

TriipMiles

Empowering locals to decentralize travel

The travel-by-token economy
with 1.8M properties, 6000+
unique local tours in 228
countries

Index

1. PROJECT OVERVIEW	7
1.1 TRIIPMILES TOKEN	7
1.2 OBSTACLES AND SOLUTIONS	8
1.2.1 Automate & decentralize high cost operation processes	8
1.2.2 Align incentives	10
1.2.3 Increase income by lowering transaction fees	12
1.3 TECHNICAL PLATFORM	14
1.3.1 Technical Philosophy	14
1.3.2 Smart Contract / DApp	14
1.3.3 Leveraging Smart Contracts	14
1.3.4 Platform Components	16
1.3.5 Platform Feature Highlights	17
2. TRIIPMILES ECONOMY	20
3.1 TRIIPMILES CASE STUDY	21
3.1.1 A millennial traveller with a low budget	21
3.1.2 A retired tour guide from World's Tour Guide Association	21
3.1.3 A young group of students offering free walking tours	21
3.1.4 A new tour company wants to acquire customers	22
3.1.5 A 5-star hotel needs photography tour for their guests	22
3.1.6 A crypto traveller	23
3.2 VALUE DRIVEN ELEMENTS	24
3.3 TOKEN ADOPTION & COMMUNITY BUILDING PLAN	24
3.3.1 Strategic Government and Social Network Partnerships	24
3.3.2 Global Travel Entrepreneur Challenge	24
3.3.3 Banks & Credit Card Providers	25
3.3.4 Official Cryptocurrency Accommodation Sponsor	25
3.3.5 Referral Program with Travel Key Opinion Leaders (KOL)	26
3.3.6 City Manager Program	26
3.3.7 Crypto only Type-A Retreat Community	26
3. TRIIP COMPANY	27

3.1 COMPANY BACKGROUND	27
3.2 WHY BLOCKCHAIN IN TRAVEL?	29
3.3 TRIIP SOLVED THE FUTURE OF TRAVEL INDUSTRY	31
3.3.1 The Dream of Cultural Immersion	31
3.3.2 Travel Brands Desire To Become Experience Platform	31
4. STRATEGIC PARTNERSHIPS	32
5. TRIIPMILES TOKEN SALE	34
5.1 TOKEN SALE OVERVIEW	35
5.2 TOKEN SALE STRUCTURE	35
5.3 TOKEN SALE PROCEDURE AND ALLOCATION	36
5.3.1 Community Reserve (25%)	37
5.3.2 Company Reserve (17%)	37
5.3.3 Ecosystem Advocates (15%)	38
5.3.4 Team (10%)	38
5.4 TOKENS DISTRIBUTION FOR PRIVATE SALES	38
5.5 TOKEN DISTRIBUTION - EMPLOYEES AND FOUNDER	38
5.6 USE OF PROCEEDS	39
5.6.1 Research & Tech Development (30.39%)	39
5.6.2 Marketing (24.23%)	40
5.6.3 HR, Operation & Infrastructure (21.02%)	40
5.6.4 Business Development (22.73%)	40
5.6.5 Legal Efforts (1.63%)	41
5.7 RISK ANALYSIS	41
5.7.1 Competition	41
5.7.2 Government Interference	41
5.8 ROADMAP	42
6. TEAM	43
6.1 FOUNDERS AND TEAM	43
6.2 OUR TRACK RECORD	44
6.3 PROMINENT INVESTORS	46
6.4 ADVISORS	46
SOURCE MATERIAL	48

ACKNOWLEDGEMENT **48**

LEGAL DISCLAIMER **48**

ABSTRACT

Triip Pte. Ltd – a profitable travel startup founded in 2014, licensed by the Singapore Tourism Board, is doing a reverse ICO. We have been helping travellers book authentic local tours, hotel rooms and accommodations seamlessly in 227 countries with database capacity of 1.3M+ hotels and 6000+ local guides in the last four years. We are operating profitably and have had US\$858,000 seed funding from 3 Venture Funds: Gobi Partners SEA, MAP2I Ventures and Gaiax Ventures.

Triip is known as a disruptor in the travel industry and has received recognition from various Tourism Boards in the form of awards and partnerships. Triip is an honour Board member of the Pacific Asia Travel Association (PATA) and active member of United Nation World Travel Organisation (UNWTO)'s Global Code of Ethics for Tourism.

Unlike many blockchain projects that are building from scratch, Triip is already profitable with a close relationship with tourism boards in the Asia Pacific. It has a proven business team which create a dynamic ecosystem and can claim to be the world's first and largest exclusive local tours platform.

Our decentralized platform, with the TriipMiles (TIIM) token at its core, will be the respondent to 3 key challenges in the travel world. TriipMiles protocol will aim to remove unnecessary friction in the travel space and align values in a way that creates incentives to locals, tour guides and travellers.

The three main issues of the online travel industry and our offered solutions

1. **Costly Inventory Approval and Dispute Settlement:** This is currently a capital intensive and inefficient process. Similar to other OTAs, Triip has encountered the bottleneck drawback which occurs every time a new listing requires approval. Even the giant OTAs are in fact still approving new accommodations and experiences manually. Moreover, for every dispute that occurs, the company is relying on expensive, full-time staff to resolve the issue. A big player estimated the cost to add 1,000,000 locally-immersed experiences is about US\$ 1,500,000,000 while Triip's old process will cost at least US\$ 100,000,000.

=> ***Our decentralized approval and arbitration system*** will automatically approve travel products such as hotels, local tour guides, verify travellers, and resolve user disputes. This system utilizes trusted digital blocks and confirmation protocols on the

blockchain, with a rating determined by immutable review and scoring interchange between P2P entities (such as locals, reviewers, verifiers, travellers and arbitrators). We can save US\$ 100,000,000 operation expense to create 3,000,000 new jobs for locals around the world.

2. **Customer Acquisition:** This process is currently monopolized by advertising middlemen. Hotels and Accommodations have to pay Google or Facebook huge amount of money to advertise the services. This increases the cost of customer acquisition for tour operators, local guides and hotel owners while reducing transparency. As a result, fraudulent transactions are possible.

=> ***Our P2P referral protocol*** guarantees that travellers will not only able to view tours and accommodations, but also make a direct booking from suppliers. Hotel owners and local guides can pay directly to the referral sources that provide actual bookings from real customers.

3. **Suppliers lose income due to high-cost cross-border payout:** Still an inefficient and costly process, Triip is still not able to pay our local guides in 200 different countries instantly. Payment processors and other fintech intermediaries continue to take a significant middleman fee. We implement a 3-day-after-tour escrow model to ensure the quality of our guides' service; however, it is still not the best option for local tour guides.

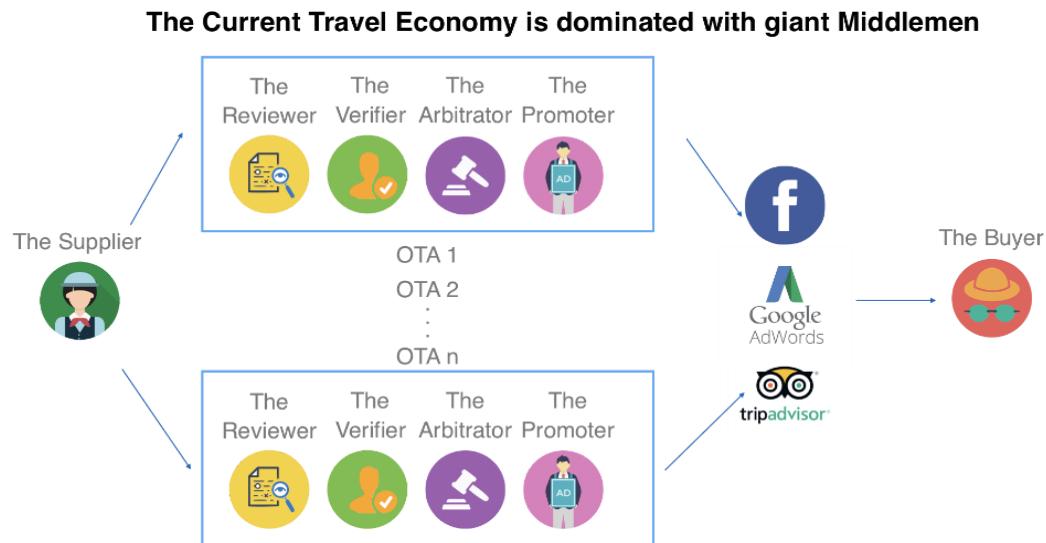
=> ***Secure, instant and cost-efficient cross-border payment*** is the goal. Triip will allow authenticated and verified P2P entities to send and receive TriipMiles after successful exchanges of services between the two entities.

Triip's dream is to become the world's biggest travel utility token, utilizing blockchain technology to evolve our existing business. With our decentralized model, we simplify our operations and empower the community worldwide to create their travel businesses. Tokenization helps to align interests and build a sustainable tourism ecosystem.

1. PROJECT OVERVIEW

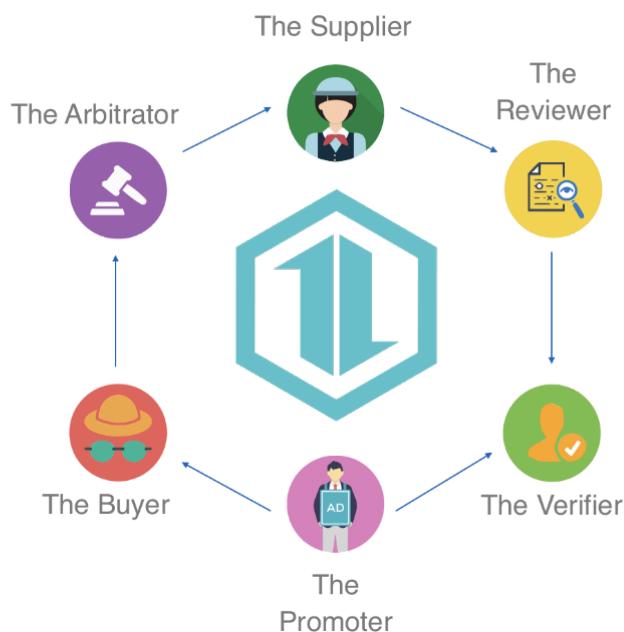
1.1 TRIIPMILES TOKEN

TriipMiles, the utility token, will empower more locals to participate in the travel industry. The current travel economy only has a few centralized players participating: travel business owners & local employees, OTAs and travellers.



Discarding the centralization of data, the TriipMiles token will have a thorough incentivized system that tracks proof of work, quality as well as productivity embedded in it.

The New Travel Token Economy powered by TriipMiles



With TriipMiles, all elements of the travel economy will be presented in a circle where each aspect can be tracked and verified by any individual. Quality and transparency will be visibly demonstrate.

For instance, each group within the TriipMiles economy will collaborate, process functions and be rewarded with TriipMiles as their work is verified. This is accomplished by smart contract and cannot be controlled or affected by any outside entity.

