



TUK TUK PASS WHITEPAPER



Social Travel Platform for booking and sharing travel experiences,
powered by a new cryptocurrency created for the exchange of
travel services and local insights

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THIS DOCUMENT CONSTITUTES A DESCRIPTION OF THE TUK TUK PASS PLATFORM AND THE FUNCTIONALITY OF THE TOKEN;
FOR INFORMATIONAL PURPOSES ONLY.

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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. Residents of the United States of America, and citizens, nationals, residents (tax or otherwise), or any other jurisdiction which prohibits the possession, dissemination or communication of the Available Information and/or prohibits participation in the Token Sale or the purchase of Tokens or any such similar activity (a "Restricted Jurisdiction") or any other Restricted Persons are not permitted to participate in the Token Sale. The term "Restricted Persons" refers to any firm, company, partnership, trust, corporation, entity, government, state or agency of a state or any other incorporated or unincorporated body or association, association or partnership (whether or not having separate legal personality) that is established and/ or lawfully existing under the laws of a Restricted Jurisdiction.

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Introduction

According to the World Travel & Tourism Council (WTTTC), 2017 was one of the strongest years of GDP growth in a decade: the global tourism industry contributed \$8.3 trillion to the global economy. This was 10.4% of the world's GDP and supported 313 million jobs (1 in 10 jobs). In 2018, tourism GDP is expected to grow by 4% and by 2028, generate 11.4% of the world's GDP and accounts for 1 in 9 jobs globally.

In an ever-growing market, travel companies appeal to customers by providing the best prices with a wide variety of service options—plus flawless customer service—yet very few travel experiences are seamless. Users have to navigate through a multitude of travel service apps while service providers are spending more and more on advertising against the competition. At Tuk Tuk Pass, on the other hand, we believe it is a collaborative effort between both the public and private sectors that will facilitate the rapid growth of tourism and craft great experiences. This paper outlines our vision for a travel platform that brings together existing travel service providers to help travelers find a complete experience on a single application.

Travel Industry Pain Point

In the connected era, online booking became a prominent way for companies to engage customers worldwide, which led to the rise of online travel agencies (OTA). Today, the OTA market is a crowded one, with very few key differentiations between each agency:



Advertising and Pricing

Travel agencies spend significant funds to rank above the competition on various search engines, driving up customer acquisition costs, while simultaneously offering the best prices to increase customer satisfaction. The common pain point is in delivering the best deals while figuring out how to do so at a significantly lower customer-acquisition cost.



Information Curation

While OTAs compete to offer the best deals, only a few focus on optimising their user experience. Pricing ultimately drives a customer's final decision, but relevant information, product choice, and ease of navigation are major influential factors that inform the customer's choice (JD Power OTA Satisfaction Report). Behaviourally, customers making booking decisions find multiple sources to inform their decision and the lack of information/ease of use can mean that they complete their purchase elsewhere.

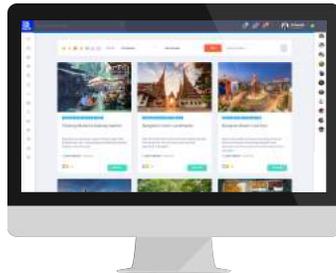


Booking Solution

There is currently no platform solution that help users book and plan their trip itinerary seamlessly. Travelers rely on multiple sites and platforms to make bookings, downloading new apps for each trip to meet their diverse need and ultimately deleting them upon departure. Once again, service providers have to spend to attract customers for their next trip.

Vision

Tuk Tuk Pass (TTP) is a social travel platform that utilises a combination of machine learning and user generated content to provide travelers with a one-stop service for booking and sharing travel experiences. We are a hybrid between an Online Travel Agent (OTA) and social networking (SNS) platform for travelers, powered by a new cryptocurrency created for the exchange of travel services and local insights.



WEB
Advanced booking



APP
On the go



SMART CONCIERGE
100,000 Hotel Locations

We are Connected



TTP focuses on bringing together curated services from our partners via API with relevant information, media, and local insights that customers need to guide their trip decision in one platform. This is accomplished through a sleek and simplified user experience that allows travelers to assess, share travel experiences and lifestyle content. Moreover, we connect tourists to travel-related services worldwide via web, mobile application, and Smart Concierge.



Machine Learning + Smart Concierge

Utilizing our information query algorithm and machine learning, our platform will recommend curated restaurants, tours, and other services, based on customers' destination, proximity to accommodation, and past purchases. Coupled with the Smart Concierge, our service point is located where travelers often make inquiries on travel services and can further assist potential users leading to app downloads.



Travel Community

As social media and OTA hybrid, the community is a space where both travelers and locals can share their insights and benefit from the global travel community through their knowledge. Users are rewarded in tokens which can be collected to redeem services on the platform and other travel-related giveaways, incentivising more meaningful information exchange. Moreover, the community addresses the OTA pain point: instead of users only visiting only to book services (non-frequent purchase), they can take an active role to support each other on the platform.

