

The Tratok Token

TRATOK



A vibrant cosmic background featuring a large, colorful nebula with swirling clouds of gas in shades of teal, green, and orange, set against a dark starry space.

01. Mission Statement

Leveraging blockchain technology, Tratok aims to be the number one travel and tourism booking platform for Genzennials who account for 63.5 % of the global population – 4.9 billion globally, we will deliver all the bells and whistles to this cohort, which has been previously reserved for the black card holders.

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02. Sector Overview

The importance of travel and tourism to the global economy cannot be overstated.

A major driver of global growth, the sector directly contributed 2.6 trillion US dollars to Global GDP in 2016.

The contribution looks even more impressive when one considers that indirect contributions amounted to in excess of 7.6 trillion US dollars and the industry can be credited with providing 292 million jobs (World Travel & Tourism Council, 2017).



Despite the already leviathan size of the sector, it shows no signs of slowing down. According to the World Travel & Tourism Council, expenditure in the sector is forecasted to grow by approximately 3.9% per annum over the next decade. During the same period, it is forecasted that 23% of all new jobs created will be supported by travel and tourism resulting in a total of 380 million jobs. To put this into perspective that would be approximately one ninth of global employment. Should these forecasts hold true, **it means that not only will this sector outperform other sectors but by 2027 it will contribute 11.4% of global GDP.**

The facts and figures speak for themselves and show the vital economic significance and opportunities that travel and tourism present.

US **2.6**
TRILLION

Sector's contribution to global
GDP (2016)

292
MILLION
jobs

Jobs the industry provided
(2017)

3.9%
growth per
annum

Sector expenditure forecasted
growth

02.

Sector Overview

Should we take the financial aspects of the sector to the side, there is a multitude of other reasons why the sector is important to modern society. With the world getting smaller due to ease of transport and affordability, the importance of awareness and appreciation of different cultures and societies continues to grow by the day. As the world opens more and becomes a larger melting pot of multiculturalism, travel can be expected to play a vital role in the appreciation and understanding of each other. Therefore it is a duty of humanity to make access to international travel more efficient and lower the thresholds to ensure wider access to all.

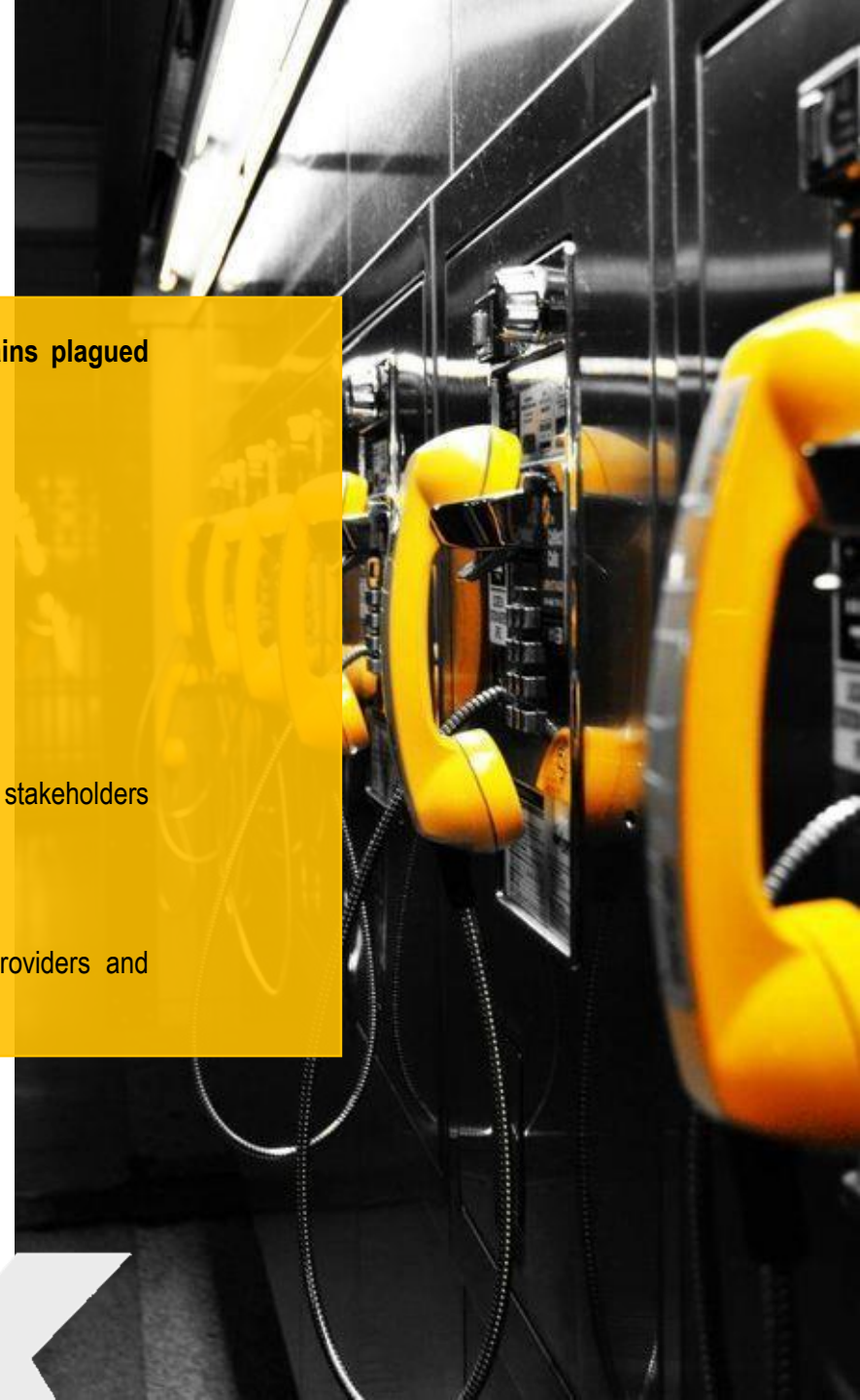
In recent years, the industry has made effective use of leveraging new technologies in order to enhance stakeholder experience. To put this into clearer perspective according to our conducted surveys 89% of Americans prefer booking hotels online and 84% preferred booking vacation transport online. Analysis of these trends shows that the path of least resistance is for the continued growth of online bookings due to the comparative ease in contrast with traditional methods. In short, stakeholders in this sector are open to evolving with the times and embracing the new methods of arranging their travel if it results in a better user experience and is more time and cost efficient. This means that any disruptive or game-changing technology is more likely to be embraced rather than resisted by its intended user base.

