



# TRANEXUS

TRAVEL SMARTER

WHITE PAPER

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# Summary

**Over the past year, cryptocurrencies and blockchain technology have taken the center stage of public awareness.** Countless decentralized applications have been created with these new technologies, which have begun to revolutionize many different industries. The travel and tourism industries have, so far, remained relatively unaffected by this new wave of technology which represents a substantial opportunity

**Blockchain technology can help overcome many existing problems and inefficiencies which have been widely identified: planning, purchase, security, transport, accommodation, visitor experiences, shopping, and again for the return journey. This extends from the products into the linked services, supply chains and infrastructure. We intend to capture blockchain benefits for travelers - to make travel easier, better value, greener and more fun.**

**Global Travel & Tourism is the world's largest industry and the total number of travelers doubles every 15-20 years.** It has a bright outlook. There are currently over 1 billion international trips per year and over 4 billion domestic. By 2030, Travel & Tourism is expected to support 1 in 9 of all jobs and to account for 11.4% of global GDP. It will outperform the global economy.

**Initially we will focus on the Millennial and Generation Z groups who are attuned to blockchain and cryptocurrency potential.** We anticipate that they will embrace our gamification and green dimensions instinctively. We will target small and medium operators and communities – parks, museums, festivals. Over time, we will extend to established networks and major industry players – hotel chains, airlines etc. We will explore early links with small island developing states.

**Our overall mission is to produce a long-term, sustainable framework, with a global vision which every traveler and vendor can embrace, experience and enjoy.**



# TraNexus Blockchain.



The benefits of blockchain are clear and well-established. On these strong foundations we are introducing a travel-focused array of features, including Geolocation / Time Stamping / LPOS “green” mining protocol / Smart Contracts / Tokens (2 billion for ICO, monthly release and trading on popular exchanges). We have developed a new and unique blockchain protocol that contains the innate ability to anonymously transmit and receive GPS coordinates, which can be subsequently viewed by anyone in the world with nothing more than a simple connection to the internet.

## WE WILL ALSO DEVELOP RELATED POWERFUL APPLICATIONS FOR TRAVELERS & TRAVEL COMPANIES

- **Simpler Travel** – TraNexus Wallet will initially be a central storage location for Bitcoin (BTC), Ethereum (ETH), & TraNexus Coin (TNX). Users will be able to purchase TNX inside the application and also be able to instantly convert between Bitcoin & Ethereum whenever they want to do so. The wallet will also be an assembly point for all electronic documentation for the trip as well as the digital identity of the traveler. Ultimately it will become the go to place for e-visas, tickets, hotel bookings etc. as well as the vehicle for payment.
- **Better Travel** - TraNexus Travel Assistant will search, select and store a customized travel itinerary. Users can choose from traditional travel vendors as well as those who accept cryptocurrency as payment for their goods and services. They will be able to filter based on price, popularity, accepted cryptocurrencies and specifically green factors - among many other things. As regards the latter, we will develop an Eco-pathfinder for travelers to source green products / services along their route and to locate / pay supporting vendors.
- **More Fun Travel** - TraNexus Explorer will be a travel-centered augmented reality experience which enables users around the world to issue and participate in “quests.”. Quests are smart contract enabled missions which other users can perform in exchange for some TNX coins. Quest will be further gamified to introduce a progressive user experience points mechanism. We expect quests to gain a lot of traction with a majority of the individual users. We also expect to see a large-scale usage of the quest system by businesses who leverage quests to incentivize new customers.



**Going Green** - The world has entered a new accelerating phase of sustainable development, pushed by climate change and a framework of 17 United Nations' Sustainable Development Goals (SDGs). Countries, cities, businesses, and consumers will notice an increasing number of national / local regulations leading to 2030. Tourism has formally embraced the SDGs, and there is a fast-growing interest among travelers - particularly from experience-seeking Millennials and Generation Z's - to support businesses that have more green products and stronger CSR. The TraNexus solution is to bake green goals into our product and support them via a not-for-profit foundation with a focus on climate resilience (aligned with the SDGs). We believe this will be one of the most profound sustainability engagements of the sector, protect against "over tourism" and make travel better. Sustainable Development Support will be given by the Belgium-based Green Growth and Travelism Institute through its SUNx (Strong Universal Network) Program, as the overall Sustainability advisor and delivery arm.

**Ownership and Management** - Token distribution has been placed in a holding company, "TraNexus Global Futures." It will manage the sale and routine token auctions, as well as hold and disperse funds. This company will be located in Ireland and its operation will be undertaken in full compliance with national policies and laws. Operations will be handled by a dedicated corporation, "TraNexus Blockchain Solutions" (TBS,) set up in Belgium at the heart of the E.U. under the leadership of Professor Geoffrey Lipman, former ASG UNWTO, President WTTC and Executive Director IATA. The company will be fully compliant with evolving global policies and regulations on blockchain and cryptocurrency deployment. It will be a small technology services company with a tight management focused on strategy and execution. Many of its operations will be performed under third-party contracts with outsourced service providers. A significant aspect of its work will be to build win-win partnerships across the sector, working with the many network structures and events that are part of its DNA. Blockchain Support and development will continue to be given by ResoNova International Consulting, LLC - William Thompson, Natalie James, Cameron Hensley and Yifan Wang. Our first actions, post token sale, will be to hire a Chief Executive; an agreement is in place with an established Industry Technology leader. Working with him, we will finalize and implement the current draft business plan, with a strong initial focus on blockchain technology delivery and industry partnership development, as well as a strategic focus on progressive global expansion.

To drive development globally, we have assembled a diverse group of senior executives and advisers, including Joe McInerney, former President American Hotel & Motel Association and Pacific Asia Travel Association, Rose Mukogo, Former Director Zimbabwe Parks and Wildlife. Alexander Rayner CEO Smart Data, Carlos Vogeler former Executive Director UNWTO Douglas Gollan Former Editor Elite Traveler and Travel Agent. Hisham Zaazou former Tourism Minister Egypt. Jeanine Pires former Head of Embratur Brazil. Alain St.Ange former Minister of Tourism Seychelles, Frank McCosker former GM Affordable Access and 4 Africa Microsoft. Paul Wilke Former VP PR South/South East Asia VISA, Helena Egan former Global Director Industry Relations TripAdvisor. Wei Shi Former Head Strategic Intelligence Nokia, Ghassan Aidi President International Hotel Association, Jens Thraenhart Executive Director Mekong Tourism Coordinating Organization. Mariette du Toit former CEO Cape Town Tourism. George Drakopoulos Former CEO Greek Tourism Organization, Dr. Tom Selanniemmi, former Chair Tour Operators Initiative, Geoff Buckley former M.D. Tourism Australia and Director China Ready.



# Blockchain and Cryptocurrency Are The Future - Travel Provides Great Opportunities

## An introduction to blockchain technology.

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Blockchain is one of the fastest growing and most powerful technologies of the modern age. A major contributing factor to this growth is the vast number of widespread solutions which it is able to provide.