1.2 OBSTACLES AND SOLUTIONS

1.2.1 Automate & decentralize high cost operation processes

Traditional OTAs have been utilizing a centralized system for years since the beginning of the Internet. Search, Distribution, Recommendation and Rate tools have been utilized as their properties. These firms always start with a focus on quality. However, as the organization grows, they are forced to focus more on quantity and controlling massive amounts of data control. This can result in neglect, a decrease in quality of the platform, as well as reduction of transparency.

Current models vs TriipMiles

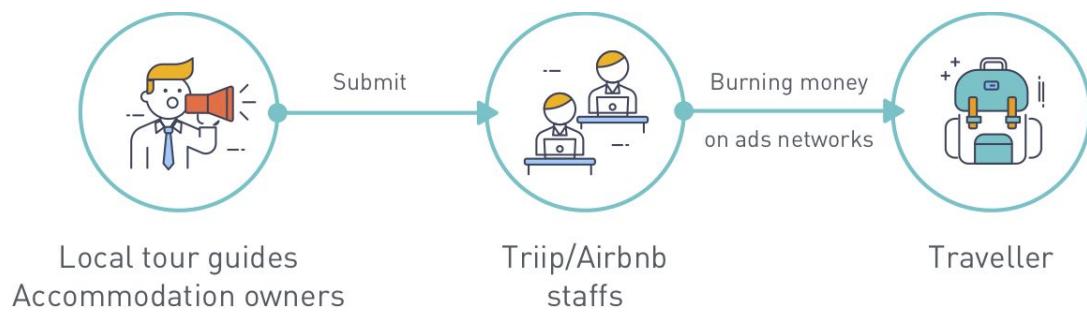
A big home sharing OTA



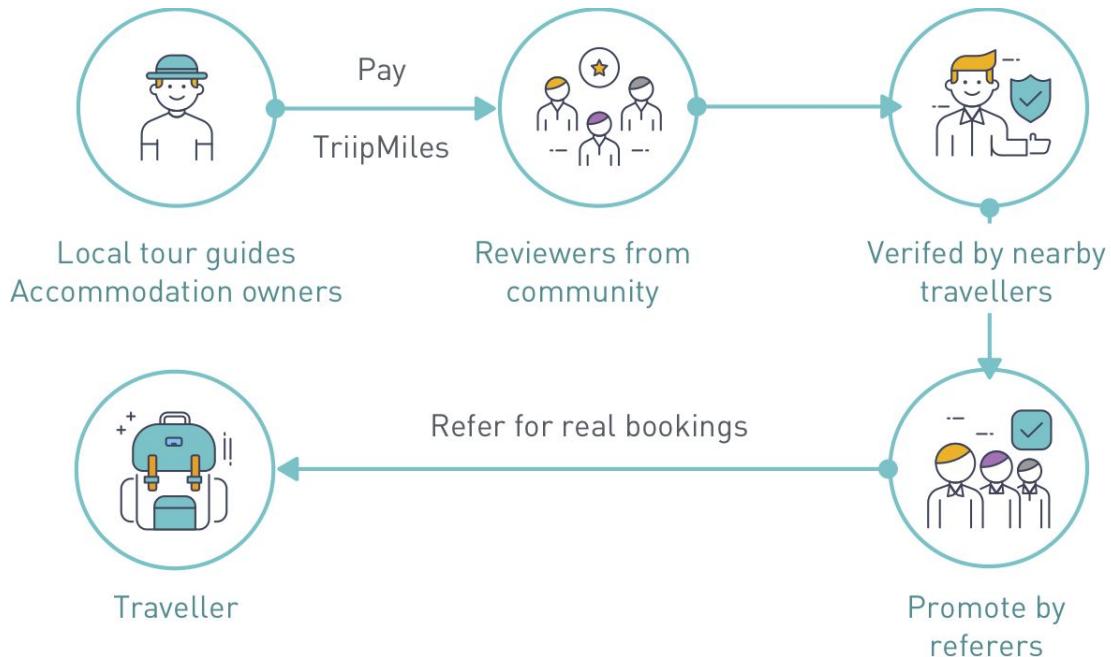
No of tours	4,000+	6,000+	1,000,000
Cost per Verified tour	US\$1,000 - 1,500	\$100	0
Cost to reach 1M tours	US\$1,500,000,000	US\$100,000,000	0
Jobs created with 1M tours	1,000,000	1,000,000	3,000,000

For the market of local tours, Triip has to put effort to qualify a tour guide or a new open accommodation. These actions required multiple, subjective appraisal tools, high expenditure and time.

A tour guide's certificate helps to visualize the knowledge of a particular guide, and the P2P rating system has helped Triip to measure his or her quality of service. However, verifying a new local tour guide on Triip's platform takes about seven days of intensive and pricey evaluation, reducing the amount of time and money left to maintain the quality of our current tour guides. On top of this, Triip has to spend a large amount of money to advertise the suppliers' products and brands.



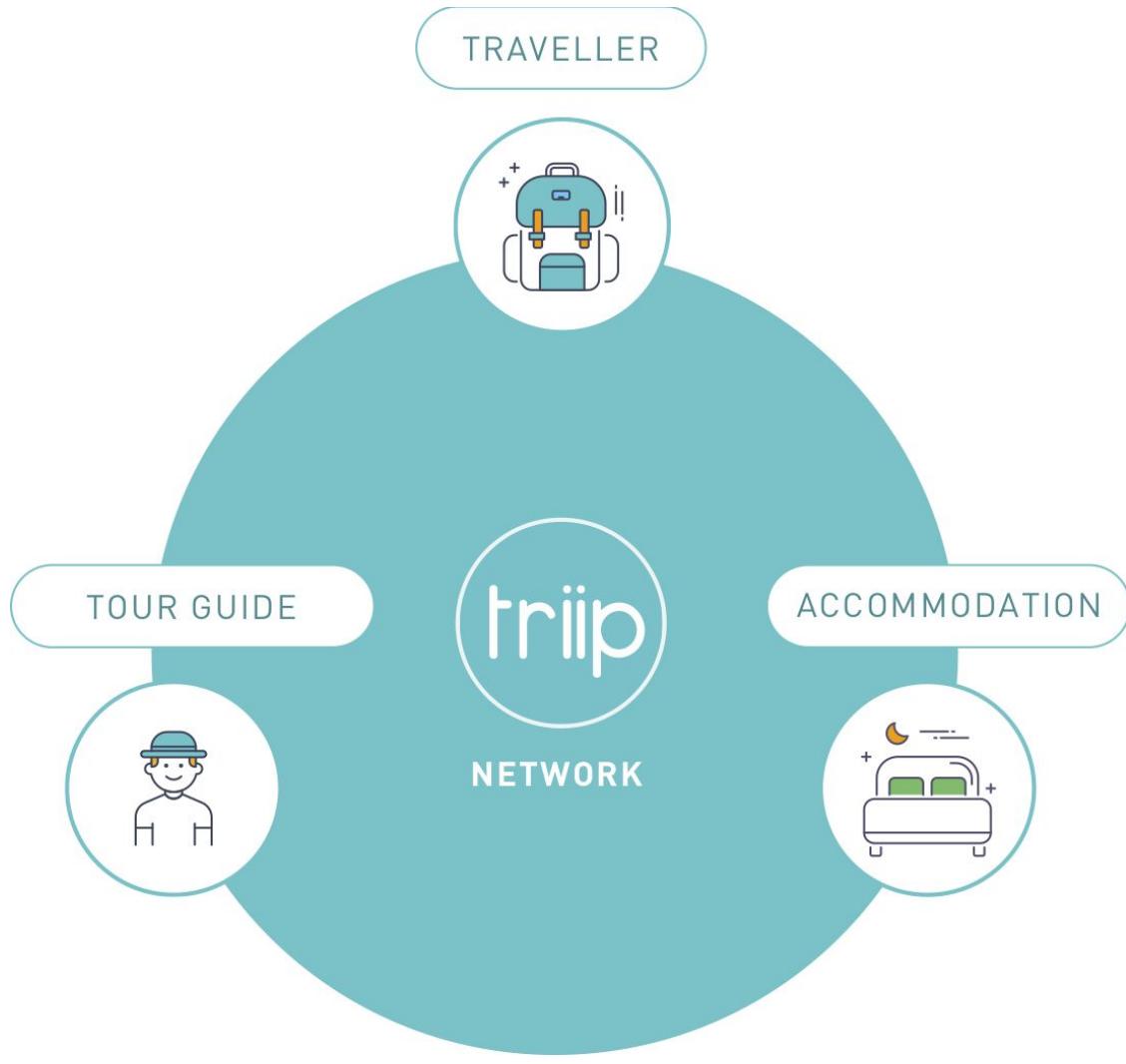
For this reason, Triip has decided to push forward and adopt decentralization to revolutionize our platform based on the fundamentals of blockchain technology. All processes for qualifying and rating tour guides and accommodation quality will be published to the original P2P protocol, eliminating the intervention of a centralized system. We will increase the level of transparency and quality control for all 3rd parties leveraging our system.



1.2.2 Align incentives

In the era of the Internet, the online industry has made billions of dollars and become one of the largest information sharing systems in the world. However, the lack of true competitors has created a system where access and the power to control information is in the hand of giants.

With the benefit of referral programs, Triip will offer the reward to our local tour guides, hotel owners and travellers thanks to their contribution to the economy by using the token instead of traditional forms of money. Additionally, we can adjust market saturation by stimulating clients and hosts to commit to the ecosystem by exchanging services through TriipMiles Token.



By tokenization, Triip will realign incentives by rewarding tokens correspondingly through activities of entities:

- From Triip to Local Guides: accomplish the training class for tour guides; complete a tour with 4-5 star rating from travellers; suggest and evaluate a local activity to Triips.
- From travellers to Local Guides: review and rate a tour, plus the tour guides; recommend accommodation in town to the new travellers.
- For Accommodation Owners: receive bonus tokens for every 4-5 star rating by travellers and for referring a tour booking to a tour guide.

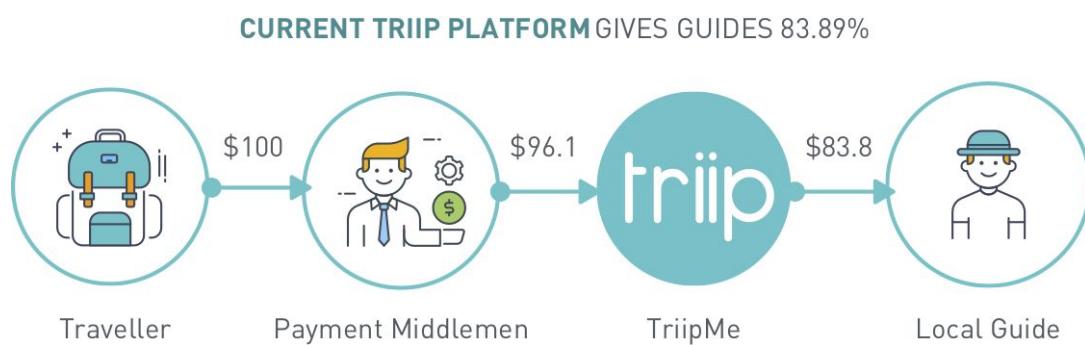
By increasing transparency and aligning incentives between entities, TriipMiles will build a valuable ecosystem which participants and token holders can benefit from.