TBATOK

03. Challenges in the Sector

Despite the importance of the industry, it remains plagued with problems including:

- Fraud.
- Hidden costs with a lack of transparency.
- Delays with refunds.
- The lack of a truly global rewards program.
- Excessive transaction fees.
- Inefficient middlemen not trading the key stakeholders correctly.
- Foreign currency exposure.
- Communication problems between service providers and clients.





04.

Tratok solves these problems

Use of Tratok token solves all of these problems by powering a purpose designed multi-platform application which can link consumers with suppliers. Both stakeholders will register and be matched appropriately in the digital marketplace via a self-improving (machine learning) AI. Real-time prices would be offered to be settled at the time with all fees and transaction costs displayed from the start for full transparency. In addition to this service providers maintain full contact and ownership of their bookings, are subject to minimal transaction fees and receive trade receivables in a matter of moments rather than weeks or months. Combined with a massive reduction in fraud, such a revolution is not only productive to industry health, but also the next revolutionary step. In an environment of rising costs and increasing competitions, an increase in profit margins and faster cash turnovers will result in the industry thriving. Tratok strives to take this further and be more than just a token, but rather an entire ecosystem that is powered by blockchain.

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05.

Assumptions

1. Service providers are rational actors and will embrace technology that improves profitability by up to 30% and improves time to cash in trade receivables multifold (minutes instead of months).
2. Clients are rational actors who wish to get the greatest value for money and the greatest level of convenience. The use of a global rewards program (the first of its kind) will rock the industry and encourage repeat business.
3. The use of cutting edge technology to securely reduce the number of parties involved in a transaction educes the time and cost of such transactions.
4. Existing competitors are too committed to their decades-old business models to change and adapt to the latest technology or add extra privileges. It's neither practical nor economical for them to do so.
5. Tratok will build market share with a focus on the differential of its value proposition, which is tailored more towards the niche and has dozens of clear advantages over the competition. I.e. "Better than before"
6. A focus on customer experiences over activities will be key



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06. Benefits Offered

We will offer "black card" benefits to the Genzennial consumers who previously were unable to access these rewards. Benefits available but not limited to are mentioned below.

and more....



