

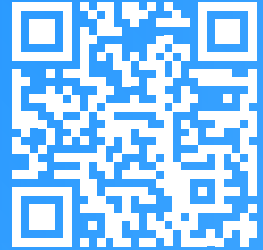
Travala.com

Smart Travel

Smart Economy

WHITE PAPER V1.7

Decentralized Travel
Booking Marketplace.



www.travala.com



EXECUTIVE SUMMARY

This document follows the process of the Travala.com design, development and execution. Travala.com is a decentralized travel booking marketplace that utilizes the NEO blockchain, reducing 3rd party interaction, whilst pledging a transparent operational process. The Travala.com travel booking platform connects consumers directly with vendors over the platform, to discuss their deals with no fees or commissions. We aim to become the first decentralized global travel marketplace that will be a one-stop shop for all travel related services. Current centralized market leaders (e.g. Booking.com, Airbnb. com, Expedia. com) take 15 to 45% booking fees from vendors, which prices are passed onto consumers more often than not. Added to this fee, are those from payment merchants charging around 2-3% on

each transaction.

Travala.com marketplace UI (User-Interface) and UE (User-Experience) has been designed to give as much accessibility to both the vendor and consumers. The platform utilizes specific API's to enable speed of transferring listings from other platforms providing maximum efficiency. While for consumers the ease of use for now booking a hotel, tour or property utilizing cryptocurrencies is upon us.

Travala Market place V.1 release date: 23rd March 2018.

Travala token sale live from: 31st March





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1.0 INTRODUCTION

1.1 Inspiration

Travel & tourism generated approximately \$7.2 Trillion (9.8% of global GDP) in 2016 [1]. Online booking covers a majority of the revenues with 76% of those bookings taken online [2]. However, in this situation, the 76% of online booking often go through one of the big 5 intermediaries dominating the industry, collectively setting high percentage booking fees. In turn, reducing and slowing the development of these businesses. Due to the lack of change over the last decade within online booking platforms, this presents an opportunity for utilization of the blockchain within the industry.

1.2 Overview

Current online platforms have such power over vendors they issue an average of 30% fee on each booking (In some cases we have seen up to 50% fees). Due to the dominance of the key players, it's hard for vendors from small to large groups to go elsewhere, until now.

Travala.com provides a user-friendly booking and exchange platform utilizing the NEO blockchain. The platform will be beneficial for vendors, offering them considerable lower costs to use the platform. Thus, allowing vendors to set a lower price for consumers but retain a higher profit they are entitled to. The platform will provide a transparent, safe and non-influential environment for consumer something which we haven't yet seen within the industry.

1.3 Vision

Travala.com will be developed as a decentralized application and web-platform that allows us to move away from the common treats which are presented within the industry at the current moment.

Travala.com aims to be the most transparent, secure and safe system for booking and purchase of all aspect of the travel and tourism sector.

1.4 Booking Speed, Safety, and Transparency

Current intermediaries take bookings with an average confirmation time of 24-48 hours. They also allow vendors to pay for reviews to be manipulated and changed accordingly. These intermediaries also state they play no role in the refund process if listings aren't as described or there is a discrepancy with the booking.

This is common practice across multiple monopolies within the industry which highlights a disregard for both vendors and consumers within the supply chain.



1.0 INTRODUCTION

1.5 Areas of Revolution

Below are the 10 key areas in which Travalat.com surpasses benefit over the traditional means of booking.

Blockchain – The technology enables us to control and automate systematic errors which occur in the current process of booking.

Reviews – Blockchain allows transparency and honesty to the review system.

Overbooking – Blockchain will enable us to never double book a single booking.

Chargebacks – Blockchain allows use to reduce risk of payment chargebacks. While reducing the risk of any personal data being stored anywhere.

Traveler profiles – Blockchain enables one unified profile available to those explicitly given access.

Settlement – Blockchain enables a medium of exchange in the transfer of payments in real-time, instantly settled, streamlined and continuous auditing and reduction of fees.

Loyalty – System standards for users to meet, give them rewards upon reaching goals, etc. This will use an automated system.

Policy and compliance – Blockchain facilitates users to book locations they desire as long as it's within policy. Travel data still gets collected, consolidated and made available, instantly.

Duty of care – With blockchain, risk management systems could be granted access to a traveler's location at any time, benefiting greatly in cases of calamities.

Removing silos – Blockchain allows a predominance of permission and private blockchain in the industry, closed ecosystems are already well developed, so this is the next step forward for the industry.

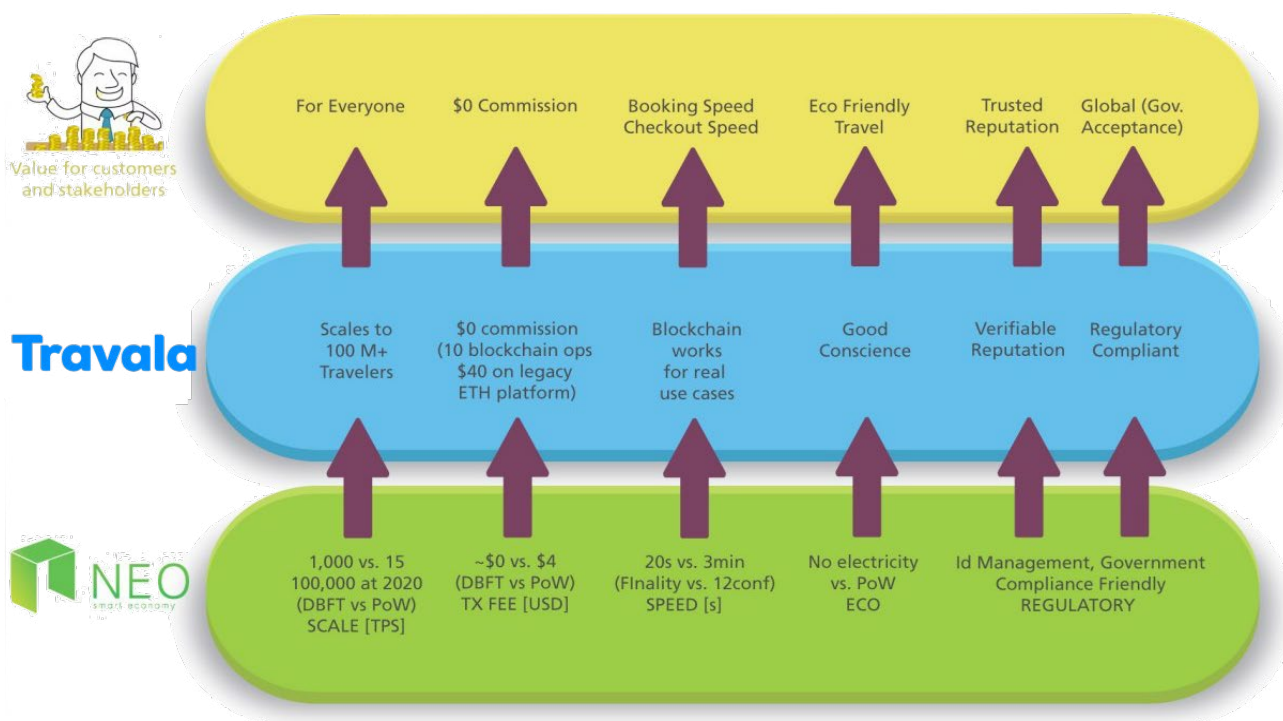


1.0 INTRODUCTION

1.6 Solution

Travala.com solves the issues stated above by creating an innovative decentralized application and web-platform which utilizes the NEO blockchain to bring;

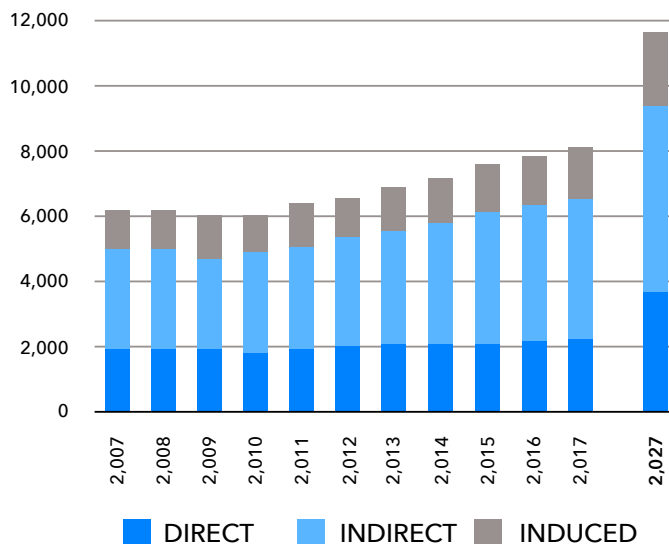
- Speed to transactions incorporating instant transactions between users - Instant transactions over the NEO blockchain 1,000 TPS (Transactions Per Second).
- Safety to booking in case of disputes or discrepancies - we will offer a dispute option within each booking made via Travala.com platforms. (Evidence of the issue within the booking/service would need to be presented, and both parties must respond in due time to agree about the issue).
- Transparent and accurate reviews (Blockchain doesn't allow reviews to be manipulated or edited so there's always honest feedback from genuine customers).
- Peer-To-Peer communication between vendor and consumer (Travala.com will be the first to market within the travel industry utilizing the Peer-To-Peer function).