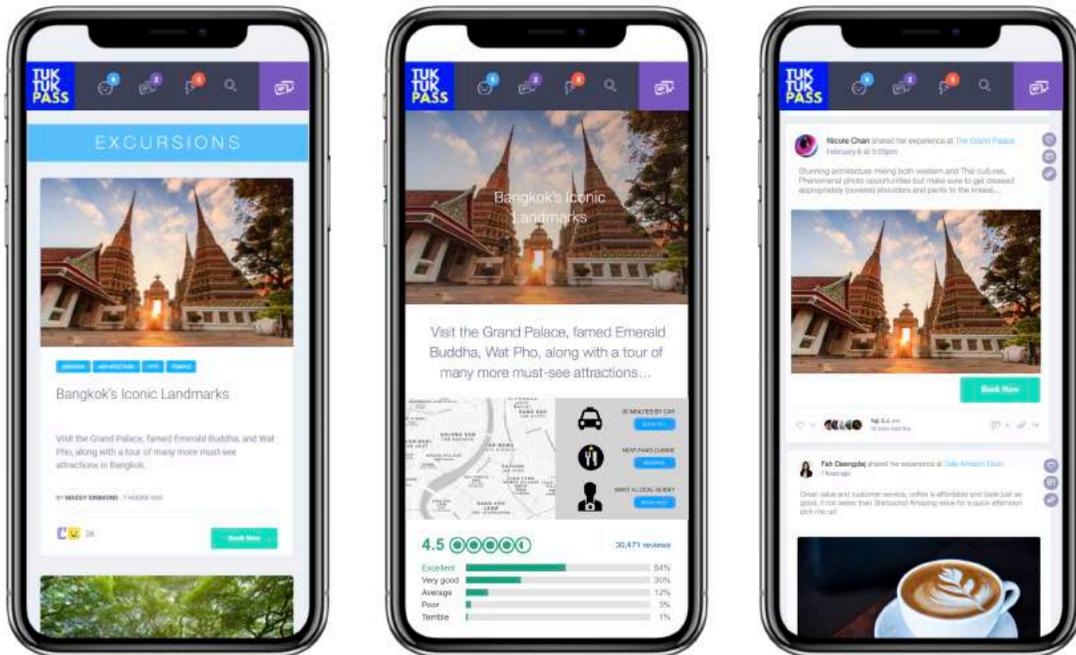
Tuk Tuk Pass Platform

Interface

As an API platform, we prioritise ease of use to simplify the user experience of researching and making reservations. While each partner has different layouts to present their service and information, TTP will convert partners' services to users in our easy-to-use UI and curate information from multiple sources to allow the most complete information when customers are searching for a product or service.

Moreover, the platform will supply additional information to help support purchase decisions and trip planning, such as top video content created by influencers and reviews about the service from other websites. This helps customers decide to purchase this product without having to leave the platform for more research, limiting the possibility that they complete the purchase somewhere else. This algorithm support customers making purchasing decisions right on our platform by showing the information customers typically look for on other platform.

Seamless experience: Nicole searched for interesting attractions in Bangkok and came across the recommendation to visit Bangkok's iconic landmarks. Apart from the booking details, she found the reviews, maps, videos, photos, and recommendation from multiple sources in one convenient location to inform her trip decision and booking.



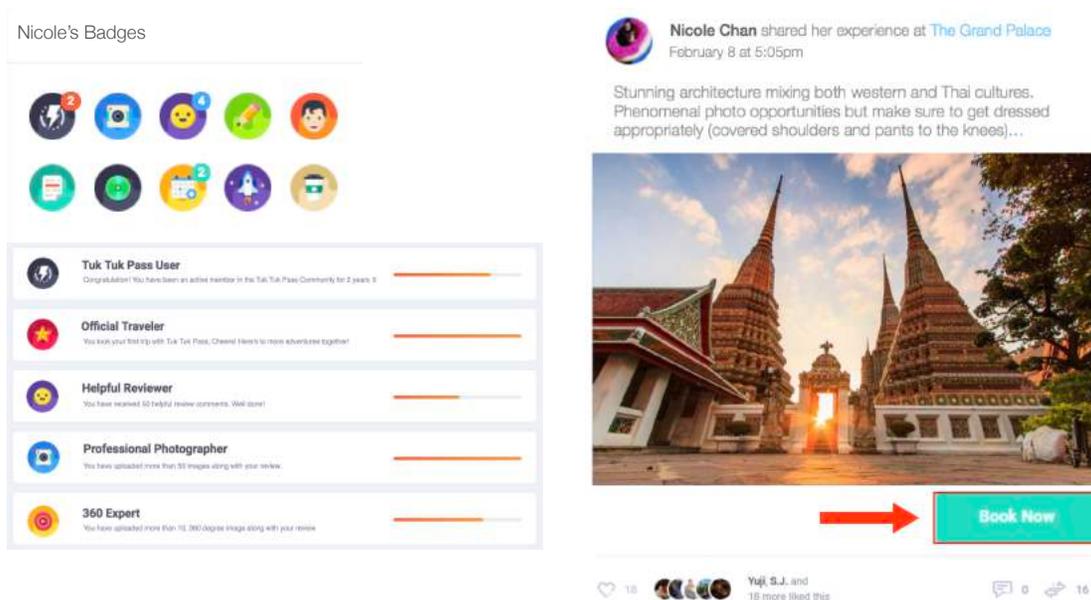
After the ticket purchase, Nicole can also find related services such as a ride to the destination or recommended restaurant nearby to book without leaving the platform. After the trip, she shared the experiences on TTP and received token rewards for helpful feedback and recommendations for her friends and potential customers.

Rewards

Token reward and badges are key elements in creating the TTP community, incentivising our users to make meaningful travel-related contents/reviews and gamify their experiences navigating the platform.

Badges

These icons symbolise milestone accomplishments made by each community member, motivating them to discover new functions and experiences on the platform. The badges are present on every users' profile, which also help other users identify their interests and experiences. Certain badges also unlock special perks for users.



Token Rewards

Content is evaluated by our system's algorithm to calculate the amount of TTP-C for each curated content. The algorithm also takes into consideration factors including but not limited to engagement, affiliate purchases, sentiment, relevance, and amount of TTP-A token in users' wallet. The reviews on TTP platform includes a destination/product-oriented affiliate model where users are rewarded in tokens when their peers and prospective customers book services from their review.