Free Champagne on arrival
For every customer



Free Breakfast
For every 5th Tratok booking



Late Checkout
For every 5th Tratok booking



**Free packing and
unpacking service**
for every 10th Tratok booking



**Rolls Royce or Equivalent Pick
Up and Drop Off**
For every 20th Tratok booking



**Free unlimited alcoholic
beverage package**
for every 20th Tratok booking



**Free Room Upgrades to
Presidential Suite** for every 20th
Tratok booking



Free 5-night stay voucher
for every 100th Tratok
booking



**Free VIP Table at the
trendiest local club** for every
100th Tratok booking



**Night out with Post Malone or
Similar Hype Artists** for every 1
millionth Tratok booking

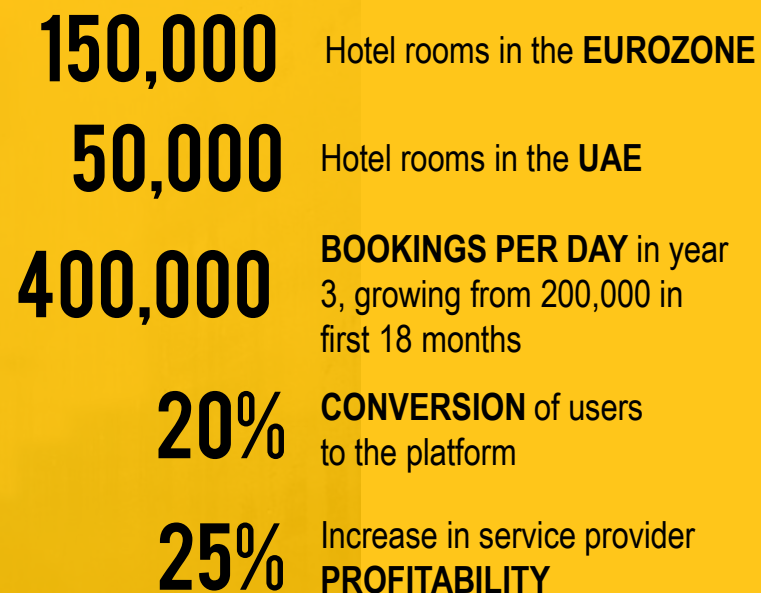
07.

Proof of concept and Phase 1

Over the next 18 months, Tratok aims to deliver a working platform offering 50,000 hotel rooms in the UAE and 150,000 in the Eurozone. With an aim to recruit 1,000,000 verified users during this period, the goal is to convert 20% of these users to the platform during this time by demonstrating superior user experiences and enhanced value for money.

In conjunction, combining this with increasing service provider profitability by up to 25% and leveraging tourism board and GRE relationships, Tratok aims to grow the brand and use of Tratok exponentially, ensuring widespread adoption by the intended userbase.

Funds raised for Phase 1 will be used for finalizing impending partnerships, marketing and development, helping Tratok blow up growth and grab a statistically significant market share of the Generation Z userbase.



150,000	Hotel rooms in the EUROZONE
50,000	Hotel rooms in the UAE
400,000	BOOKINGS PER DAY in year 3, growing from 200,000 in first 18 months
20%	CONVERSION of users to the platform
25%	Increase in service provider PROFITABILITY

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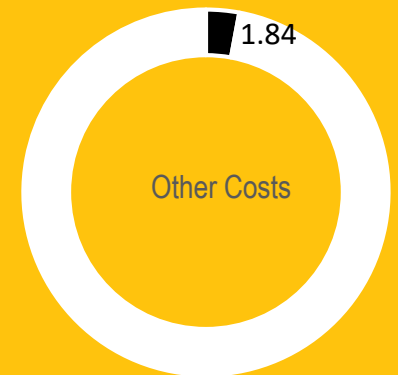
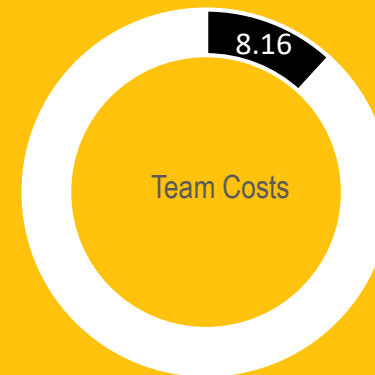
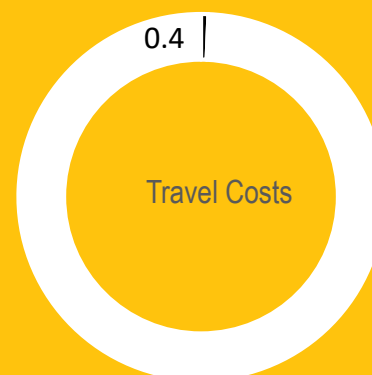
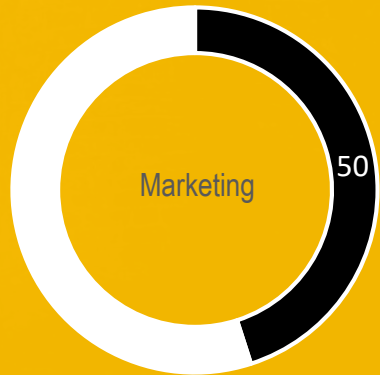