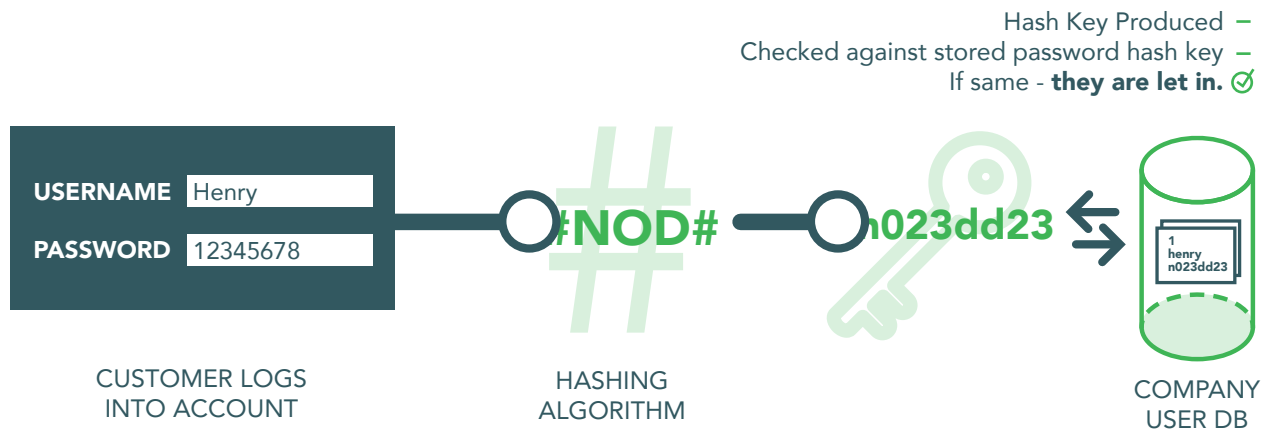
A blockchain is a public, decentralized and immutable ledger. Once a transaction is recorded onto this ledger, all nodes on the blockchain network independently verify and synchronize their copies of the ledger. This mechanism of replicating data creates what has become the most robust network of data redundancy the world has ever seen. The resilience of blockchain is further pronounced by its censorship-resistant nature. When the network accepts a change as being “true,” it cannot be compromised or changed in any way. This creates a truly trustless system – a system within which all users may assume that all other users are untrustworthy and the establishment of “trust” is based entirely upon mathematical proof which is further validated by a global consensus. The blockchain does not depend upon the intentions of the users. As a result, it continues to function in its intended fashion regardless of outside influence or internal attempts to hijack the protocol.<sup>1</sup>

Many attributes of blockchain technology create an ironclad defense against cyberattacks. While traditional ledgers and database technologies are centralized and accessible only to a select group of administrators, blockchain is completely transparent and decentralized. Centralized applications can experience downtime, and any centralized server that contains sensitive data is inherently vulnerable to a security breach. In a centralized system, there is only a single target entity which can be hacked and compromised by nefarious individuals.

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<sup>1</sup> *Disruptive: An introduction to cryptocurrencies and blockchain technology* <http://disruptive.works>





*Example of centralized database systems*

The information recorded on the blockchain is highly secure due to asymmetric cryptography. Data is encrypted by two different “keys” that are inherently different. One of these keys, the “private key” is used to authorize the sending of transactions. The second key, the “public key,” can be shared without compromising the private key and is used by third parties to mathematically verify the authenticity of any transaction coming from the sender. An example explanation of this is that the private key acts as a personal password that is not shared, and the public key acts as an account number that can be shared without risk of compromising the account. This mechanism completely removes the need to share private information with third parties during the process of authorizing transactions.

While there are many well-established uses and benefits of blockchain technology, the TraNexus blockchain aims to leverage this powerful technology and bring substantial, realistic improvements to the travel industry.

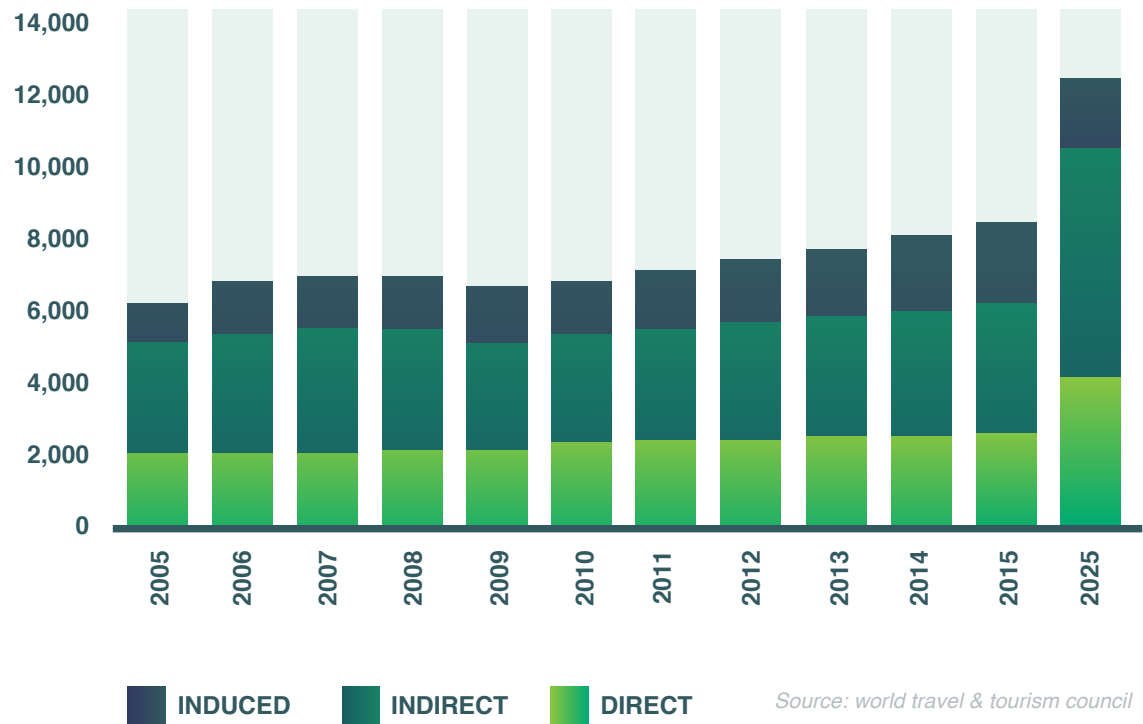
## The impact on the travel industry and the opportunities it provides.

Global travel and tourism is the world’s largest industry, and the total number of travelers doubles every decade. This high level of growth presents a substantial opportunity to those looking to do business in an industry with a prospectively bright future outlook.



# INDUSTRY FINANCIAL DATA OVERVIEW

There are currently more than 1 billion international trips taken per year and more than 4 billion taken domestically. These numbers are forecasted to double approximately every 15-20 years. The travel industry remains one of the world’s most rapidly growing markets. According to the World Travel & Tourism Council (WTTC),<sup>2</sup> travel and tourism’s direct contribution to GDP is expected to grow at an average of 3.9 percent per year over the next 10 years. In 2017 Tourism and Travel GDP grew by 4.6% and contributed 10.4% of total global GDP.



By 2027, travel and tourism are expected to support more than 380 million jobs globally (which equates to one in nine of all jobs in the world), and the sector is expected to contribute around 23 percent of total global net job creation over the next decade. Meanwhile, total travel and tourism GDP is expected to account for 11.4 percent of global GDP, and global visitor exports are expected to account for 7.1 percent of total global exports.<sup>3</sup>

Furthermore, the sector is expected to outperform the global economy throughout the forecast period and increase its share of global economic activity across each of GDP, employment, exports and investment. In addition, travel and tourism are forecast to outpace a range of other major global economic sectors, including communications, financial/business services, manufacturing/retail and distribution.

<sup>2</sup> *Economic Impact & Issues (2017) - WTTC*

<https://www.wttc.org/-/media/files/reports/economic-impact-research/2017-documents/global-economic-impact-and-issues-2017.pdf>

<sup>3</sup> *Economic Impact & Issues (2018) - WTTC*

<https://www.wttc.org/-/media/files/reports/economic-impact-research/documents-2018/global-economic-impact-and-issues-2018-eng.pdf>



## THE FAR-REACHING IMPACTS OF TRAVEL

A graphical representation of the economic effects of travel can be found in Appendix A.

There are many positive and significant socio-economic impacts of travel and tourism. While many of these are beneficial, there are negative effects, as well, as indicated by the table below.