Raffles

Apart from milestone badge and token rewards, community members have the chance to win complimentary services from our partners by being an active member of the community. Our community does not sell advertisements to partners but instead collaborates to reward community members—this means users have more incentives to become active members, while companies can improve their service positioning and acquire new potential customers. Moreover, this limits the longterm cost of acquiring new downloads and users by traditional methods of advertising.

Services

Tuk Tuk Pass connects with service partners via API platform to provide the most complete travel experience on a single platform. The community will also have access to peer-to-peer services in several categories at no transaction costs charged by Tuk Tuk Pass. Below are some of the services that will be available on the platform.

Phase 1 Launch (excluding peer-to-peer services)



Hotel and Resort

In partnership with Booking.com, Tuk Tuk Pass members will have access to over 1.7 million hotels worldwide, and over 148 million hotel reviews. Tuk Tuk Pass' partnership with Booking is through Booking's type 3 API, typically reserved for companies within Booking Holdings (formerly Priceline Group), the 7th-largest internet company by revenue.

Peer-To-Peer Room Sharing

TTP members can list available spaces in their home to accommodate other members in exchange for TTP-A.



Flights & Transportation

In partnership with Rentalcars.com, our members can access best value rentals in 160 different countries, while benefiting from Tuk Tuk Pass community rewards. Members will also have access to flights booking, ride hailing, and other transportation services.

Peer-To-Peer Transportation

TTP community members will be able to offer car pooling services to in exchange for TTP-A with no transaction cost. Users can find and be matched with other members on the platform. The service is developed and customised for Tuk Tuk Pass in collaboration with Pamba Shareway, a carpooling and ride-share startup.



Excursion, Tickets, Professional Tour Guides

Over 50 tour packages per city, book attraction tickets, and access the database of professional tour guides, in partnership with associations and tourism boards, such as Thai Professional Tour Guide Association.

Peer-To-Peer Tour Guides

Members knowledgeable about their city can offer their time to tour other community members, in exchange for TTP-A. The limitless nature of local tours support the community to have more diversity and share their passion. Anything from, a runner who volunteer to show a new friend the best routes in Central Park New York or a retired grandmother willing to offer homestyle cooking lessons, TTP curates and help match the right peers with community members.

Upcoming Services



Restaurants

Make online reservations at recommended restaurants in over 20 countries, and discover dining promotions, coupons, and delivery options for every occasion.

Peer-To-Peer Dining

Experience unique dining experiences through other community members worldwide. TTP will match members interested in sharing a homemade meal with new friends in exchange for TTP-A



Data Plan/Wifi

Through partnered service providers, members can request mobile hotspot or mobile sim-card services world wide, allowing members to stay connected while traveling



Wellness/Spa (Thailand)

Browse health and beauty packages, as well as licensed traditional massage. In association with the Ministry of Public Health's program to increase the standard of 1,000 massage parlours in Thailand as wellness centers, members can discover and book quality service from licensed specialists.



Shopping/Luggage Delivery

Order and receive travel essentials/souvenirs at your doorstep or at the check-in desk. While initial launch will include global brands and travel essentials, we hope to include local businesses that cater to travelers to make the shopping experience more convenient.



Money Exchange

Depending on the license in each country and collaboration with local bank partner, the Smart Concierge will have increased functionalities operating as location for tourists to exchange currency at the hotel lobby.



Travel Insurance

Members can purchase and renew their travel insurance directly on our platform with our insurance partner.

Smart Concierge + Robot

Tuk Tuk Pass' revenue will come from the revenue sharing model with our API partners when users make bookings on the platform or the Smart Concierge. Customer acquisition is undoubtedly a major obstacle for new platforms, each having to invest significant funds to market themselves to users via online marketing and other media channels. As a result, big companies often have a major advantage over startups. Our solution is to offer on-location smart concierge as the initial point of contact for travelers, an alternative method to engage with new customers and collaborate with accommodation partners worldwide.

BROWSE SERVICES

Travelers book instant services at the lobby as such rides and other elements of their day (ie. attractions and restaurants). Smart Concierge is conveniently located and can help reduce the workload of the hotel staff to answer questions or assist in service booking.

The smart concierge accepts payment with add-ons to support multiple payment methods such as: Credit/Debit, QR Code Reader, Digital Wallet Payment, and TTP Tokens.



TOURIST INFORMATION

Informative resources provided by the official data of Tourism Authority for travelers along with partner service features

ROBOTICS

In addition to the smart concierge, we utilize robotics to interact with hotel customers as a smart local guide. This engages the lobby guests and raise awareness of the platform and services.

The smart concierge and robot are designed to be located near the front desk concierge to assist with travelers' questions and booking. Based on the smart guide (Pepper) concept case study at Marriott International branches, the extra assistance and service point:

- Boasts better customer satisfaction of their travel experiences
- Over 200+ daily interactions from guests, lessening the load on lobby concierge in addressing travel-related questions

The Smart Concierge and Robot provide useful travel recommendations in multiple languages and assist travelers in purchases such as excursion, taxi, and restaurants. This helps potential customer become familiar with the platform, and incentivising them to continue the experience by downloading the mobile application to navigate their itinerary, make bookings on the go, and receive rewards in TTP tokens. By expanding the TTP Blockchain Kiosk to 100,000 hotel locations worldwide, the machines are both an advertising medium and a physical storefront. Through this strategy, the platform has the potential to reach over 555,000,000 tourists—45% of the total amount of international tourists worldwide.