2.0 MARKET OVERVIEW

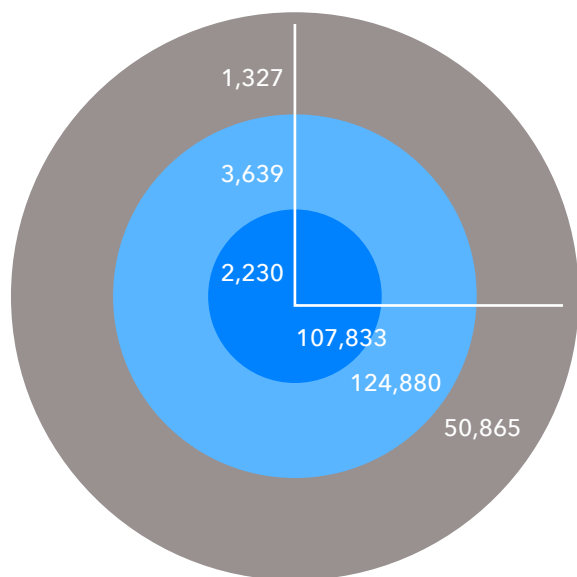
2.1 Total Contribution of Travel & Tourism GDP

2016 - Billion USD



2.2 Breakdown of Travel & Tourism's total contribution to GDP and employment 2016

GDP (2016 Billion USD))



DIRECT **INDIRECT** **INDUCED**

= Total contribution of travel & tourism

Global Investment Positives:

Global bookings across the industry are on an upward trend.

Demand is expected to keep maintaining an upward trend regarding growth.

The Asian market is also on an upward trend, and many vendors are adding more availability.



2.0 MARKET OVERVIEW

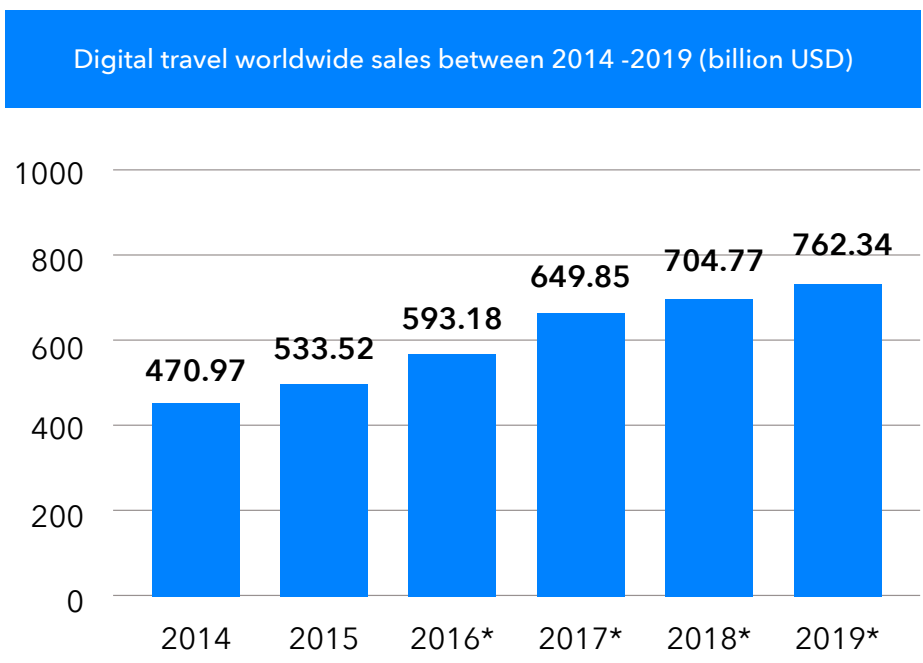
2.3 Online Sector Review

Growth in the Online Travel Agency industry is likely to be below the expectations set by the last few years. The conversion from offline to online booking is largely complete, and industry growth depends on the slower organic growth of the whole travel industry as opposed to a shift within it. As travel service vendors react to the slowdown in growth, the Online Travel Agencies could face declining rates on transactions hurting profitability. Vendors of travel services seek to cut out the intermediaries. A strengthening dollar will weigh on international revenues. Hotel room bookings are a significant driver of revenue for most of the industry.

Majority booking platforms within the industry utilizing metasearch engines. Metasearch is understood to allow individual vendor's access to the search engine showing listings from only that company across times locations or services. Online advertising space specific to travel is also available to purchase. Thus, creating consumers, travel consumers and travel vendors.

2.4 KEY INDUSTRY STATISTICS:

P/E	28.9
P/S	7.19
ROE	24.65%
Est 3-5 Yr EPS Growth	21.16%
Historic 3 Yr EPS Growth	23.8%
Historic 3 Yr Sales Growth	23.1%
Beta	1.43
Top Firms by Market Cap	
Priceline	66,766M
Expedia	16,162M
CTrip	13,571M
TripAdvisor	9,374M
Custom Portfolio Weights	
Priceline	63.07%
Expedia	15.30%
CTrip	12.78%
TripAdvisor	8.85%



Priceline:

- Booking.com
- Priceline.com
- Agoda.com
- KAYAK
- RentalCars.com
- OpenTable

TripAdvisor:

- TripAdvisor.com
- Viator.com

Expedia:

- Expedia.com
- Hotels.com
- Hotwire
- Travelocity
- Egencia
- CarRentals.com
- Orbitz.com
- Cheaptickets.com
- Ctrip.com

Ctrip:

Currently in the online travel market Priceline, Expedia, TripAdvisor & Ctrip have complete monopolies over the market. Consumers don't even realize that these companies are monopolies as they present themselves as competing brands. They allow consumers to believe that they have a choice when in fact the ownership of each platform is in the hands of the same corporations.



3.0 TRAVALA BUSINESS MODEL

3.1 What Does Travala.com Offer?

Travala.com is a marketplace offering a transparent, simple booking platform for Hotels, Tour and property exchanges within the travel & tourism industry. Creating a global interactive purchasing and exchange platform, reducing the cost for all users while considerably increasing service levels and accessibility. Travala.com improves all aspects of what is currently offered within the industry.

3.2 Network Scalability

Within industry, average transaction per online platform is approximately 1,000 TPS (transaction per second). Travala.com initially looked to use Ethereum. However, long-term scalability of ETH simply wouldn't scale up to the transaction speed and quantity that we expect. This directed Travala.com to utilize the NEO blockchain currently running at 1,000 confirmed TPS with the potential to reach 10,000 TPS. To compete for a strong market position Travala.com will utilize the NEO blockchain to its optimum [3].

3.3 Benefits Of Travala.com

Travala.com acts as a facilitator in the transaction between the vendor and consumer, presenting the listings of hotels, tours or property exchanges offered upon the Travala. network.

- Peer-To-Peer communication offered between vendor and consumer
- Minimal charges on booking transactions
- Considerably lower operational cost for all listings
- Transparent platform and network
- Secure and encrypted operational system
- 0% Booking Commision Fees for Vendors



3.0 TRAVALA BUSINESS MODEL

3.4 Customer Segmentation

Our consumer segmentation is divided into 2 sections, as we target both consumers and vendors for our platforms:

Consumers:

Millennials aged: 18-35 are the consumer target for the app.

From 35+ on the web-platform. (Both platforms work coherently and complement each other).

Vendors:

Hotel & resort vendors.

Trip & tour operators: from small solo run tours to operators with multi-tours.

All services within travel, we will look to incorporate in the long term directly through the app and web platform.

3.5 Distribution Channels

Prior communications with our network, within the travel sector, indicate the industry's support to Travala.com's concept and that they look forward to becoming part of Travala.com when it is ready.