POSITIVE	NEGATIVE
<ul style="list-style-type: none"><li>• Creates wealth, jobs, trade and investment</li><li>• Provides opportunities for smaller businesses</li><li>• Generates extra tax revenues</li><li>• Drives improvements to infrastructure</li><li>• Encourages preservation of traditional customs, handicrafts and festivals</li><li>• Helps conservation of wildlife and natural resources</li></ul>	<ul style="list-style-type: none"><li>• Jobs are often seasonal and poorly paid</li><li>• Major companies have disproportionate returns</li><li>• Tax revenue can be used for unrelated activities</li><li>• Locals may be displaced for new hotels or tourist attractions may overuse water and energy</li><li>• Concentration can be a threat to natural resources</li><li>• Increase in carbon emissions, waste, noise and community disruption</li></ul>

Since travel and tourism are very influential industries and are the primary sources of income for many locations (particularly in developing and small island economies), it is important that the negative impacts are managed effectively. TraNexus aims to enable good-impact travel through solutions that will make travel easier, cheaper, more sustainable and fun.

## THE IMPACT OF TRANEXUS

TraNexus is developing a series of blockchain-based applications that will leverage the power of blockchain technology to maximize travel experience while simultaneously enabling sustainability. The funding from the TraNexus token sale will be used to launch the unique TraNexus blockchain along with a robust application.

The first application feature will be the TraNexus Wallet. This wallet will be a multi-cryptocurrency wallet that holds TNX, BTC, WAVES, and ETH. This wallet application will be the first of many features that will be added to the TraNexus app. Users will be able to purchase TNX inside the application and also be able to instantly convert between Bitcoin & Ethereum whenever they want to do so. The wallet will also be an assembly point for all electronic documentation for the trip, as well as the digital identity of the traveler. Ultimately, it will become the go-to place for e-visas, tickets, hotel bookings etc. as well as the vehicle for payment.

The second application feature will be the TraNexus Travel Assistant. The first release of the travel-assistant feature will allow users to locate vendors near them that accept cryptocurrency. Vendors who accept cryptocurrency will be encouraged to add their businesses to the map and to indicate which cryptocurrencies they





accept. The second release will add the ability for users to search for travel routes, restaurants, hotels and other businesses and to keep track of the rolling itinerary of locations to which they will be traveling. Users will be able to filter results based on price, popularity, accepted cryptocurrencies and green factors, among many other things. This will allow users to locate and pay vendors through one application.

The third application feature will be the TraNexus Explorer. This feature takes the fun and engaging augmented-reality game aspects of “Pokémon GO” and introduces blockchain and an exchange of value. Quests are generated by entities such as a vendor or a nonprofit organization. These quests contain TNX, which are released if a user meets the parameters defined by the entity that created it. Users will receive tokens for completing quests. In addition to completing quests, users also can earn experience points and badges for completing various travel-related activities. Users also will have the ability to leave text, video, audio or image messages that are only visible through augmented reality to TraNexus Explorer users who are standing in the same geographical location where the message was left. The ability to add augmented-reality messages to the TraNexus Explorer is something that opens up the doors for 4D travel-journal experiences. For example, users could view historical images of a specific place through an augmented-reality timeline and see how the location has changed over time. As this feature develops, the introduction of virtual reality would be added, and what was originally just visible to users in a particular geographic location will be able to be visited through virtual travel.

These are the first three features of the TraNexus application that TraNexus will be focused on developing. Development will be an ongoing process with constant improvements and new releases. TraNexus encourages other developers and businesses to innovate and launch their own applications on the TraNexus blockchain. The goal with TraNexus’ release of these three initial application features is to lead by example and to make a positive impact.



# TraNexus Technology

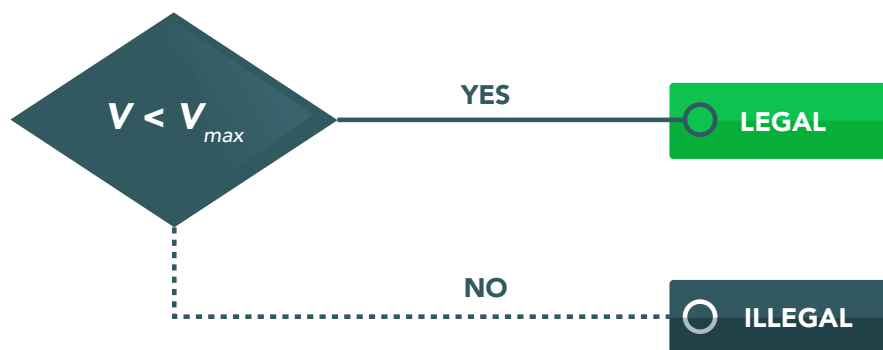
## The TraNexus blockchain.

The benefits of blockchain are clear and well-established. It is upon these strong foundations that the TraNexus blockchain project is introducing a travel industry-focused array of additional features. Appendix B contains a high-level overview of the essential interactions which occur on or in relation to the TraNexus blockchain.

### GEOLOCATION

TraNexus provides an immutable global GPS data-syndication mechanism without the necessity of creating a unique smart contract. This location-aware method of value transfer provides a powerful resource for the travel industry. Other industries such as supply chain and marketing could benefit from this feature, as well.

Geolocation data must be transmitted with every transaction on the TraNexus blockchain. This data will be a key piece of information for many applications that will use this blockchain as a foundation. Provision is made for users who wish not to transmit their location when they make a transaction by allowing for a “null” input as a string of zeros. In an effort to minimize geolocation spoofing, the network nodes will automatically check the user’s last transaction data and compare it to the new transaction data. When performing this check, the blockchain will use the time between the last transaction and the new transaction while analyzing the distance between the last geolocation and new geolocation in order to calculate the “truth” of the reported location data. Truth is determined to be possible distance traveled over elapsed time which is less than the distance possible when traveling at a rate of 600 miles per hour. The limitation of 600 miles per hour has been chosen because this is the reasonable upper speed limit of air travel.



$V_{max}$  is the possible travel speed of a human, usually less than or equal to 600 miles per hour.



Transactions containing non-null GPS data must fall within the defined parameters in order to be accepted by the nodes of the blockchain network.

$$V = \frac{\|L_{current} - L_{last}\|_{gcd}}{T_{current} - T_{last}}$$

$\| \cdot \|_{gcd}$  is the great circle distance, which is the shortest distance between two points on the earth surface.

This parameter aims to complicate the process of location data spoofing so that users can interact with the various applications built with the TraNexus blockchain in a semi-fair manner.

The provision of this geolocational data-syndication mechanism within the TraNexus blockchain is contingent upon two additional aspects of the blockchain. The first is the public wallet address of the user who is submitting location data. The second is the network time plus two hours (expressed as “T” in the formula above).

## TIME STAMPING

Time stamping is an essential component of every blockchain network. The TraNexus blockchain will calculate time stamps based on the overall network adjusted time, in much the same way as is used by the Bitcoin blockchain.

## MINING

TraNexus will use a Leased Proof of Stake (LPoS) mining protocol as the distributed consensus algorithm. In a Proof of Stake-based blockchain, the probability to generate a valid block is equal to the ratio of a user’s wallet balance divided by the total amount of tokens in circulation. The node who has more tokens (stake) will have a higher probability to produce a new block. This mining protocol was selected based on the successful implementation that has been observed with the Waves blockchain.<sup>4</sup> The LPoS system also has emerged as being the most environmentally friendly consensus system that currently exists.

The primary difference between Proof of Stake (PoS) and LPoS is how processing of transactions occurs. In the PoS system, every node on the main network that holds a token balance has the opportunity to produce a block. The opportunity to produce a block is proportional to how many tokens the user is holding. The LPoS system takes the one tiered PoS system and turns it into a two-tiered structure where full nodes are the only nodes that can process transactions. Lightweight nodes will then have the ability to lease their balance to the trusted full nodes. This method enhances the PoS mining protocol by reducing transaction time and increasing transaction output. Lightweight nodes then have a higher chance of collecting transaction fees.