Point of Sales

We plan to utilize our Smart Concierge as a point of purchase advertising (POP) outlet. To minimise the need to outspend competing platforms via online marketing, we choose to advertise with Smart Concierge in hotel lobbies to acquire new customers. The Smart Concierge serves as a point of initial contact for users to experience our services. We aim to highlight services that users do not typically book in advance and require assistance/recommendation from staff such as rides, restaurants, and excursion packages. Once users complete the booking via the Smart Concierge, they can continue to monitor the ride, check their reservations, and keep an electronic copy of their tickets on the app—leading to the download.

IBM Watson

Our smart Concierge, powered by the IBM Watson AI Platform; will elevate the experience and user interaction on our platform. Utilising IBM Watson technology, our Smart Assistance will provide available information available from service partners to help customers make purchasing decisions and discover the right products/services for their trip.

We plan to incorporate many more useful features that will utilise Watson's strengths, such as a Chatbot AI to help service customers, provide useful customer support, and alleviate the need for a large staff of dedicated human customer support agents.

AI Translations to help breakdown the barriers in traveling, bringing together the community through it's curated contents, reviews, or peer-to-peer assistance in traveling. The goal is for customers to be able to walk up to any of our Smart Concierge, ask for recommendations for restaurants in the area, and our Smart Concierge can assist in making the reservation and getting you a ride to the restaurant, getting travelers from A to B.

Hotels Collaboration

The Smart Concierge can replace traditional tour counters and limit staff workload by answering travelers' questions, assisting in quick daily bookings, and making travel recommendations. Having a Smart Concierge available at hotels will help decrease the man hours necessary and service Hotel customers beyond what normal hotel concierge can. The Smart Concierge also serves other values. For example, in Japan where the language barrier can be an issue for international travelers, regional hotel chains struggle with foreign travelers. Travelers can then seek advice from the concierge or lobby attendant in their native language. Our continuous improvement on the Smart Concierge will allow hotel lobbies to lower the workload of their current attendant, increase customer interaction, potentially decreasing cost for hotel owners.

Testing in Thailand

Tuk Tuk Pass had purchased the first 700 Smart Concierge to repurpose for testing and initial launch in Thailand, to test the longterm viability of the concept in order to scale to other countries in the roadmap. We will receive feedback from our users during the process and iterate our Smart Concierge platform features based on the response or effectiveness of our Point of Sales marketing technique. After initial testing in Thailand, we plan to deploy in cities based on our

expansion plans. In our next phase, the Smart Concierge will be interactive and respond to verbal request, to query the right information or deals for customers.

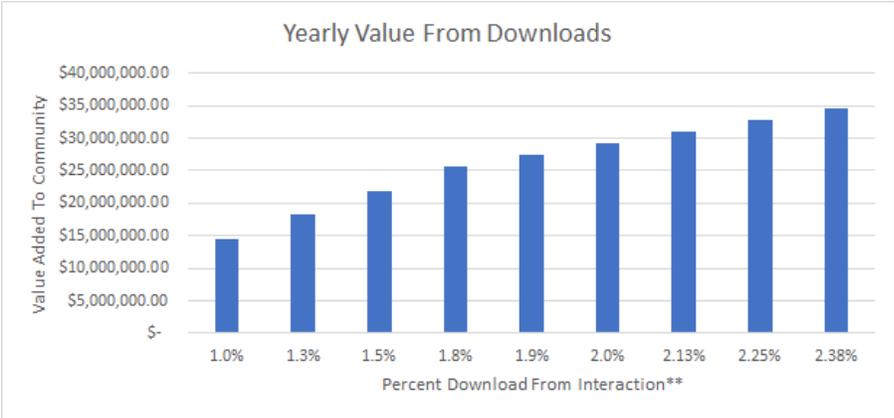
Feasibility

During Phase 1, we plan to launch 10,000 Smart Concierge in the first 10 tourist cities. The feasibility analysis model below outlines the projected revenue from transactions made on the Smart Concierge, transactions made on other platform outlets, and additional values generated from users interactions with the Concierge.

Pepper Study - Valuable Interactions

Smart Concierge Values	
Interactions Per Day	200+
Session Time (minutes)	2.5
Daily Interaction Exposure (Minutes)	500+
Assume Minimum Download From Interaction (Percent of all interactions)	1%
Assume Minimum Downloads Per Day Per Location	2
Total Daily Downloads	20,000
Total Yearly Download	7,300,000
Value Added Per Customer Download *	\$2
Total Yearly Value Generated	\$14,600,000

SoftBank Robotics' Pepper, an interactive Smart Concierge has been tested in Courtyard by Marriott. The study reveals 200+ daily interactions, with 2.5 minutes in session time. Tuk Tuk Pass' decisions to utilize a Smart Concierge Point of Sales approach is both to help initiate user engagement and user experience using the platform, which could potentially lead to application download, while generating income.