1.2.3 Increase income by lowering transaction fees

The existing community network of Triip with its efficient processes has proven to be effective compared to our competitors worldwide. We always aim to share gains with our collaborators to ensure the highest quality service.

6000+ tour guides around the world consider themselves self-employed individuals, with Triip acting as an assistant. We keep 10% of the booking price and compensate more than 80% to the tour guides.

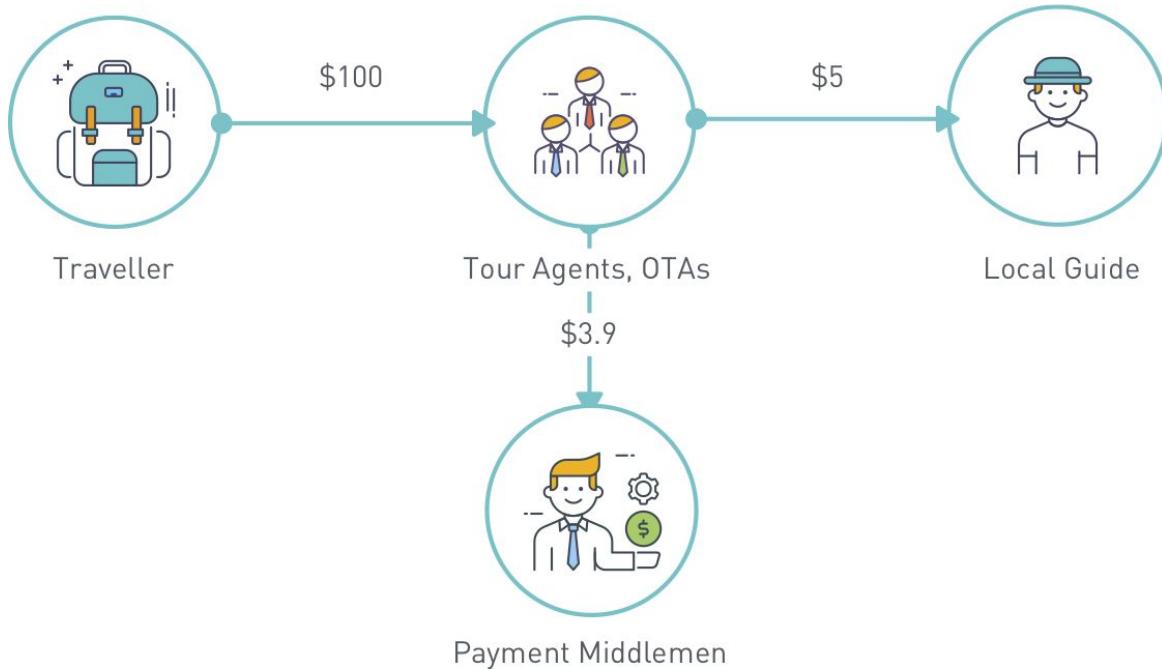
With the current fees charged per booking, the Triip platform is operating with the lowest fare rate for hotel and tour bookings when compared to rivals.



Of the 10% fee which Triips claim from our suppliers and clients, we have to pay around 7% in financial fees as follows:

- Financial Institutions Fees (3%) - Paypal, Stripe, Visa, and Mastercard charge flat fees for managing transactions.
- Foreign Transaction Fees (2%) - A transaction usually requires different denominations. As a result, foreign transaction fees are charged for transactions made outside the country where the user's credit/debit card was issued.
- Currency Conversion Fees (2%) - Currency Conversion Fees are the result of the Dynamic Currency Conversion (DCC), a fee charged to see the transaction cost in your preferred currency denomination. DCC rates tend to be worse than traditional rates, but some platforms are known to charge the currency conversion fee unbeknownst to the user.

TRADITIONAL TOURS COMPANIES GIVE GUIDES 5% FEE



With the new decentralized platform, Triip will give 95% of the TriipMiles listed on tour from travellers to local tour guides via TriipMiles, thanks to smart contracts automating transactions that bypass commission-based platforms, financial institutions, and currency denominations. **We only charge a tiny amount of gas fees from the trip creators and 5% service fees from the traveller.**

As the TriipMiles tokens can be used for all transactions, there are no foreign transaction fees or currency conversion fees, and all savings are passed back to the hosts and guests holding the tokens.

Triip is also allowing the use of fiat, but the tour price will be higher when compared to using TriipMiles.

- If the transaction is in fiat money, there will be 10% Commission from Triip creators and 10% service charge from travellers
- If the transaction is in TriipMiles, there will be 0% Commission from Triip creators and 5% service charges from travellers

This service fee is 5 % higher for guests when they make the booking with fiat, and the commission is charged for hosts who prefer to be paid-out in alternate currencies.

1.3 TECHNICAL PLATFORM

1.3.1 Technical Philosophy

We believe in making use of pragmatic technology frameworks to help improve lives. We use the best tools available, and often that might lead to a decision to go with an older, less sophisticated toolset. The objective is to achieve our business goals in a much shorter time frame and with the least cost.

Applying the same principle, moving forward we will gradually adopt established blockchain technologies as part of our core stack, not the latest one. Specifically, we will adopt a Smart Contract platform to help bridge the gap between our service providers and consumers. We will also explore options to run it on a semi-private or private blockchain network, to lower transaction costs even further.

For the time being, we think that having both on-chain and off-chain pieces is still necessary. Eventually, we are hoping to move all of our architecture on-chain when the right platforms are available in the foreseeable future of this fast-moving evolution.

1.3.2 Smart Contract / DApp

Smart Contracts or Distributed Apps (DApp) is a software that runs on the blockchain. It has the potential to live forever unchanged in the network. In simpler terms, DApp could be understood as both an escrow account and payment mechanism.

When a contract is started/executed, neither Triip nor any governing parties could change or deviate from the terms agreed upon. By default, the contracts are public, and hence the underlying business logic is visible to everyone.

1.3.3 Leveraging Smart Contracts

We believe in the vision of creating a version Decentralized Autonomous Organisation, by leveraging the power of Smart Contract / DApp appropriately. Combining both centralized and decentralized technology stacks, it would be possible to achieve a balance between efficiency for operations, timeliness, and cost of development.

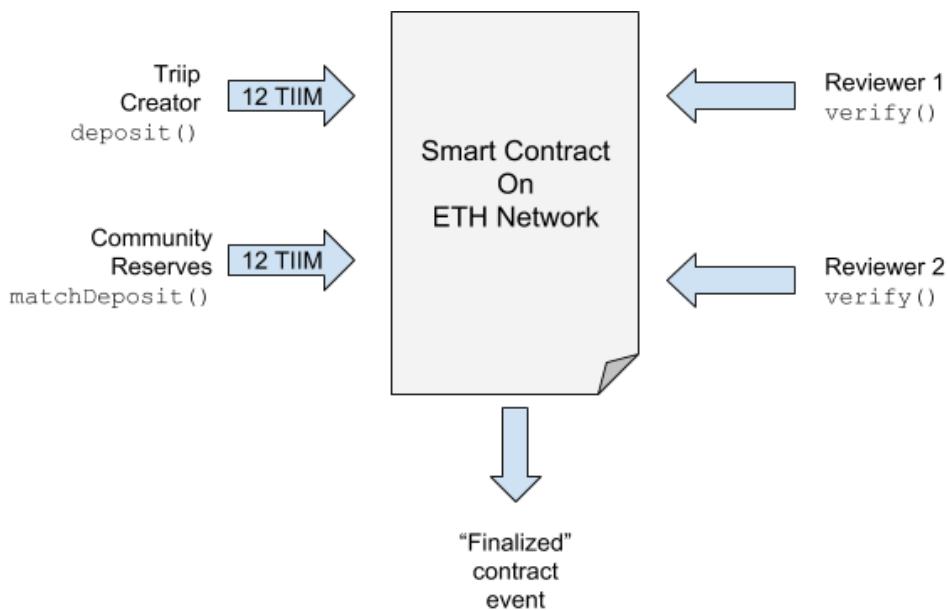
We believe that Smart Contracts are the most suitable tool for payment-related components of Triip platform at the very first step.
Illustration of use cases:

Triip creation process with Smart Contract

First, a Triip Creator publishes an unverified triip on to his profile; this is done with our existing tech stack.

For the triip to become bookable, Triip Creator must get verification from at least two reviewers.

Triip platform setups a smart contract between 3 parties: triip creator, potential reviewers and Triip's Community Reserves.



To activate the contract, the Triip Creator transfers a certain amount of TIIM tokens into the smart contract. As a way to encourage usage of TIIM tokens, Triip platform would match 1:1 amount of tokens, doubling the pool of reward for triip reviewers. Triip intends to run this matching campaign for a maximum of up to 6 months after the launch of the revamped platform.

Upon actual verification of the tour content, reviewers will trigger the verification function of the same contract via the Triip platform. Once sufficient reviewers have participated, the contract automatically finalizes, and reward funds are divided equally among all reviewers.

This contract is public and “enforced” by the Ethereum network itself hence trustable by all parties.

Upon actual verification of tour content, reviewers will trigger the verification function of the same contract via the Triip platform. Once sufficient reviewers have participated, the contract automatically finalizes, and reward funds are divided equally among all reviewers.

The same goes for when a user wants to book a tour on Triip.me. The user would enter the system by putting down the amount of the tour price in TIIM tokens into a smart contract. Once the tour guide has finished giving the tour and fulfils the contract, together with the confirmation from the user that the tour has been well, the contract would be finalized and the TIIM tokens would be transferred to the tour guide.

This contract is public and “enforced” by the Ethereum network itself hence trustable by all parties.

1.3.4 Platform Components

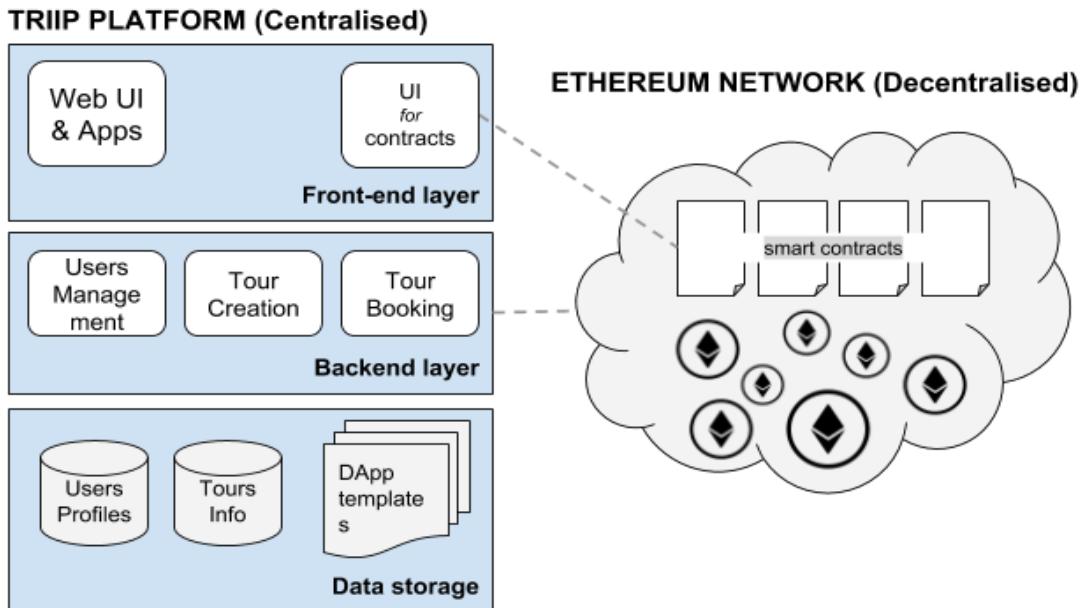
Triip Platform is a regular web application that runs on the cloud. It maintains the database of creators, customers, tour information and other information necessary for booking a triip. These data are considered “off-chain” data.

