

Disrupting the Trillion \$ Travel Industry



XCELTRIPTM

Decentralised Travel Eco-System

WHITE PAPER

March 2018





Welcome to our white paper.

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1. EXECUTIVE SUMMARY

DECENTRALISED TRAVEL ECO-SYSTEM

XcelTrip has been founded with the idea that the process to engage in a travel experience must be seamless, and the platform that offers online travel purchases should be free and accessible to everyone engaged in Travel Ecosystems, from service providers to consumers.

With these objectives as a guide, XcelTrip has been developing a travel booking engine based on a distributed ledger platform powered by **Blockchain Technology**, where vendors can list their services, such as airline tickets, hotel rooms, vehicle rentals, spa services, personalized travel services, and many more without paying any fee to XcelTrip.

Not having to pay any fee to sell hotel or BnB rooms or airline tickets is more of a disruptive market idea than the business models that have been called disruptive, like Uber and Airbnb. Unlike these disrupters, XcelTrip doesn't make money off fees, and, opposed to corporate modeled companies driven by revenue, ours is a decentralized booking system, with value for the stakeholders coming from utility tokens. This makes us the disrupter that is disrupting the market disrupters.

While complete decentralization of the Travel Ecosystem is the ultimate goal of XcelTrip, it has chosen a progressive approach to decentralization rather than all at once. The idea of decentralization of a total business right from the beginning may be appealing and even be practical for a business with a single vertical and fewer functionalities, but for XcelTrip, which is creating a whole Travel Ecosystem with more than a half dozen verticals, gradually adding functionalities and transitioning the entire ecosystem on a decentralized platform in less than the two year time frame, as planned, is not only logical, but also a practical path.

Furthermore, as a new technology the Blockchain community is still grappling with the issue of scalability and the transactional cost



factor, and it is our belief a two-year time frame may be just enough either to mitigate the technological constraints or to find comprehensive solutions on both fronts.

Until full migration to decentralization, XcelTrip plans to charge a small commission on sales to hotel vendors, about half that charged by the OTAs (Online Travel Aggregators) to cover its basic operating expenses, including the fee for Independent Marketing Partners, aka "Travelpreneur", who are an integral and important entity in theXcelTrip eco-system. After decentralization the XcelTrip commission will go away. The IMP will continue to receive 3% in exchange for providing continuous value-added services to vendors, who serve as a dedicated marketing champion for them.

XcelTrip expects to reward its founders, employees, advisers etc. through XCEL token, an utility token on the platform. The Xcel token is an ERC20 Token on Ethereum platform.

Join us in our quest to create a decentralized Travel Ecosystem that will change the way the world travels.



2. Backdrop and Market Analysis

The emergence of Blockchain technology in 2008 and Bitcoin in January of 2009 has opened up doors for a new business front based on a distributed ledger concept. As more and more entrepreneurs and business communities are realizing the potential of this technology, all kinds of business ideas are being conceived, like it was in early nineties during the birth of the internet. The technology has created possibilities for new business opportunities otherwise considered to be very difficult previously.

In a race to the next disruptive idea, made possible by Blockchain technology, XcelTrip too has thrown its innovative hat into the ring. Although some blockchain based startups have also recently announced their entry into the travel market, XcelTrip is different than either of these businesses, both in approach, as well as a business model, and just opposite to OTAs, who control a significant part of the current travel market.

According to the Skift Research, the US travel market is dominated primarily by two major OTAs, the Priceline family and Expedia, Inc. Together, they control about 60% to 70% of the total travel market, and even globally, these two OTA families hold the majority of the market share and exert tremendous influence over vendors, especially hotels. The same market research also shows that the future is looking even brighter for them as they are expected to expand their market stake to 94% by 2020.



The OTA business model is based on the corporate foundation, which requires layers of executives and bureaucrats to maintain the day to day operation and company masters and shareholders, who expect never ending growth of the company value. Meaning, the company must keep maintaining growth through revenue, which can only come from fees levied to vendors. At the moment, a typical booking fee for hotels ranges from 16% to 30%. While larger corporate hotel chains with big value market share pay the lower end of the fee, smaller ones end up paying anywhere from 20% to 30%, channeling a significant part of their revenue to OTAs without adding any value to either them or their customers.

On the air travel side, the Global Distribution System, or GDS for short, plays an even bigger role than OTA on the airline ticketing side. The GDS field is dominated by three giants, Amadeus, Sabre and Travelport, who are nothing but just online airline ticket aggregators and intermediary who offer aggregated database access for airline tickets, accommodations and vehicle rentals for a hefty fee.

Traditional OTA Eco-system:

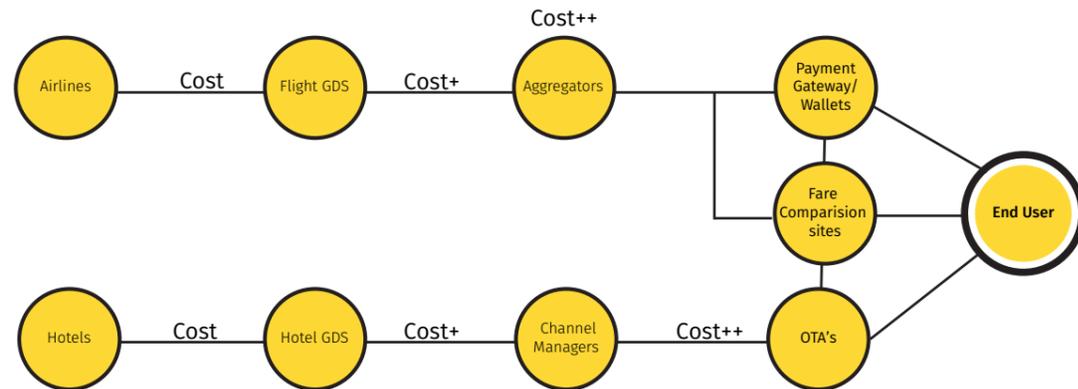
A) Multiple Players, multiplying cost to Consumers

The Money paid by consumer requires margin payouts to: Service provider (Hotels, Airlines) + Flight / Hotel GDS Providers + Aggregators / Channel Managers + OTAs + Payment Gateway providers. *Not to forget* taxes and bank/ card charges, currency conversion fee:



B) Multiple Layers multiplying Time and Cost of Service to Consumers:

Users today have to navigate multiple platforms to search and find good deals or trustworthy service providers.



It is a One-sided Channel, users don't have any bargaining power; they need to take what is offered. **It's a Cost-Added model;** there is no potential for Income.

The "PhocusWright" Research's claims that if the GDS were a single company, their transactional value would be third in the Fortune 500 list, just below Walmart and Exxon Mobile.