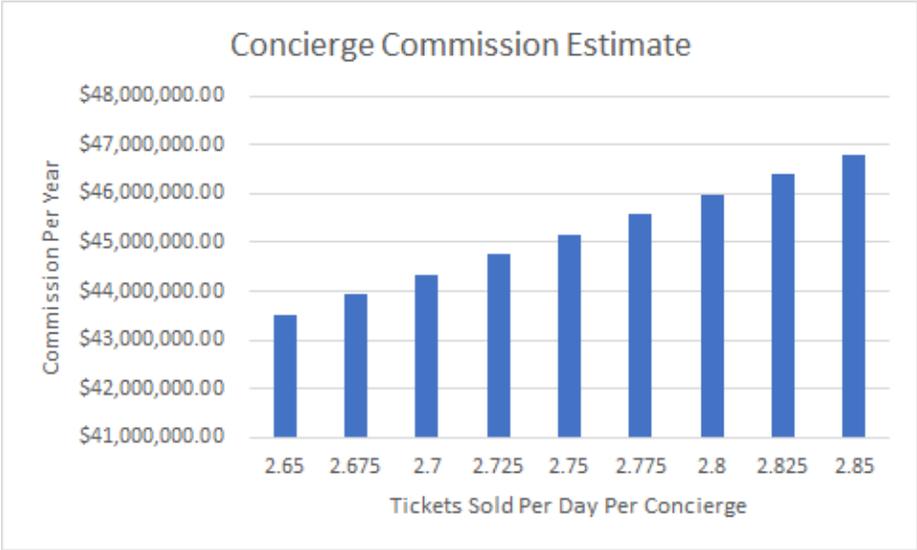


* Estimated from average industry marketing cost per download

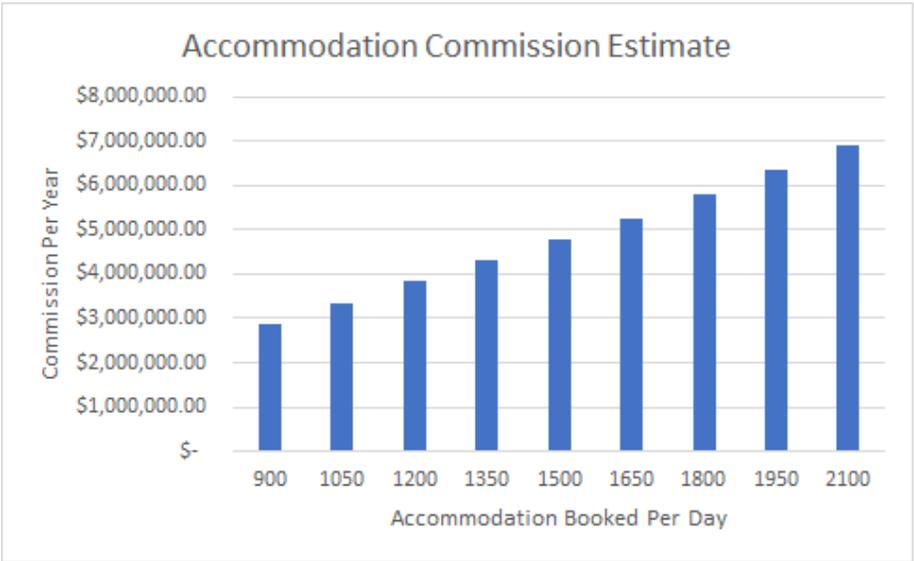
** Estimated % growth of download from interactions as services, features, and partnered promotions are added to the platform.

Commission Estimates

By utilizing our Smart Concierge for Point of purchase Advertising, our Smart Concierge will disrupt the existing tour counters services in hotel lobbies. In our survey, tour counters in hotel lobbies sell, on average, 6-8 tour packages per day, prices per ticket averaging around \$60. This feasibility analysis will focus on the economical feasibility of this model.



Concierge Commission Estimates are based on 10,000 Smart Concierges and a conservative estimate of 2.65-2.85 transactions per day, which is a between 1.33% to 1.425% of total daily interactions.



Accommodation Commission Estimates are based on expected minimum reservation amount; between 0.06%-0.14% of Booking.com’s daily volume.

Launch Strategy

The travel industry contributes to 18% of Thailand's GDP—one of the main income generating businesses in Thailand. Similarly, the top 100 tourist cities around the world derive significant income from tourism. In our initial launch in Thailand; one of the top 3 world's most visited cities in 2018, our goal is to focus on curating quality services and improve the user experience of traveling to Thailand. The first 700 Smart Concierges will be deployed for initial launch and user testing to further develop our platform.

Strategy and reasoning for launching in the first 4 countries:

Hong Kong: Our financial headquarter. In partnership with the legal firm, Howse Williams Bowers, we have incorporated in Hong Kong, a strategic location to compete in the OTA business as the gateway to China, the world's highest growing market for tourism. We plan to expand our services and Smart Concierge to 7 tourists cities in China. Tuk Tuk Pass is incorporated in Hong Kong. Our operations profits will be taxed in Hong Kong. Our legal partner Howse Williams Bowers will oversee the AML and KYC laws in Hong Kong and compliance regarding ICO and cryptocurrency laws in Hong Kong.

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.

Thailand: Main office of operations. Bangkok is well equipped with personnel and is the center of ASEAN. R&D and Platform development will take place here.

Japan: One of the top tourist destinations in the world, alongside Thailand. Japan is home to a significant number of crypto enthusiast and a large population of travelers.

Project Expansion Overview

Deployment and Operations Milestone

Phase 1 (Q4 2018-9): 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)—93.4 million tourists (7.56% tourist)

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 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)—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%)

Tuk Tuk Pass Asset (TTP-A)

We will issue our token coin, called the Tuk Tuk Pass Asset. A strict limit of 1,000,000,000 TTP-A will be created, never to be increased. TTP-A will run natively on the Ethereum blockchain.