Social media channels will be a key focus to reach our specific target demographics (Including Facebook, Instagram, and YouTube). Also, incorporating the use of Google keywords (SEO) as another focal point.

We will adjust our campaign at specific periods of the year when consumers make bookings, in each location and will target those areas with special offers.

(To make it easier for vendors to join we are incorporating the use of specific API's which will allow them to simply click to transfer listings from existing sites they operate on).

3.6 Costing Breakdown Structure

Development of the application and web-platform

Maintenance and updating of application & web-platform.

Marketing: Reaching the target audience of the consumers and vendors.

Employment: Bringing together a team of strong, diverse individuals, adaptable, experienced within blockchain and all technical areas of digital business operations.

See section 6.0 for further information on the tokenomics of the project.



3.0 TRAVLA BUSINESS MODEL

3.7 Revenue Streams

Travala.com is a travel booking platform with 0% commission fee and we utilize featured/sponsored advertising. Search pages will contain up to 3 featured ads within each consumer search.

We will only be offering 3 positions on each page to be available for featured ads, this has a twofold advantage. Firstly we will not be inundating the page with advertising, therefore, diminishing the significance of the organic searches. And, secondly, this website real estate will have premium value for the vendor wishing to promote their offering above the standard organic search.

We envision a proportion of the saving that each vendor receives from using a 0% booking fee site will actually be utilized to pay for this featured space. The adverts of this featured space will be similar to the standard organic search but will have a small indicator showing that they are featured and therefore paid for by the vendor. This will enable a consumer to still have a choice as to which type of search result to click on thereby maintaining the quality and independence of the search listings.

NOTE: This will have no impact on the organic rankings of each listing. Our goal is to optimize trade between consumers and vendors but to never impact on fair trade or quality standards.



4.0 WHY BLOCKCHAIN?

4.1 Systematic Recording

Travala.com is a travel booking platform based on the NEO blockchain which incorporates verifiable records, which confirms that a transaction has followed the correct procedures. Consumers will have confidence that payments will be made instantly while recording the terms of the deal over the Blockchain. Including bringing transparency to the review process upon the platform.

4.2 Reduction in Transaction Costs

Blockchain allows us to move away from traditional methods of transaction fees often ranging between 1% to 10% set as flat fees regardless of transaction sizes. By using AVA, this will significantly reduce the cost of a transaction, giving considerable savings to all users utilizing the Travala.com platform.

4.3 Automated Disputes

We will be incorporating a systematic autonomous dispute function within the marketplace. Our ecosystem will operate all standard disputes based on the evidence provided by the parties involved. E.g. If a consumer booked an all-inclusive hotel booking with vendor A, and during their stay, they had food poisoning. The vendor would have pre-agreed within our terms and conditions that if the consumer can provide evidence such as a doctor's note from the period of time during their stay when this issue occurred they would be entitled to a refund.

All cases will be assessed thoroughly and constantly monitored by our team.

4.4 Peer-To-Peer Communication

Travala.com will be the first booking platform to incorporate a direct connection between the vendor and consumer via peer-to-peer chat. This chat will be privately hidden within the blockchain. Thus, allowing a consumer to ask and understand any questions, royalty discounts or deals that are currently on offer from said vendor.

4.5 Safe & Transparent

Travala.com platform is to be fully transparent for both vendors and consumers while offering a fairer deal. By reducing costs for vendors, in turn, bring costs down for consumers while increasing service levels. Safety within the marketplace is essential and needs to be evident within the industry, this is somewhat lacking at the present moment across all other platforms currently available online.



5.0 AVA LEDGER

5.1 Travala.com Community

By constructing a community around AVA, it allows added value to the system and what is built around it. Evidentially this will become somewhat of a focus point for the attraction of new users over to the Travala.com platform and NEO ecosystem.

Our platform provides ease of accessibility for both consumers and vendors to both list and purchases anything upon the user-friendly platform.

5.2 AVA Monetary Reserve

By developing the community around AVA allows us to diversify the added value brought to the system. By managing and establishing the AVA as the core software protocol will ensure that Travala.com always remains fair. Thus, the payment structure for exchange of monetary value for the service being provided can always remain efficient, complete in real-time and professionally regulated.

5.3 AVA Engine

AVA will operate autonomously and once the smart contract is deployed will indisputably exist upon the blockchain.

Operations and construction of the AVA back-end will be as followed (This shows some, however, is not limited to):

- Booking placement
- Booking confirmation policy
- Check-in requirements & upgrade possibilities
- Deposit holding
- Deposit withholding
- Deposit release/refunding upon check-out
- Dispute trigger & dispute terms
- Managing bookings
- Optional history/reputation requirement for consumer
- Payment processing
- User profiling
- User review (Both consumer & vendor)



5.0 AVA LEDGER

5.4 AVA Purpose

AVA will provide useage, access and therefore utility for the travala.com marketplace. Intended token and payment method to be utilized on the Travala.com platform.

- Users utilizing AVA will see a considerably reduced cost of transaction fees rather than using fiat or other forms of cryptocurrencies which incur different levels of fees.

5.5 Ledger Coverage

The ledger will be an open source, free to use, regulate and store all the transaction execution data via smart contract triggers.

Operations of the decentralized AVA ledger will be as followed (This shows some, however, is not limited to):

- Booking placement
- Booking confirmation policy
- Check-in requirements & upgrade possibilities
- Deposit holding
- Deposit withholding
- Deposit release/refunding upon check-out
- Dispute trigger & dispute terms
- Optional history/reputation requirement for consumer
- User review (Both consumer & vendor)

5.6 Involvement

Travala.com: Developing the concept within the community build around Travala.com, AVA aims to be the most commonly used travel marketplace. The platform also facilitates the transaction from vendor to consumers, showcasing the key benefits of utilizing the blockchain.



5.0 AVA LEDGER

5.7 Travala.com Driver

Travala.com intends to integrate AVA into the ecosystem, which all users will benefit significantly. The ecosystem is largely driven by the number of vendors and availability within different regions or areas where consumers are looking to visit. Due to this Travala.com allows;

- Featured advertisement listings will be incentivised to vendors on a case by case basis.
- Discount offerings passed onto consumers while using the AVA token. (Encouraging usage of native AVA token).
- Consumers regularly utilizing AVA on the platform will be eligible for an upgraded account in which more discounts will be available.



6.0 AVA TOKEN

6.1 Overview

Project overview:	https://travala.com
Token Background:	Travala.com is a travel booking marketplace for Hotels, Tours & Property Exchanges. The tokens will be utilized upon the platform; token holders will also receive benefits in the future for holding the tokens.
Token distribution event dates	Start date = 31st March 2018. End date = 30th April 2018.
Type of Offer:	Token Generation Event.
Token Ticker:	AVA
Total Tokens Supply:	61,571,086 AVA
Accepted Cryptocurrencies for Event:	NEO
Total NEO Raised:	34,363 NEO
Marketplace:	https://testnet.travala.com

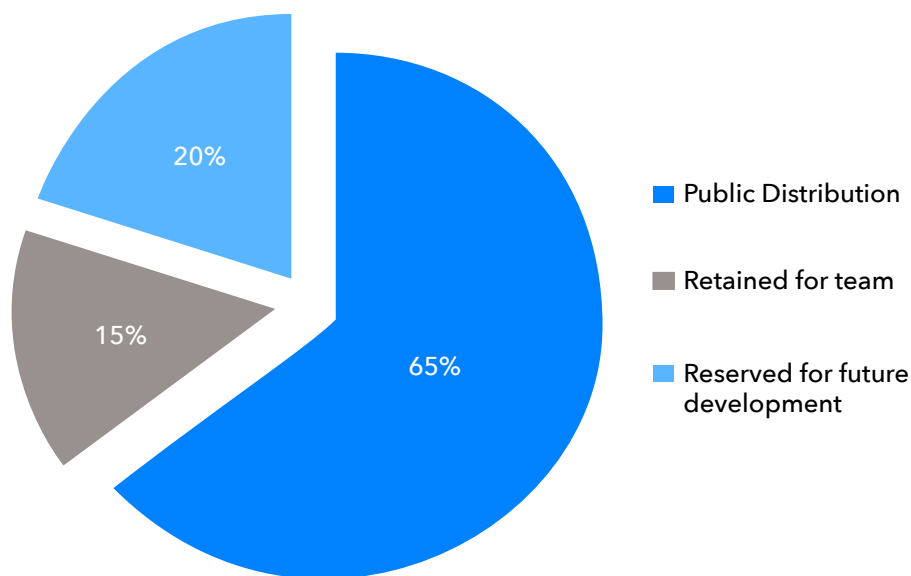
6.2 Token Generation Time Bonuses

Week 1	25%
Week 2	15%
Week 3	5%
Week 4	NO BONUS



6.0 AVA TOKEN

6.3 Token Distribution	
65%	Publically distributed
15%	Retained for team, advisors and supports. <ul style="list-style-type: none">• 30% Founders• 20% Present Team• 20% Future Hires• 30% Advisors, Community, including Backers
20%	Reserved for future development. We will hold these tokens for future business development, R&D, fundraising and expansion into other markets and sectors.