GDSs overtly exert influence over airlines, so much so that if an airline tries to bypass the distributor affiliated with them and go directly with a non-GDS affiliated distributor or their own booking engine, the airline is penalized by de-prioritizing them from ticket searches. GDS gets anywhere from 4% to 8% in fees and other services from each air ticket, which is burdensome for the airline industry which runs on a very small profit margin to begin with.

The vehicle rental side of the Travel Ecosystem is dominated by the US and Europe and by major corporate dominated rental companies, like Avis, Hertz, Enterprise, etc., which are also aggregated by GDS. Together, they make up over 65% of the total vehicle rental market. Out of the remaining market share, the majority of them are divided between Australia, Japan and South Korea among regionally dominated vehicle rental companies. The automobile rental market is missing a clear and consorted vision elsewhere in the world, especially in most developing countries, leaving billions of dollars of untapped business opportunity and depriving consumers from vehicle rental services that are so badly needed.

According to Statista research, globally the direct and total economic contribution from the travel and tourism sector in 2016 was \$2.3 trillion and the total economic impact was north of \$7.6 trillion. While airlines and hotels had the biggest share of travel revenue, about \$1.6 trillion, vehicle rentals received about \$25 billion and remaining \$45 billion was shared by restaurants, bars, amusement parks, etc. The study only included the travel related restaurant and bar aggregated value, not restaurant and bar outside the travel domain.

3. Vision and Business Model

XcelTrip presents a new and disruptive paradigm for the Travel Ecosystem, based on Blockchain



technology, with an intention to transfer the entire Travel Ecosystem into the hands of the rightful entities, vendors, consumers and service providers, as well as consumers, from a handful of GDSs, OTAs and other nonvalue added middlemen intermediaries. **XcelTrip is built on Earning-Added Model.**

We believe the existing model, in which the intermediaries like OTA and GDS take away a big chunk of the business revenue without directly adding any value to anyone in the travel chain, is neither sustainable nor desirable as a business, especially when technology allows a platform to create an alternative and more efficient system.

After careful evaluation of the entire travel market and economic environment, XcelTrip has come up with a model that is not only going to change the way the travel business operates, but will also help direct part of the travel revenue from a few corporate executives to hundreds of thousands of service providers within the Travel Ecosystem, resulting in more equitable and expansive economy.

The XcelTrip Decentralized Travel Ecosystem(DTE) model consists of several stakeholders as defined above, such as: accommodations (hotel as well as homestead), airlines, individually-contributed vehicle rentals(IVR), restaurants,Xbars, gift-malls(Xmall), value-added individualservice providers(VISP), and others. Together, they make up the XcelTrip Travel Ecosystem and ultimately manage the XcelTrip decentralized platform through the automated process and built-in logic.

It's important to understand that XcelTrip doesn't see itself as a competitor to the existing GDS and OTA businesses, rather it presents itself as a replacement or alternative to them by offering a decentralized and transparent Travel Ecosystem: a permission-less open travel market platform where anyone with travel service offerings can participate without requiring any permit.

The difference between XcelTrip and OTAs is not only the technology platform but also in the business value. XcelTrip is a utility driven company based on token economy instead of the fee driven Online Travel Aggregators' business value that comes from revenue only.

In the XcelTrip platform, a city tour guide or trekking porter will have the same free listing access to its portal and selling services as will any airline, hotel, homestead, vehicle rental company or Independently Owned Vehicle Renter (IVR) in the world.



The company has clearly laid out its sequence of the incremental plan to add travel service vertically in its decentralized platform, beginning with hotels and homesteads, followed by airlines, restaurants, bars, spas, vehicle rentals and others. The timeline of vertical addition and details are provided in Road Map section of this White paper.

Our business model is also concurrent with the economic philosophy of the founders who believe that the corporate owned business model is unsustainable because of its inherent character that helps funnel wealth into the hands of a handful of already rich corporate executives, at the cost of middle class, the backbone of the free market economy.

The XcelTrip Independent Marketing Program (IMP), the brainchild of the company, is unique and a one of its kind not only in the travel industry but across all industry segments. The IMP program, along with the open platform which offers millions of Individual Service Providers (ISP) and others the opportunities to participate in the global market place, are two of the many examples where XcelTrip is helping hundreds of thousands of working middle class to become Travelpreneurs and to share the Growing economic pie.

Although, IMPs are not XcelTrip employees, they are an integral part of our business model in which they share revenue and, or, token, in return for helping list vendors with XcelTrip and providing ongoing value added services to vendor partners, as defined by us.



Our business model provides sufficient financial incentives for IMPs, as well as participating vendors and ISPs, to market the XcelTrip brand with consumers.

While our booking engine is designed to be free and decentralized, personalized services such as the payment system, travel insurance, prepaid vouchers and others, will be offered to vendors, as well as travelers, for a small and competitive fee to maintain the XcelTrip system and to provide adequate services to both vendors and consumers, beyond decentralization. This, along with our foundation reserve will allow us to bring innovation, such as AR/VR solutions on XcelTrip platform.



4. XCEL Token & Tokenomics



We at XcelTrip recognize that the road to decentralization is paved with challenges. As the technology is still in its infancy, we feel that the path should be taken judiciously with technology and solutions that make sense now, with infrastructure and designs in place to adopt innovations as they mature. In other words, we believe in progressive decentralization.

The final goal is to decentralize the ecosystem where vendors and consumers can interact with each other without the rent seeking intermediary. However, we are at least few years away from realizing that goal in terms of technology and consumer behavior. Even then, there will always be some sectors that will need human intervention and cannot be decentralized, with customer service being one of them.

With that in mind, we will start with XCEL Token as a utility token in the XcelTrip ecosystem. We have selected the ERC20 token on the Ethereum platform as the technology of choice. The Ethereum ecosystem has the largest mindshare of develop-

ers and adopters. It has a very prolific open source community with very robust tools and technologies being worked on, such as open source wallets to manage tokens, decentralized exchanges to enable liquidity of tokens, etc.

Initially, this token will initiate the participants to get accustomed to the crypto token and will have limited functionality. Consumers can pay in XCEL Token and receive discounts on their purchases. Similarly, vendors can opt to receive a settlement in XCEL Token which will result in faster settlement. Consumers and independent market providers can receive rewards in XCEL Token.

Note: The Token contract has been audited and the audit report is accessible via GitHub.

XCELToken will also be used to raise funds to further develop the platform on its journey towards decentralization, and in the future will be an integral part of the travel and hospitality ecosystem.

Maximum
Supply:
50 billion

\$ 0.11c per
token

Capture
0.5% of
global
hospitality

The maximum supply of XCEL Token will be 50 Billion. Until we list the token in at least one exchange, the price of 1 token will be fixed at \$0.11 USD. Once it is listed on the exchange, the price will be determined by the exchange rate.

