TUK TUK PASS

BLOCKCHAIN KIOSK & GLOBAL TOURISM PLATFORM

WHITEPAPER

TABLE OF CONTENTS

PROJECT INSPIRATION

New York University offered me the chance to complete my degree on a full scholarship in North America (New York), the Middle East (Abu Dhabi), and Europe (Florence). This opportunity inspired me to produce and host The Passion, a travel TV show featuring destinations and unique stories from people around the world on Nation TV 22, Thailand's No.1 news station. Through my work, I have connected to over 1,000 travel influencers and travel industry professionals globally.

My experiences and passion for travel led to the determination to build a platform that will help travelers connect to local travel businesses: To simplify the process of navigating a new destination. Thus, the idea for Tuk Tuk Pass (TTP) was born. We began forming partnerships with several travel businesses such as the Professional Tourist Guide Association of Thailand (PGAT), Meituan Dianping (Top 4 most valuable startup unicorn in the world), and VISA. Additionally, my mentors, Prasert Bunsumpun, former CEO and president of PTT Plc. who led the company into the 14 executive years on Fortune Global 500 (#192, 2017), Diego Gutierrez Zaldivar, President of Bitcoin Latin America NGO and CEO of Rootstock Smart Contracts (RSK), and Krasae Chanawongse, M.D. Ph. D., Former Foreign Minister of Thailand and 1973's Ramon Magsaysay Award recipient, all joined as project advisors. Another one of our early project consultant/current advisors is Poramin Insom, Founder of Zcoin, a decentralized and open source currency revered by Bitcoin Angel Investor Roger Ver as "the next Bitcoin competitor."

This project wouldn't have been possible without the strong support of the advisors and team, as well as the combined efforts of our travel industry partners worldwide. By utilising blockchain technology, Tuk Tuk Pass aims to disrupt the traditional online travel agent services and build a global platform for tourism.

— Fah Daengdej, co-founder of Tuk Tuk Pass

EXECUTIVE SUMMARY

TOURISM PLATFORM OVERVIEW

Tuk Tuk Pass (TTP) connects tourists to local travel-related services worldwide via web, mobile application, and TTP Blockchain Kiosk. As a platform, we do not offer our own services but connect to local businesses via API (Application Programming Interface). Our goal is to provide users with the convenience of accessing all travel-related services in one platform (seamless user experience) and give local businesses more exposure to new customers. Moreover, we aim to build the platform where both travelers and service providers benefit from a global travel community: helpful travelers earn points they can then use to redeem for their next trip and great service providers are rewarded with more customer reach and points that enables them to benefiting from a global travel community. By utilising blockchain technology, transactions are decentralised and better accelerated compared to traditional online travel agent (OTA) and support digital payment in the form of Token or Cryptocurrency in the future.

OUR STRATEGY: 100,000 LOCATIONS - TOP 100 TOURIST CITIES WORLDWIDE

While many travel startups spend major funding to reach customers via online advertising, our strategy is to employ the Point of Purchase (POP) advertising method. Tuk Tuk Pass plans to distribute TTP Blockchain Kiosk in the lobby area of 100,000 major hotels located in the Top 100 most visited tourist cities worldwide.

TUK TUK PASS KIOSK ROADMAP

2018	Deploy TTP Blockchain Kiosk in the first 4 countries (10 cities) Thailand, Hong Kong, Singapore, Japan to reach 109.92 million tourists (8.9% of the tourist traffic worldwide.)
2019-2022	**Remaining 90 cities** to reach 445.08 million tourists worldwide (36.1%)

ESTIMATED REVENUE (ONE SERVICE CATEGORY, KIOSK PLATFORM ONLY)

To determine the potential earnings during each phase of the roadmap, we use the base assumption that the TTP Blockchain Kiosk handles only 6 tour packages per hotel per day, with average package price of $75.

Average Revenue (10,000 Kiosks)	$1,620,000,000 per year
The gross profit (15%)	$243,010,000 per year
Net Profit (3%)	$48,600,000 per year

First 10 Cities (10,000 kiosks) TTP Blockchain Kiosk net profit = $48,600,000 per year
All of Asia (40,000 kiosks) net profit = $194,400,000 per year
Worldwide (100,000 kiosks in 100 Tourist Cities) net profit = $486,000,000 per year

Please note the actual revenue opportunity will be much larger than our estimate since tour package is one of the 15 service categories on the platform. As an industry, international tourism is a major market with at least 4% growth annually.