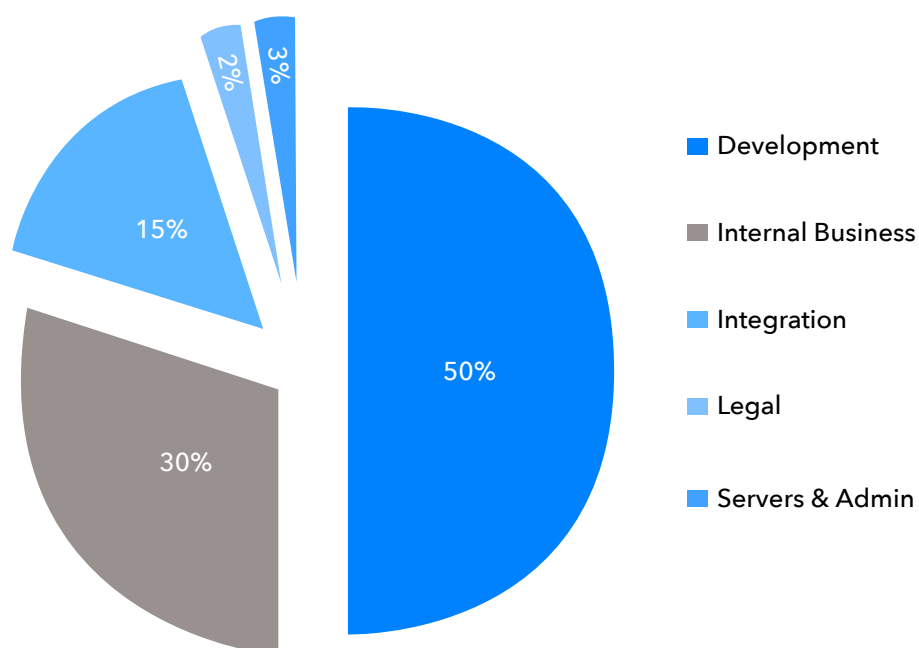


20% Reserved for Future Development Breakdown	
Year 1	Used for the motivation of developers within AVA ecosystem. [5%].
Year 2	Further platform development and employment hiring. [5%].
Retained	Retained as a contingency. [10%].

6.0 AVA TOKEN

6.4 Fund Allocation

50%	Application and web-platform development and technical developments
20%	Business development and Employment hire/wages
25%	Worldwide integration of the platform (Inc. Marketing)
2.5%	Legal – Set aside in case of any legal issues that arise
2.5%	Servers and Administration



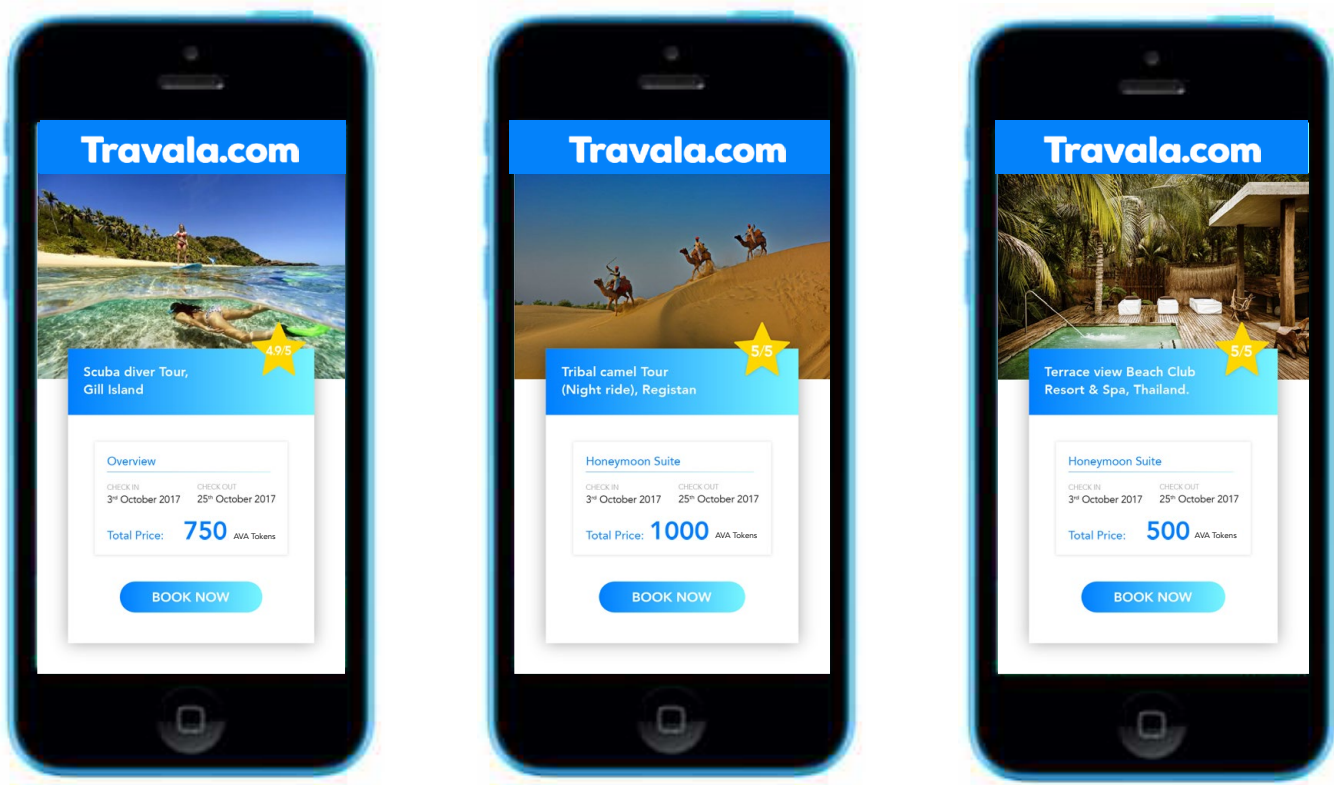


7.0 DECENTRALISED APP & WEB PLATFORM

7.1 System & Logistics

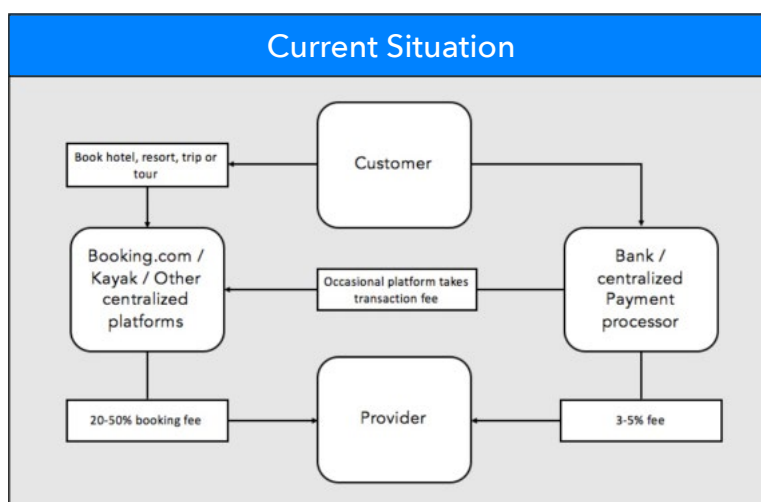
For consumers: A simple easy to navigate mobile and web platform that allows easy browsing of the specific location they are interested in visiting. They can message the vendor with real-time instant messaging, upon deciding on the of service, they can use the purchase button to begin the transaction.

For vendors: We offer an easy to use mobile and web platforms with simple add and editing ability to upload themselves onto the Travala.com platform. We will be adding API's that allow the vendors a one-click solution for transferring their current listings from other platforms.