Why 50 billion tokens? Given the similarity of the token ecosystem to The conventional monetary systems, it is appropriate to model the ecosystem using the equation of exchange, i.e. $M*V = P*Q$, where:

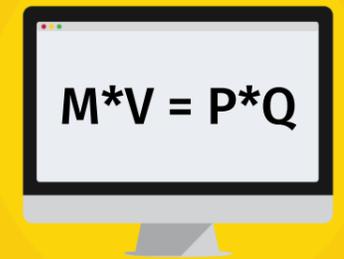
M = asset base (total tokens supply)

V = velocity (average frequency with which a unit of token is spent)

P = price

Q = quantity

PQ represents the GDP of the ecosystem.



Taking velocity of M1 Money Stock $V = 5.592^1$

Total supply of tokens, $M = 50 * 10^9$

PQ as the GDP of world's travel and hospitality ecosystem = \$7.61 Trillion USD²

Value of the token = $PQ/MV = 7.61T / (50 * 10^9 * 5.592) = \27.21

Taking a conservative approach and with the assumption that we are able to take 0.05% of the world market share the price per token will be approximately \$0.13.

Then, given the size of the ecosystem that is supposed to cater to the world population, we feel that keeping the price of the token around \$0.11c is inclusive. Hence, 50 billion at \$0.11 represents the 0.05% of the global hospitality ecosystem.

Progressive Decentralization

Our end goal is to provide a Travel Ecosystem platform where vendors and consumers can participate with minimum friction and intermediaries are replaced by Blockchain. Any disruptive technology has its own adoption curve; Blockchain technology is no different in that regard. Many leading thinkers in this space compare this space to 1994 of the internet era³ Ethereum has provided a robust platform to support crypto token in any platform

Thus, we will use the ERC20 token to represent XCEL Token in the platform. In the beginning the token will have limited use, but as we introduce more use-case verticals and more the system becomes decentralized, the token will become more integral to the ecosystem.

The following path to complete decentralization is envisioned:

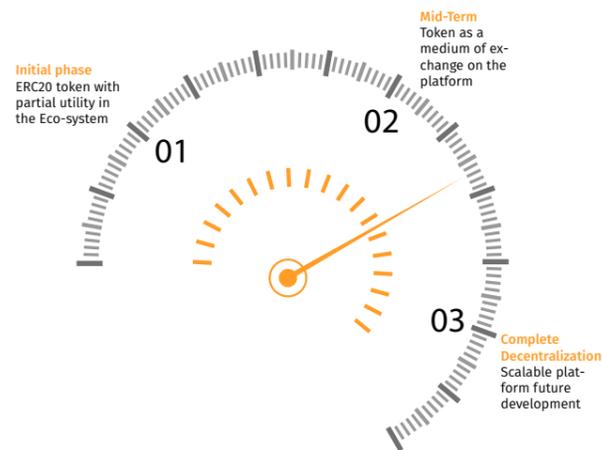
Initial Phase - ERC20 token in the ecosystem. Vendors will have the option to accept settlement in XCELToken, in which case the settlement will be expedited. Consumers can pay in XCELToken to take advantage of the discount. XCELToken to be listed in exchanges to provide liquidity. IMPs will be compensated in XCELToken.

Mid-Term - ERC20 as the medium of exchange on the platform. Vendors accept XCEL Token as payment. Smart contracts manage each transaction between the consumer and the vendor. Imple-

mentation of crypto rewards on a platform: either via partnership with a crypto reward system or build it in-house.

Complete Decentralization - Scalable platform where vendors will list their offerings and consumers can purchase them. Gover-

nance of the ecosystem managed through DAO, Dispute Resolution System. Continual development of the platform spearheaded by the foundation utilizing the token allocated for foundation.



Token Allocation

Tokens will be allocated in the following manner.

- | | | | | | |
|---------------|--------------------|------------|------------|----------------|------------------|
| 1. Foundation | 2. Loyalty Program | 3. Reserve | 4. Team | 5. Public Sale | 6. Public Escrow |
| 10% | 5% | 10% | 15% | 10% | 50% |



ALLOCATION

Foundation Allocation:

This allocation will be used in future governance of the platform once it is completely decentralized. We are actively investigating into governance platform like aragon.

Loyalty Program:

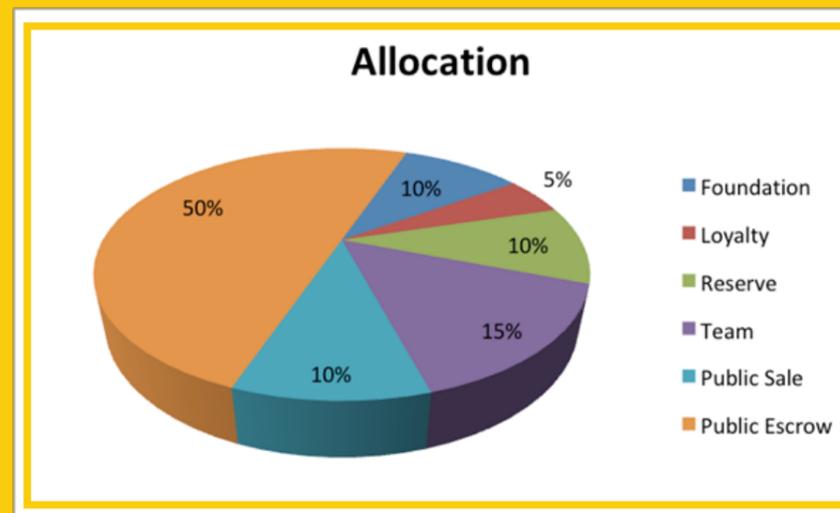
XcelTrip platform has an innovative business model whereby the independent market partners are active participants in the ecosystem not just for on boarding vendors but also for continuing to engage them on the platform for better competitive analytics, introducing new verticals, and helping to spread the word about XcelTrip. In return for their effort, they will be rewarded in XCEL Token from this pool. If the platform becomes successful and this pool starts to deplete, the foundation will replenish this pool.

Reserve:

This allocation will be used in legal, marketing, strategic initiatives, social good initiatives and operational expenses. For example, we will allocate 100 million tokens to XCEL philanthropy foundation. This fund will be used in supporting blockchain education in universities, training programs, blockchain awareness program etc.

Team:

This allocation will be distributed among the founders, advisors, teams and future employees. In order to align the compensation with platform interest, allocation for founders and advisors will be vested as per a predetermined vesting schedule. This vesting schedule will be managed by smart contracts. In general, the vesting schedule will be: 20% cliff of the team allocation after 6 month of contract deployment. 10% every 30 days thereafter for the remaining allocations.



Public Sale:

Token sales are truly aligning incentives for people and organizations around the world. We have embarked on an ambitious journey to run a decentralized platform on the hospitality space with large numbers of vendors and consumers. Thus, we want to allow as many participants as possible to own part of this platform by participating in the token

sale. Prior to being listed in an exchange, sale will be at a fixed rate of US \$0.11 per token. Once we are listed in an exchange, the rate will be determined by the exchange. When the token is listed in more than one exchange, the average of all the exchanges will be used.