TUK TUK PASS ASSET (TTP-A)

Token Name	Tuk Tuk Pass Asset (TTP-A)
Total Token Supply	1,000,000,000 TTP-A
Available Coins	700,000,000 TTP-A (70% of total supply)
Timeline	Jan 25 - Feb 13 (Pre-ICO: 20% Off) Apr 16 - Sep 30 (ICO Round 1)
ICO Portal	Register and send contributions via tuktukpass.co
Token Main Sale Price	1 TTP-A = 1 USD
Token Distribution	Within 30 days after ICO Round 1 end date via Ethereum Smart Contract (Oct 2018)
Standard	ERC-20
Token Decimals	18

Investors in the ICO will receive Tuk Tuk Pass Asset Token (TTP-A.) TTP-A holders will be awarded in the form of network processing returns generated from the net profit of the transactions made on Tuk Tuk Pass platform. This is offered annually during the fourth quarter of the year in the format of TTP-C (Tuk Tuk Pass Coin.)

TUK TUK PASS COIN (TTP-C)

Token Name	Tuk Tuk Pass Coin (TTP-C)
Token Generation	1. **Investors:** TTP-C is generated from the networking processing fees made on Tuk Tuk Pass platform: this is to be distributed to TTP-A holders annual during the fourth quarter of the year. 2. **Community Participation:** users (travelers and service providers) participating in the Tuk Tuk Pass platform will be rewarded with TTP-C. Sample cases: tour guide providing quality service, users sharing a helpful review for fellow travelers. This option encourages and rewards users contributing to the travel community.
Utility	Redeem travel products and service on the TTP Platform in 100 Tourist cities worldwide.

UNIQUE SELLING POINTS OF TUK TUK PASS ICO:

1. **TTP Blockchain Kiosk**—Our strategy to launch blockchain kiosks in 100,000 hotel locations in the Top 100 Tourist Cities will reach 45% of the total tourist traffics worldwide.

2. **Token Allocation**—200,000,000 Tokens are reserved for swaps with local businesses to accelerate the expansion in major tourist cities, a strategy no ICO projects had done before.

3. **Team's Commitment**—10% of the tokens will be allocated to the advisors and teams members within 5 years (5-year silent period.) Thus, Token holders can be assured that the team has a long-term commitment to the project.

INTRODUCTION

As of 2016, the global tourism industry is valued at $7.6 trillion, 10.2% of the world's GDP. Based on the economic impact analysis by the World Travel & Tourism Council, the tourism sector equates to one-tenth of the jobs globally, employing over 292 million people.

In the age of connection and accelerated globalisation, there are fewer barriers to travel. Low-cost airlines give consumers greater choice and flexibility for weekend breaks in foreign destinations, while travel applications aid access to plan fun and interactive trips. While travel technology is soaring, very few travel experiences are seamless. With each new trip, customers have to continue downloading new applications for every airport and hotel, while searching for the local service apps like taxi, restaurant guide, tourist help, health clinic and consultation, and emergency tourist helpline.

With the ever-growing market, travelers face the paradox of choice upon having to download many trip-related applications to meet their diverse needs. This is:

1. **time-consuming:** ultimately travelers end up utilising those applications a few times, later deleting them upon departure.
2. **Risks/Scams:** Users run the risk of booking services from unlicensed parties which can result in paying more for unsatisfactory services.

Tuk Tuk Pass is the solution to solve the pain point of travel for both tourists and service providers in one platform by connecting users to quality travel services in each city, and streamlining the payment services for customers and vendors via blockchain technology.

TUK TUK PASS

Tuk Tuk Pass is a global platform for local tourism. By collaborating with local tour guides, tour companies, hotels, and tourism-driven businesses, the platform includes all aspects of the local travel industry to create a total solution for locals and tourists. As a platform, we do not offer in-house service but aim to connect to existing services via API which provides users the convenience of a comprehensive platform and give existing business providers

more exposure at a minimum cost. Travelers will be able to access all tourism-related services in one application instead of having to download multiple applications.

Our mission is to create a travel application that offers a seamless user experience. Through the curated travel service categories, tourists can find information to personalise their trip plans in one platform. The key factor of the Seamless Travel Experience is to put users first and offer a door to door service instead of users having to navigate many sites, and provide the ability to personalise the user experience.

Nonetheless, a major obstacle to creating a new platform is being discovered by users. All platforms have to invest significant fundings to market themselves to users. As a result, competition in the market of Online Travel Agents (OTA) is a battle that often gives big companies a major advantage. Consider Traveloka: this emerging Indonesian travel startup received $500 million in funding from online travel giant Expedia, East Ventures, Hillhouse Capital Group, JD.com, and Sequoia Capital to spend on advertising in 5 Southeast Asian countries. In terms of advertising funds, to compete with big players in the OTA market is, simply put, a bloodbath.

WEB   APP   KIOSK

To reach users, Tuk Tuk Pass instead chose the point-of-purchase (POP) advertising strategy, launching a comprehensive travel platform in the form of website, application and TTP Blockchain Kiosk. While a majority of users may utilize the application and web platform once they are familiarised with the service, the kiosk is our initial contact strategy. By expanding the TTP Blockchain Kiosk to 100,000 hotel locations worldwide, the machines are both an advertising medium and a physical storefront—a billboard that can also generate sales.