The platform facilitates creation and execution of Smart Contract on Ethereum network between all parties involved including Triip itself.

Once the Contract or DApp is deployed “on-chain” to Ethereum network, the terms and conditions of fulfilment are public and cannot be modified. Triip platform provides Graphical User Interface to allow all parties to interact appropriately with the contracts via ReactJS & Web3.

When all conditions are met, the Contract sends fund it holds to receivers, and trigger blockchain events, for Triip platform to handle miscellaneous following up actions such as email notification and feedback collection.

The following diagram illustrates simplified architecture components of Triip platform:



* not all components are shown, for simplicity.

1.3.5 Platform Feature Highlights

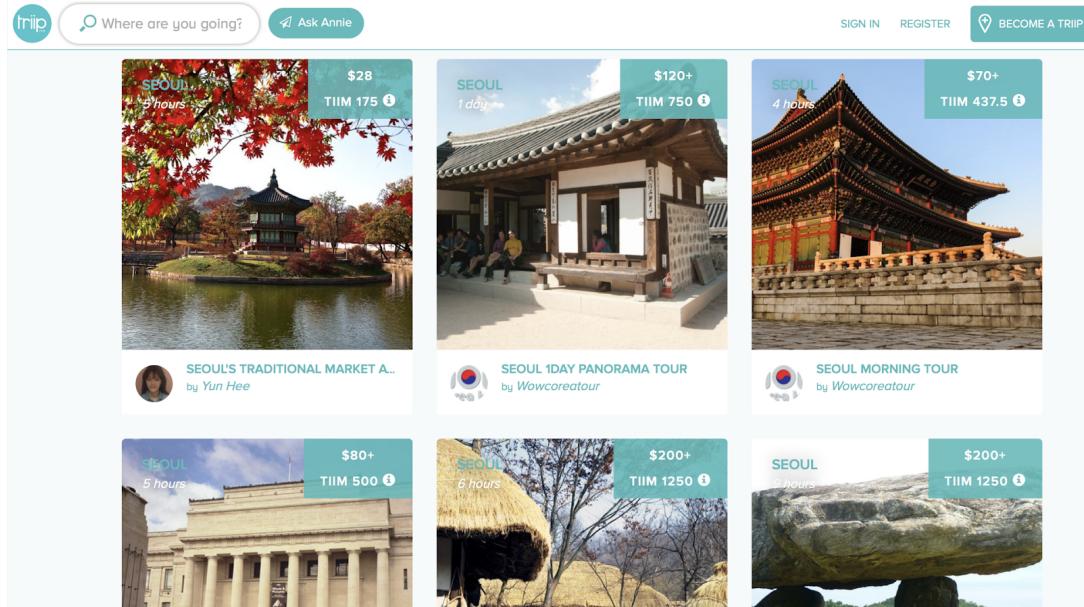
Seamless Booking Experience from Room to Tour

Book a room cheaper than Agoda/Traveloka... → Unique local tours are added automagically → Local guide pick up w/o asking hotel address



Triip, since the beginning, has chosen the own path of using our platform to seek and explore the new market of the travel industry: local tours. For a long time, giant booking platforms only focus on accommodations and airline booking. However, it has been proved that this approach is only half-way to customers' satisfaction. Giant OTAs tend to focus on either experience of

a tour (tour booking companies) or a hotel (hotel booking agencies) neglecting the activities during their customers' visit.



Another reason for OTAs to make a slow adoption for both accommodations and tours is data and resources controlling. Different from airlines and hotels, tour experiences are ethereal products. And it takes lots of effort, expenditure and time to qualify or verify local tours seamlessly.

Triip has been focusing on hotel bookings to pinpoint precise dates and the duration of travel for users and will increase tour bookings accordingly.

A detailed view of a hotel room listing for Holiday Inn Express Singapore Katong. The listing includes a large image of a well-furnished room with a double bed and a large window overlooking the city. A 'Extra Cashback' button is visible in the top left corner. To the right, the hotel's name 'HOLIDAY INN EXPRESS SINGAPORE KATONG' is displayed in blue, along with a 4-star rating and 'Very Good 8.3 (2285 reviews)'. It shows the address '88 East Coast Road', 'Free Breakfast', '77 rooms', and a note 'Only 6 rooms left at US\$104!'. The price is listed as 'from US\$104 / TIIM 650'. A small note states '*price for 1 night'. A 'View Rooms' button is at the bottom.

Global Travel Learning Platform for Locals

After Your Awesome Triip

How To Promote Your Triip

How To Ensure An Awesome Experience

Things To Consider Before Creating A Triip

How To Create Your Triip

What To Do When You Have A Booking

One of the decisive points of Triip is training courses for local tour guides upon tripping, guiding, planning and executing. It is vital comprehension for the equivalent quality of services for on-tour experiences.

Over four years of operation, Triip founders and the team have gained experiences through the learning process of verifying tour guides. We merged all of our knowledge in training local tour guides sessions. For a tour guide to become a Triip Creator and be able to perform a standard procedure and a best service, he/she needs to complete our learning session. The results will show how good they are in reality.

Because of our high quality training program, many Tourism boards in the Asia Pacific region have asked Triip to help build online travel guide training platforms for them. With the resources from the ICO, we will be able to create a comprehensive platform for our local guides as well as our tourism boards partners.

Universal Travel Scoring System

More than 80% of travellers trust travel platforms such as Agoda, Booking, TripAdvisor and Yelp to preview destinations and products before booking. Clients can have selective options for a hotel, restaurant or tourism attractions before arriving base on other user's reviews. However, can hotel owners/local guides/attraction managers know more about their guests' previous visit? Not all travellers are the same: some can be nice while

others are incredibly grumpy. Via the traditional operational platform of the travel industry, there is no way travel business owners can identify who their customers will be. Differ from ride-hailing apps that change the way customer utilizing the service like Uber, Lyft, Grab and even Airbnb, traditional hotels, tour companies or individual guides have no apparatuses to do a two-way review system for both sides. TriipMiles completely solve this challenge.

On Triip's platform, all information of travellers, local guides and hotels will be recorded on smart contracts to calculate the proprietary scores.

Information and scores for each activity will be saved on the platform and made available upon request and when permission is granted.

A token-based transactional booking solution, combined with a fair, incentivizing ecosystem for good users of the network, underpinned by the TriipMiles token, will improve customer service for the entire travel ecosystem. Converting our platform onto the blockchain system allows us to create a unified token, which has value globally, while any party can trust individual ratings.

These scores will present potential risks. The higher the score a traveller gets, the lower the risk for local guides or hotel owners to experience and vice versa.

Triip's universal travel score will be based on data from many sources, including:

- Permitted user information and previous travel frequency and habits
- The background check from Interpol database
- Review score by other parties
- The score received from the Triip's online tour guide course and Publicly available information.

2. TRIIPMILES ECONOMY

Triip has worked with more than 100,000 travellers and 6000+ local tour guides around the world, assisting them to organize the best local experience for travellers. From using our travel platforms, Triip's guides have earned recognition around the world as a reliable outlet for those who seek to embark themselves in the cultural experiences.

The TriipMiles token will empower more participants beside travellers and local guides into the travel industry like: retired tour guide as reviewers, receptionist as promote to utilize a new way of working.

In the past, every new tour on Triip platform created one additional local jobs. With TriipMiles, every new tour will create four additional jobs.

3.1 TRIIPMILES CASE STUDY

3.1.1 A millennial traveller with a low budget

Jerry grew up in the suburban area of Houston, Texas. He dreamed of travelling around the world. The only obstacle facing him is his budget.

Jerry was on the way for more than three years through 34 cities and 12 countries in Europe in Asia. He did many part-time jobs on route to finance his dream. However, not every location would accept a foreigner to work without a permit.

Lately, a friend referred Jerry to use the service of Triip.me. He was surprised about this website that offer exactly what he has been looking for. Collaborating with Triip.me, Jerry will book some tours, review the local guides and receive TIIM token as a reward. At night, he works as an Arbitrator, solving dispute cases on Triip.me. As a result, he made some saving for accommodations, food and funding for his global tour.

3.1.2 A retired tour guide from World's Tour Guide Association

Johana has been working as a tour guide for almost 50 years. She is retired and lives happily with her family in a countryside of Washington DC. Occasionally, she misses her work, places she has been to and the passion to guide new, young travelling lovers. With her experiences, she can easily review 4-5 newly created tours on Triip at home daily via our platform. It takes only 15-30 minutes to accomplish the revision of one tour. After receiving TIIM tokens as a reward and with a little help, she transfers all of her tokens to cash and donates them to a local health care center.

3.1.3 A young group of students offering free walking tours

Helen and her friends are from Pacific Asia Travel Association - Taylor's University Students Chapter in Malaysia. To help with their study, they decided to participate in the Malaysia Travel Entrepreneur Challenge 2017 which was organized by Triip. They designed a free walking tour around their hometown – Kuala Lumpur. Helen and her friends require zero profit for this tour, based on their thirst for knowledge of operating a real business. However, they struggle with the fact that more than half of the customer groups who booked the tour canceled without any compensation. This is a lesson for them about taking deposits. Fortunately, Helen figured out that

she can use TIIM tokens as a tool to guarantee reservations by those who have made a booking. Travellers who want to reserve the tour needed to deposit their TIIM token, the smart contract will stand and withhold any last minute cancellation without paying fees. The customers will have to finish the tour and review it then TIIM token will be released to the tour guides including a small extra amount if they rated 3-5 stars.

This innovative method of booking would not be compromised without leveraging the power blockchain, smart contract and TIIM tokens.

3.1.4 A new tour company wants to acquire customers

Local Delight is a new tour company offering foodie tours within their city. Similar to others, they have submitted their information including an overview, products, vision and price on review sites. The process is straightforward but without any guidelines saying how long and when their information will be listed. Local Delight has been waiting for two months without any adequate feedback from the review sites. They share their concerns on Tour Operations United Facebook Group and find out that they are not alone. Big review sites conceal their approval process, and customers have little power.

Local Delight then turns to Google Adwords to promote their key words “local food tour”. It turns out they have to pay \$4 for every click due to the competitive advertising of other tour companies as well as the business themselves.