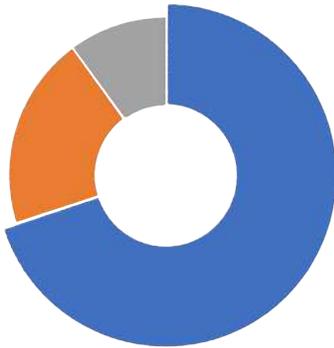
Token Name	Tuk Tuk Pass Asset (TTP-A)
Total Token Supply	1,000,000,000 TTP-A
Available Coins	700,000,000 TTP-A (70% of total supply)
R1 ICO Hard Cap	70,000,000 TTP-A
Remaining Amount	630,000,000 TTP-A
Token Main Sale Price	1 TTP-A = approximate 1 USD equivalent in the tokens accepted
Token Distribution	Within 30 days after ICO Round 1 end date
Standard	ERC-20
Token Decimals	18

Tuk Tuk Pass Coin (TTP-C)

Token Description & Allocation

Token Name	Tuk Tuk Pass Coin (TTP-C)
Token Generation & Distribution	<ol style="list-style-type: none">Contributors: TTP-C is generated with the net profit from the transactions made on Tuk Tuk Pass platform: this is to be rewarded to TTP-A holders who are active community members of the Tuk Tuk Pass platform.Community Participation: users (travelers and service providers) participating in the Tuk Tuk Pass platform can receive TTP-C from meaningful community contribution. Sample case: 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 services on the TTP Platform in 100 Tourist cities worldwide.

Token Allocation



Investor

70%

700 million tokens to expand 100,000 TTP Blockchain in the Top 100 tourist cities worldwide

Reserved for Merger and Acquisition

20%*

200 million tokens to conduct merger and acquisition to expand Tuk Tuk Pass worldwide

Team & Advisor

10%

100 million tokens for the team & advisor—an average of 2% per year, up to 5 years silent period

* All remaining TTP Tokens that have not been distributed during the ICO rounds will be reserved for M&A purposes to aid service expansion.

TTP-A will be listed on the exchange and also serves as token for peer-to-peer service payments on the Tuk Tuk Pass platform. As mentioned earlier, the amount of TTP-A tokens in users' wallet is one of the factors the system takes into consideration in rewarding Tuk Tuk Pass Coin (TTP-C); serving to provide a boost to community members who are early adopters and contributors of the project. While it is not necessary to have TTP-A to participate and earn rewards on the platform, TTP-A will be able to earn more TTP-C and access special member deals on the platform.

Along with the incentives to use TTP-A in peer-to-peer transactions, the token's liquidity will increase as the Tuk Tuk Pass community caters to local experiences and interact with other members around the world. Tuk Tuk Pass takes no fees for matching community members together for peer-to-peer services when TTP-A is used as the medium of exchange, allowing the member that is providing the services to benefit from their efforts.

TTP-A tokens that were not sold during the crowdsale in current or future rounds will be reserved for M&A or left uncirculated. Token holders will be notified of any updates and process in using unsold tokens for the purpose of expanding the TTP network and services. Any changes in regard to ICO schedules, and uses of the M&A tokens will be communicated to the contributors.

ICO

ICO will start in August 15th from 8AM GMT+7. Contributors can purchase TTP-A tokens on a first-come, first-served basis until 70,000,000 tokens in the rounds are sold out. As each new phase starts, main sale price will be determined by the current market price. Contributions are accepted in BTC and ETH.

Date	Task
2018/1/1	Pre-ICO Starts
2018/2/14	Pre-ICO Ends
Q3	Round 1 ICO Start (68m cap)
2018/5-6	tuktukpass.com release v0.1-0.X for testing and demonstration
Early Q4	Round 1 ICO Ends, or when the hard cap is reached
Q4	Tokens distribution and coins listed on exchanges for trade worldwide
2018/7	tuktukpass.com release v1.0 beta with functioning limited features
2019 Q2	Preparation for Round 2 ICO

ICO Round	Date	1 BTC	1 ETH
1: 68M	Q3 2018	TBD	TBD

Rounds 2-10 date and plans will be updated, refer to Technical Roadmap

Tokens available for future crowd sale rounds will distribute more Tokens for the platform once the previous phase have completed—the funds will be used to support the development of Tuk Tuk Pass platform and the scaling of service points to more tourist cities. As we develop our platform and expand into more countries, remaining tokens enables new community members the opportunities to contribute to our growing platform and utilize our token to experience the capabilities of our platform.

Token Call Option

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

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

Silent Period

10% of the tokens will be allocated to the advisors and team members with a committed silent period of 5 years as shown below. The team and advisors has a long-term commitment.

Timeline	Amount
Initial release	20% (20,000,000 TTP-A)
After 1 year	20% (20,000,000 TTP-A)
After 2 years	20% (20,000,000 TTP-A)
After 3 years	20% (20,000,000 TTP-A)
After 4 years	20% (20,000,000 TTP-A)

Funds Usage

- 30% of the funds will be allocated to building the Tuk Tuk Pass platform, including but are not limited to team recruiting, training, fees, and the development budget.
- 60% of the funds are for branding and marketing, including but are not limited to; promotions, funding of the Smart Concierge as a point of sales advertising, media/events to raise awareness of the TTP platform, and listing fees to enabled TTP-A to be traded in strategic exchanges.
- 10% of the funds reserved for additional project expenses and in case of scheduling expansion in later stages.

Tuk Tuk Pass Coin (TTP-C)

Token Description & Allocation

Token Name	Tuk Tuk Pass Coin (TTP-C)
Token Generation & Distribution	<ol style="list-style-type: none">1. Contributors: TTP-C is generated with the net profit from the transactions made on Tuk Tuk Pass platform: this is to be rewarded to TTP-A holders who are active community members of the Tuk Tuk Pass platform.2. Community Participation: users (travelers and service providers) participating in the Tuk Tuk Pass platform can receive TTP-C from meaningful community contribution. Sample case: 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 services on the TTP Platform in 100 Tourist cities worldwide.

TTP-C Value

Every TTP community user profile is associated with a personal wallet account to store TTP-C balances. TTP-C can be transferred peer-to-peer between the Platform, functioning as gifts for other users to redeem products and services. We will extend the utility of TTP-C to our partners and ultimately every transaction on our platform will be payable with TTP-C in parts or in whole.