Through this strategy, the platform can reach over 555,000,000 tourists which is 45% of the total amount of international tourists worldwide (1,235,000,000.)

45%
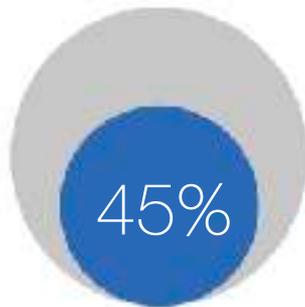
1,235 MILLION
INTERNATIONAL TRAVELERS WORLDWIDE

TOP 100 TOURIST CITIES =
555M TOURISTS (45% OF
TOTAL TRAFFIC WORLDWIDE)

UNWTO TOURISM: 2017

Point-of-sale advertising via the TTP Blockchain Kiosk not only familiarise tourists with our brand, but lets users purchase travel packages on location. From the user experience, travelers can then download our application or visit our website.

WHAT IS A TTP BLOCKCHAIN KIOSK?

Tuk Tuk Pass Blockchain Kiosk is the point of sale/service point for users to book local travel packages and other services on the Tuk Tuk Pass platform. The kiosk accept payment with add-ons to support multiple payment methods such as: Credit/Debit, QR Code Reader (for QR code-based mobile payment like Wechat, Alipay), and Digital Wallet Payment. The top screen features informative resources provided by the official data of Tourism Authority of each country for travelers, while the bottom screen is a touchscreen for making transactions.

Tuk Tuk Pass developed a back-office and clearinghouse for all versions of the platform: web, application, and kiosk to support digital payment in the form of Token or Cryptocurrency such as Bitcoin, Zcoin, or Ethereum by the end of 2018. We believe the blockchain technology compliments the mission of the project—in building a platform that connects to travel applications and services, blockchain technology aids the booking and transaction operation since the decentralised transaction service is swift, secure, and accurate.

WHY TTP BLOCKCHAIN KIOSK?

According to the International Journal of Management and Economics, 86% of inbound travelers visiting Thailand stay in hotels,10% in guesthouses, and 4% in friends'/relatives' housing. Thus, the point of sale advertising method is the most effective method to reach new users since the lobby is where all potential customers (tourists) check-in and typically make inquiries on their travel-related needs such as taxi service, restaurants, and tourist attractions. Our TTP Blockchain Kiosk is also a partnership initiative with the tourism board and hotels in each city. Instead of having reception staff answer questions regarding food recommendations, tour package, and transportation, the staff can introduce guests to the kiosk for any trip inquiries, and check out official travel information provided by the tourism board. Hotels benefit from having more service options for guests and the tourism board can reach more travelers with official travel information. Meanwhile, visitors are familiarised with the platform via the kiosk and can download the application to use on the go.

MARKETING OVERVIEW AND KEY COMPETITORS

Travel is one of the largest industries in the world. According to 2015 statistics, of the total world population of 7,600 million, 1,235 million people traveled abroad annually, not to mention many more domestic tourists. As stated earlier, one in ten jobs globally is related to the tourism sector. Emerging trends such as food and health tourism also link more jobs to the tourism industry.

Regarding the Online Travel Agent market, it is crucial to look at two influential companies in the industry: Agoda and booking.com, both owned by the Priceline Group, one of the biggest OTA company listed on the American Stock Exchange. While rapidly replacing traditional tour companies, Priceline acquired a huge market share. The major competitor of the Priceline Group is Expedia, a company aggressively pursuing the market through expedia.com and funding emerging travel apps and startups like Traveloka to gain market share of new regions.

Comparing the Net Profit of priceline.com to 4 Major Hotel Chains Worldwide.
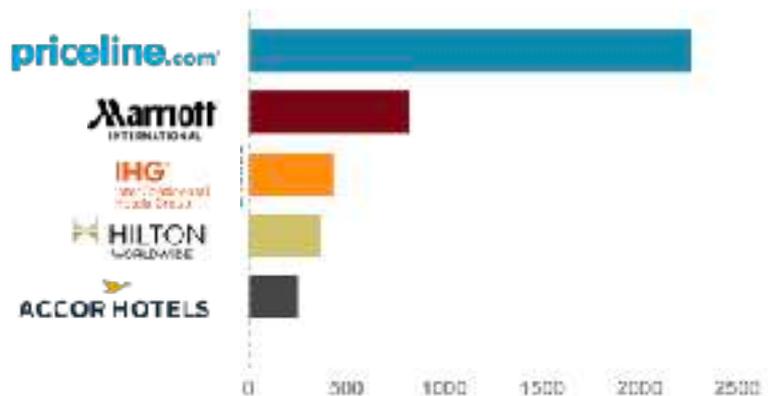
- MARRIOT: 5,974 Hotels 1,170,367 Rooms, Net profit: $824 Million (824,524,428)

- INTERCONTINENTAL: 5,070 Hotels, 749,721 Rooms, Net profit: $437 Million (437,632,196)

- HILTON: 4,727 Hotels, 775,866 Rooms, Net profit: $367 Million (367,864,744)

- ACCOR: 4200 Hotels, 524,955 Rooms, Net profit: $255 Million (255,995,203)

- PRICELINE: No property, Net profit: $2,265 Million (2,265,177,000)

Combining the data of 4 leading hotel chains globally = 19,971 hotel locations, 3,220,909 rooms, and a combined profit of over $1,886 million. This is still significantly smaller than Priceline, profiting at $2,265 million without owning a single property.