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<sup>4</sup> <https://blog.wavesplatform.com/waves-whitepaper-164dd6ca6a23>



By pooling tokens into a full node, the full node has a higher chance of producing a block. A fast and efficient network consensus is facilitated by having fewer nodes.

Many other blockchains utilize a well-known consensus mechanism known as Proof of Work (PoW). The PoW-based system has a high energy consumption, which leads to substantially increased network costs. This increase in energy consumption is further compounded by the embedded incentivization of a PoW reward. As a result, miners using the PoW system obtain a substantial competitive advantage over other PoW miners through increased energy consumption. The excessive energy consumption inherent with the PoW system is successfully avoided by the implementation of a LPoS consensus mechanism.

## SMART CONTRACTS

The TraNexus blockchain implements a conservative, parameter-based, smart contract mechanism. These smart contracts allow for users to implement simple yet powerful value-embedded applications. Clearly defined parameter options decrease the barriers to entry for less-sophisticated users to begin designing their own unique smart contracts while avoiding the inherent dangers of a less-defined smart contract system.

# The TraNexus cryptonomy.

The cryptonomy of the TraNexus ecosystem outlines the foundational aspects of the TraNexus cryptocurrency economy.

## TOKEN

The presale and ICO processes will be conducted using a voucher token, “XTNX” that can be directly exchanged for the fully-featured TraNexus Coin upon its final release. (Further information about the XTNX tokens can be found below). TraNexus Coin will be assigned the formal asset symbol of “TNX.” A total pre-mined supply of 2 billion TNX will be created. Users who choose to hold TNX will have the opportunity to participate in the LPoS mining protocol. Participation in the LPoS mining system will generate income based upon the total amount of tokens held. TraNexus Coins can be used within TraNexus applications and to initiate smart contracts. Tokens will function with geolocation and timestamps in order to facilitate the optional generation of accurate travel logs for each user within the official TraNexus app. unique smart contracts while avoiding the inherent dangers of a less-defined smart contract system.

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<sup>1</sup> *Hil into cus animoluptae voluptas sunt quis nonsectota voluptatus, cum et autemquo odit modi ut officidi nim saped ium*



## ACQUISITION

**Individuals may acquire TraNexus coins in a number of different ways:**

- During the presale and token sale events
- By purchasing tokens during monthly sales from the automated and decentralized coin-vending smart contracts. This method of acquisition will be made possible within the official TraNexus app
- By trading within the TraNexus Wallet application
- By trading within the TraNexus Wallet application

## TRADING

The initial TraNexus software application will be a cryptocurrency wallet for (TNX, BTC and ETH. Users will have the ability to convert their BTC and ETH, WAVES, into TNX within this cryptocurrency wallet. Following the completion of the token sale, the core team will actively seek to have TNX listed on numerous cryptocurrency exchanges around the world.

## DECENTRALIZED SUPPLY PROVISION

Many projects burn all the remaining tokens that were not sold during a token sale event. Burning tokens is commonly assumed to be a best practice; however, upon closer observation of the effects this has upon the underlying cryptonomy, it becomes clear that this practice should in some way be amended.

Early token buyers often participate in a token sale event in hopes that they will reap a financial gain upon selling their acquired tokens at a later date. While a number of these supporters are likely drawn to the project for any number of reasons, they usually are not members of the target market with whom a new project intends to interact after building the product. Herein lies the problem: If you burn all spare tokens upon the conclusion of a token sale, the radical influx of scarcity will cause the current profit-seeking token holders to unleash an unpredictable and reckless cycle of ongoing price swings. The token holders have little to no interest in the project which is still under development. As a result, wild price fluctuations often occur and continue for the lifetime of the new blockchain project.

The aforementioned approach to cryptonomy design poses one of the greatest challenges in the cryptocurrency industry. Countless well-meaning teams have been left with nothing other than a tokenized trainwreck once their assets are subjected to the brutality of the exchange markets and greed-driven traders pumping and dumping the assets for profit. This dire situation is one which the TraNexus project is prepared to handle. The mechanism of the TNX smart contract will be used to enforce a decentralized vending process with the tokens which remain after the target token sale goals are reached. The monthly metered vending of TNX tokens is designed to last for a total of 50 years. During this period, the TraNexus users all will be able to participate in the



purchasing process provided that they have enough cryptocurrency in their multi-cryptocurrency TraNexus Wallets to make the purchase.

On the first of each month, a “mother” smart contract holding all the tokens which remain after the target token sale goals are reached will automatically vend a set quantity of TNX tokens by generating a “child” smart contract. The child smart contract then will automate the selling of the tokens embedded inside of it until all the tokens have been purchased. While this mechanism will be entirely automated, there also will be a failsafe mechanism embedded in each smart contract that will prevent the mechanism from taking place should specific parameters not be met.

The far-sighted rollout of the TraNexus project stands in contrast to the traditionally recognized methods of token burning, but this contrast is not one which should be seen as a detriment. The key fact which vindicates this augmented rollout process is the size of the target market. The travel industry is perhaps one of the largest global industries, and for this reason the initial token sale mechanism, once deployed, cannot be expected to measure up to the level of overall funding which will be needed over time as the project continues forward and grows around the world.

Additionally, not only will the supply provision mechanism provide the project with the necessary funds to continue the development of the platform and ecosystem, the selling process being implemented takes the negative repercussions of a flawed and shortsighted token sale process and flips this problem around to become a positive and beneficial mechanism for all parties involved.

In summary, a gradual time-delayed token supply provision allows for a gradual asset availability and liquidity provision over time which in turn allows for the core TraNexus team to ramp up marketing and development at a reasonable and steady pace into the future.



# TraNexus Coin Sale Event

## Building a sustainable solution framework with a global impact.

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The world has entered a new, accelerating phase of sustainable development. This new surge of urgency is being pushed by climate change and is reflected in a framework of 17 Sustainable Development Goals (SDGs) outlined by the United Nations. These SDGs dive into the details of planet activities with defined yet evolving targets that are set through the year 2030. Because of the powerful international agreements that have been signed, countries, cities, businesses and consumers will notice an increasing number of national and local regulations as nations take steps to ensure that the SDGs are reached by 2030.

In 2017, the world's largest industrial activities, travel and tourism, formally embraced the SDGs in an International Year of Sustainable Development. During this time, more than 1,000 branded events around the world have worked to push the sector towards the mainstream curve on building sustainability into its growth and development plans.

It also is clear that there is a fast-growing interest among travelers in green tourism – particularly from experience-seeking Millennials and Generation Z's who have grown up with Earth Day being celebrated in school curricula. At the same time, businesses are responding with more green products and stronger Corporate Social Responsibility (CSR) initiatives.

According to most market research, travelers would like to go green, but they have difficulty identifying the right products and are generally unwilling to pay extra for them. Similarly, companies broadly embrace sustainable development as a key element of CSR, but for the most part they are not yet ready to invest deeply in sustainability transformation.

We believe that there is a paradigm shift in play that will make green the norm for all travel and tourism over the next decade.

TraNexus' solution is to bake green into our product via a not-for-profit foundation to help tourism communities and companies become sustainable by focusing on climate resilience and staying aligned with the SDGs.

Travelers and travel companies who download our wallet and use our tokens will automatically become part of our global sustainability development programs, identified through our foundation support. This also will provide green online learning and engagement opportunities for travelers and local residents. We believe this will be one of the most profound sustainability outreach and engagement in the sector.