Public Escrow:

Token set aside in escrow to be used in acquisitions, partnerships and public sale as needed. We have allocated 50% of the tokens in escrow so that we will only use this with public knowledge for expansion of xceltrip eco-system to benefit all the participants. Based on how token economics play out this allocation also provides us with mechanism to burn outstanding tokens if the outstanding supply needs to be decreased.

Fiduciary Responsibility

XcelTrip feels that it is of utmost importance to be judicious and transparent with the funds provided by the investors who have put faith in us. Therefore, funds raised from public sales will be put in escrow with a law firm based in Singapore. Then, as per the need of operating expenses, funds will be released with public announcement. These funds movements will be publicly auditable. This should give investors peace of mind to know that the funds are being used properly to grow the XcelTrip platform. Furthermore, XcelTrip will release monthly updates and comprehensive quarterly financial reports.

Token Incentive

In token economics, it takes both the holders and users of the token to give, maintain and appreciate the value of the tokens on the network⁴ Therefore, there needs to be an alignment of incentive for all parties in the network. For the holders, we can switch back to the exchange equation to see that a value of a token should appreciate if the GDP of the hospitality ecosystem is increased:

Value of the token = PQ/MV .

If we assume that velocity remains same or even decreases a little if some participants hold onto the token then, since M is capped, the value of a token should increase with the increase in the GDP of the hospitality ecosystem. In that regard XcelTrip will play a very key role in increasing the GDP by introducing innovative offerings, thus expanding the market on the platform. XcelTrip will introduce new offerings where XCEL Token will be the primary medium of exchange. For example, in addition to travel and hotels, XcelTrip will partner with local restaurants and food vendors so that consumers use XCEL Token for discounted purchases. There are other very innovative incentives.



For participants of the network, there will be various incentives to use the native XCEL Token.

1. Consumers are incentivized to pay with XCEL Token to receive discounts.
2. To bootstrap consumer networks, consumers will be rewarded at the rate of 1 token per \$1.00 USD spent on the platform for the first 100,000 transactions.
3. Independent market providers will be paid in XCEL Tokens to increase circulation and add to the network effects of the platform.
4. Vendors would need to pay in XCEL Tokens to purchase ancillary services like advertisement on the XcelTrip platform and in paid priority listing and search results.
5. XCEL Tokens will be listed in exchanges to provide liquidity.
6. XcelTrip will introduce innovative offerings on different verticals.



Token Liquidity

XCEL Token will be listed in at least one exchange within 60 days of contract deployment. This will provide liquidity with at least BTC and ETH pair. XcelTrip will pro actively work with the other top ten exchanges to be listed. Providing liquidity is paramount to keeping a healthy token ecosystem.

XcelTrip believes that decentralized exchanges will break out in 2018 and will play an important role in providing liquidity. In that regard we are already researching decentralized protocols such as 0x⁷, Kyber Network⁸, AirSwap⁹ and Bancor protocol¹⁰. We will be actively looking to provide the XCEL Token liquidity pool on these platforms.

Rewards/Loyalty Platform

The Rewards/Loyalty program has always been a staple feature in hospitality business.

However, the traditional rewards/loyalty program suffers from multiple deficiencies. Complex system to be managed in-house, centralized accounting, and siloed redemption makes the current system not only difficult to manage but apathy on redemption (due to lack of liquidity) from consumers means low ROI on the whole effort. With crypto tokens the loyalty/rewards program can take all of the advantages provided by cryptocurrency on the Blockchain. We view loyalty and rewards as a marketing effort with a marketing budget for a business. In that regard the XcelTrip platform will provide a reward/loyalty platform that vendors can choose to participate in. Vendors can white label their rewards or just use XcelTrip rewards. XcelTrip will provide an exchange platform to convert the reward tokens into XCEL Tokens at a fixed rate. From that point on it can be converted to the top cryptocurrencies like BTC or ETH via the exchanges where XCEL Token will be listed. This provides liquidity to the rewards/loyalty tokens.

We are acutely aware that in the current state, Ethereum Blockchain doesn't scale well and the current gas cost(transaction cost)makes it cost prohibitive to run the loyalty/rewards program. However, we have been closely following the scalability strategies being worked on by the community. Payment channels, Plasma, and Proof-of-Authority chains¹¹ are some of the technologies we are closely following to see if it makes it practical to run a rewards/loyalty system. We are also closely studying the loyalty/rewards platform play in the space such as Giftz Program⁵, and Orioncoin⁶ for possible partnership for faster time to market.

Rewards/Loyalty tokens will be minted as per the marketing budget and will be burned when exchanged into XCEL Token. This will provide one more demand point for XCEL Token.

Rewards/Loyalty program will play a prominent role in the XcelTrip platform. We will look to partner with airlines to manage their airlines' mileage program into our platform. This can unlock liquidity on mileage programs to support interesting use cases, like being able to redeem tokens for premium drinks while in-flight. Redeem for car ride to and from airport, etc.



5. Utility and UseCases

XcelTrip expects to increase the utility of the XCEL Token with the addition of each business vertical in the Travel Ecosystem and through greater partnership alliance with business partners, either indirectly connected with travel systems or those looking for opportunities to expand their own business value through partnership with a company like ours, a company with a huge sphere of influence.

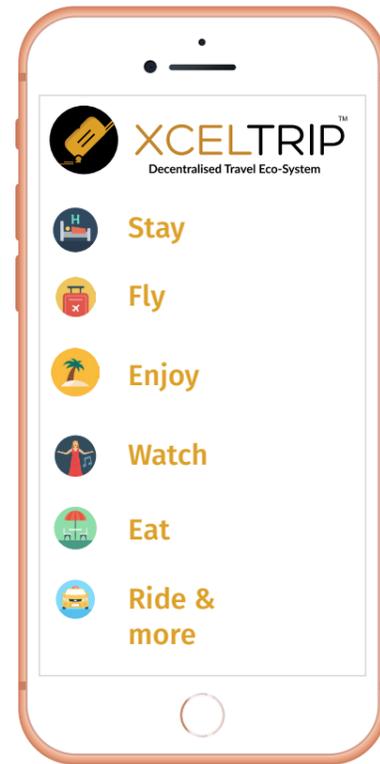
In order to create incentives to use XCEL Tokens within our ecosystem, we are introducing several innovative ideas, which will be specifically targeted to restaurant, bar, spa and Xsmall partners.

For example, XcelTrip will negotiate a 30% discount from restaurant for food purchase by XcelTrip customers. The Customer pays a regular price at the time of dining, however gets 10% worth of reward in XcelToken for utilizing XcelTrip participating vendor for food purchase. The restaurant also gets 10% worth of XcelToken for participating in XcelTrip Xturant discount program, leaving 10% discount as revenue for XcelTrip. Getting loyal customers for merely 20% discount can be a great incentive for restaurants.