In 2016, Priceline Group received 2.4 trillion baht ($70,900 million) in hotel sales, a figure higher than a small country's GDP. Every booking via Agoda and booking.com provides The Priceline Group commission share, no property ownership required. 2017's commission: $11,359 million, 16% of total reservation fees. The gross profit of The Priceline Group is up to 96%, while the cost of sales is just 4% of the revenue. The company's core expenses are advertising, management, and staff salary, which accounts for 56% of sales. With tax deducted, the net profit margin of 20% ($2,265 million) is considered a very good margin.

LAUNCH STRATEGY

Apart from deploying the kiosks in 100,000 locations worldwide in the Top 100 tourist cities, Tuk Tuk Pass will be incorporating the main offices in Bangkok, Hong Kong, and Singapore: these three cities host over 66.57 million tourists combined, 5% of the total tourist traffic worldwide. Each office serves the following purposes:

Hong Kong: Our financial headquarter. In partnership with the legal firm, Howse Williams Bowers (HWB - Hong Kong's Law Firm of the Year, 2014), we have incorporated in Hong Kong. Hong Kong is a strategic location to compete in the OTA business as the gateway to China, world's highest growing market for tourism. We plan to expand the kiosks to 7 tourist cities in China.

Singapore: As a cosmopolitan city hosting the highest number of regional offices from foreign companies, Singapore is our main office for service expansion to other regions besides Asia.

Bangkok: Main office of operations—after-sales service and call center will be located here because Bangkok is well equipped with personnel and is the center of ASEAN. We also plan to expand our kiosks to 3 other tourist cities in Thailand (Phuket, Pattaya, and Chiang Mai.)

Beginning with Asia: The 10 tourist cities (Thailand (4), Singapore, Japan (4), and Hong Kong) combined will reach 109.92 million tourists, representing 8.9% of the total number of tourists worldwide. This strategy saves both capital and time to reach users during the initial stage. Then, expanding in 12 more countries (38 tourist cities) in Asia would reach 22.5% of tourists worldwide (277.23 million tourists.)

PROJECT ROADMAP

Phase 1 (2018): Deploy TTP Blockchain Kiosk in the first 4 countries: (10 cities) to reach 109.92 million tourists (8.9% of the tourist traffic worldwide.)

> **Thailand (4 cities)**—45.6 million tourists: Bangkok (23.27m), Phuket (12.08m), Pattaya (7.31m), Chiang Mai (2.94m.)
> **Hong Kong**—25.69m
> **Singapore**—17.61m
> **Japan (4 cities)**—21.02m tourists: Tokyo (9.71m), Osaka (6.13m), Kyoto (3.03m), Chiba (2.15m)

Phase 2: Launch in China and India (13 tourist cities) to reach 93.4 million tourists (7.56% tourist traffic,)

> **China (7 cities)**—55.48m tourists: Macau (16.3m), Shenzhen (12.96m), Guangzhou (9.07m), Shanghai (7.2m), Beijing (4.15m), Zhuhai (3.27m), Guilin (2.53m)
> **India (6 cities)**—37.92m tourists: Delhi (10.25m), Mumbai (8.88m), Agra (6.74m), Chennai (5.18m), Jaipur (4.32m), Kolkata (2.55m)

Phase 3: 7 more Countries in Asia (15 tourist cities) to reach 74.31 million tourists (6.01%.)

> **Malaysia (3 cities)**—21.6m tourists: Kuala Lumpur (12.84m), Johor Bahru (5.57m), Penang Island (3.19m)
> **Vietnam (3 cities)**—13.8m tourists: Ho Chi Minh (5.5m), Hanoi (4.3m), Ha Long (4m)
> **Taiwan (2 cities)**—11.48m tourists: Taipei (9.31m), Taichung (2.17m)
> **Korea (2 cities)**—10.08m tourists: Seoul (7.66m), Jeju (2.42m)
> **Indonesia (2 cities)**—9.81m tourists: Denpasar (6.23m), Jakarta (3.58)
> **Cambodia (2 cities)**—5.34m tourists: Phnom Penh (3.01m), Siem Reap (2.33m)
> **Sri Lanka**—Colombo (2.2m)

Phase 4: Middle East & Africa (10 tourist cities)—reaching 53.65 million tourists (4.34%)

Phase 5: USA (10 cities)—60.27 million tourists (4.88%)

Phase 6: Europe (10 cities)—94.44 million tourists (7.65%)

Phase 7-10: 32 remaining tourist cities—69.901 million tourists (5.66%) & Marketing for the 100 Tourist cities.