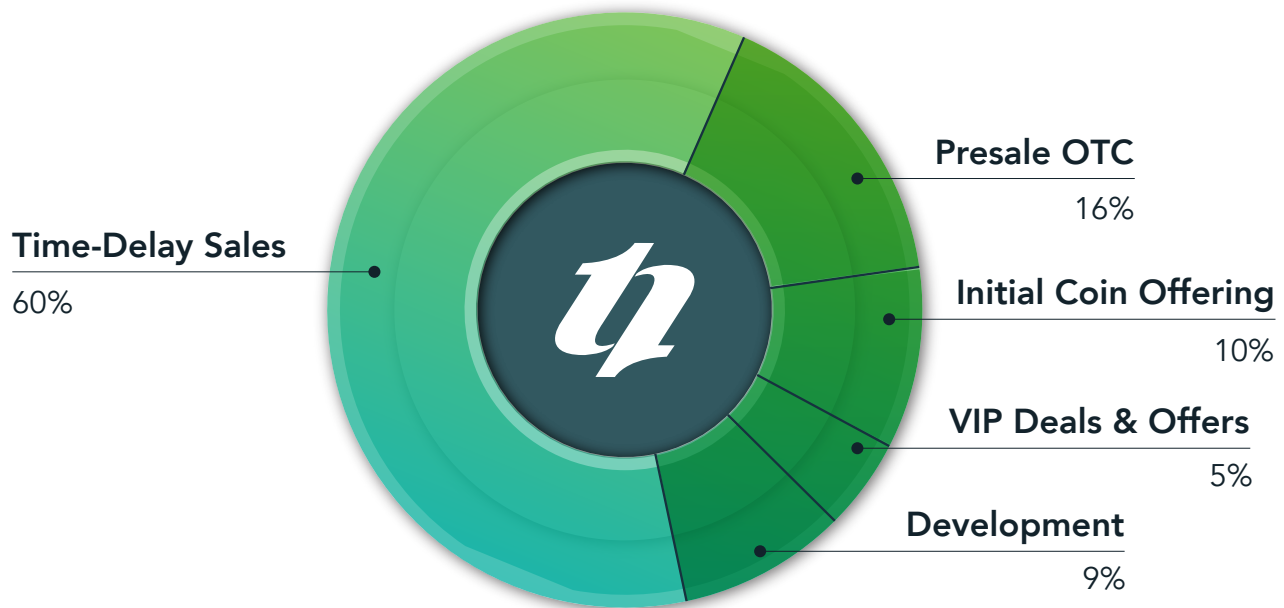
Communities will welcome this approach because it will protect against over-tourism, will promote better travel products and will allow them to align this complex, fragmented, socio-economic activity with their overall SDG 2030 plans. It will build a list of communities and companies who are committed to green growth at their core, starting with award-winning and certificated products and properties. They will be encouraged to provide various benefits to green travelers using our wallet and tokens – including price and quality promotions.

It will target first, the younger, more environmentally-conscious travelers, smaller destinations and supply chains who will more readily see and feel the benefits of this new technology-based exchange. It will fit into the sweet spot of new technologies and green-growth thinking. In the medium term, we are convinced that it will spread to all Travel & Tourism sectors and products.

## TOKEN DISTRIBUTION AND CRYPTONOMY

The distribution of tokens in relation to TraNexus is defined by the following pie chart.

**TraNexus Coin Allocations**



As displayed above, 60 percent (1.2 billion) will be allotted for time-delay sales, 16 percent (320 million) for the presale OTC (“Over The Counter”, or large individual buyer transactions), 10 percent (200 million) for the initial coin offering, 5 percent (100 million) for exclusive VIP deals and sponsorships, 9 percent (180 million) for the TraNexus Company for ongoing development. These percentages are taken from the total 2 billion tokens generated. The funds raised in the ICO will be used to support the development of the TraNexus platform, the funding of the TraNexus Global company, and additionally, 20% of all funds raised will be used for sustainable development initiatives.





## ICO GOALS & PRICING GUIDE

Mapped out in the following tables are the intended quantities, timeframes, and prices of the TraNexus Coins for the presale and ICO events. Any coins not sold during the time allotted will be rolled over into the following time period. Additional time may be necessary to facilitate the sale of all allotted tokens. Please note that the following numbers are not intended to be a statement of intrinsic asset valuation or projections of future value. Please see Appendix E for additional notices and disclosures.

### PRESALE GOALS

WEEK #	WEEK 1	WEEK 2	WEEK 3	WEEK 4
SALE PRICE (USD)	\$0.04	\$0.04	\$0.04	\$0.04
VALUE RAISED (USD)	\$1,600,000	\$1,600,000	\$1,600,000	\$1,600,000
TOKENS SOLD	40,000,000	40,000,000	40,000,000	40,000,000

WEEK #	WEEK 5	WEEK 6	WEEK 7	WEEK 8
SALE PRICE (USD)	\$0.05	\$0.05	\$0.06	\$0.06
VALUE RAISED (USD)	\$2,000,000	\$2,000,000	\$2,400,000	\$2,400,000
TOKENS SOLD	40,000,000	40,000,000	40,000,000	40,000,000

### ICO GOALS

WEEK #	WEEK 1	WEEK 2	WEEK 3	WEEK 4
SALE PRICE (USD)	\$0.09	\$0.11	\$0.13	\$0.13
VALUE RAISED (USD)	\$2,250,000	\$2,750,000	\$3,250,000	\$3,750,000
TOKENS SOLD	25,000,000	25,000,000	25,000,000	25,000,000

WEEK #	WEEK 5	WEEK 6	WEEK 7	WEEK 8
SALE PRICE (USD)	\$0.17	\$0.19	\$0.21	\$0.23
VALUE RAISED (USD)	\$4,250,000	\$4,750,000	\$5,250,000	\$5,750,000
TOKENS SOLD	25,000,000	25,000,000	25,000,000	25,000,000



## INITIAL USE OF A VOUCHER TOKEN (XTNX)

The presale and ICO events will be conducted using a voucher token created on the Waves blockchain (see [wavesplatform.com](http://wavesplatform.com)). The TraNexus voucher token will be assigned the ticker symbol, XTNX for identification inside the Waves ecosystem. Soon after the completion of the ICO period, these voucher tokens will be exchangeable at a 1-to-1 ratio for the newly created TNX coins from inside the TraNexus Wallet application. The sale of the XTNX tokens is intended to facilitate the full construction of the independent TraNexus blockchain, from which the final TNX coins will be derived.

## LAUNCHING OUR FIRST PRODUCTS

TraNexus applications are smart contracts that will be built upon the TraNexus blockchain. Applications either can be standalone applications or other pre-existing applications, and developers are encouraged to innovate with their own ideas.

All TraNexus applications are encouraged to be globally relevant and responsible by releasing compliant versions for jurisdictions which do not allow their citizens to interact with cryptocurrencies and by offering multilingual versions of the application.

## TRANEXUS WALLET

One of the key applications that will be launched first is a simple multi-cryptocurrency wallet. The convenience of a multi-cryptocurrency wallet is greatly lacking in the cryptocurrency space as a whole. The overall absence of available and reliable applications and programs in the cryptocurrency space has resulted in low user expectations. As a result, this single-feature set will be gladly embraced by the cryptocurrency community.

The TraNexus Wallet provides the ability to hold the token sale inside the mobile application. Mobile devices are where the majority of online users are currently based (see research by Google to this effect), and yet (to our knowledge) no token sale has based its fundraising operations out of a mobile application. This unique approach would likely gain heavy traction with younger, next-generation travelers, along with large numbers of supporters and potential users from within the cryptocurrency and blockchain communities. In an effort to remain focused during the initial stages of the application rollout, the TraNexus Wallet will launch with the ability to store TNX, BTC, WAVES and ETH. TNX can be purchased within the wallet, but will not have the ability to convert back to BTC, WAVES, or Ethereum until later on. As time moves forward, additional high-market cap tokens will be added.