The model can be described as win-win-win because the vendor wins by making guaranteed sales with a very small discount, consumers win because of the 10% return of the purchase in XcelToken, and XcelTrip wins, not only because it is getting the 10% revenue but also because of increasing utility of its tokens.

What this means is that we will be selling 20% worth of tokens but to different group types. The customers will then have the incentive to come back to the restaurant and pay in XcelTokens, which means repeat business for the restaurant.

Coupon services like Group on get restaurants to offer a heavy 50-75% discount with the hope that the customers will return. In our case, the restaurants only offer a 20% (after our 10% tokens) but customers have an incentive to come back because they will have the ability to pay in XcelTokens (which is effectively a 10% discount, assuming they spend the same amount as their initial visit).



Just like a coin which has two sides, the vision of XcelTrip is built on two words

TECHNOLOGY & EMPOWERMENT.

One of a kind DTE: The Technology

The first word being technology: we have embarked on a journey to build a world-class platform that is committed to deliver a refreshingly new experience. "Decentralization" the word speaks for itself and is evident of what it means – there is no one central authority, it is not controlled by any one individual or organization. Rather, the system itself is spread globally giving a direct connectivity to people and/or organizations in executing any transaction on a trustless platform.

XcelTrip is envisioned and presently in the process of developing on that very concept. Direct connection between a consumer and a vendor is the key, hence we are putting together a fully Decentralized Travel Ecosystem which will function autonomously and automatically, effectively eliminating the traditional roles of intermediaries, resulting in more economical travel for consumers and simultaneously increasing the profit margins of the vendors within the travel industry such as airlines, hotels, restaurants, transporters, etc.

We have designed our platform by incorporating the latest in Blockchain technology, securing the most sensitive and challenging areas of many a transactional flow – such as safeguarding user identification and financial information and speeding up contract settlements– read more about the technology in our Technology and Platform Section.

THE VISION "EMPOWERMENT BY THE DECENTRALIZATION ROUTE"

XcelTrip is built on an idea that travel should be about seamless experiences and wonderful memories, not just traveling from point A to point B. For the traveler, XcelTrip is not only a one stop travel service provider for air ticketing, hotel reservations and vehicle rentals, we are also a tireless partner with innovative ideas to fulfill your traveling needs at the lowest possible cost. As for the vendors, our decentralized system shall result in faster and better realization of sales volumes and profit margins. Not just this, there is a lot more to XcelTrip than just seamless experiences.



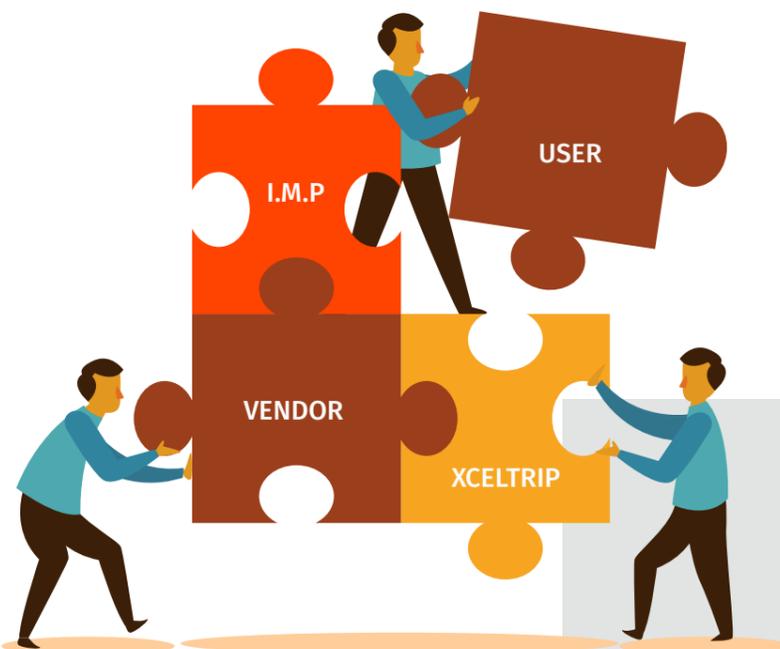
IMP PROGRAM: EMPOWERMENT VISION



XcelTrip is on a path to revolutionize the industry. Revolution can never be the efforts of one single person. Revolutionary leadership always gets its strength from a pool of efforts. Efforts which are not only in the back end of developing technology, but also in the front end of cumulative business development. And so we created this unique one of a kind **Independent Marketing Partner Program**.

Our IMP program is a **Disruptive Income Opportunity** which shall play a pivotal role in XcelTrip achieving the ultimate goal of decentralizing the travel industry. The XcelTrip IMP program aims to create millions of **“Travelpreneurs”** globally by making available technology to become part of creating potentially the **largest pool of consumers directly connected with vendors** across different travel, leisure and lifestyle related sectors. In due process, every XcelTrip Travelpreneur shall be entitled to a substantial part of our gross earnings, providing them with the base to earn a sustainable income.

An Independent Marketing Partner (IMP) is the bridge between the vendor and the consumer via XcelTrip’s Decentralized Travel Ecosystem. Post-enrollment as an IMP, any individual of legal age is entitled to the listing of vendors from a variety of sectors such as hotels, restaurants, bars, coffee shops, leisure and entertainment venues, sporting activities and many more. For each verified and confirmed vendor listing, the IMP shall receive benefits as per the XcelTrip IMP Benefits and Rewards Program.



IMP program enrollment process: The simple 4 steps to incredible growth

- 01 Register at XcelTrip.
- 02 Refer a vendor.
- 03 Ensure accurate vendor listing.
- 04 Engage with the vendor and drive vendor service quality.

IMP Key Roles and Responsibilities:

1. Introduction of XcelTrip to Potential Vendors
2. Convincing Vendors “WHY XcelTrip”
3. Following up and listing of vendors on XcelTrip
4. Provide market intelligence analysis and comparison study to XcelTrip of vendor pricing and promotions with XcelTrip’s contemporaries in the market.
5. Maximizing number of vendor listings and vendor promotions on XcelTrip – The More You List, That Much Higher will be your earning potential.
6. Expand “your vendor partner’s” market presence by actively promoting their “XcelTrip vendor link” - The More You Promote, That Much Higher will be your earning potential.
7. Expand the XcelTrip IMP program - The More You Refer, That Much Higher will be your earning potential.
8. Expanding market presence by referring XcelTrip to an increasing number of consumers - The More You Refer XcelTrip, That Much Higher will be your earning potential.