08. Sales Growth

Use of Tratok token solves all of these problems by powering a purpose designed multi-platform application which can link consumers with suppliers. Both stakeholders will register and be matched appropriately in the digital marketplace via a self-improving (machine learning) AI. Real-time prices would be offered to be settled at the time with all fees and transaction costs displayed from the start for full transparency. In addition to this service providers maintain full contact and ownership of their bookings, are subject to minimal transaction fees and receive trade receivables in a matter of moments rather than weeks or months. Combined with a massive reduction in fraud, such a revolution is not only productive to industry health, but also the next revolutionary step. In an environment of rising costs and increasing competitions, an increase in profit margins and faster cash turnovers will result in the industry thriving. Tratok strives to take this further and be more than just a token, but rather an entire ecosystem that is powered by blockchain.

09. Minimum Requirements Year 1 and 2

Displayed in million GBP



Total Costs:

GBP 61,200,000

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10. Phasing



**PHASE 1:
RAISE**

LAUNCH

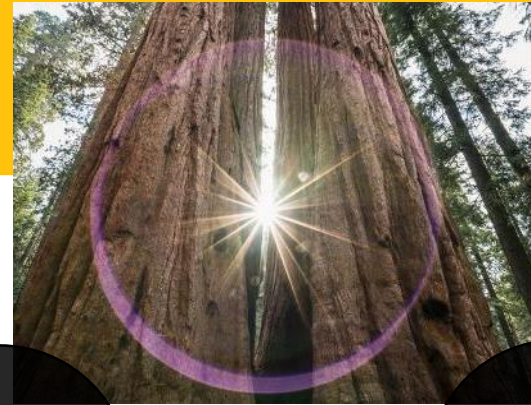
- Onboard 50,000 hotel rooms in the UAE market
- Expand userbase to 1 million users GRE and tourist board relationships.



DISRUPT

PROOF OF CONCEPT

- Convert 20% of users with a conservative goal of 3 hotel nights per user per year.



**PROVE
PROFIT-
ABILITY**

AGGRESSIVE GROWTH

- Retain users while growing.
- Undertake aggressive marketing to maximize disruption to grow Tratok's market share.