Finally, Local Delight purchases TIIM tokens to utilize Triip’s referral program. They reward Triip’s community with \$5 worth of token for every successful booking of a minimum \$50 local food tour. As a result, the need has met the want, and Local Delight only needs to pay for every true purchase. This method reduces inefficient advertising and saves time for Local Delight.

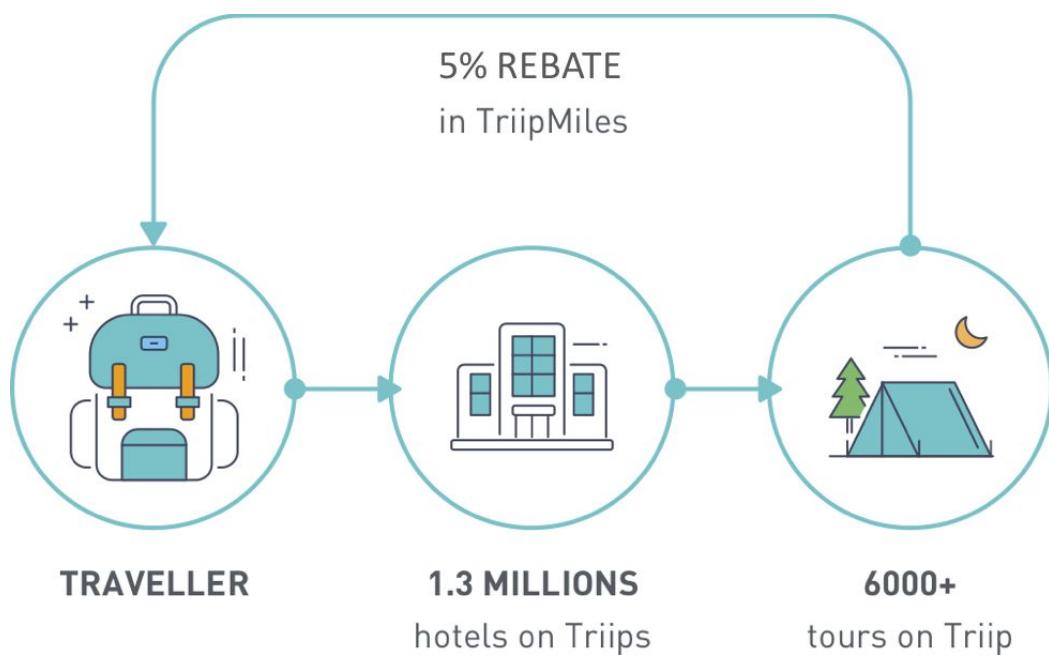
3.1.5 A 5-star hotel needs photography tour for their guests

Le Meridien Hotel in Saigon starts a new marketing campaign. They want to improve the local tour experience for their VIP guests to compete with Airbnb and other 5-star hotels. Instead of hiring a full-time photographer, Le Meridien uses Triip’s API to show photo tours from top-rated local photographers on Triip.me to their guests. They can pay via fiat money through the API and choose the photographer that suits their style. In the end, Le Meridien Hotel has the authority to use the photos and saves the cost of hiring a full-time employee.

3.1.6 A crypto traveller

James is an early adopter of Bitcoin and lately became an ICO investor. He usually attends potential blockchain conferences and seminars around the world. James engaged Triip.me accommodation offer for hotel rooms with a reasonable price, particularly equal or even cheaper than Booking.com (his usual hotel booking site). Surprisingly, he discovers that Triip.me also accept BTC and ETH. Since there are no other big OTAs' accepting cryptocurrency, James gives it a try. After booking, his passion moves to another level when a local blockchain evangelist offers him a free unique local tour in Hamburg via the Triip platform. James enjoys his stay in Hamburg had good local beers and made friend with the evangelist.

When James flew back home in Tokyo, his crypto wallet receives 5% worth of his previous hotel and tour booking as a rebate from Triip.me. Currently, James has invested in Triip with his passion to change the way people book their travels.



3.2 VALUE DRIVEN ELEMENTS

With existing number of users (+100,000 frequent users), Triip.me guarantees token adoption. With unique hotel and tour booking methods, Triip's ecosystem will see a mass escalation in users after official token launch. The transaction volume will increase and staked into the pool protocol. Circulation of transactions between users and will hence, increase the adoption of TIIM token.

The number of Payments: Through any booking on our platform, a certain amount of TriipMiles tokens (booking cost, security deposit, cancellation fees) are sent to the block system in smart contracts until the checkout date.

The number of Arbitration Cases: Arbiters stake more tokens to be picked more often to be examined by the arbitration protocol.

Reputation Score Compensation: Users with poor or no reputation can build trust with other users by staking tokens on their transactions

3.3 TOKEN ADOPTION & COMMUNITY BUILDING PLAN

3.3.1 Strategic Government and Social Network Partnerships

The strategic government partnerships are our biggest strength. Similar to Uber, Airbnb, Grab, etc., the online economy models will clash with the traditional models in every term of customer approaches, promotion and access to the service via platforms. Local established regulations of travel and tourism is a hard obstacle to bypass.

However, we have built a close relationship with governments around the world, we are only one-step away from a signature of tourism ministers in 97 countries in Asia. We are leveraging this advantage, as we grow stronger in all our markets.

3.3.2 Global Travel Entrepreneur Challenge

In 2016, Triip joined the Global Travel Entrepreneurship Challenge where we recruited over 7,000 candidates, and they signed up to become Triip's local experts around the world. Thanks to the sponsorship and organization of

Seychelles Tourism Board and FWD Hong Kong, Triip saved on cost to join the Challenge and increased our tour inventory with powerful, cost-efficient growth.

Triip has completed the next Travel Entrepreneurship campaign held in Malaysia. We will continue to participate in more challenges to create brand awareness and partnerships. Triips already has a relationship and pending MOUs at the city or country level around the world such as Papua New Guinea, Rwanda, Japan, Seychelles, Vietnam, Malaysia, Singapore, Hongkong, Bhutan and other countries in the PATA.org network.

Each of these locations will have cash sponsors and destination partners, either independent of each other or the same entity. Additionally, the contest name will be changed to reflect the name of the location. For example, Japan's will be "JTEC 2018,".

Each country will organize the search for the Top 10 best local tour guides. The best tour is selected based on real bookings and reviews. These tour guides will be granted licenses by the local tourism board and invest capital to start their own tour companies.

Following this, all the best local tours will compete for the global title.

3.3.3 Banks & Credit Card Providers

Financial institutions are pedestals of the travel industry regarding growth and advertising. So far, Triip has partnerships with DBS and Citibank to promote Bhutan Tours as well as local experiences to their employees for 2017 and beyond.

Triip has just launched an exclusive deal for Citibank employees in Singapore. Within two weeks, we have achieved US\$15 K in revenue at the cost of \$0.

3.3.4 Official Cryptocurrency Accommodation Sponsor

Triip will target conferences and events to spread our appearance and awareness. We will also sponsor and engaging in post-conference

networking with honour guest from many different Tourism Boards. This is a quick way to bootstrap our initial network and capitalize on brand recognition as one of the pioneer home-sharing platforms operating on blockchain with real product and operations.

3.3.5 Referral Program with Travel Key Opinion Leaders (KOL)

Positive word-of-mouth has the lowest cost and is the most effective way of generating brand awareness, new leads, and immediate sales.

Triip will implement a referral program to encourage user acquisition of hosts and guests. Users, who refer the hosts and results in a reservation will be rewarded with TriipMiles. Likewise, users referring guests and leads to a booking will receive TriipMiles.

That is the reason Triip.me stocks 25% of TriipMiles for the Community Reserve to power the prosperity of our referral program.

3.3.6 City Manager Program

City Manager is a critical chain-link program connecting company and its community. They act as the voice and represent the vision of TRIIPMILES Token.

City Manager conduct:

- Planning and hosting TriipMeet / Crypto events / meetups / Type-A Breakfast
- The development of marketing and approach programs.
- The token obtains through the contributions that encouraging the managers to promote the company as a strong competitive platform in the market.
- Functioning of referral program.

With the City Manager Program planning, Triip has foreseen a potential self-reinforcing feedback loop that generates users and brand awareness for the advancement of our company.

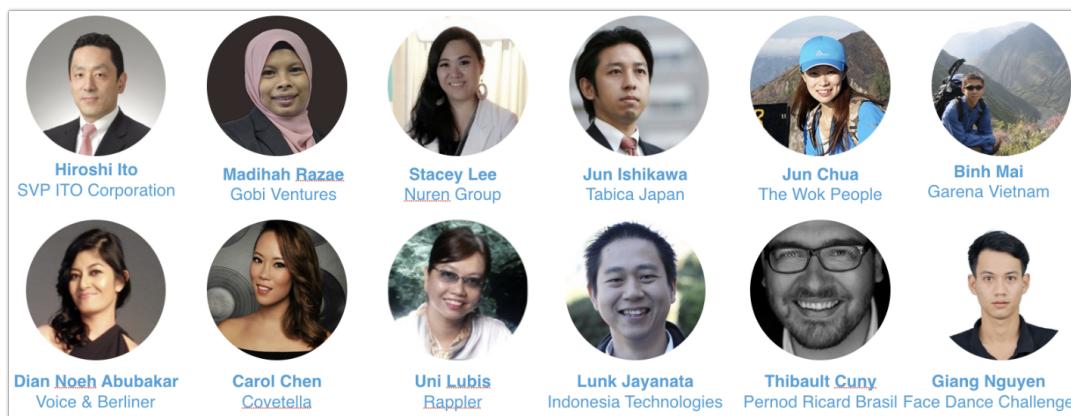
3.3.7 Crypto only Type-A Retreat Community

During years of operation, Triip has developed an iconic way to communicate and constitute a solid community of influential founders, senior executives,

venture capitalist and celebrities through the world first 7-days retreat in the mountains of the Himalaya.

The approach of this unique tour proved to be a cost-efficient method in marketing. The trip fees stand around \$3000 - \$4000/ each person for a once-in-a-lifetime experience to the place so called “The Last Shangri-la”. After the retreat, members of Type-A Retreat family became our ambassadors in their countries and industries.

In 2017, Triip.me has successfully organized three special retreats. Below is our members of Type-A retreat tours that have joined either our managerial team or become our investors.



3. TRIIP COMPANY

3.1 COMPANY BACKGROUND

“In contrast to many other ICOs, we already have a profitable business and a functioning platform in 227 countries.”

Triip is an online impact-travel company, founded in 2014 in Singapore and serves the market with the very first model of exploring culture tours. Triip has been extremely capital efficient, leveraging on our core team and just US\$34K in ads spend to achieve US\$1.2 M in revenue and 100k+ users.

In comparison with a well-funded startup



Compared to our equivalent competitors, Triips has been true to our initial credo and has avoided being acquired by other giant sharks in the industry. Airbnb in 2016, acquired Trip4real to jump into the local tour market while Triip has been around since 2014.

2016-2017 Summary

Triip earned a seed round investment of US\$500K in April 2016 from Gobi Partners/MAVCAP and the CEO of the Pacific Asia Travel Association (PATA), Dr Mario Hardy. Secured with these strategic investors, Triip is now no more than one direct call away from the head of 97 government tourism boards around the world, which is a competitive advantage for sustainable expansion in the travel industry.