BANGKOK

The Travel industry is worth 18% of Thailand's GDP (Gross Domestic Product), making the sector one of the main income generating businesses in Thailand. Similarly, Top 100 tourist cities around the world derive significant income from tourism. Tuk Tuk Pass originates in Bangkok, one of the Top 3 world's most visited cities in 2018. Regarding tourism, Tuk Tuk is one of the major attractions for inbound tourists and considered one of the symbols of Thai tourism. The pronunciation of the "tuk tuk" also sounds similar to the word "everything" in Thai, which reflects our mission to become "every pass" for tourism.

While Thailand is a popular destination for travelers around the world, a major letdown for many tourists are the scam conducted by unstandardised and unlicensed service providers. While it is possible for tourists to navigate carefully to avoid scams, a platform that offers reliable service is the better answer to this issue. Thus, our goal is to compile standardised travel services into the same platform to solve the problem of unlicensed tour counters and guides, elevating the quality of services and user experience for tourists.

Tuk Tuk is scheduled to launch in the third quarter of 2018 in Bangkok: offering travel services via website, application, and 700 TTP Blockchain Kiosk locations in Bangkok. According to the National Statistical Office (Ministry of Information & Communication Technology, Thailand 2014), there are over 10,000 registered hotels/guesthouses in Thailand. There were a total of 704 registered hotels/guesthouses in Bangkok, 383 of which have between 60-150 rooms or more. With consideration that the number of hotels in Bangkok have grown from 2014, the initial launch of the TTP Blockchain Kiosk will be able to cover both big and small hotels/ guesthouses around the city.

In response to the growing number of independent travelers, our initial launch will focus on the two most important services, namely, tour packages and tour guides.

TRAVEL SERVICES FOR PHASE 1 LAUNCH:

Provided by partnering local travel businesses via API

1. Excursion

Over 50 tour packages per city to accommodate tourists. Each package curated, recommended, and reviewed by customers, bloggers, professional guides.

2. Tour Guide

45,000 licensed professional guides on our service database. Tourists will be able to book tour guides and check their licenses to avoid being scammed.

OTHER POTENTIAL TRAVEL SERVICES CATEGORIES

3. Hotel/Resort
Compare pricing and book hotels/home stays and resorts.

4. Transport
Book air tickets, Taxi/Bus, Boats, Car Rental, Messenger Service.

5. F&B Deals
Best deal for restaurants, bar, food delivery: from fine dining to street food discounts.

6. Health Ticket
Health, Beauty, Spa, Massage, Fitness, and holistic health tourism package. VDO call service for health consultation with medical experts.

7. Shopping
Online shopping/exclusive shopping service: cosmetics, brandname products, jewellery, leather, tailor. Delivered to their doorsteps.

8. Professional Consultation
Lawyer, Business Consultation, Business Connections, Business matching.

9. Data Package
Wifi and data packages for tourists via app. No extra sim cards/pocket wifi required.

10. Travel Insurance
Tourist insurance packages (this service category is dependent on the partnering businesses' permission and licensing in each country.)

11. Special Events & Luxury
Wedding/event planning, surprises, anniversary parties

12. Entertainment Ticket
Exhibitions, show tickets

13. Education/Courses
Boxing classes, Cooking classes, Music, and yoga lessons (group and private).

14. Tourist Help
Visa service, Tourist police, emergency contacts such as emergency ambulance.

15. Money
Money exchange/transfer, donation (this service category is dependent on the partnering businesses' permission and licensing in each country.)

PARTNERSHIP

Apart from partnership with local travel tech application and businesses related to travel, we partner with both public and private sector:

TRAVEL INDUSTRY PARTNER

PAYMENT PARTNER

LEGAL PARTNER

Moreover, Tuk Tuk Pass partnership provides the following additional services for travelers:

1. Health Bracelet and Travel ID

We collaborate with Thai health care tech company to create a complimentary travel ID wristband for Tuk Tuk Pass customers. Tourists can save their personal information, medical history, and emergency contact information that can be accessible to caretakers in case of accidents or if the traveler fell unconscious.

2. Cashless Travel

Tuk Tuk Pass partners with Visa, the world's largest payment gateway, to launch a Visa Prepaid Cash Card, usable at the TTP Blockchain Kiosk, 7-11 convenient stores, as well as over 40 million VISA merchants worldwide to facilitate users purchasing products and services online/offline. Additionally, the use of the prepaid cash card also eliminates the inconvenience of carrying coins. According to the National Statistical Office, tourists take home over 6,000 million Thai baht worth of coins annually—the National Bank thus have to continue distributing new coins to replace this number.