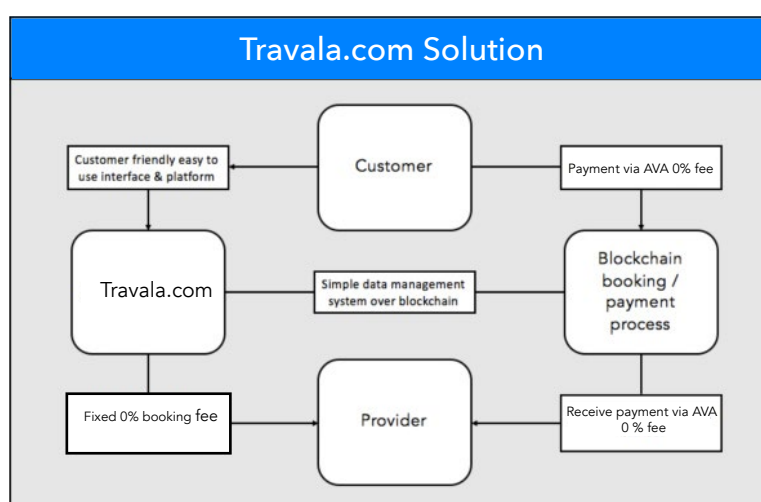


7.0 DECENTRALIZED APP & WEB PLATFORM

This visual image gives insight into the current issue we are trying to address. The current situation is as followed:



The following visual is our solution to this issue:



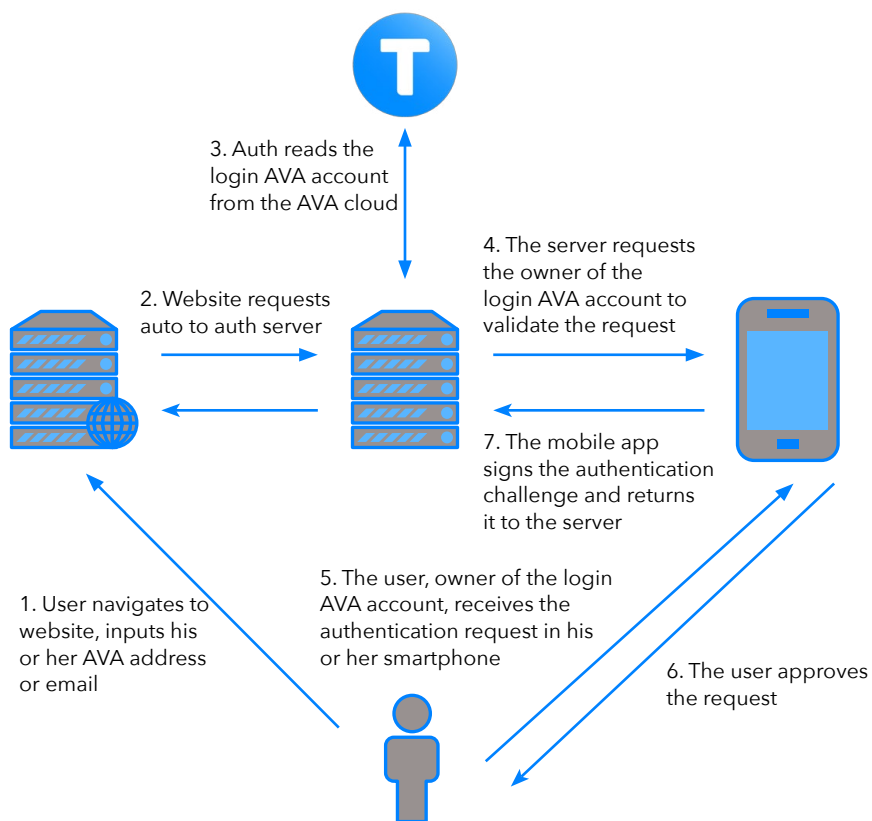
From the visual examples above, we highlight the issue of the current system which Travala.com aims to completely disrupt and modernize. With this module, it enables Travala.com to offer lower costs, increased customer satisfaction and develops long-term data for the purpose to analyze consumer trends.

7.2 Payment

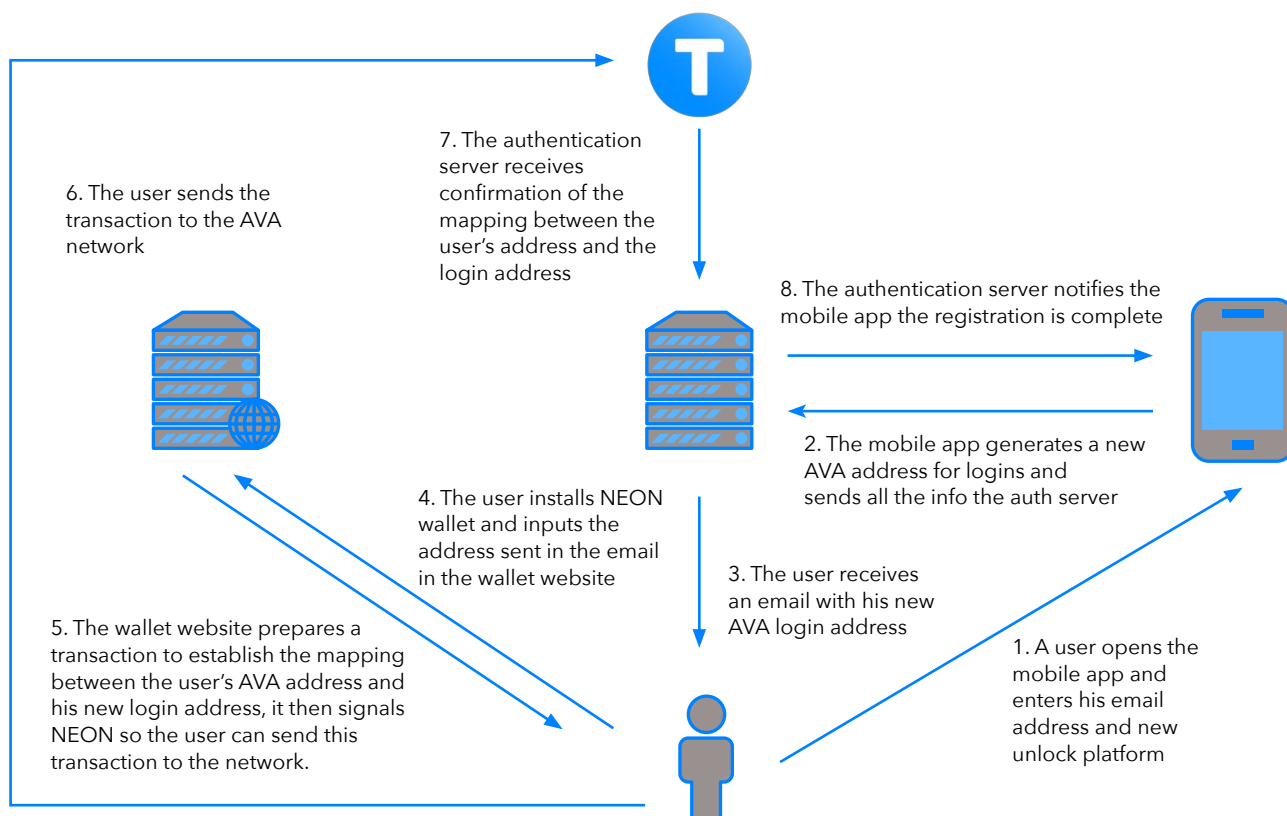
Travala.com operates a simple payment system; the user can opt to use the AVA token and fiat currency via Visa/Master cards transactions as payments. Using fiat currency will, however, incur the going rate for that payment system fee on the transaction. This is to enable non-crypto users to be able to use the platform and still see considerable benefits in comparison to using already established platforms.

7.0 DECENTRALIZED APP & WEB PLATFORM

Below we look at the architecture behind the payment process when purchasing on the platform.



Followed by the architecture when the user purchases over the app.



7.0 DECENTRALIZED APP & WEB PLATFORM

These architecture images show the background of the backend system, which goes on during each transaction.

The following images show the simplicity of the transaction for the user when utilizing the web platform.

Enter the details of the sale

Tap "Request payment" to display the QR code

The customer scans the QR code with their phone and taps pay to confirm the transaction

The vendor receives the payment and the booking is completed.

(When using the app, the authorization will be done via the phone).



7.3 Wallet

Travala.com wallet has an interface that is user-friendly and simple to operate, running in the web environment.