With the sustained support from PATA, Bhutan Tourism Board, Seychelles Tourism Board, and FWD Hong Kong, Triip masterminded the world's first Global Travel Entrepreneur Challenge (GTEC 2016), a 90-day challenge with more than 7,000 participants from all over the world.

In 2016, Triip was among the top 40 startups (out of 2000 companies), chosen by the South Korean government, to receive support and mentorship for expansion into their market. Triip currently has one patent pending in South Korea, with more to come.

In 2017, we focused on growing revenue of 300% from US\$400K to US\$1.2M with just US\$25K in marketing expenses. For further expansion, **Triip has launched the world's first Type-A Retreat in Himalaya for 40+ Founders, CEOs and investors from all around the world.**

GMV Growth Projection including Chinese market



At the beginning of the 21st century, China was shown to be the most valuable market for tourism. Triip has decided to open our potential model into China and aim to gain 550,000 middle – class outbound travellers by 2026. We think this is a feasible number given that a large number of Chinese travellers tend to visit the previous destination for a second time aiming for a deeper experience. The second time is the precious moment to explore what they have missed before.

3.2 WHY BLOCKCHAIN IN TRAVEL?

Travel is one of the world's oldest and longest-lasting industries. As long as there are human beings, there is travel.



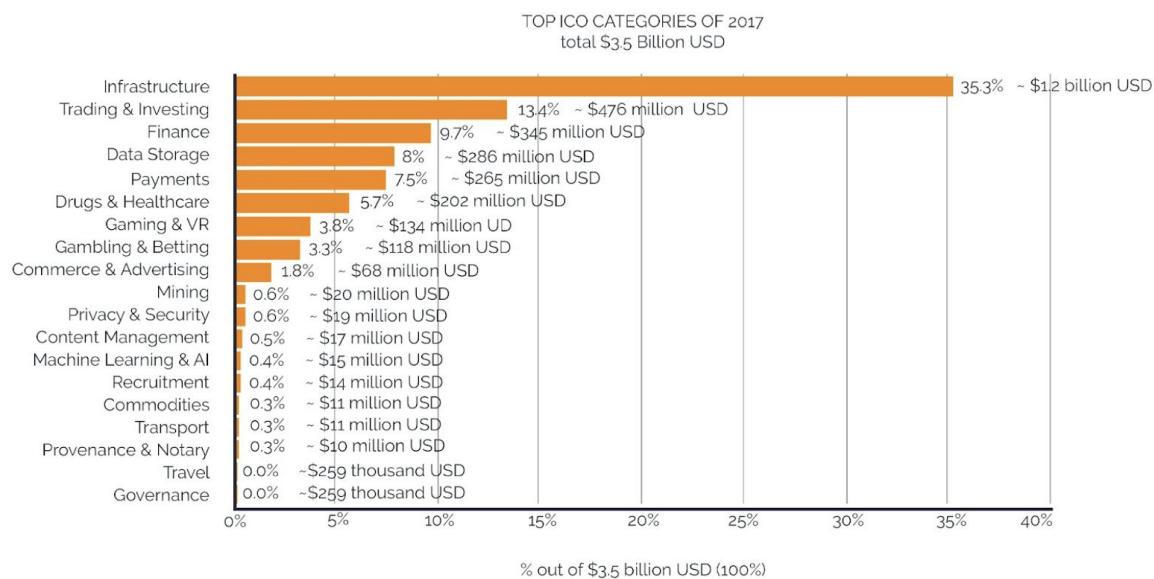
Dipping only during times of global economic hardship, the number of international tourist arrivals has increased steadily almost every year. Numbers have more than doubled, with an estimated 1.24 billion arrivals expected in 2016. By 2030, international tourist arrivals are expected to exceed 1.8 billion

Travel and tourism contributed a total of 7.61 trillion US dollars to the global economy in 2016. With a statistic of 1.235 billion global visitors in 2016, 30% are booking tours for their vacation on their own while 70% are using group tours. These target customers are spending US\$145 BN on tour bookings per year.

Online tour & attraction gross bookings will more than double from 2015 to 2020, growing from 11% in 2016 to 21% in 2020.

The focus language of current global tourism is in English. Local experts and travellers expected to see expanding of the platform into German, French, Spanish, Chinese, Japanese, and Korean.

However, the blockchain in travel is under-invested. In 2017, there was only US\$ 259,000 was invested in travel ICO. But that number is changing in 2018.



Once we have enough infrastructure, trading and investing blockchain companies, 2018 onwards will be the time for utility token as crypto owners will need a way to spend their fund besides investing.

3.3 TRIIP SOLVED THE FUTURE OF TRAVEL INDUSTRY

3.3.1 The Dream of Cultural Immersion

In an American Express survey of more than 2,000 individuals in the U.S. conducted in 2013, more than 72 per cent of respondents said they would rather spend money on experiences than on tangible objects. In a related survey of American Express Travel Counselors, conducted in 2014, 34 per cent said cultural immersion is what their customers would be seeking above all else from their summer vacations.

“Consumers want to have life-fulfilment experiences when they travel, and they are seeking travel experiences that are closely aligned with their values,” Laura Fink, VP of Marketing at American Express Travel.

In a related poll conducted by American Express, one-third of the company's travel counsellors said customers planning summer travel were “specifically looking to immerse themselves in the destinations they visit and to travel like a local.”

The ultimate level of travel is to live, breath, feel and experience daily life as a local. This new type of travelling is the key trend for tourism in the near future.

This is a reason for Airbnb to begin focusing on Local Experiences in 2016. Triip, however, began our products to the customer back in 2014.

3.3.2 Travel Brands Desire To Become Experience Platform

The modern world has seen a jump of travel industry navigating for high-class travellers toward wide general travellers. Since the beginning of the online booking industry era, Priceline, Expedia, Ctrip and Tripadvisor can only book accommodations and see the review for the place. The aspect of local tours, local sightseeing and activities is abandoned.

In November 2016, Airbnb acquired Trip4real and officially announced a new concept of travel with fully experiencing both accommodations and travel experiences.

Seeing the OTAs growth, huge hospitality establishments will soon enter the market to retain their customers.

Earlier this year, Marriott invested in PlacePass, a metasearch platform for tours and activities. Hyatt scrapped its old loyalty program and debuted a

new entirely focused tool on the concept of experiences, acquiring wellness brands and investing in alternative accommodations along the way.

AccorHotels is using its properties to not only serve travellers but locals too, with hyper-local services, all to keep the brand ever-present in the minds of consumers, whether or not they are travelling.

The market pie of extending the definition of travelling sees an upcoming new trend of all-in-one experience. In the past, local tour guides are not considered as a job and local services such as renting transportations, visiting local benchmarks, booking a flight had their separated markets and without any step on between those. However, the growth of internet environment has revealed a new trend of travellers desiring convenient planning for a trip. Therefore, giant OTAs with their advantages of user data is heading to connect and dominate these markets to maximize satisfaction for clients.

4. STRATEGIC PARTNERSHIPS

Triip feels blessed to work with many huge and heart-full organizations around the world

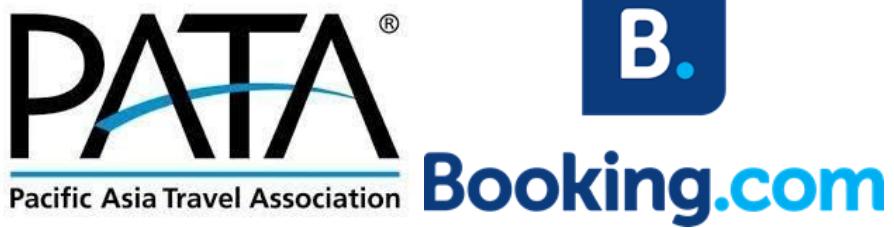
Exclusive Partnerships

Bhutan Airlines, Rainbow Tours and Treks Bhutan

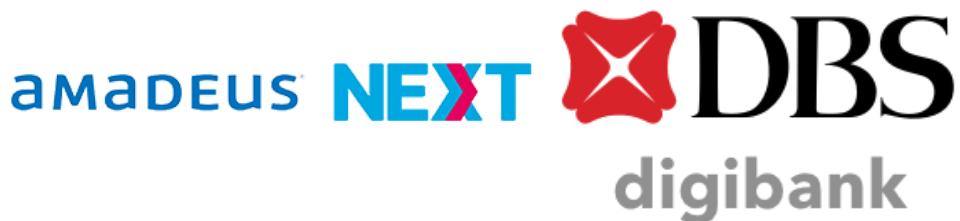


Global Partnerships

Booking.com, Amadeus Next, Pacific Asia Travel Association, UNWTO, Development Bank of Singapore



UNWTO
United Nations World
Tourism Organization



Tourism Boards

Seychelles, Bhutan, Catalunya... and 98 more to come



 Generalitat de Catalunya
Government of Catalonia
Catalan Tourist Board



Official Global Bank



Startup Accelerator Programs

K-Startup Challenge South Korea, Startup Chile, MaGIC Malaysia



K-Startup

**ST>RT-UP
CHILE**



5. TRIIPMILES TOKEN SALE

Triip will only publish instructions for contributing funds via the website.
For private sales, only invitations may join via email from ico@triip.me

If you have any doubt before sending crypto tokens to us, please clarify with us immediately via our Telegram channel.

As an ERC-20 utility token, TIIM token will open for investors to join via our ICO platform at <http://ico.triip.me>. The token will be purchased using only Ethereum and can only be utilized in Triip.me platform.

Prospective investors will need to transfer the desired amount of ETH they want to invest to purchase TIIM token. A smart contract will be conducted as the transaction is executed.

Value investors are advised not to transfer token from exchange platform.

Investors will also be required to provide additional information and documentation to verify their identity as part of TRIIP's KYC process, as described on the website. Triip reserves the right to reject a potential TRIIPMILES token purchaser.

5.1 TOKEN SALE OVERVIEW

Triip Private Sale had already started for selected buyers only, with a 30% discount. Please register your interest via our website ico.triip.me.

Triip already has four venture capitals participated in our private sales round: XSQ.io, Vynn Capital, Gobi Partners SEA and MAP2I Ventures.

