific, are a big second point of focus with fast growth specifically in the niche of Low-Cost Carriers. Over 10,000 airplanes are planned to be sold to Asian airlines, and growing tourism to Vietnam and the Philippines is making those otherwise overlooked markets worth our attention.

The USA markets are among the most profitable, but with the high degree of regulation we also expect the adoption of new solutions to happen differently than in other environments. As such, our focus is going to be on beginning negotiations as early as possible and then entering the market itself with a proven track record.

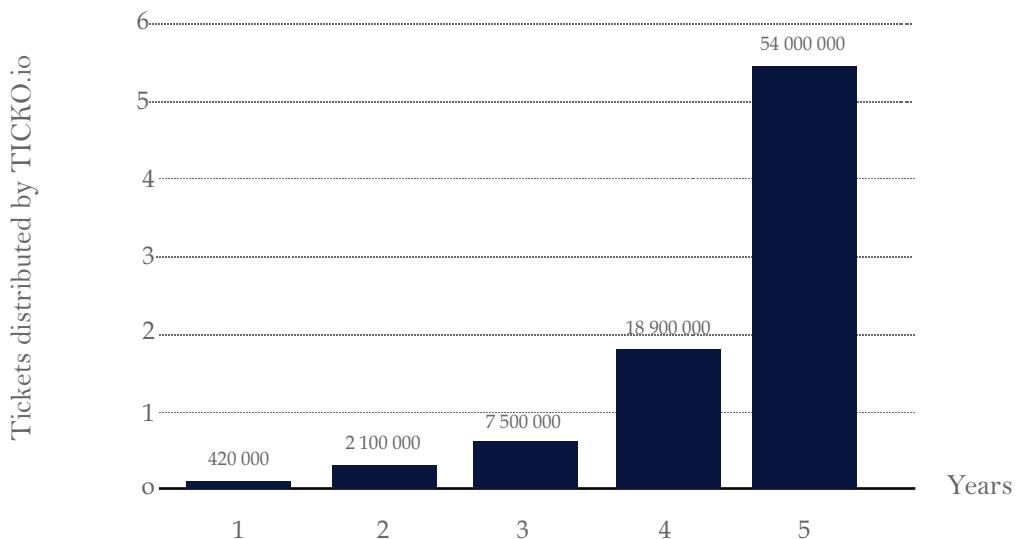


19. ADOPTION PROJECTIONS

Over half the passengers in developed countries now purchase tickets online. To take USA alone as an example, this number grew from 45% in 2008 to 59% in 2018 – the market of digital ticket sales is expanding rapidly each year.

There were over four billion scheduled passenger flights in 2017, with the number growing 4-5% annually. In this expanding market, TICKO.io is perfectly positioned to establish itself as primary online ticket acquisition method.

BECOMING THE DOMINANT TICKETING SOLUTION IN 5 YEARS



Our aim is exponential growth and global adoption. The project is being built from the beginning to be simple, intuitive and localized for large numbers of users.

20. TEAM



Andrew Williams

CEO, Co-founder

High level manager with extensive experience in various enterprises (Mark & Spencer, Booklet.com, etc). Andrew developed and implemented projects such as Payment Gateways, Gambling Products, KYC/KYB systems as well as banking solutions in United Kingdom, Spain, Italy and United Arab Emirates.



Tina Scott

Marketing Manager

Digital marketing analyst, currently engaged in marketing with worldwide brands at Zara. She started from running a digital production team at Ashley and her areas of expertise are semantics, analytical correlations and psychological user patterns. Tina has a strong UX-centered approach to product management.



Michael Landon

Sales and Distribution

Worked with organizations such as British Airways, Qatar Airlines, Emirate Airlines and Lufthansa and has over 14 years of industry experience. Michael created and built several start-up ventures of his own and was involved in the Security and Built Environment sector for 11 years – has extensive client and networking expertise throughout both Europe and Asia.



Matthew Hussy

Solutions and Distribution

Specialist in Private Jet sales with over 15 years of experience. Matthew organized sales and distribution for both private individuals and large-scale business travelling agencies. His industry expertise allows for creation of powerful links and connections between customer and supplier.



Susan Ashley

Technical Deployments

Travel security expert with over 9 years of experience in the industry. Implemented biometrics and ID management products and worked on solutions in Tourism Security, Safety flight, E-Flight, Easy Business flight and behavioral analysis. Susan completed numerous projects and high level systems while in the position of a General Manager at One Airline Company.



Mark Schnider

Business Development

Highly experienced professional in financial markets and emerging-market technologies. Mark has deep-level FinTech, InsurTech and Big Data ecosystem knowledge, including the use of cutting edge technologies. His focus in the last 2 years was on the benefits of Blockchain and the nascent opportunities it presents for a decentralized global economy.

21. SOURCES

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