Advantages and Benefits of XcelTrip IMP Program

FOUR STEPS TO INCREDIBLE GROWTH OPPORTUNITY



1. Lifelong Earning Opportunity
2. Earn a flat rate of 2.5% commission* every time a sale is made from a vendor listed by you the IMP at XcelTrip (Earning percentages are categorized.)
3. Earn special rewards* for listing up to 1,000 Vendors in 90 days
4. Earn special rewards* for referring up to 1,000 genuine IMPs in 90 days
5. Earn a flat rate of 0.5% commission* every time a sale is made from a vendor listed by your referred IMP at XcelTrip
6. Earn special rewards* for aggressively promoting "YOUR VENDOR PARTNERS"
7. Earn special rewards for promoting XcelTrip Rewards & Benefits Program
8. Enjoy the benefits of learning the most advance marketing and sales strategies through our educational Training Programs exclusively available to IMPs only.

Read more under the XcelTrip IMP Benefits and Rewards Program.

Wide Variety of Vendor Partners to Choose from to Start Your Listing



Hotels



Food & Beverage



Events & Leisure



Rie &/or Drive

XcelTrip Vendor Development Program

XcelTrip aims to be a full service partner to both consumers and vendors, covering a variety of verticals. Certain segments of our Vendor Development Program have been kept exclusive for the purpose of direct listing by the XcelTrip corporate team while others have been embedded in the IMP program as explained earlier. For example, air and rail ticketing services shall be provided by direct listing of airlines and train companies globally by the corporate team. This has been decided keeping in mind the fact that air and rail transportation service providers are generally either multinational corporations or government run public sector organizations which would require much more in-depth negotiations and terms of reference agreements for listing on the travel platform of XcelTrip.

However, vendors in other verticals such as accommodation service providers (hotels, BnBs, resorts etc) and food and beverage sector vendors, such as restaurants, bars and bistros, fast food locations and fine dining venues, along with private road transport service providers, entertainment and leisure venues and independent service providers all fall under the purview of the IMP program for vendor listing.

In this section, we have identified multiple vendor verticals which are clearly defined along with the support and benefits provided to the vendors for making XcelTrip their preferred choice of online marketing, PR and sales generation platform.



XcelTrip Corporate Listed Vendors



(A) Air Transport Service Providers

During the first 24 months of starting operations XcelTrip has taken the route of providing the air ticketing services to our consumers by integrating the booking system with the already present and smart functioning GDS systems. It enables us to service the needs of XcelTrippers to purchase an air ticket from a pool of domestic and international airlines spread across seven continents. This large inventory of seats made available by over 200 airlines worldwide gives us the global footprint in air ticketing to service our clients.

As we transition to a fully functional Decentralized Travel Ecosystem, XcelTrip intends to directly integrate with specific airlines in specific regions, joining hands with those who see the value and future growth of the industry by operating within the larger umbrella of the Blockchain technology. While some may not wish to be a part of this endeavor, we foresee that the majority of the air service providers shall see the appreciating value in higher revenues and faster settlement cycles resulting in XcelTrip achieving its ultimate goal of being truly a fully functional DTE.



(B) Rail Transport Service Providers

Similar to the air transport services sector, the rail transport services sector is also managed and operated by either very large corporations or government controlled public sector units. Hence, in this vertical also XcelTrip is directly approaching the vendors to integrate their ticketing and after sales services with our booking engine in a similar fashion to that of the air services sector. Primarily rail services also segregate into local city administration controlled mass public transportation systems such as city metros and underground train services along with inter-city or inter-state rail services. Depending on the tech readiness of each of those operators, XcelTrip shall approach and integrate the ticketing and post sales customer care services with these operators in specific countries over the next 24 months, first on the traditional OTA form of operations, and then gradually transition into a fully operational DTE.



XCELTRIP IMP LISTED VENDORS

In addition to the above two verticals, XcelTrip also offers the following partial or full service verticals which fall under the purview of the **IMP Program** for the listing of vendors by our **Independent Marketing Partners**. In this section we present in detail the categories under each vertical along with their possible launch dates and the earnings shared by XcelTrip with the IMPs for listing and engagement efforts with the vendors at XcelTrip.

1.X-Rooms

(Accommodation Vertical)

- Hotels
- Resorts
- BnBs
- Motels
- Budget Traveler's Accommodation



Listing Active as of Nov. 28, 2018 rate of earnings* shared with IMPs is calculated at a gross rate of 2.5% of the vendor sales value listed directly and at a gross rate of 0.5% of the sales value from the vendors listed by a referred IMP.

2.X-Taurants

(Food and Beverages Vertical)

- Stand Alone Fast Food Joints
- Casual Dining Restaurants
- Ethnic Traditional Cuisine Locations
- Local and International Fine Dining
- Coffee Shops and Bakeries
- Bars and Bistros



Listing activation mid-2018 rate of earnings* shared with IMPs is calculated at a gross rate of 2.5% of the vendor sales value listed directly and at a gross rate of 0.5% of the sales value from the vendors listed by a referred IMP.



3.X-Events (Entertainment and Leisure Vertical)

1. City Tours & Sightseeing Activities
2. Entertainment Shows
3. Sporting Activities
4. Amusement Parks, etc.



Listing activation mid-2018 rate of earnings* shared with IMPs is calculated at a gross rate of 4% of the vendor sales value listed directly and at a gross rate of 0.5% of the sales value from the vendors listed by a referred IMP.

4.X-Drive (Road Transportation Vertical)

1. SDVs (Self Driven Vehicles) Time based automobile rentals.
2. CDVs (Chauffeur Driven Vehicles) Time based automobile rentals.
3. Exclusive Airport Transfer Services
4. Regular Taxi Services
5. VIP Limousine Services



Listing activation mid-2018 rate of earnings* shared with IMPs is calculated at a gross rate of 2.5% of the vendor sales value listed directly and at a gross rate of 0.5% of the sales value from the vendors listed by a referred IMP.

XcelTrip Corporate Marketing Partner Program

The Decentralized Travel Ecosystem vision of XcelTrip also encouraged us to create our own corporate identity worldwide with a differentiated method of connecting the consumers and the vendors together with the IMPs. The formulation of the CMP (Corporate Marketing Partner) program has been with the intention of providing the consumers with required facilities for a truly unique localized support system and the IMP's required training in understanding the vision and method of operation followed by XcelTrip.

This program is a closed loop support system of XcelTrip which shall empower the Corporate Marketing Partners with detailed reports on local, regional and global market research and analysis of the travel industry. Additionally, the CMPs shall be trained to be trainers of the modus operandi of our Decentralized Travel Ecosystem.

Over the next 24 months, we intend to identify potential CMP associates worldwide and carefully evaluate their abilities, strengths and weaknesses which we shall then work on jointly to build a strong training program for the IMPs to carry out their key roles and responsibilities. Our planet earth is a pool of a variety of cultures not only from continent to continent or country to country; in fact, the cultural diversity is even clearly visible from state to state or city to city in many countries like the US, China, India, Australia, Russia, etc. Different languages, different religions, varied historical traditions all total up to a different identity of the peoples around the world.