Multi-signature accounts are best suited for accounts with numerous users e.g. corporations. It's safe because all involved parties are required to sign before transactions are authenticated. Wallets will be integrated into platform allowing ease of transaction for all users.

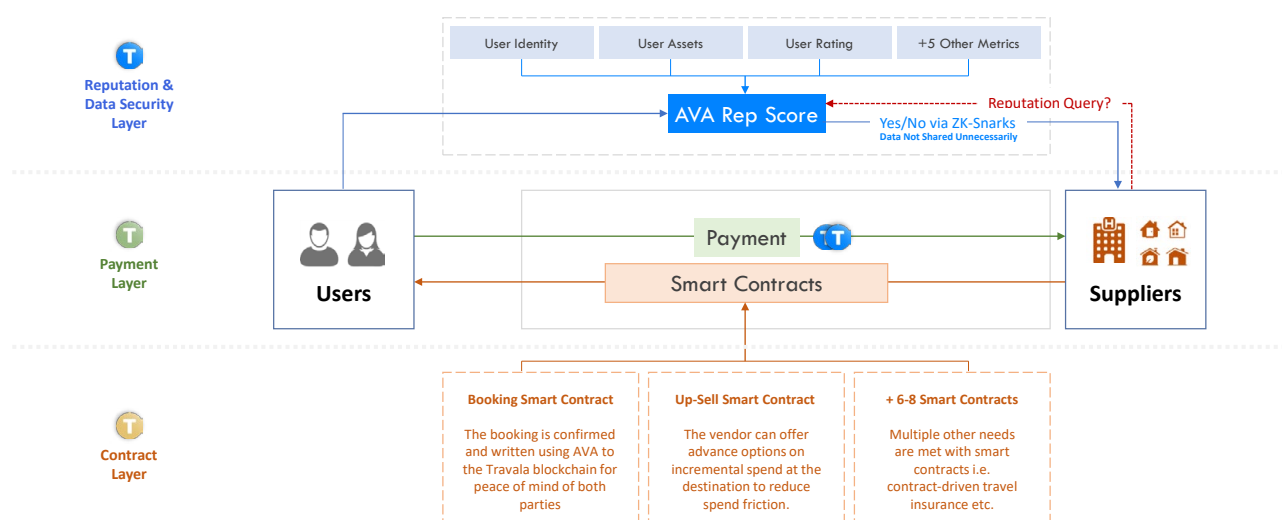
7.4 Travala Ecosystem:

Wallet: exchange rates provided on the Travala wallet will be derived from finance meta-data distributors. However, debit cards users will be able to both online and walk-in merchant booking. There will be no need to withdraw cash and deal with counting change after payment, making users' lives more convenient.



7.0 DECENTRALIZED APP & WEB PLATFORM

AVA Token Functionality



7.5 Platform Coverage

Travala.com is a platform that covers 3 segments of travel and tourism specifically hotel bookings, tour bookings and property exchanges. With a possibility to go into other areas (see roadmap).

Users of Travala.com will be able to reach the platform via our web platform, iOS mobile application for iPhone or iPad and on Android mobiles and tablets.

7.6 Platform Challenges and Expansion

Travala.com is a platform that covers 3 segments of travel and tourism specifically hotel bookings, tour bookings and property exchanges. (With potential to incorporate flights, restaurants and other travel related products and services).

Users of Travala.com will be able to reach the platform via our web platform, an iOS mobile app for iPhone or iPad and on Android mobiles and tablets.

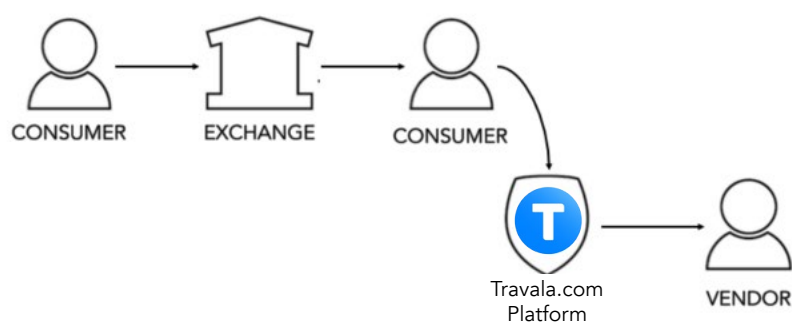
8.0 PROJECT DYNAMICS & SYSTEM ARCHITECTURE

8.1 System Architecture

The project dynamics and system design of Traval.com consist of 3 layers:

User Layer – Both the app and web platform interface will work coherently. The app will be for iOS and Android (Smartphones and tablets).

Centralized Frontend – This allows us the vendor to edit their listings database. Thus, reducing the high cost associated with keeping data on the blockchain, Traval.com will be keeping user listing content (Content, pictures, and videos) on the Traval servers. Transactions are executed and completed via the blockchain smart contracts.



Decentralized Backend – As an open-source layer this will allow collective use for all. We support all developers moving forward, who choose to utilize our open source code. Traval.com will use NEO blockchain allowing us to hold data on bookings and settlement information while keeping secure, performed over the blockchain. (The payment rules for each booking).

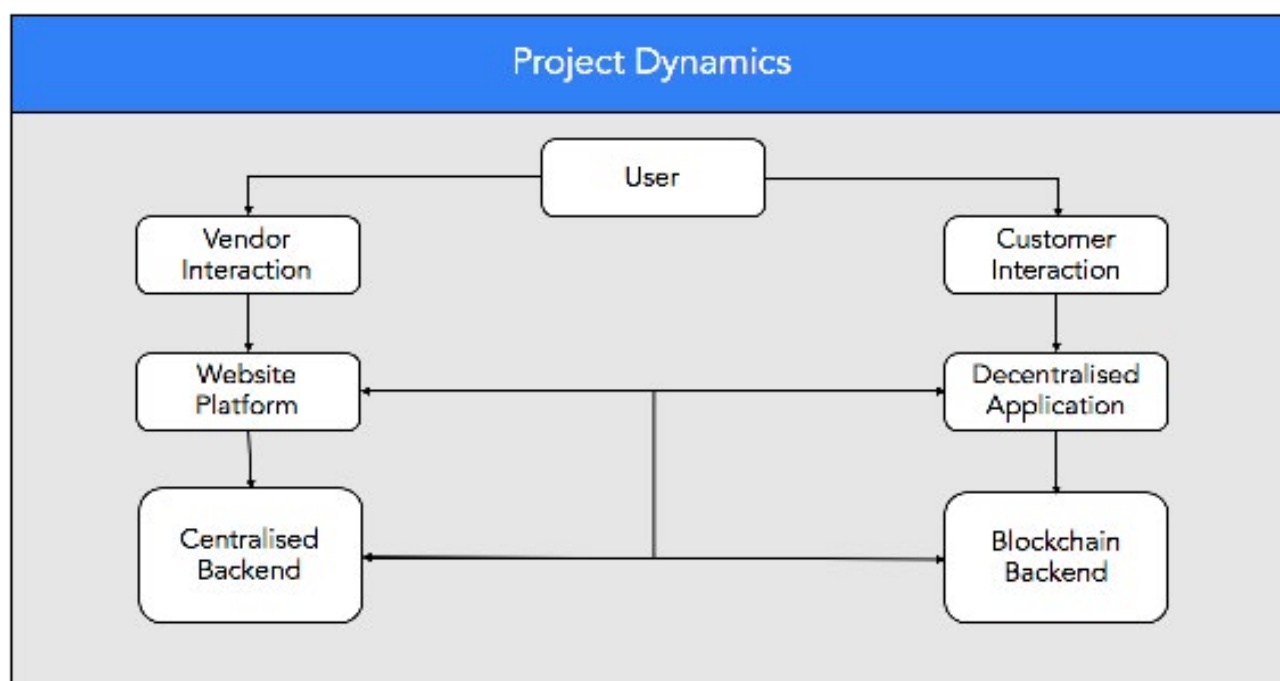
Currently, leaders within the market have significantly good user experience, constantly optimized web and mobile platforms. Users of the platforms such as booking.com and kayak have been well-informed upon how to make bookings and we intend to build upon this proven model. We will utilize this user-friendly system that is easily navigated as a foundation and innovate to create the best platform available.

8.0 PROJECT DYNAMICS & SYSTEM ARCHITECTURE

8.2 Project Dynamics

We will be developing native applications for all iOS and Android devices, along with HTML5 web platform. Serving as the user-interface for the users (both consumer and vendor). Communicating with both the centralized and decentralized backend of Travala.