This card intends to reduce the use of coin caused by vendors providing change in cash, mitigate conversion fees and exchange rates of foreign credit card usage, and build convenience for small, everyday transactions. Remaining balance on the card can also be taken back to tourists' home country and used at VISA merchant locations. With No hassle having to exchange back to home currency. Moreover, the use of VISA prepaid is also secure as it prevents credit card theft issue since the card utilize the tapping system. We also collaborate with Smart Purse Company to install a system that enables various forms of payment to accommodate credit, debit, cash, prepaid cash card, Union Pay, Alipay, QR code, and digital currency, as well as the future of cryptocurrency.

3.Meituan-Dianping

Tuk Tuk Pass partners with China's Meituan-Dianping, the world's fourth-most valuable unicorn startup at 9.8 billion baht. Meituan-Dianping is an e-commerce/marketplace web service for restaurant deals created by the merger between Meituan (group buying sites for food, lifestyle, and product deals backed by Alibaba) and Dianping (restaurant review app backed by Tencent.) The merger created the biggest online-to-offline service for Chinese users. The combined marketing efforts form a seamless lifestyle solution application for over 100 million Chinese traveling abroad: Data package service, restaurant recommendations, and shopping experience. In partnering with the application used by over 800 million users, we will be connecting to over 35% of the inbound tourists to introduce them to local travel services in Thailand and 8% worldwide.

ESTIMATED REVENUE (BLOCKCHAIN KIOSK)

Projected income calculated based on one of the categories on the platform (Tour Package)
On average, a tour package costs $75

INITIAL TARGET (2018)

Kiosk: 10,000 Hotel Locations   (the average sale = 6 Packages / Hotel / Day)

Average Income	$450 / Hotel / Day
	$13,500 / Hotel / Month
10,000 Hotels	$135,000,000 / Month
	($1,620,000,000 / Year)
Gross Profit 15%	$243,010,000 / Year
(Expenses 12%) Net Profit 3%	$48,600,000 / Year

MEDIUM TARGET (2019-2020)

Kiosk: 40,000 Hotel Locations in Asia   (6 Packages / Hotel / Day)

Average Income	$13,500 / Hotel / Month
40,000 Hotels	$540,000,00 / Month
	($6,480,000,000 / Year)
Gross Profit 15%	$972,000,000 / Year
(Expenses 12%) Net Profit 3%	$194,400,000 / Year

LONGTERM TARGET (2020-22)

Kiosk: 100,000 Hotel Locations Worldwide   (6 Packages / Hotel / Day)

Average Income	$13,500 / Hotel / Month
100,000 Hotels	$1,350,000,000 / Month
	$16,200,000,000 / Year
Gross Profit 15%	$2,430,000,000 / Year
(Expenses 12%) Net Profit 3%	$486,000,000 / Year

TOKEN DESCRIPTION

TUK TUK PASS ASSET TOKEN (TTP-A)

Token Name	Tuk Tuk Pass Asset (TTP-A)
Total Token Supply	1,000,000,000 TTP-A
Available Coins	700,000,000 TTP-A (70% of total supply)
Timeline	Jan 25 - Feb 13 (Pre-ICO: 20% Off) Apr 16 - Sep 30 (ICO Round 1)
ICO Portal	Register and send contributions via tuktukpass.co
Token Main Sale Price	1 TTP-A = 1 USD
Token Distribution	Within 30 days after ICO Round 1 end date via Ethereum Smart Contract (Oct 2018)
Standard	ERC-20
Token Decimals	18

Corresponding to our roadmap to expand TTP Blockchain Kiosks in the Top 100 tourist cities and to offer 70% of our available tokens to general investors, Tuk Tuk Pass will be distributing ICO in 10 rounds (offering 70,000,000 TTP-A in each round.)

Round 1 will feature a Pre-sale period to offer a special 20% discount to early investors. Pre-sale period is limited to 1 million tokens on a first come first serve basis. Afterwards, the crowd sale will be offered at the Token Main Sale Price. Our Pre-sale and first round is limited to 70 million Token (10% of total token amount). The token sale will raise enough funds to launch the project in the first 4 countries (Thailand, Japan, Singapore and Hong Kong), covering nearly 10% of global tourists.

TOKEN CALL OPTION

Tuk Tuk Pass is the first tourism blockchain platform to offer an ICO with Token Call Option. Our Token Call Option agreement gives investors the right, but not the obligation, to purchase the same amount of tokens purchased in round 1, at the token main sale price. For example, Investor A bought 1000 TTP-A during the first round, with the Token Call Option, Investor A will be eligible to purchase up to 1000 TTP-A (individual cap) during the future rounds.

Token Call Option is only available to investors who joined during the ICO Round 1. In future rounds, investors with this Option will receive notice and a 30-day window, during which investors can claim their rights. After the 30-day priority period, the round will open to the public (crowd sale). This allows the first round investors to get the priority in future rounds regardless of the Token valuation on the exchange.

Please note the future ICO round schedule is subject to change. Investors will be notified on any anticipated changes and updates can be found on www.tuktukpass.co.