## TRANEXUS EXPLORER

The TraNexus Explorer will give a whole new meaning to the term “blockchain explorer.” Instead of using an internet browser to explore the data stored on the TraNexus blockchain ledger, users will be able to engage in a real-life experience that blurs the lines between the real and digital world through the introduction of augmented reality. The geographical elements that are embedded in the TraNexus blockchain will be leveraged to provide users with the



ability to explore their geographical surroundings and to simultaneously view and interact with the data stored on the TraNexus blockchain. Users will be able to add text, image, audio and video messages to the blockchain that are only viewable through the augmented reality and require other users to be in the exact location that the message was created in order to view the message. Messages would require a fee in order to avoid DDOS attacks and could have parameters ranging from age restrictions to experience points, offer one-time view messages, specify a particular user or even charge for each view.

Augmented reality will serve as a 4D journal that allows users to visualize the historical events at any location in the form of text, image, audio and video messages. Users not only will be able to view their own history, but they will have the ability to view the text, audio and video messages that were left by users who had been there before, as well. An interactive, chronological travel timeline recording previous travel experiences, present travel quests and interactions and future travel plans will also be available. This timeline will further expand to display the hottest trending travel activities as rated by other application users.

Quests (smart contracts) are generated by an entity with a geographic tag and TNX tokens that are allocated to that quest. Tokens can be released as a set amount per user or as a one-time jackpot. As the game is developed, additional parameters would be incorporated in order to allow for the ability to require prerequisite quests, badges or experience points, among other things. What quests can be generated are limited only by the imagination of the entity creating it.

A use-case example is for businesses. Businesses will have the ability to launch quests on the TraNexus blockchain and offer TNX token awards in exchange for completing quests. This can be used as a new method of marketing that is targeted at younger generations who have become disenchanted with traditional marketing methods. By gamifying the experience, businesses can incentivize users to arrive at their locations without pitching them a product or service. Additionally, businesses can incentivize user reviews by offering token rewards. This generates more accurate user reviews since the most frequent reviews are often provided by extremely emotional users.

The TraNexus Explorer application will target the gaming community by advertising the gamification of the app that will be based on the TraNexus blockchain. Traditionally, the digital and physical worlds are described as being easily distinguished, however, the TraNexus Explorer application will challenge these traditional notions by effectively blurring the lines between these realms through the implementation of augmented reality. This will pave the way for the future of virtual travel.



## UPCOMING MILESTONES

- ICO presale
- Full ICO crowdfunding campaign
- Public beta release of the TraNexus Wallet application
- Full release of the TraNexus Wallet application
- Launch of the TraNexus Blockchain testnet
- Launch of the TraNexus Blockchain mainnet
- 1-to-1 token swap of XTNX for TNX
- Public beta release of the TraNexus Travel Assistant
- Full release of the TraNexus Travel Assistant
- Launch of the Quest smart contract on the TraNexus testnet
- Launch of the Quest smart contract on the TraNexus mainnet
- Public beta release of the TraNexus Explorer
- Public release of the TraNexus Explorer



# Organization, Management, Advisors

## Introduction.

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We have created a new, focussed structure to better develop and manage TraNexus Blockchain Solutions. We fully intend to deliver on a sustainable long-term basis, closely aligned to the planned auction lifecycle. Ownership of the underlying blockchain and related technology, as well as the token sale proposal, has been placed in a holding company, TraNexus Global Futures, that will be responsible for the token sale, manage the routine token auctions and hold and disperse funds. This company will be located in Ireland, and its operation will be undertaken in full compliance with the national policies and laws of that country.

Management and operations will be handled by a dedicated corporation, TraNexus Blockchain Solutions, that has been set up in Belgium in the heart of the European Union. This is designed to be fully compliant with evolving global policies and regulations on blockchain and cryptocurrency deployment. It will be a small technology services company with a tight management focused on strategy and execution. Many of its operations will be performed under third-party contracts with outsourced service providers. The company will have a board of directors of no more than seven members, chaired by Professor Geoffrey Lipman, who has served in public and private sector leadership roles in IATA, WTTC and UNWTO. Its first actions, post-token sale, will be to hire a chief executive, and an agreement is in place with an established global industry technology leader. Working with that entity, the board will refine and approve the currently drafted business plan.

In addition, a business advisory group has been established, consisting of experienced travel industry experts from around the world, to support business development and expansion.

Continued support will be given by ResoNova International Consulting, LLC as blockchain advisers under a long-term consultancy arrangement. Sustainable development support will be given by the Belgium-based Green Growth and Travel Institute through the Strong Universal Network Program (SUNx), with whom a formal contract will be signed in order for it to serve as the overall sustainability adviser and delivery arm. This will contain a provision for routine funding to ensure that all of the actions undertaken by TraNexus (and inherent in its blockchain and cryptocurrency deployment) contribute to the long-term global SDGs.

Listed below are the Founders, Advisors, and Team members that make up the TraNexus team:



# TraNexus Core Team.



**Geoffrey Lipman**

CANADA / UK ❖

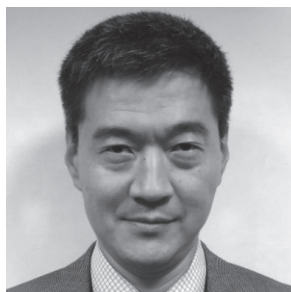
Former Assistant Secretary General UN World Tourism Organization, President World Travel & Tourism Council, Executive Director International Air Transport Association. Co-Founder SUNx and President International Coalition of Tourism Partners.



**Marcel Henry**

IRELAND ❖

Founder of In-Trip Travel Technologies. CEO Impact-Travel Technologies. Former Senior Technology, Management Microsoft.



**Wei Shi**

FINLAND / CHINA ❖

Wireless Media Strategy Analyst. Former Head of Account Management Intel, Corp. Strategy Nokia, Team Leader Finland, USA, China, Japan & Singapore.



**Alexander Rayner**

HONG KONG ❖

CEO Smart Data, specializing in Blockchain based platforms for data aggregation and dissemination, as well as data utility for decision making in the Travel and Tourism sectors.





## Geoff Buckley

AUSTRALIA 🇦🇺

Former Managing Director, Tourism Australia. Director, China Ready and Accredited Pty Ltd and Board Director of Tourism Industry, New South Wales.



## Hisham Zaazou

EGYPT 🇪🇬

Former Minister of Tourism of Egypt. Business Leader and Board Member of Mediterranean Tourism Foundation



## Mariette du Toit

SOUTH AFRICA 🇿🇦

Founder Destinate. Former CEO Cape Town Tourism, as well as former GM of V&A Waterfront, tourism centre.



## Olly Wheatcroft

Current Program Manager at SunX Project. Former Account Manager at Jellyfish Online Marketing and former Projects Manager at responsibletravel.com.



# TraNexus Advisors.

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**Joe McInerney**

USA 🌐

President and CEO of McInerney Hospitality International, LLC. Former President of the American Hotel & Motel Association and Pacific Asia Travel Association.



**Rose Mukogo**

ZIMBABWE 🌐

MD Green Tourism Services, Former Board Member Zimbabwe Parks & Wildlife, Forestry Council and Council for Tourism.



**Carlos Vogeler**

SPAIN 🌐

Professor of Business Economics at University “Rey Juan Carlos”, Madrid. Former Executive Director UNWTO, Affiliate Members and Regional Programme for the Americas.



**Douglas Gollan**

USA 🌐

Former Editor Elite Traveler and Travel Agent.







## Jeanine Pires

BRAZIL 🇧🇷

Director Pires and Associates. Former Head of Embratur Brazil and President of the Advisory Board for WTM Latin America.



## Alain St. Ange

SEYCHELLES 🇸🇪

Founder St. Ange Consulting. Former Minister of Tourism, Seychelles.



## Frank McCosker

UK 🇬🇧

Former General Manager Affordable Access and 4Afrika Microsoft.



## Paul Wilke

USA 🇺🇸

CEO, Upright Communications Inc. Former Vice President of Global Public Relations of South/South East Asia for VISA, as well as Head of Public Relations for Splunk Technology.