The structure of the architecture will allow easy add-on of any new interfaces from emerging platforms such as; VR, AR or information points. And by utilizing the NEO blockchain the potential for development of our own private blockchain governed by the AVA token.



Our AVA's centralized backend is based on Go/ NodeJS /PHP /MySQL server for its operations. The decentralized AVA Ledger is based on utilizing the power of smart contracts on the NEO blockchain.

AVA platform will be an outstanding high-performance engine between traditional and emerging technology.



9.0 TECHNICAL

9.1 Implementation

We are using NEOcontracts to build the AVA token on the public blockchain with pre-setup static nodes.

Smart contracts contain several smart contracts, including the main contract which serves as the main entrance to the system for users and reserve managers.

User's wallet: app wallets utilize a user-friendly interface to support users. Integration with existing wallet apps.

Reserve manager portal: aids the management of the reserve by displaying their performance, network stats, supporting different strategies and algorithms to make prices/rebalance.

Operator dashboard: help operators manage the entire system. Also expanding to data analysis dashboard at a later date.

Travala.com is implemented as an NEP-5 - compatible token over the public NEO blockchain and is the natural fit for AVA token.

Compatibility with the NEP-5 standard leverages the strong existing infrastructure of the NEO ecosystem such as development tools, wallets, and exchanges. The ability to program trusted smart contracts over NEO with a turning complete language allows for robust and secure customization of the cryptocurrency to the domain-specific requirements in a fully decentralized manner.

9.2 Considerations

AVA token is a currency that is both digital and decentralized, AVA token is available at the token distribution events.

Transactions become final and there is no double-spending.

The more confirmations a merchant can demand before considering the transactions to be settled, the less possibility a hacker can attempt to make the network orphan the newest block in the blockchain.

10.0 ROADMAP

Business & Platform Development Road Map

Time Period	Proposed Movement
17 Q2 – 17 Q4	<ul style="list-style-type: none"> • Founders meet to confirm ideas around decentralized travel platform. • Founders meet with developers and initiate the start of the decentralized application and web platform build. • The token is tested and ready for release. • The whitepaper has been completed, published, project begins marketing. • Whitepaper available in English. • Web platform and application designed around user accessibility. • Whitepaper release.
18 Q1	<ul style="list-style-type: none"> • Defining and initial development of the back-end structure of the marketplace. • UI design and initial development of front-end of application and website platform. • Hire vital employees: <ul style="list-style-type: none"> - Blockchain developers - Front-end developers - Back-end developers - Sales and marketing employees - iOS and Android developers & web developers • Marketplace live (with bookable listings) released 23rd March 2018. • Sale begins on the 31st of March.

10.0 ROADMAP

Business & Platform Development Road Map

Time Period	Proposed Movement
18 Q2 -18 Q3	<ul style="list-style-type: none"> • R & D into Peer-to-Peer chat and amalgamation of AI-based dispute system development • Beta testing • Release of beta web platform • Release Hotel bookings on the platform • Launch industry promotional activities developing a partnership with key hotel and resort chains • Further development of the platform and releasing V.1 of Travala.com
18 Q4	<ul style="list-style-type: none"> • Research of expansion of Travala.com into different regions after initially starting in south-east Asia and Australia (Regions will be chosen based on an estimated speed of adoption) • Partnerships with blockchain identity security platforms ensuring privacy with direct chats and within the payment system • Release Tour bookings on the platform • Press release around the tour options and reach out to key tour providers • Release V.2 of the Travala.com platform to now offer tour bookings



10.0 ROADMAP

Business & Platform Development Road Map

Time Period	Proposed Movement
19 Q1 -19 Q4	<ul style="list-style-type: none">• Partnerships with universities and other educational institutions upholding youth development in forms of internships with yearly positions available within Travala.com• Release property exchanges onto the platform• Press release around the property exchanges• Release V.3 of the Travala.com platform updated now offering property exchanges• Advancement into other regions such as Europe, North and South America
2020 - 2025	<ul style="list-style-type: none">• Research into other areas of travel which Travala.com could bring benefit to• Analysis and research areas of travel available on the Travala.com platform. (Such as; Taxi bookings, Rent-a-car, Boating charters)• Develop augmented reality (AR) and virtual reality (VR) into the system for browsing purposes of consumers• Launch in multiple areas within travel (Such as; Taxi bookings, Rent-a-car, Boating charters) - Market analysis will justify which area to enter into what region first.

NOTE: Travala.com roadmap is subject to change. The roadmap summaries the key framework of operations and the direction in which the company directs itself.

11.0 TEAM

Core Team



STEVE HIPWELL
Co-Founder

Steve is a marketing guru and a serial entrepreneur. He has founded and directed multiple holidays property sales businesses from the ground up.

Steve has been involved in Bitcoin and cryptocurrency since the early days and this led him to become involved in a marketing and development role with the start-up of another prominent crypto coin that is soon to be released on all platforms. His experience and understanding of blockchain technology and the cryptocurrency space is hard to match.

On an earlier return to the UK Steve set up a successful online lead generation business. After meeting his Vietnamese wife, he moved to Vietnam to become a key Sales and Marketing Advisor for a multi-million dollar travel and cruise operator.



MATTHEW LUCZYNSKI
Co-Founder

Matthew is a young and vibrant entrepreneur with a first class honors degree in international business.

Matthew has been involved with multiple projects throughout his time at university. He founded an application for travellers, allowing users to interaction based on geo-location, specifically designed for meeting new friends with similar interests. He also played key roles at international business competitions set by Harvard business school, driving his university team to achieve runner-up positions in both business strategy and business planning case competitions against 13 of the top business universities globally.

He has an in-depth self-taught knowledge of blockchain, having been involved in the crypto space for 5 years,



11.0 TEAM

Core Team



DUONG THANH TUNG

Senior Operation Project Manager.

Tung is an experienced Director Of Business Development with a demonstrated history of work within the computer software industry as a senior project and operations manager.

Skilled in Mobile Application Development, Agile Project Management, Objective-C, Client-server Application Development, and Jenkins.

Specialising in business development and technical architecture. Tung has a Bachelor's degree in Computer Science from VNU University of Engineering And Technology.



CONG NGUYEN

Senior Project Director

Cong Nguyen is passionate about technology and business transformation. He held multiple management positions in FPT software – the largest Software Outsourcing company in Vietnam from 2006 to 2011 and his contribution to the company was truly appreciated.

He took the position as IT Service Manager of FPT Asia Pacific in Singapore for a year before investing in and becoming a member on board of QSoft in 2011, making it a recognized IT brand in Vietnam and across South-East Asia.

Cong then founded and became CEO of GEM in 2014 with the vision to become a global IT solution company for enterprises. Cong is the Senior Project director for the Travalat.com market place.



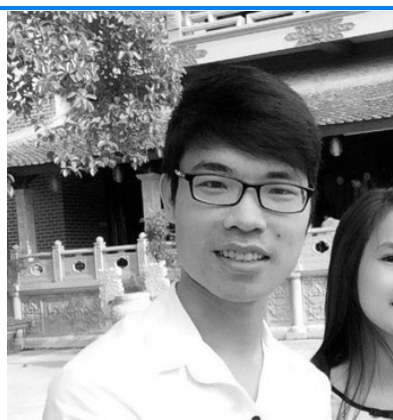
11.0 TEAM

Core Team



TUAN DANG THANH

Backend & Blockchain Engineer



HOA PHAM

Backend & Blockchain Engineer



ANH LE DUC

Senior Developer



HANH TRUONG THI

Quality Assurance (QA)