TOKEN ALLOCATION

🟠 **Investors**   **70%**
700 million token offering to expand 100,000 TTP Blockchain Kiosk in the Top 100 tourist cities Worldwide

🔵 **Reserved for Merger and Acquisition**   **20% or more ***
200 million token offering to conduct merger and acquisition to expand Tuk Tuk Pass worldwide.

⚫ **Team & Advisor**   **10%**
100 million tokens for the development team—an average of 2% per year, up to 5 years silent period.

* All remaining Tuk Tuk Pass Tokens that have not been distributed during the Pre-ICO and on the ICO End Date will be reserved for M&A purposes to aid service expansion.

Aside from the Tuk Tuk Pass tokens distributed during the pre-ICO and ICO stages, no further Tuk Tuk Pass A will be issued.

TUK TUK PASS COIN (TTP-C)

TTP-A investors will receive network processing returns generated from transactions made on the Tuk Tuk Pass platform, by order of the earliest token holders. This is distributed annually during the fourth quarter of the year, in the form of Tuk Tuk Pass Coin (TTP-C.) Once every TTP-A holders received TTP-C, the queue resets and holders will receive another recurring round in the fourth quarter of the next year.

TTP-A token holders can utilize TTP-C to purchase products and services on the Tuk Tuk Pass platform around the world, reducing the hassle of foreign currency exchange. By the end of 2018, we plan to issue TTP-C to investors who hold TTP-A. Investors will get the network processing rights in the form of TTP-C which they will be able to use on travel transactions, products, and services around the world available on the Tuk Tuk Pass platform.

Token Name	Tuk Tuk Pass Coin (TTP-C)
Token Generation	1. **Investors:** TTP-C is generated from the networking processing fees made on Tuk Tuk Pass platform: this is to be distributed to TTP-A holders annual during the fourth quarter of the year. 2. **Community Participation:** users (travelers and service providers) participating in the Tuk Tuk Pass platform will be rewarded with TTP-C. Sample cases: tour guide providing quality service, users sharing a helpful review for fellow travelers. This option encourages and rewards users contributing to the travel community.
Utility	Redeem travel products and service on the TTP Platform in 100 Tourist cities worldwide.

DISCLAIMER

TTP-A is not an investment grade security of any kind. The initial coin offerings (ICOs) of TTP-A is a means of raising funds by way of Startup business as crowdfunding.

TTP-A is a Digital coin for Participation and use of the TTP settlement network and does not confer ownership of a stake in the business. TTP-A will generally be used up by TTP participants to get the network process dividends.

In recognition of the fact that some countries have not provided guidance or law around the scale of digital tokens, we believe it best that no one from the countries that issued ban on participation to take part in the purchase of TTP ICO.

TTP-A digital Token is a cryptographically-secured representation of a token-holder's rights to receive Network Process dividend as TTP-C digital token offering for benefits to perform using only in TTP Platform payment.

In the event that these Information, Terms and Conditions is executed or translated in any language other than English ("Foreign Language Version"), to the extent allowed under law, the English language version of these Terms and Conditions shall govern and shall take precedence over the Foreign Language Version.

CORE TEAM

FAH DAENGDEJ
Co-Founder, CEO

Ms. Daengdej is the Producer/Host of The Passion Travel TV, Nation TV 22—Thailand's No.1 news station. Through her work, she connected to over 1,000 travel influencers and travel industry professionals globally. She holds a Bachelor of Arts in Film and New Media, with a concentration in Interactive Media and Technology from New York University. Other accomplishments include: the Innovator Award 2015—Abu Dhabi, UAE issued by the Abu Dhabi Technology Development Committee (ADTDC).

AEK DAENGDEJ
Co-Founder, Head of Systems Design

Mr. Daengdej holds a Bachelor of Science in Management Information Systems, with a concentration in International Business Policies from Penn State Smeal College of Business. His expertise includes logistics, data analytics, and systems design. His past experiences include working with the system designer team to forecast inventory demands for Cafe Amazon, Thailand's biggest and fastest growing coffee shop chains.

WUTTIPONG PONGSUWAN PH.D.
Head of Web/API Development

Dr. Pongsuwan was one of the Computer Science and web development pioneers in Thailand. He is the CEO of App Factory and serves as a business development coach on The Startup Thailand TV Show, Nation TV 22. Other notable positions include: Member of the Board of Trustees at Northern University, and Board membership at National Research Council of Thailand. He holds a Ph.D. in Computer Science from Asian Institute of Technology.

THEERANUN CHITCHARAK
System Analysis, Web/API Programmer

Mr. Chitcharak is a seasoned web developer with several corporate clients including Kawna Broker Co., Ltd., Rich Innovation Co., Ltd., and Jobmarket Thailand Co., Ltd., He completed his Master Degree in Computer Science and Information Systems from the National Institute of Development Administration (NIDA) and specialises in application development, web-based client development and designing, as well as system analysis/network.

NAKARIN PRAPAIWONGS
Country Manager—Thailand.