The Triip Public Token Sale will take place in Q3 2018 while the Private Sale is ongoing. For the Public Sale, Triip may extend the Closing Date, in its sole discretion, up to 3 times with each extension being 30 days (the "**Token Sale End Date**"). In another scenario, the token sale will end (ii) as the amount of contributions received reaches US\$20 million hard cap. If on the Closing Date or on the last occasion and Triip had extended the Closing Date (as the case), Triip has not received a minimum of US\$2 million soft cap in contributions; this will result in contributions being returned to contributors. Triip will process to emit the rest of our tokens in case our hard cap could not reach the requirement of US\$20 million (already passed the US\$2 million soft cap)

5.2 TOKEN SALE STRUCTURE

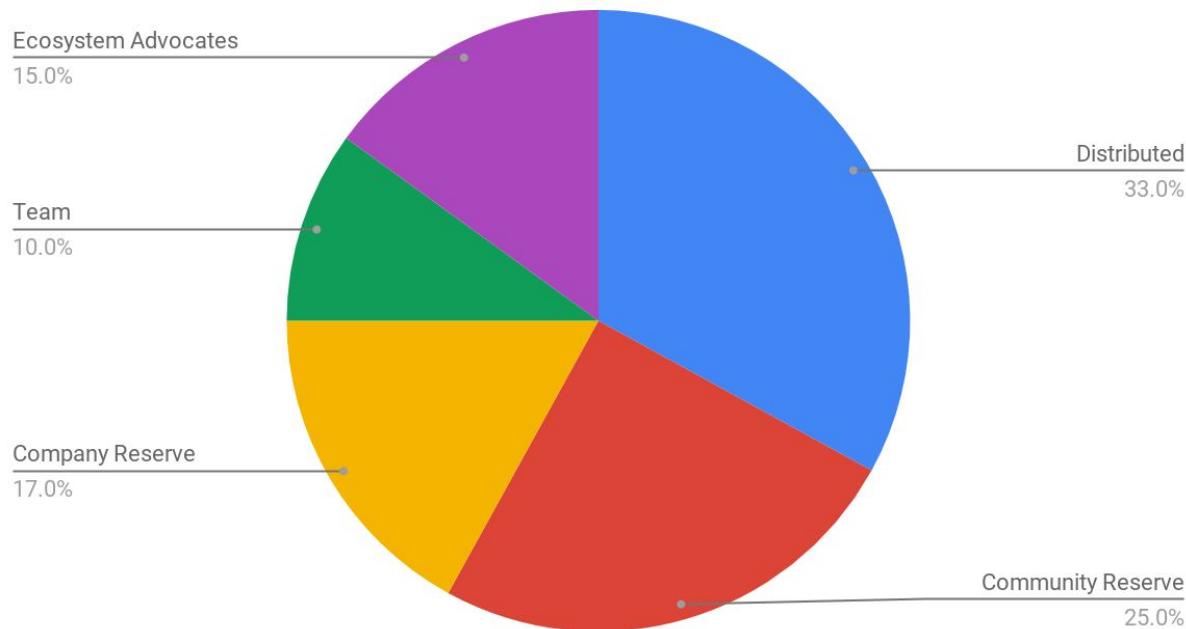
Total number of tokens	500 million
Token available	165 million (33%)
Nominal price	1 ETH = 8800 TRIIPMILES
Emission rate	No further tokens will be created
Token private sale	22% of all tokens Uncapped, fixed price

	Bonus up to 30% By invitation only
Token sale	11% of all tokens Cap per investor: 20ETH, Fixed price Open to public
Soft cap	ETH 2500
Hard cap	ETH 18750
Token format	ERC-20 Standard
Currency accepted	ETH only

5.3 TOKEN SALE PROCEDURE AND ALLOCATION

The pre-sale AND public sale will distribute 33% of the total number of available TriipMiles tokens. Tokens will be delivered to the participants' wallets after the Token Sale End Date. Transferability of the tokens is governed by the applicable vesting period, if any.

Token distribution structure



- Community Reserve - 25% - to support and speed up the adoption of TriipMiles and Triip platform
- Company Reserve - 17% of TriipMiles tokens will be part of Triip Reserve and will be retained by Triip, as described below
- Ecosystem Advocates - 15% - for influential key advocates in blockchain and travel space
- Team - 10% of TriipMiles token reserve for the founding team.

Triip is committed to a transparent token sale process and will notify the public of the total amount of TriipMiles tokens in circulation after the completion of the Token Sale. Triip will process to burn any unsold token after the Token sale.

5.3.1 Community Reserve (25%)

The 25% of total tokens available will be reserved to enhance the adoption of TriipMiles. These will be issued to Local tour guides and travellers to encourage the creation of new free tours. TRIIPMILES Token will then focus on developing community, improving quality of service, organizing the Global Travel Entrepreneur Challenge, and offering inside-platform loyalty programs (e.g., gifts and rewards for local experts, travellers and hotel owners for taking certain actions or reaching certain milestones).

For example, Triip will run a trial program in the first three years as below:

- When a local expert offers a free high-quality tour, she/he will get 62.5 TriipMiles tokens. For every ten bookings a month for a free tour, the local expert will get 250 TriipMiles tokens
- For every five bookings of a paid tour in a month, the local expert will get 250 TriipMiles tokens.
- For every three tour a traveller book, she/he will get 62.5 TriipMiles tokens

The Community Reserve is also important and essential to driving the growth of Triip by rewarding hotel owners, traditional tour companies, restaurant owners, spa owners, and travel content website for promoting Triip.

5.3.2 Company Reserve (17%)

Triip Reserve is for future distributions, strategic acquisitions and in addressing issues the surrounding fluctuations in the circulation of

TRIIPMILES tokens, which might affect the ability of TriipMiles to serve as a useful medium of exchange for travellers, local experts and other users who will engage in transactions on the Triip platform. To that end, we may use Triip Reserve to purchase or sell TRIIPMILES tokens on the open market or may burn (i.e., permanently remove from circulation) a small percentage of TriipMiles each year.

The Triip Reserve will not be distributed to employees and is the sole property of Triip.

5.3.3 Ecosystem Advocates (15%)

Reserved for Advisors, travel bloggers, blockchain advocates, tour operators, hotel owners and other influencers in travel and blockchain ecosystem.

5.3.4 Team (10%)

We only need to allocate 10% of the total tokens available to reward the staff for their efficiency and productivity throughout the operation years. .

5.4 TOKENS DISTRIBUTION FOR PRIVATE SALES

To ensure the smooth implementation and adoption of the TriipMiles tokens and economy, the TriipMiles tokens bonus shall be vested after six months lock. All such vesting will be facilitated by via the Smart Contracts.

5.5 TOKEN DISTRIBUTION - EMPLOYEES AND FOUNDER

As part of the commitment to the ICO, the allocations of the TriipMiles (TIIM) tokens to the employees and founders of Triip Pte Ltd shall be vested as follows:

Category	Vesting Period
Employees	Equally over a 12-month period, from ICO launch
Hai Ho	Equally over a 24-month period, from ICO launch

In addition to vesting schedule from ICO, Triip's team has 15% of the total shares of the company under the Employee Stock Option Program with a 4-year vesting schedule.

5.6 USE OF PROCEEDS

The funds received from the **Triip ICO would be enough to fund the growth of our business in 5 years**

5.6.1 Research & Tech Development (30.39%)

Triip's research and tech development has always been a key priority for the management team. Currently, Triip has a full-stack small team of 16. With the new funding, Triip will be able to hire more senior talents to execute our strategic plans.

The engineering team under the leadership of Kent Nguyen will grow from 5 to 16 full-time engineers and 13 part-timer engineers in 5 years. This world-class engineers team will be able to transform Triip into a leading blockchain travel company.

We have developed a unique culture and hiring practice, which allows Triip to attract top talents across the world. For example:

1. We do not hire. People voluntarily apply to help Triip's mission. We had an engineer from Silicon Valley, interns from the US, France, Singapore and even C-level executives from global startups who have applied to work with Triip just by reading our articles.
2. We do not interview. Every position at Triip is employed through intensive tests. We have special engineering tests designed by world-class engineers, aptitude tests (Criteria Cognitive Aptitude Test, Minicog Rapid Assessment Battery, Wiesen Test of Mechanical Aptitude), personality tests (Sales Achievement Predictor, Customer Service Aptitude Profile, Employee Personality Profile) and skill tests designed by leading scientists from Harvard University, the National Board of Medical Examiners, and the University of Maryland. We tested seven chefs in 2 months just to find the right in-house chef.
3. We do not stop improving our organizational structure. Since we received our seed investment in 2016, we have constantly improved our team's happiness by organizing monthly Internal Hackathons, in-house Yoga, in-house chef, in-house accommodation, free global travel credits, and a flexible remote working schedule. We have reserved our ESOP at 15% for all employees.

Since we are based in Southeast Asia with extremely efficient operation costs, we can tap world-class talents at a fraction of cost that a same-sized company would incur in other countries.

5.6.2 Marketing (24.23%)

The marketing costs including those for the initial promotion of TriipMiles to local experts, users, travel bloggers, tour operators and hotel owners. If we may say so to ourselves, Triip's digital advertising capability is the best in class. With a combined more than 30 years experience in digital advertising across our team in startup environments (including a team member who was formerly doing Web Analytics at Google), our cross-platform advertising is strong and cost-efficient, with a CAC for new Triip creators of under US\$1 around the world.

We spent US\$34,000 in marketing to generate US\$1.2 M sales last year. With a new budget of US\$600 K which is 20x bigger, we believe our digital team will be able to increase our sales growth by more than 10x.

5.6.3 HR, Operation & Infrastructure (21.02%)

This includes the costs for different teams namely business development, administration and finance, strategy, and the cost of the projects (participation in events, business travel, and equipment). The business development team will be responsible for approaching and maintaining the relationship with the target audiences of TriipMiles system. The administrative and finance teams will be responsible for controlling and dispensing the funds according to the project's needs and providing regular reports to the management/strategy team.

5.6.4 Business Development (22.73%)

Triip is planning to hire 10 City Managers in our Key Tourism Cities around the world in FY 2019, and the number will be increasing to 23 subsequently in FY 2020 – 2023. Organizing offline TriipMeet events and free walking tours will leverage the City Manager Program to be a vital recipe for the growth of our community.

We are also actively recruiting senior partnership managers to allow us to engage with more tourism boards as well as travel organizations across the world.

5.6.5 Legal Efforts (1.63%)

The legal team will provide advice on the aspects of the project related to the technical regulations, IPR, and policies specific to each local market.

Triip will apply the resources released by the ICO to the development, marketing, strategy, operations, and legal efforts, to bootstrap the TriipMiles platform.

5.7 RISK ANALYSIS

5.7.1 Competition

Key competitors recently raised large VC rounds, and AirBnb entered our space in November 2017. That said, making money from Triips alone is impossible until you have mass numbers. We know AirBnb has already lost a few million dollars on Trips. Thus, Triip has set up a separate brand selling destination tours to exotic places, supplementing our venture for many years.

With the large organizational size, other giant OTAs have the advantages of massive funding on data, market, technology and human resource comparing to Triip with just only 16 members.

Jumping into blockchain system at this time is an intelligent move applying the new controversial technology. Many arguments, debates and summit have issued to prove a dark image of how blockchain system may not be the future. However, with visionary founders' path, Triip knows it is wise to do what others have not started with care.

5.7.2 Government Interference

We take governments seriously. We make relationships before we launch, often via marketing consulting for local governments, researching market, forecasting the trend, collecting tourism data to integrate and propose adequate direction to increase tourism boost.

With accurate and steady pace, Triip can enter and deep penetrate into any new market.