BLOW UP

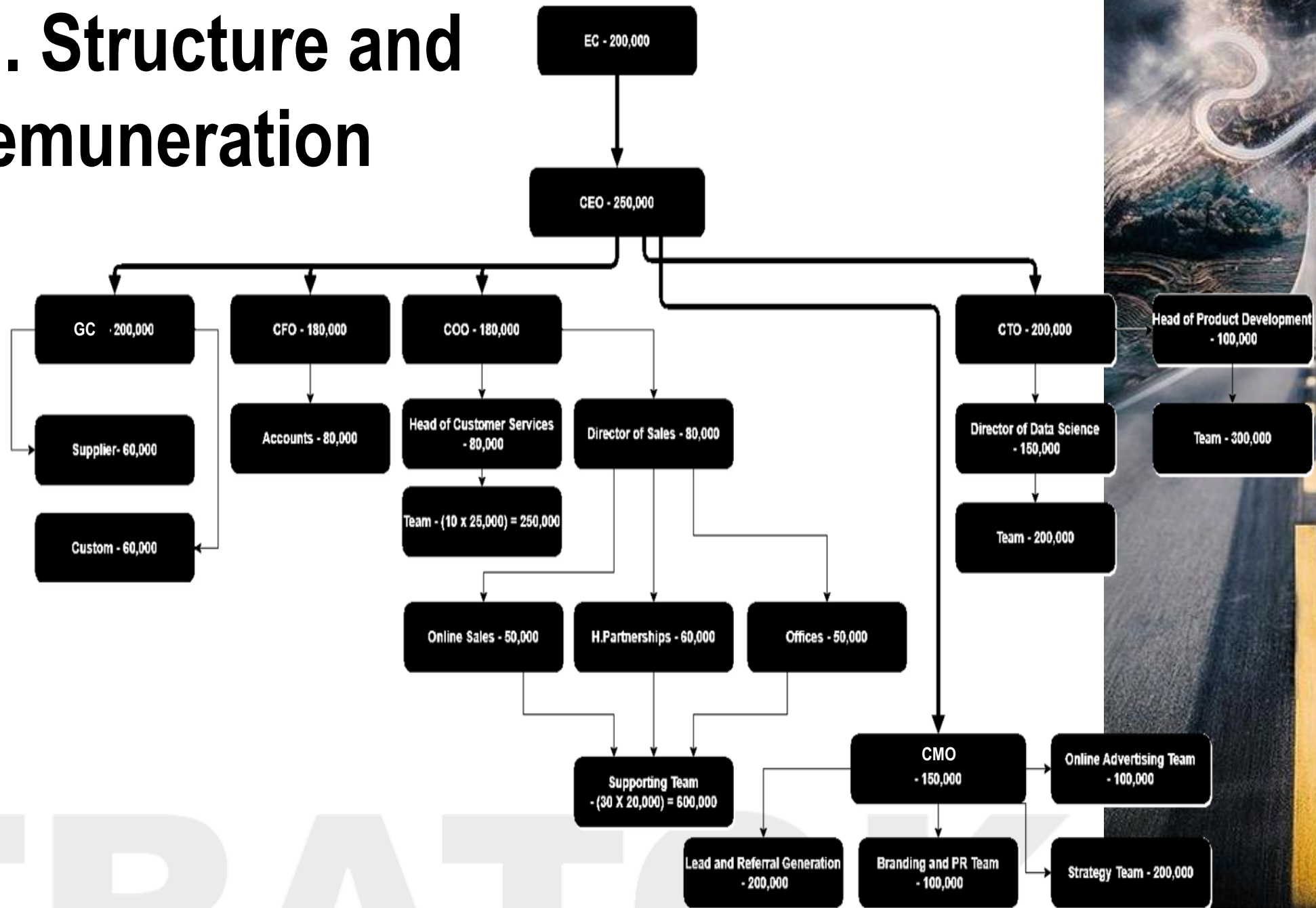
TARGET THE EUROZONE

- Sign up to Eurozone based hotels.
- Partner with international chains.
- Prepare for global expansion with the initial aim of 100,000 room bookings per day.

**PHASE 2
RAISE**

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11. Structure and Remuneration



12. P&L Financial Review

All values displayed in GBP millions

Rooms Bookings Per Day			5,000	50,000	100,000
Rate Per Day			150	150	150
		Year-0	Year-1	Year-2	Year-3
		(In Millions)	(In Millions)	(In Millions)	(In Millions)
Sales			273	2,730	5,460
Cost of Sales	95%		(259)	(2,594)	(5,187)
Administration(CC Commision@2%)	2%		(5)	(55)	(109)
Gross Profit			8	82	164
Overheads					
Marketing		20.00	30.00	54.60	81.90
Team Costs/Payroll Costs		4.08	4.08	4.28	4.28
Office Costs		.40	.40	.40	.40
Travel Costs		.20	.20	.40	.80
Other Costs			1.84	3.67	7.34
Preoperative Costs					
Total Overheads		24.68	36.52	63.36	94.73
EBITDA		(25)	(28)	19	69



13.

Marketing Strategy

“Growth Hacking” strategies will be used to drive adoption and brand awareness, with an optimise and reapply methodology used to overcome challenges and pain points in building market share.

Funds will be in the following pathway to drive growth, ensure mass adoption and penetrate the sector:

A.) Discovery:

- Mass advertisement via Audience Mapping, Affiliate Programs, Social Media, Multiple Language Targeting and SEO.
- Different experiences offered targeted towards the Gen-Z niche. E.g. E-sports, Entertainment events, Sports, Training camps etc.

B.) Explore:

- With a depth of offerings and endorsements, Tratok will intrigue, compel and push the targeted niche to explore the Tratok ecosystem.

C.) Experience:

- The “Wow” factor.

D.) Advocate:

- Brand Ambassadors.
- Loyalty program.
- Stories and memories.

13. Marketing: Strategy

#whatIsTratok

ATTRACT



SEM:

- SEO and link building
- PPC

Programmatic Display Advertising

SMM and Paid Social Ads:

- Instagram
- Facebook
- Snapchat
- Youtube (targeted influencers, experience, reviews)

Locally relevant Influencer

Marketing - Reach of 50m+ followers and 750m+ impressions

Activations

Press Releases

Affiliate Marketing

CONVERT



Retargeting and remarketing

Landing Pages

Value Adds and Promotions

Giveaways / Competitions

Email Marketing

WhatsApp & SMS push notifications

Browser Notifications

PURCHASE

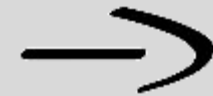


Conversational Marketing

Call To Action:

- Wishlist Reminders
- Reviews
- Abandoned Cart Management
- Exit Capture Intent Pop-Ups