## Helena Egan

FINLAND 🇫🇮

Board Member, Ras Al Khaimah Development Authority. Former Global Director of Industry Relations, TripAdvisor.

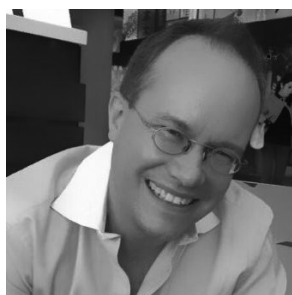




## Ghassan Aidi

USA 🇺🇸

President, International Hotels & Restaurants Assoc. (IH&RA), Mediterranean Hotels & Restaurants Assoc. (MH&RA) and Emeraude Hotels (China).



## Jens Thraenhart

THAILAND 🇹🇭

Executive Director, Mekong Tourism Coordinating Organization, Founder and CEO of Digital Innovation Asia. Formerly Co-founder and Chief Evangelist of Dragon Tail Interactive.



## Georgios Drakopoulos

GREECE 🇬🇷

President and CEO of Tourism Generis. Former Director General of Greek Tourism Confederation.



## Dr. Tom Selänniemi

FINLAND 🇫🇮

Current Chairman of FMA Creations Oy, Director of The Finnish Nature Center Haltia, and Board Member of Espoo Marketing Oy. Former Director of Corporate Relations, UNICEF Finland.



## Vijay Poonosamy

MAURITIUS 🇲🇺

Former Vice President of International and Public Affairs of the Etihad Aviation Group. Director of International Affairs, the QI Group.



# Blockchain Advisors & Developers.

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**William Thompson**

USA 🇺🇸

Founder and Lead Consultant of ResoNova International Consulting, LLC.



**Natalie James**

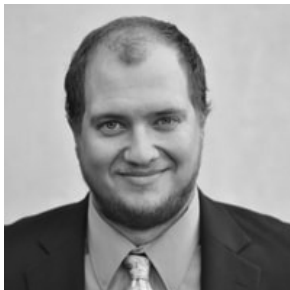
USA 🇺🇸

Director of Business Operations at ResoNova International Consulting, LLC.



**Yifan Wang**

Lead Blockchain Data Scientist at ResoNova International Consulting, LLC.



**Cameron Hensley**

USA 🇺🇸

Director of Business Intelligence Operations at ResoNova International Consulting, LLC.



# Appendix A

## Impacts of the travel and tourism industry.



Source: World Travel & Tourism Council

“WTTC Economic Impact Research 2018”, shows that Travel & Tourism was responsible for the creation of 7 million new jobs worldwide. The report also shows that 2017 was a bumper year for the global Travel & Tourism sector, which grew at 4.6%, much faster than the economy as a whole (3% growth during 2017).

For the seventh consecutive year, the Travel & Tourism sector outperformed the global economy and in 2017 was the fastest-growing broad economic sector globally, showing stronger growth than all sectors including manufacturing (4.2%), retail and wholesale (3.4%), agriculture, forestry and fisheries (2.6%) and financial services (2.5%).



## IN 2017, TRAVEL & TOURISM'S DIRECT, INDIRECT AND INDUCED IMPACT ACCOUNTED FOR

- US\$8.3 trillion contribution to global GDP (10.4%)
- 313 million jobs, 1 in 10 jobs around the world
- US\$1.5 trillion exports (6.5% of total exports, 28.8% of global services exports)
- US\$882 billion investment (4.5% of total investment)

## HIGHLIGHTS FROM AROUND THE WORLD INCLUDE

- Europe's performance was better than previously expected with 4.8% growth as long-haul demand (dampened in 2016 by terrorism concerns) recovered strongly, accompanied by strong intra-regional travel - thanks to the strength of the European economy. In 2017, European airlines recorded passenger growth of 8.1% and over 1 billion passengers for the first time.
- Travel & Tourism's contribution to GDP in North Africa grew by 22.6% in 2017, showing a strong rebound from the impacts of terrorism in previous years. Stellar performance from Egypt (72.9%) and solid growth in Tunisia (7.6%) inspire confidence in the region as tourism activity continues to recover to pre-attack levels.
- Asian countries continue to drive global tourism growth with North East Asia growing at 7.4% and South East Asia at 6.7%. China continues to lead the way at 9.8%. Over the next ten years, over one-third of absolute GDP growth and nearly half of employment growth will be generated by China and India.
- Latin America showed a decline of 1.4% in tourism GDP, largely a result of a contraction in international spend to the largest Latin American economy, Brazil, of 18.1% compared to 2016, and compounded by the ongoing political and economic problems in Venezuela.

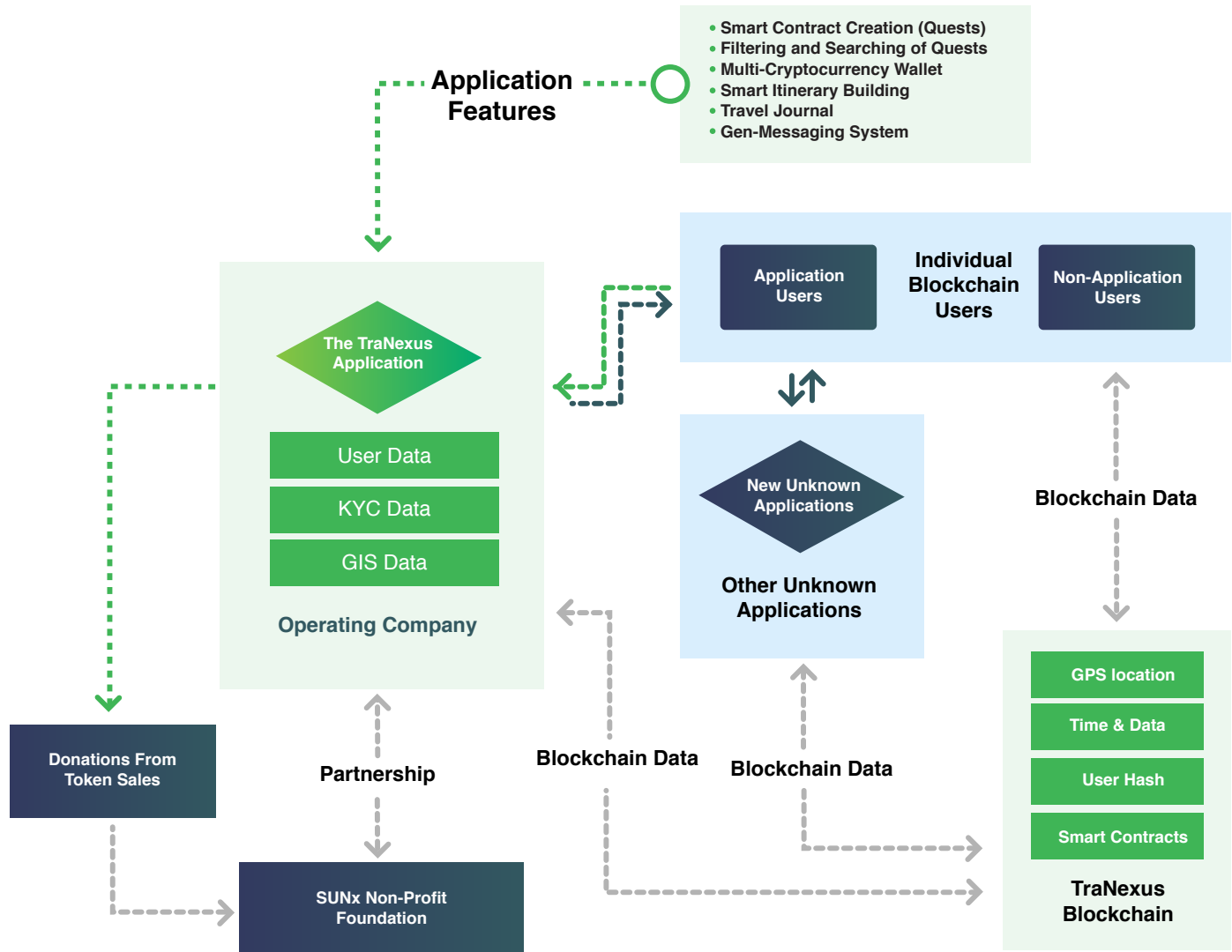
## THE LONG-TERM OUTLOOK

Forecasts for 2018 suggest growth will continue, albeit at a slower rate than in 2017. The long-term outlook to 2028 remains unchanged, with average growth of 3.8% per year over the next decade. However, by 2028, Travel & Tourism is expected to support more than 400 million jobs globally, which equates to 1 in 9 of all jobs in the world; and the sector is expected to contribute around 25% of global net job creation over the next decade.