A veteran in the telecommunications industry, Mr. Prapaiwongs served in management position for several companies including ORA Telecom Thailand, PM Telecom (Blackberry), Pacific Cellular Thailand (Nokia Franchise Network), and WIKO Mobile Thailand. He is the current Country Manager of Knowlarity Thailand, a telephone cloud service platform. His expertise includes: business and company policy, product and channel development, and setting up retail services for major brands including Nokia, Blackberry, and Kodak. He is an MBA graduate from Chulalongkorn University.

NAKKARIN BENJATHIKUL
Country Manager—Thailand.

Mr. Benjathikul served as Country Manager for Securiforce Co., Ltd. Malaysia's largest Logistics and Financial Security company, and was the manager of Sales & Marketing at MyPay, famous "MyPay Pocket" application and payment terminal located in a several convenience stores namely Family Mart, Tops, Central and 5-star hotels. He was also a former lecturer at Rajamangala University (Marketing). He received Bachelor of Marketing from Rajamangala International BBA Program and a certificate from TIFFA Institute in Logistics and International Business.

RASHANE LIMTRAKUL
Marketing Communication

Mr. Limtrakul is a celebrated filmmaker/director known for his role in Thailand's highest grossing box office movie, "Romantic Blue" (1995). Following his success, the film received recognition by the National Motion Picture Award for Best Director/Best Motion Picture of the Year. His works include directing and producing TV commercials, drama, and online creative marketing materials. He held executive position in GMM Grammy Plc (Thailand's largest media conglomerate entertainment company), served as head of RS Promotion Plc (one of Thailand's biggest entertainment enterprises) and Avant Productions. He graduated in Film from Thammasat University.

THEERAWOOT KWANMUANG
Fintech Outreach

Mr. Kwanmuang's expertise is in Fintech, kiosks, and business development management: he supported the development of high-end kiosks in Thailand for clients such as My Pay Co., Ltd., and the E-money system for PayforU. Other skills/expertise include: working in process engineering, quality engineering, and as a sourcing engineer. He received a Bachelor of Engineering from King Mongkut Institute of Technology Ladkrabang.

ADVISOR

PRASERT BUNSUMPUN

Company structure and Business Advisor

Mr. Bunsumpun served in the executive position for several public companies including his role as Former CEO & President of PTT Plc. where he led the company into the 14 executive years on Fortune Global 500 (#192, 2017). He also served as Chairman of the Board of Executive Directors at Krung Thai Bank Plc. and as Director of Siam City Bank Plc. He holds Certificate in Advanced Management Program from Harvard Business School and MBA from Utah State University, along with honorary doctorate recognition in several notable universities in Thailand.

DIEGO GUTIERREZ ZALDIVAR

Technical Advisor

Mr. Zaldivar was one of the web development pioneers in Argentina and Latin America back in 1995. He is currently the President of Bitcoin Latin America NGO and CEO of Rootstock Smart Contracts (RSK), the first open source smart contract platform and payment network powered by Bitcoin. He is also one of the founding members of Clarín Digital, main Argentina Newspaper website, and patagon.com - the financial community sold to Banco Santander for 750M.

KRASAE CHANAWONGSE M.D., PH.D.

International Relations Advisor

Dr. Chanawongse is Thailand's Former Minister of Foreign Affairs and 1973's Ramon Magsaysay Award recipient for Community Leadership. Other notable awards include receiving the "Grand Cordon of the Order of the Rising Sun" from H.E. the Emperor of Japan (2004) and Outstanding Award for the Civil Service Officer of the Ministry of Public Health, Thailand (1971). He is involved with various international organisations working to improve the livelihood of local communities in Asia and contributed greatly to the advancement of higher education in Thailand.

PORAMIN INSOM
Technical Advisor

Mr. Insom is the Founder and Core Developer of Zcoin, a decentralized and open source currency revered by Bitcoin Angel Investor Roger Ver as the next Bitcoin competitor. He is also Founder and CEO of Satang Corporation and TDAX Exchange. Past positions: Software Development Engineer at Microsoft and Systems Engineer at True Corporation. He holds a Master of Science in Security Informatics from Johns Hopkins University.

TOPP JIRAYUT SRUPSRISOPA
Blockchain Industry & Community Advisor

Mr. Srupsrisopa is the former Co-founder and CEO of coins.co.th, Thailand's leading bitcoin exchange. Previously, he worked as an investment banker and a central banker. Topp holds an MPhil in Economics from Oxford University, UK.

CHART CHANTANAPRAYURA
Travel Industry Advisor

Mr. Chantanaprayura is the President of the Professional Tourist Guide Association of Thailand (PGAT). His influential work in the Thai travel industry includes: co-establishing the Federation of Thailand Tourism Network Associations which includes all associations related to national tourism, and the quality improvement of human resources in the travel industry. As the president, he also oversees collaboration and PR/outreach with travel agencies and businesses.

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