DELIGHT



SMM

Customer Service

Reviews

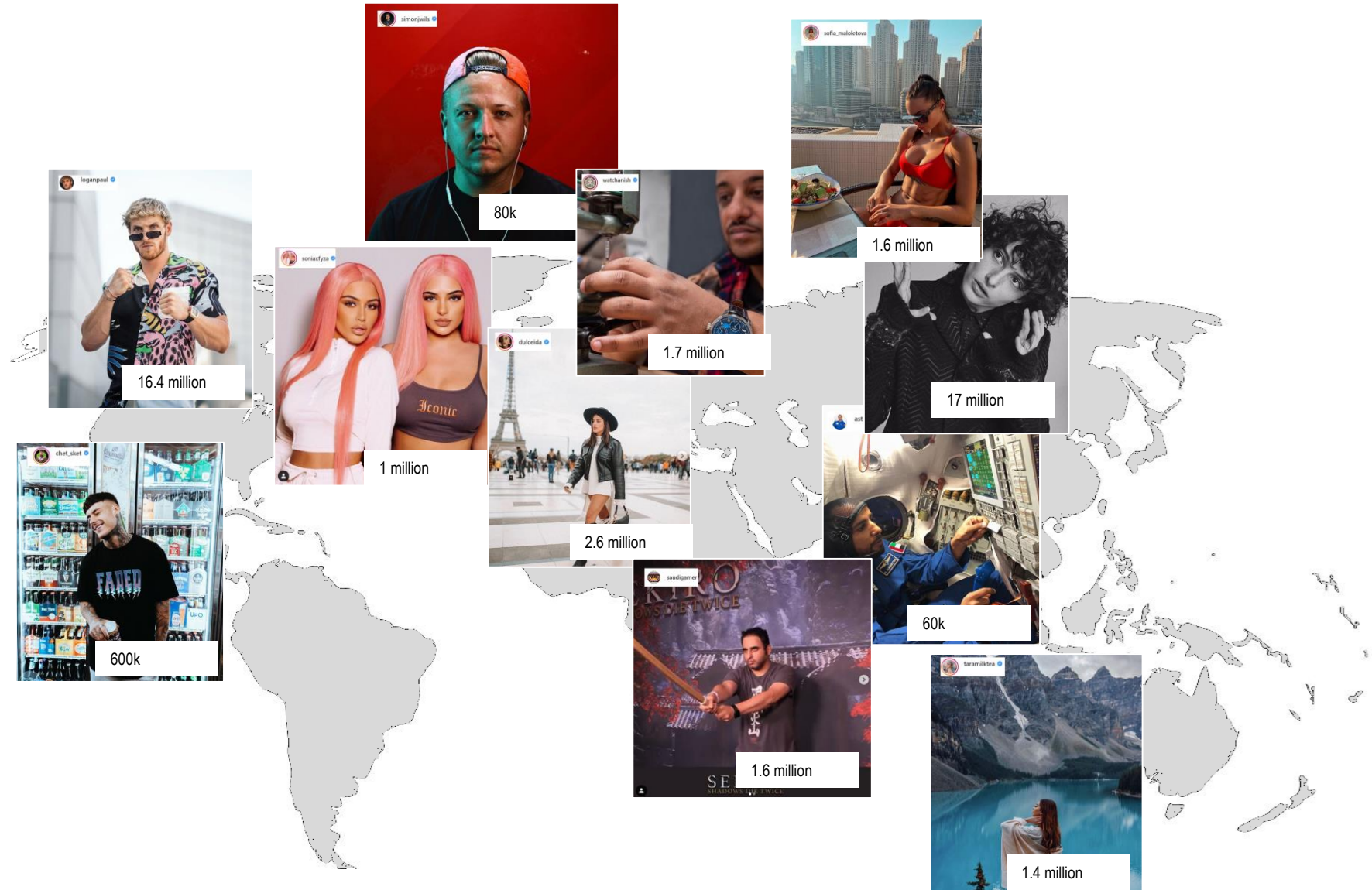
Events

Analytics

Social Proof

In English and Arabic
الانجليزية والعربية

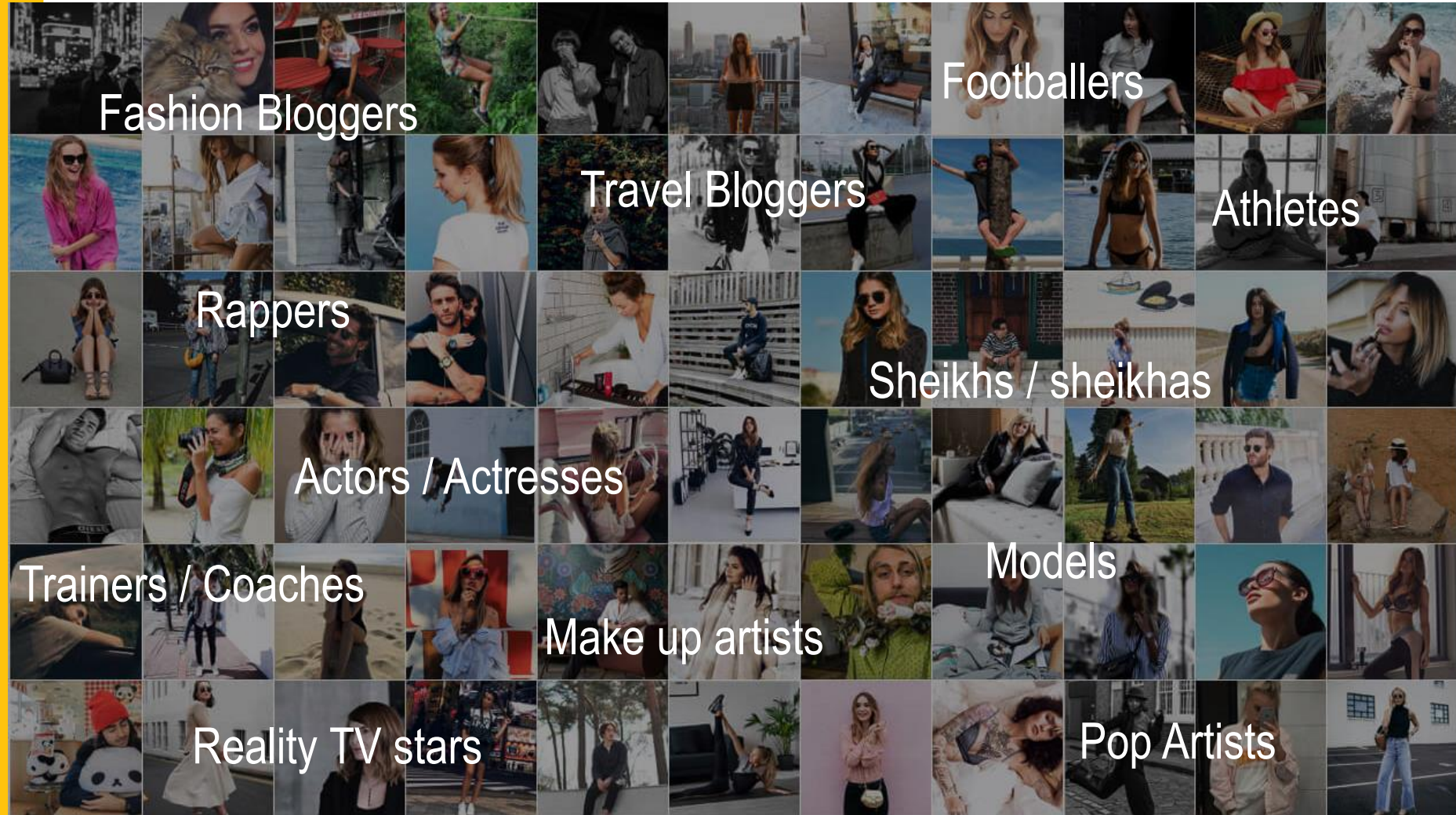
13. Marketing: Tons of influencers and Youtubers from around the globe



and many many many more...

13. Marketing: And many more influencers and Youtubers

From Central Europe to UK, to Russia to USA to UAE to Saudi Arabia to Australia, Tratok will span influencers and Youtubers around the globe.

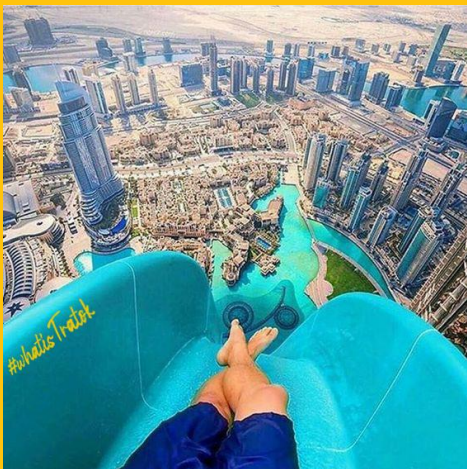


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13. Marketing: Campaign

#whatisTratok

Viral campaign displaying #whatisTratok all over the world in random places to spark curiosity and conversation. Explode on Instagram, Youtube ads, Facebook, Snapchat, everywhere. Influencers will have the tag in pics, the token yellow highlight is present in all imagery. This will lead to awareness and drive people to the app. Later this can be applied to a competition.