Proof of Care

Community Participants will be rewarded TTP-C through the proof-of-care method. Any curated content submitted to the Tuk Tuk Pass platform will be analysed to determine community impressions, community interaction, and actions that lead to the purchase of a service. With these information, the algorithm will calculate the amount of TTP-C to be rewarded to each participating member.

The RSK Solution

RSK can scale far beyond Bitcoin in its current state at up to 100 transactions per second without sacrificing decentralization and with the creation of new blocks at 10 seconds average intervals, allowing near instant transfer of tokens on their blockchain. In association with RSK, we are working with our advisor Diego Gutierrez Zaldivar, CEO of RSK Smart Contracts and the RSK team to implement a scalable solution for TTP-C. Furthermore, RSK labs is developing LTCP (Lumino

Transaction Compression Protocol, on-chain transactions) and Lumino Network (off-chain transactions) to increase the scalability of their platform. The LTCP protocol allows up to 2,000 transactions per second, while Lumino allows up to 20,000 transactions per second. This technology will enable the fastest and most affordable transaction costs via TTP-C. For more information on the RSK Smart Contracts, or the LTCP and Lumino development, please visit (<https://www.rsk.co>).

TTP-C and our reward system will be built on the RSK platform. As users, meaningful contents means more rewards, automatically executed via Smart Contract. This reward can then be used to redeem products or services on the platform.

Token Generation

TTP-C can only be generated from the net profit of Tuk Tuk Pass. The net profit of Tuk Tuk Pass will be allocated as follows:

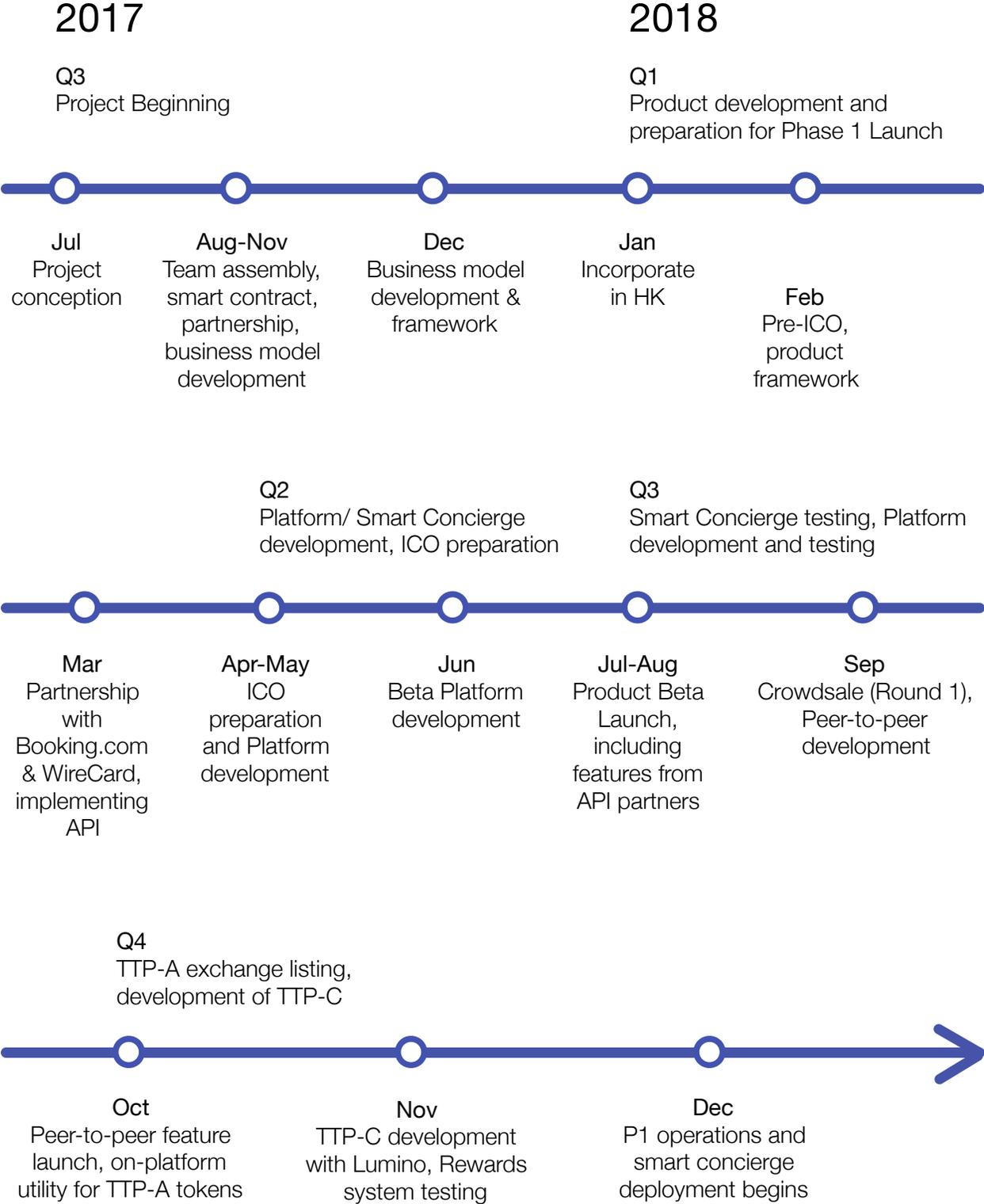
Part	Task
1	Business Expansion
2	Company Shareholder Dividend
3	TTP-C Generation and Distribution (TTP-A contributors and general users)