# Appendix B

## TraNexus blockchain basic interactions.



# Appendix C

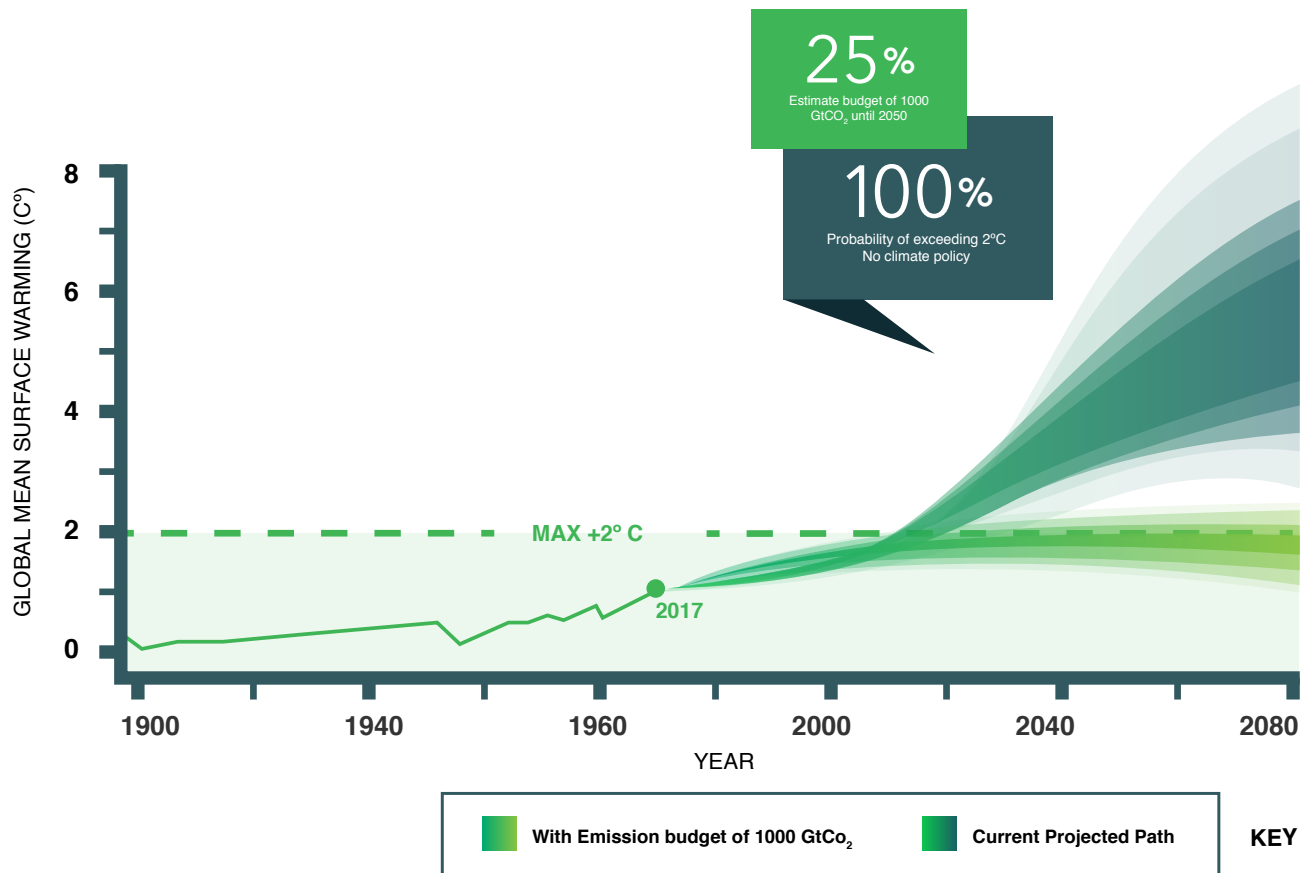
## Development timeline.

OBJECTIVE	TIMEFRAME	STATUS
Public Token Pre-Sale (4 weeks)	4/28/2018	UPCOMING
Token Sale Launch (8 weeks)	5/26/2018	UPCOMING
Public Beta: TraNexus Wallet Application	Q3 2018	UPCOMING
Full Release: TraNexus Wallet Application	Q4 2018	UPCOMING
TraNexus Blockchain Launch: Test Net	Q1 2019	UPCOMING
TraNexus Blockchain Launch: Main Net	Q3 2019	UPCOMING
1-to-1 token swap of XTNX for TNX	Q1 2020	UPCOMING
Public Beta: TraNexus Travel Assistant	Q2 2020	UPCOMING
Full Release: TraNexus Travel Assistant	Q3 2020	UPCOMING
Quest Smart Contract Launch: Test Net	Q1 2021	UPCOMING
Quest Smart Contract Launch: Main net	Q3 2021	UPCOMING
Public Beta: TraNexus Explorer	Q4 2021	UPCOMING
Full Release: TraNexus Explorer	Q1 2022	UPCOMING
More Innovation!	TBD	UPCOMING

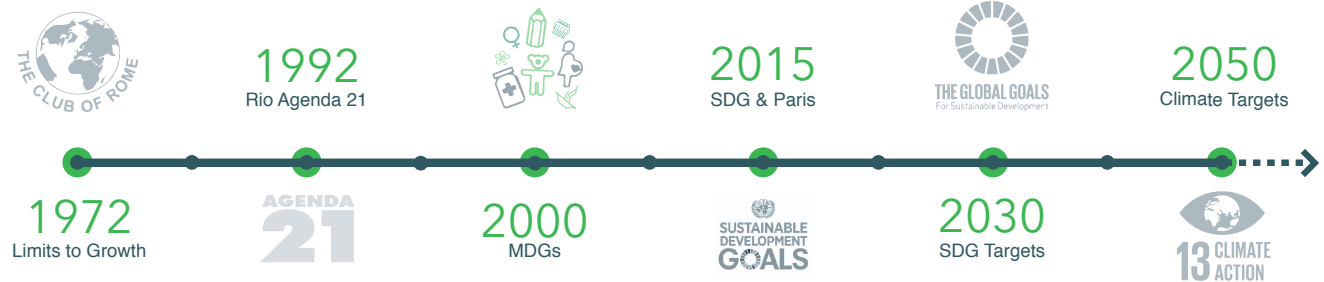


# Appendix D

## Sustainable development timeline.



### CLIMATE GOALS





# Appendix E

## Notice & disclaimers.

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This whitepaper states the current views of TraNexus Global Futures and TraNexus Solutions concerning the travel-industry and locational-data focused blockchain network named 'TraNexus', the related cryptographic tokens proposed to be used with TraNexus ("XTNX" and "TNX"), and related matters. The TraNexus team may from time to time revise this whitepaper in any respect without notice. However, the TraNexus team undertakes no obligation to update this whitepaper or any of the information it contains. You are responsible for ensuring that you have the latest version of this whitepaper and that you read and understand its contents.

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