13. Marketing: Campaign

Travel on every mode of transport

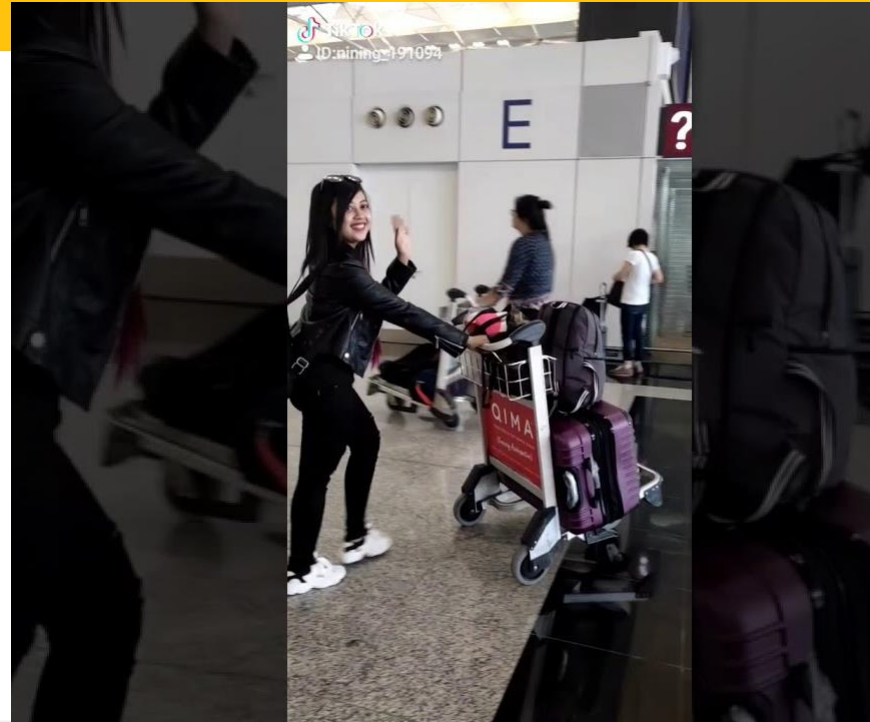
Youtubers and influencers will embark on vacations using every form of transport paying with Tratok and document every part of the journey. It will be on ads all over the internet on every platform.



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13. Marketing: Unpacking Challenge

Go viral on Tik Tok, Instagram, Musical.ly, Twitter, Facebook and Youtube with the Tratok unpacking challenge (similar to Kiki, Woah and more)



13. Marketing: AR App

Based on the success of the FaceApp and Pokemon Go, Tratok's augmented reality (AR) app shows what you would look like at the world's best travel destinations.

We will create an Instagram account for this app showing an influencer living their best fake life with pictures across the world at the best holiday destinations.



Elena Skvortsova

13. Marketing: Win the ultimate Tratok Vacation

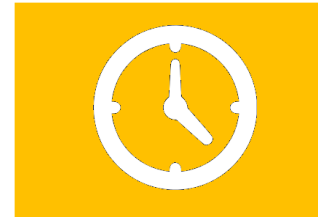
... and experience ALL the Tratok benefits at once. All you have to do is follow us on Instagram and tag us in your favorite holiday pic #whatisTratok



Free Champagne on arrival



Free Breakfast



Late Checkout



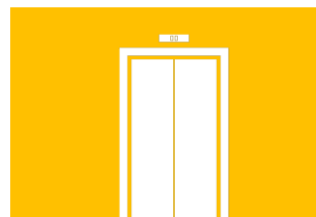
Free packing and
unpacking service



Rolls Royce or Equivalent Pick
Up and Drop Off



Free unlimited alcoholic
beverage package



Free Room Upgrades to
Presidential Suite



Free 5-night stay voucher



Free VIP Table at the
trendiest local club



Night out with Post Malone or
Similar Hype Artists

13. Marketing: Free Holiday Race



Announcement: Drop everything! Get to Heathrow by 9:am and the first 200 people will embark on an all expenses paid 5 star *Tratok* Vacation to the Bahamas.

All you need to do is download the Tratok app and arrive at the airport with your passport.



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13. Marketing: Tratok users get access to the Ibiza package including access to the 5 most coveted clubs



13. Marketing: Sponsor Love Island



Love Island is a British dating reality show. The contestants are members of the public (low level influencers) rather than A lister celebrities. In 2018 it won a BAFTA TV Award for Best Reality And Constructed Factual show.

The show has spawned an international franchise, with versions in Australia, Germany, Sweden and the U.S..

Love Island had more than 6 million viewers per single episode this season with an average of 3.3 million. It is most watched by 16 to 24-year olds. Last season the average viewership was 2.9 million, so it has gained great traction.

Approx Cost: GBP 2.5 million to sponsor

13. Marketing: Campaign Sponsor All Cool Events

Mechanics will be:
Download the app, show 1 coin for VIP entry



TRATOK

13. Marketing:

Download the app for free tokens

First 100 people to download the app get 1,000 free tokens



TRATOK

Thank you!
We look forward to a
successful partnership