ALEXANDER TSOY

Blockchain Engineer

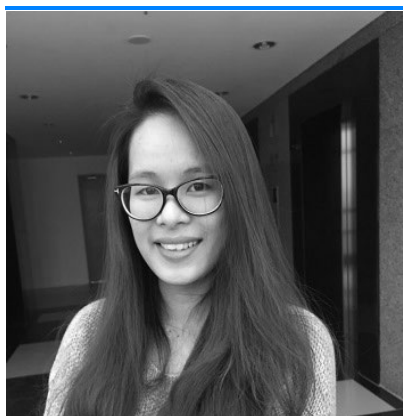


SLAVA KOROBAYNIKOV

Product Manager

11.0 TEAM

Core Team



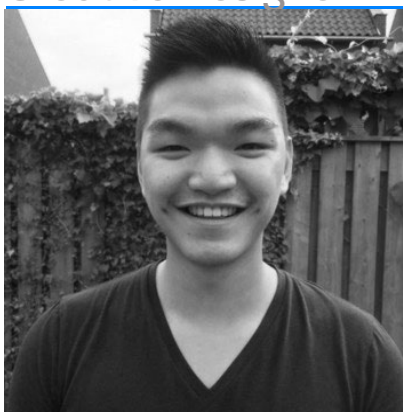
TAM NGUYEN THANH

Creative Designer



TONY BUI

Technical Liason



LEE KAI

Community Manager



JESLEY HOEKSEMA

Community Manager



WILLIEM LEISTRA

Community Manager

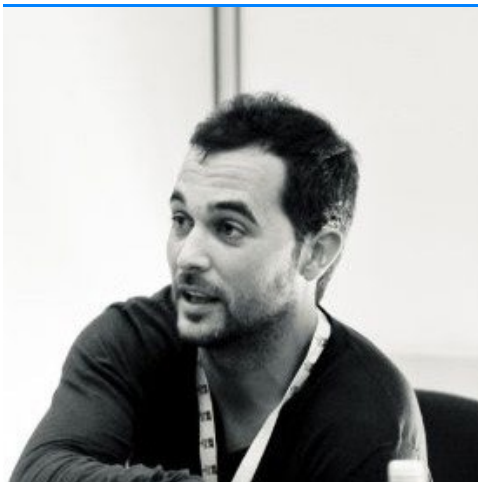


JEFF KUYKEN

Community Manager

11.0 TEAM

Advisors



JUAN OTERO

Senior Business Advisor

Juan Played a crucial role in multiple startups within the travel and tourism sector including roles such as Senior Project Manager at Booking.com.

Juan's experience in tech start-ups has led to his involvement as a Consultant and Advisor in leading start-ups, blockchain companies, ICOs, government organizations and start-up accelerators like Silicon Valley's Founder Institute, Wayra, the European Institute of Innovation & Technology (EIT) and the European Commission.

Previously, Juan was the Founder & CEO of Restaurantes.com, Southern Europe's leading restaurant SaaS provider and online reservation service – named by Wired Magazine one of Europe's fastest growing digital companies. Acquired by The Michelin Group – Mkt cap €22.6B. Juan completed the transition of the start-up from the idea stage to a company with 100+ employees and revenues in excess of €20M, successfully raising \$11M and completing the international expansion before selling the company to The Michelin Group – Mkt cap €22.6B.



MATTHEW LOPEZ

Senior Project & Investment Advisor

Matthew has had a distinguishing career as an entrepreneur in the construction, real estate, security and Venture Capital space based in San Francisco and globally.

CAREER HIGHLIGHTS: Founded a hedge fund in Chicago under the partnership of a series 3, 7 and 66 licensed traders who started the first exchanged traded, snowfall derivative on the CME.

Experienced Managing Director with a demonstrated history of working in the investment management industry. Skilled in Marketing Management, Outcome Measures, Operations Management, Outcome focused, and Physical Security.

11.0 TEAM

Advisors



SARAH KOZLOWSKI

Blockchain Business
Development Advisor



ANDERS LARSSON

Senior Blockchain Advisor



JOAKIM HOLMER

Senior Technical Advisor



NGUEN HONG DAI

Vice-President of the Tourism
Association of Vietnam.

11.0 TEAM



INDI NAINGGOLAN

Indonesian Hotel Business
Liason.



DEBBIE WARD

United Kingdom Business
Advisor.



SIMON STEVENS

South East Asian Business
Advisor.



12.0 RISK FACTORS

The following are the risk factors in relation to Travala.com business operations and specifically the ICO stage

Travala.com may not reach the target asked for within the crowdfunding stage to execute the business plan but will always develop the app anyway.

The AVA token may be significantly influenced by Digital currency market trends may significantly influence the AVA token and AVA's value may severely depreciate due to non-AVA related events within the cryptocurrency world.

Travala.com is a complex software platform and the official launch could be postponed due to unpredicted development barriers as all new software has some form of bugs, however, will be live and remain live prior to the sale commencing.

Competition could possibly mimic Travala.com movements causing loss of market share. However, our connections within the travel industry will enable us to build a strong foundation giving us a head start.

The plans outlined in this white paper may be altered as the project progresses, taking into consideration each variable at the given point in time.

13.0 REGULATORY STRATEGY

Cross-border payment via the blockchain may be subject to regulatory scrutiny in certain areas in the future. As the blockchain develops and the decentralized system becomes more widely used we anticipate that governments may implement certain strategies to regulate those utilizing cryptography this will only make Travala.com even stronger on the world stage.

Within decentralized applications, not one entity has control over the infrastructure required for its operation. This allows us to separate the infrastructure from the app content, in our case the travel sector. The resulting structure has the advantage of modular isolation: separate functions in the system can operate in isolation from one and other emphasizing the ability the vendor will have to be part of the development of the application.

Modular isolation is an advantage when companies or individuals come to regulatory compliance: each only needs to comply with the regulation within its limited field, therefore lowering the cost of creating the required specification and making it easier for new businesses to start up and young businesses to develop.



14.0 FAQ

Why Travala?

Travala.com is a unique travel related domain that gives the project a grounding for future advancements into the mass market.

Why the travel and tourism sector?

Our founders have operated within the travel & tourism sector for the past 25 years and have many connections with hotels, resort groups, tour and trip operators.

We facilitate the connection between consumer and vendor:

Travala.com brings together both the consumer and vendor allowing direct communication. Our focus here is to bring transparency to travel and allow vendors to be honest and liable if standards aren't as described.

We support the blockchain community:

We believe in the power of the blockchain and will use AVA tokens where possible and minimal fiat currency's when making our ideas reality.

We are transparent:

Funds will be escrowed and our books will be audited accordingly.

Travala.com is open source:

We believe in creating a better tomorrow, therefore, sharing our work with the world is essential for future development.

We are responsible:

Our passion is in what change we can make in the world, therefore, we are limiting our personal gains. We are devoted to bringing the general public a platform of trust, honesty, and fairness.

We offer the highest level of innovation within our work:

Our team comes from a diverse background giving us the advantage to develop a system that will disrupt the global market.



15.0 REFERENCES

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4. WTTC-TRAVEL & TOURISM ECONOMIC IMPACT 2017 - Expedia, Priceline, TripAdvisor 2015 Form 10-K - <https://www.wttc.org>
5. Travalala.com - <https://Travalala.com>



16.0 DISCLAIMER

16.0 Disclaimer

This white paper does not constitute an offer or solicitation to sell securities or shares and is for informational purposes only. The AVA token is considered a utility tool built within blockchain technology. The Travala token (AVA) offering does not represent a stock or sale of securities; the Travala token does not grant equity or voting rights; the Travala token does not grant ownership rights directly or indirectly to the Travala company, its physical, virtual or intellectual properties; the Travala token does not grant a debt security and is not an instrument of debt; the Travala token does not pay an interest payment to token holders. If any future offers become active they will be made through confidential and appropriate channels and follow all necessary legal requirements. In compliance with recent SEC announcements, Travala will not market to or accept contributions from any US citizens or residents. In compliance with China Securities and Regulatory Commission (CSRC) and the People's Bank of China (PBOC) regulations, Travala.com will not market to or accept contributions from any citizens or residents of the People's Republic of China (PRC). In compliance with the monetary authority of Singapore, Travala will not market to or accept contributions from any citizens or residents of Singapore.

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This website and the offering memorandum has not been filed with the Securities and Exchange Commission (SEC) as part of a registration statement. Accordingly, this website and the offering memorandum and any other documents or materials relating to the offer or sale, or invitation for subscription or purchase of the AVA tokens may not be circulated or distributed, nor may the AVA tokens be offered or sold, or be made the subject of an invitation for subscription or purchase, whether directly or indirectly, to persons in the United States of America. For residents and citizens of the People's Republic of China (which, for the purposes of this document and offering memorandum, does not include Hong Kong, Macau, and Taiwan): AVA tokens may not be marketed, offered or sold directly or indirectly to the public in China and neither this document nor the offering memorandum, which has not been submitted to the Chinese securities and regulatory commission, nor any offering material or information contained herein relating to AVA tokens, may be supplied to the public in China or used in connection with any offer for the subscription or sale of AVA tokens to the public in China. The information contained in this website and the offering memorandum will not constitute an offer to sell or an invitation, advertisement or solicitation of an offer to buy any AVA tokens within the PRC.

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