5.8 ROADMAP

2018

Q2

- White paper release
- Complete ICO website for private & public sales
- Private sale
- Adding global partnerships

Q3

- Public sale
- Re-architect and streamline internal systems
- Launch Global Travel Entrepreneur Challenge 2018

Q4

- TriipMe supports payment and payout in TRIIPMILES
- Recruit city managers in 20 cities
- Launch Universal Travel Scoring system
- Integrating airport-pickups and car bookings in Asia

2019

Q1

- Listing on additional exchanges
- Expansion of UTS to more partners
- Launch Global Sustainable Award for hotels and tours

Q2

- Launch decentralized approval and arbitration system
- Launch P2P referral system

Q3

- Launch Global Travel Entrepreneur Challenge 2019
- Leverage machine learning capabilities

2020

- Launch Triip's tour operator and hotel management software

- Launch Global Travel Entrepreneur Challenge 2020

6. TEAM

6.1 FOUNDERS AND TEAM

Hai Ho, Co-founder & CEO: with ten years experience in building products and startups, Hai founded and grew his online community from 0 to 500,000 members within 1.5 years while still studying at the University at Buffalo, SUNY. Hai has rich experience in building a diverse range of products, including payment gateways, social networks, wearable hardware, community apps and ebook apps. Hai is passionate about sharing his experience and ideas with friends both new and old and regularly shares them on the road at global travel and tech conferences around the world.

Forbes Asia 30 Under 30 Ha Lam, Co-founder & COO: Ha is a mother of three, a cultural explorer, and a veteran tour guide. Forbes honoured her as a member of its 30 Under 30 Asia 2016 list as the co-founder of Triip. She had over a decade of experience in the travel industry and was previously a tour guide for international travellers visiting Ho Chi Minh City, Vietnam. She enjoys bringing joy and happiness to every single friend that she meets. Consequently, she willingly sold her house to bootstrap Triip.me in order to achieve her mission of bringing happiness to travellers and local experts around the globe. During her free time, she enjoys playing with her children to release stress and recharge.

Dr Yap Kwong Weng, Co-founder: Principal Advisor with KPMG in Singapore. He develops the firm's strategy in Singapore and focuses on their transformation and growth strategy, including regional M&A projects. Before joining the private sector, he trained as a US Navy SEAL and spent a 12-year military career in the Singapore Commandos. He took the leap to head to Myanmar, Laos and Cambodia as a General Manager with Jebsen & Jessen (SEA) and helmed an energy company dealing with oil blocks, construction and infrastructure. In addition to private sector expertise, he is the Regional Advisor (Indochina) of the Lee Kuan Yew School of Public Policy, Asia's leading public policy school. Kwong Weng is a Young Global Leader of the World Economic Forum and a Rotary Peace Fellow.

Kent Nguyen, CTO: Former CTO, Silicon Straits; Head Engineer, Grab Vietnam. Kent lived in Singapore for 17 years before returning to Vietnam in 2011. Kent has co-founded two successful businesses and forged strong technical teams in the past ten years, beginning from the early days of

college. Kent is gifted with programming skills and a passion for technology since young, and he has leveraged on these skills to build one-of-a-kind team culture and working relationships within organisations. Kent wants to help fellow developers maximize their potential by connecting the right people to businesses in need.

Paul Wee, CFO: Paul has been in various aspects of the financial industry for more than 20 years. Paul started as an auditor in the biggest audit firm in Singapore. He later focused in the financial industry, taking the lead in auditing listed stockbroking firms over a few years. Paul switched over to Mortgage Sales at HSBC Singapore in 2004. He was promoted to Senior Vice President of Mortgage Sales Department at HSBC in 2007 before joining ANZ as a Director (Head of Acquisition). Paul finally left banking in January 2014, having built a very successful business, despite running a relatively small sales team.

Stacey Lee, CSO: Stacey is a Malaysian-born Chinese with a Master's Degree in International Marketing Management from the University of Leeds in the UK. She is a serial entrepreneur and angel investor with over 16 years of extensive experience in regional market expansion especially in Southeast Asia, strategic planning and sales & marketing. She has solid startup environment experience as a co-founder of 2 companies: Nuren Group, which has raised their Series A, and Malaysian social commerce website everyday.com.my, which was eventually acquired by LivingSocial. She is currently working on implementing blockchain policies and the marketing of the TRIIPMILES Token Sale.

6.2 OUR TRACK RECORD

Before our Token Sale, we have already successfully raised US\$835 K from highly respected angel and institutional investors from SEA, Japan, Singapore and Canada.

Our story on Al Jazeera:

<https://www.youtube.com/watch?v=SjG5PWVm160>

Our story on Wall Street Journal:

<https://www.youtube.com/watch?v=c3xKGJ8mKho>

Our story on CNN:

<http://edition.cnn.com/videos/world/2016/05/19/road-to-asean-vietnam-trip-me-pkg-lu-stout.cnn>

Award - Forbes 30 Under 30 Asia

<http://www.forbes.com/sites/hamdiraini/2016/05/26/asian-millennials-are-new-trailblazers-of-travel-as-these-two-under-30-start-ups-show/#5188339a1f96>

Award - The Celebration of the International Global Peace Award for Empowered Women in Tourism in 2017

<http://newsroom.itb-berlin.de/en/news/celebrating-her-2017>

Award - Winner of Startup Innovation Award 2015 by World Travel Forum Lucerne

<https://www.wtflucerne.org/mren20150429wtflinnovationawardwinneren/>

Award -Winner of 3rd Digital Innovation Asia Awards Feb 2016

<http://www.traveldailynews.asia/news/article/61124/digital-innovation-asia-announces-winners>

Award - Winner APEC SME O2O Forum I & II

<http://www.moeasmea.gov.tw/fp.asp?xItem=13757&ctNode=258&mp=1>

<http://www.apec2016.pe/2016/09/apec-brings-o2o-innovation-to-the-peruvian-garden-city/>

6.3 PROMINENT INVESTORS





Vynn Capital



6.4 ADVISORS

Dr Mario Hardy, CEO of the Pacific Asia Travel Association (PATA): Dr Mario is an investor, entrepreneur and senior executive with more than 30 years of combined leadership, corporate development and change management experience. His focus has been on shaping and implementing strategies that inspire teams in unlocking their full potential. He enjoys networking with professionals from any industry on a global scale and applying his communication skills to engage in corporate social responsibility initiatives. A true global citizen, Mario has lived on three continents, in 7 countries, and has over 10 years of experience working in Asia. A seasoned traveller, Mario has a goal of visiting over 100 countries and engaging deeply with the local communities while there.

Victor Chua, Forbes Asia 30 Under 30, Advisor/Investor: Currently Managing Director at Vynn Capital. He was formerly an Investment Director at Gobi Partners, a venture capital firm investing in the Seed, Series A and B stages of companies. He has more than six years of active investment experience, from managing pension and sovereign wealth funds to venture capital investments, with exposure to the U.S., China and Southeast Asian markets. He was previously an investment manager at the largest venture capital fund in Malaysia, MAVCAP. On the side, he is currently the Honorary Secretary of the Malaysia Venture Capital Association (MVCA) and a mentor with the Founder Institute in Thailand and Vietnam. Victor was also a startup founder to one online education platform as well as two offline initiatives. He is a member of MENSA and a CFA charterholder.

Kenneth Tan, Advisor/Investor: Kenneth joined Gobi Partners in 2014 and was previously an intern at Gobi's Shanghai office. Prior to his career with Gobi, Kenneth was a business development executive of an e-commerce platform that focused on Japanese products. He graduated with a B.B.A. from the National University of Singapore in 2016.

Greg Tan, Business Development Manager - Kyber Network, Advisor.

Tiago Costa Alves, VP Asia Pacific at AppCoins and Aptoide (Android Store with 200M users), Advisor: Tiago was instrumental in raising US\$ 17 million in AppCoins ICO. He is frequently featured as speaker at tech events (e.g. Echelon, Tech in Asia, GMASA, GOAB, RISE...). Before Aptoide, Tiago spent 12 years at Portugal Telecom.

Long Vuong, CEO of TomoChain, Advisor: Long Vuong is CEO of TomoChain and TomoChain Project Lead. Previously, he co-founded and was the former project lead of very successful NEM blockchain (New Economy Movement). He's now a PHD candidate in economics, also an active person in blockchain movement

Brian Leonard, CTO & Technical Cofounder at TaskRabbit, Advisor: Brian leads the product team at TaskRabbit, as a technical co-founder, build & launch the TaskRabbit platform. From this experience, he has become an expert on marketplace interactions and payments.

SOURCE MATERIAL

¹ Skift.com - Megatrend 2018

² Token Data

ACKNOWLEDGEMENT

LEGAL DISCLAIMER

**PLEASE READ THIS ENTIRE SECTION AND DO NOT TAKE ANY ACTIONS
UNTIL YOU FINISH IT.**

The purpose of this whitepaper is to present a summary of Triip's business model, value proposition and an introduction to the TriipMiles crowdsale for potential token purchasers in connection with the proposed token sale. The information set forth below may be changed for any reason, may not be exhaustive and does not imply any elements of a contractual relationship. The sale and purchase of TIIM tokens is governed by the Terms of Sale available on the TriipMiles website. **The TriipMiles token is a Utility token, not securities or units in a collective investment scheme or business trust, each as defined under Singapore's Securities and Futures Act (Cap. 289) ("SFA").** Accordingly, the SFA does not apply to the offer and sale of TriipMiles. For the avoidance of doubt, this initial offering of TriipMiles need not be accompanied by any prospectus or profile statement and no prospectus or profile statement needs to be lodged with the Monetary Authority of Singapore ("MAS").

If you are in any doubt as to the action you should take, you should consult your legal, financial, tax or other professional advisor(s) and immediately navigate away from the TriipMiles website and do not contribute to the development of TriipMiles.

This whitepaper does not purport to be all-inclusive or contain all information that you may desire in examining the project. This whitepaper's sole purpose is to provide relevant and reasonable information to you in order for you to determine whether to undertake a thorough analysis of the project and the company with the intent of acquiring TIIM tokens. **PURCHASE OF TIIM TOKENS INVOLVES A HIGH DEGREE OF RISK, AND YOU SHOULD NOT SPEND ANY FUNDS IN THIS CROWDSALE UNLESS YOU CAN AFFORD TO LOSE YOUR ENTIRE AMOUNT SPENT.** Please refer to the Terms of Sale for a more comprehensive list of possible risks concerning the TIIM token purchase. All information and content provided in this whitepaper is to be used on an "as is" basis. In making a decision to purchase TIIM tokens, you must rely on your own examination of the project and the terms thereof, including the merits and all different risks involved. Prior to making a decision regarding the purchase of TIIM tokens, you should consult your legal, financial, tax or other professional advisor(s), as to all matters concerning this purchase, and carefully review and consider this entire whitepaper. You and other prospective token purchasers are encouraged to ask questions about TriipMiles, its business and the Terms of Sale of the crowdsale, and to request such data as may be necessary to enable you to make an informed purchase decision.

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Furthermore, you as a TIIM token holder do not receive any form of dividend or other revenue right that is guaranteed or participate in profit sharing scheme nor receive any right of ownership in Triip Pte.Ltd or any right to participate in the management of Triip Pte.Ltd. It is for these reasons that we believe that TIIM tokens are not securities and may be purchased by anyone. If you determine that TIIM tokens may constitute securities subject to regulation in any country, we strongly advise you not to acquire them and suggest you immediately notify us of the possible risks. This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction that are designed to protect investors.

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