Asset Backed

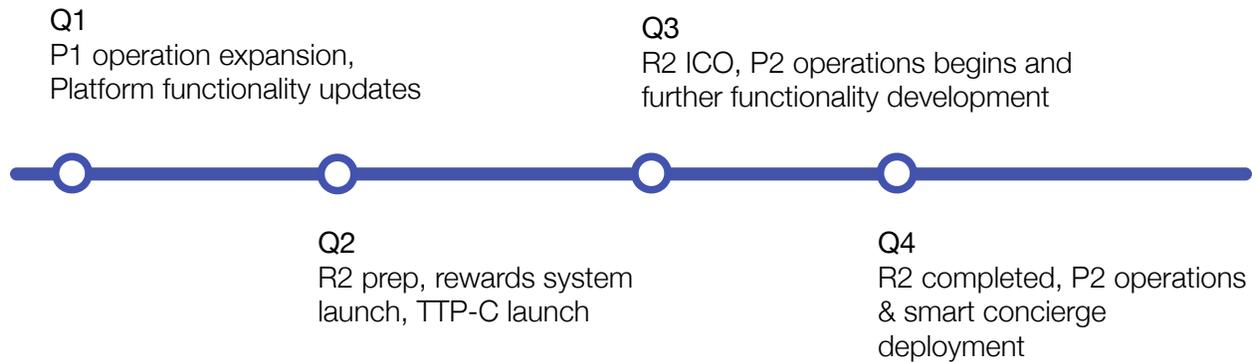
TTP-C is an asset backed token. This means with each TTP-C generated, Tuk Tuk Pass will have 1USD or equivalent in liquidable assets backing the token. Each TTP-C is valued at 1USD when used for redeeming travel products and services on the Platform, enabling us to process payments for service partners when customers complete the transaction in TTP-C.

Tuk Tuk Pass' ultimate vision is for travelers and crypto enthusiast to be able to explore another country with just a smartphone, our application, and TTP-C. While visiting some parts of the world still means carrying some cash—the current solution is a hybrid one. Apart from simplifying the transaction process, we are working with partners around the world to invest in means to convert TTP-C, an asset backed token into any local currency in forms of cash or prepaid cards, towards a seamless travel experience on the blockchain.

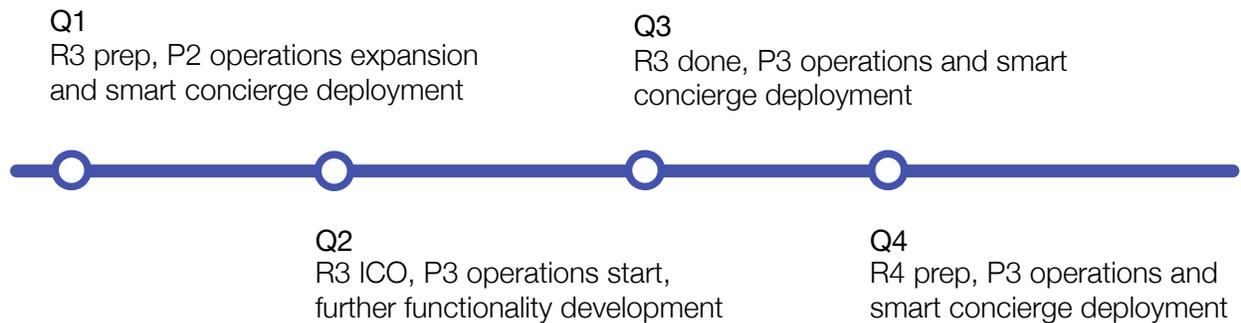
Project Roadmap



2019



2020



2021+



Roadmap dates are subject to changes depending on scheduling, funds raised, and business strategy adjustments. Contributors are encouraged to stay updated with the current version of the white paper available on our website: www.tuktukpass.co

ICO Rounds. Dates subject to change

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. Together with my brother, Aek, we founded Tuk Tuk Pass and form partnerships with several travel businesses such as the Professional Tourist Guide Association of Thailand ([PGAT](#)), [Booking.com](#) (the 7th-largest internet company by revenue), and [Wirecard](#). 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 build a new social travel platform for seamless booking and sharing of travel experiences.

— Fah Daengdej, co-founder of Tuk Tuk Pass

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: 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.](#)
Co-CTO, Systems and API

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.



[SHARNON TULABADI PH.D.](#)
Co-CTO, Robotics and Hardware

Dr. Tulabadi is the president of the South East Asia Makerspace Network and Thailand Embedded Systems Association (TESA). He founded Gravitech company specialising in incubating hardware startups, supplying and manufacturing electronic tools for Makers and Startups. He has a Ph. D. in Electrical Engineering from the University of Nevada Reno, USA.



[SOMCHANA KANGWARNJIT](#)
Head of Design

Mr. Kangwarnjit is an internationally acclaimed product designer who won multiple awards including the Red Dot Awards, Pentawards, and Dieline Awards for branding and packaging design. He is the founder of Prompt Design which specialises in branding and experience design execution with over 100 clients including Nestlé, Lotte, and CP.



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.



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.



THEERAWOOT KWANMUANG
Fintech Outreach

He founded Prompt Design in 2002. And is known as the gold packaging industry. Not only in the country. His name is also internationally known for both the PENTAWARDS Award and The Dieline Awards, and for his ability in the global arena. The association then invited Mr. Somchai to be the World Packaging Director. Mr. Somchai believes in the importance of packaging, which he expresses through his design work.



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, served as head of RS Promotion Plc (one of Thailand's biggest entertainment enterprises) and Avant Productions. He graduated in Film from Thammasat University.

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 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.