Hence, having a CMP in place who will train the IMPs & increase their strengths in engaging effectively with the vendor so that they are in turn able to provide the best services for the globe trotting XcelTripper will become a very strong feature of XcelTrip.

At the core of our vision is EMPOWERMENT, as said earlier, hence, with the creation of the CMP program we have put in place a training regime for the IMPs who are going to be known across the planet as **Travelpreneurs**.

The XcelTrip CMP program is not a franchise or a licensing agreement with any one individual or entity. It is formulated to be purely a business arrangement where in a CMP shall purchase XcelTokens of a given amount as their first expenditure which in true sense is an investment in a digital asset. Once the association of a CMP is confirmed with XcelTrip, they shall then be given the entitlement to establish and operate an "XcelTrip CMP Lounge." This establishment shall play a multifunctional role including but not limited to a travel lounge for the XcelTripper and also a training center for the IMPs who enroll at XcelTrip for the vendor listing and earning opportune extended by us.

The CMP shall run an IMPtraining program as aforementioned. Similar for any coaching or leadership training programs, XcelTrip shall train the CMP to train the IMPs at a minimal cost per session. In due process the CMP shall receive 75% of the gross proceeds from this training program while 25% shall be retained by XcelTrip to cover for the costs related to creating and executing the training programs on a periodic basis.

Furthermore, at the CMP lounge, the facilities of a travel desk for the "less tech savvy XcelTripper" shall also be provided along with free access to internet and other lounge facilities. Every CMP lounge shall also have its own food & beverage services just like a restaurant or coffee shop on pay per use basis. While the XcelTripper shall be entitled to a free entry at any CMP lounge worldwide, any revenue generated from the pay per use services offered by the CMP shall be for the benefit of the CMP & enable them to cover the operating costs of the lounge. All services provided by the CMP on a pay per use basis shall be at market rates with no additional premium fees charged by XcelTrip, which in turn, again, is empowering our support system partners with earning opportunity and our XcelTrippers with a truly unique and full circle experiential travel.



6. Marketing and Communication Strategy

1. Our Marketing Pitch

1.1 Service Offering

1.2 What Differentiates Us

1.3 Our Message

2. Our Target Consumers

2.1 Consumer Insights

2.2 Demographics

3. Marketing and Communication Plan

3.1 Launch Message Strategy

3.2 Engagement Platforms

1. Our Marketing Pitch

1.1 Service Offering

XcelTrip is built on the idea that travel should be about seamless experience and wonderful memories, not just travelling from point A to point B. Keeping this in mind, XcelTrip is building the world's finest decentralized Travel Ecosystem, which is powered by Blockchain technology and XCEL Tokens, offering a truly refreshing experience to users around world.

1.1.1 XcelTrip wishes to disrupt the online travel services business by offering:

A. Users - A highly engaging, well-curated travel experience and a financial freedom, entrepreneurial life via its independent Member Partner (IMP) program.

B. XCEL Tokens - A crypto token built to use on our ecosystem offering users, channel partners, amazing payment flexibility, higher returns and security.

C. Vendor Partners - Access to a one stop solution to reach out to millions of customers at a very low cost, potential to gain incremental revenue with quick settlement, all of which is provided to them on a secure, easy to use platform.

1.2 What Differentiates Us

It is an overcrowded place with players with deep pockets, filled with full service OTAs, single service OTAs, traditional agencies with online platforms, deal comparison sites, and bundle solutions by airlines and trains.

How do we aim to succeed in this crowded marketplace? What are our differentiators? The answers are disruption and decentralization. XcelTrip is not like any other traditional OTAs; we are here to disrupt.

First, decentralization, we are here to eliminate the middlemen who take away a large percentage of profits or consumer payouts in the form of commissions and fees. XcelTrip

connects the end users directly to service providers, thereby reducing the cost of operations, lowering costs for consumer. Access to consumer and end user feedback will help improve better service delivery as vendor partners interact with consumers directly, in real time.

Second, Blockchain technology and XCEL Tokens will disrupt the way the business is done. Blockchain will bring in a high level of technology upgrades that the industry severely lacks, bring in more transplants and security, and XCEL Tokens will bring in higher margins and high profitability as it becomes the currency of choice in this ecosystem. Further, XCEL Tokens will increase in value and generate higher returns to users with increased transactions and usage across the platform and related services.

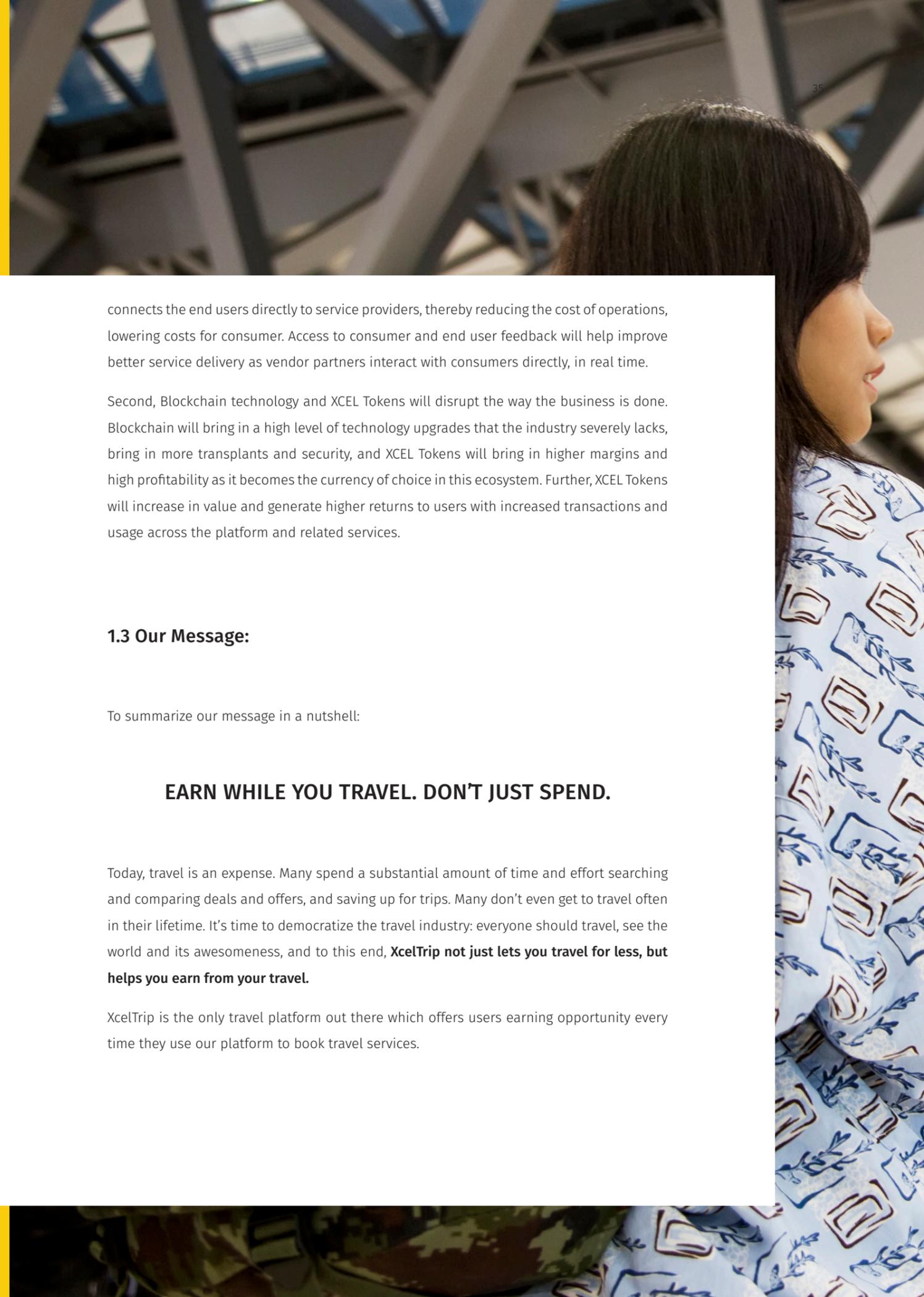
1.3 Our Message:

To summarize our message in a nutshell:

EARN WHILE YOU TRAVEL. DON'T JUST SPEND.

Today, travel is an expense. Many spend a substantial amount of time and effort searching and comparing deals and offers, and saving up for trips. Many don't even get to travel often in their lifetime. It's time to democratize the travel industry: everyone should travel, see the world and its awesomeness, and to this end, **XcelTrip not just lets you travel for less, but helps you earn from your travel.**

XcelTrip is the only travel platform out there which offers users earning opportunity every time they use our platform to book travel services.



2. Our Target Consumers

2.1 Consumer Insights

Online travel market is estimated to generate \$1,091 Billion, Globally, by 2022. (*1)

Growth of the online travel market is driven by the increase in internet penetration, rise in disposable income of people in emerging markets, and ease of comparing a variety of travel options online. Market players are introducing innovative travel and vacation package deals to assist travelers in making sound travel decisions as per their spending capability, such as affordable packages for international destinations, discounts on car rentals and cash back on international flights.

A) Growing exposure to multimedia phones and increased penetration of online services will accelerate the growth of the overall online travel market.

B) Travelers within the age group of 22 to 31 years old are more inclined towards online travel services because they are more tech-savvy and are constantly connected to social media.

C) Flights and hotel bookings are anticipated to grow at an unprecedented rate.

(*1 Source: allied research <https://www.prnewswire.com/news-releases/online-travel-market-is-estimated-to-generate-1091-billion-globally-by-2022---allied-market-research-611213315.html>)

2.2 Demographics

We will serve all demographics around the world; our communication content will engage Millennials more extensively. The Millennials are expected to spend over \$200 billion per annum on travel. By 2020 over 320 million international trips are expected to be made by youth travelers each year. (*2) This is a generation of experience seekers, digitally savvy and those who look for new opportunities to make travel exciting.

(*2 <https://www.travelpulse.com/news/features/millennial-travel-spending-surpasses-200-billion-annually.html>)

Let's all learn about the largest generation and some of the trends and preferences that are being made available. (*3)

The Millennial generation is individuals born from 1980 to 2000.

1. 87% look to social media for travel inspiration for their next adventure.
2. 46% book travel through a smartphone or tablet, meaning a strong mobile presence is also important. In fact, 86% of Millennials are disappointed by bad mobile experiences.
3. 85% check multiple sites before booking to get the best deal possible.
4. 60% will upgrade their experience by purchasing extras like in-flight wifi. Offering extras that appeal to this generation can generate more revenue.
5. 97% will post their experiences on social media.
6. 68% will remain loyal to a program that offers them the most rewards (cash/freebies, upgrades, discounts).
7. 49% take last minute vacations, meaning that offering last minute deals could be helpful in gaining business from millennial travelers.

(*3 <https://www.travelprofessionalnews.com/the-millennial-travel-trends-of-the-largest-generation-july-2017>)



3. Marketing and Communication Plan

3.1 Launch Message Strategy

Data points aside, the real questions are:

- 1) What chance does XcelTrip have at success and growth in this crowd?
- 2) What is the strategy that will deliver success?

The answer to this is: Customer engagement at a personal level, extensively.

(Source: amadeus-journey-of-me-insight)

3.1.1 Marketing Action Plan Is Built to Deliver Disruption

Our marketing message will be build to deliver the following engagement platforms.

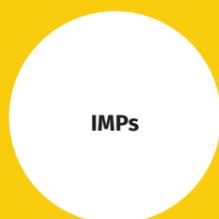
3.2 Engagement Platforms

User generated content, social media and digital marketing will drive the majority of marketing communication and consumer engagement efforts, as extensive research and studies show consumers today are using social media to make their travel choices.

(Source: <https://www.smartinsights.com/digital-marketing-strategy/travel-ecommerce-trends-2018>)

3.2.1 Platform that will drive XcelTrip's Marketing Efforts

OUR TARGET AUDIENCES:



Social Media:

- Extensive use of social media for driving engagement via Facebook (lead), Twitter, Instagram, Pinterest and LinkedIn.
- Intensively push user generated content, stories from travelers, IMP and vendor success stories which are found to be highly influential, and we will drive such curated content across all social media platforms.



PR:

- XcelTrip will engage the services of the best PR agencies around the world to share our communication and get mass media coverage. Our town halls, media interviews and press briefing will be undertaken on a regular basis to create awareness and share our progress.
- Bloggers, special interest groups, and online community engagement will further deliver incremental reach for XcelTrip marketing communication across the world.



ATL (Mass Media) and BTL (Trade Marketing)

- Today, print, TV and other mass media advertising is expensive for start-ups. But, we will not shy away; XcelTrip will identify the right mass media platforms and invest strategically in the same. Regional TV channels and print medium will be used to drive localized content about XcelTrip.
- Promotions, offers and other tactical communication will be delivered via localized outdoor communication such as hoardings, billboards, and out of home mediums at key locations such as airports, malls, movie theaters, shopping centers, youth hangouts and similar places.



7. Technology & Platform

The travel and hospitality industry has been dominated by a few intermediaries that add some value to the ecosystem but siphon off a much larger percentage of revenue in relation to the value than they add.

XcelTrip's vision and business objective is to change this. The limitation of technology and the dominance of the market by a limited number of companies had made it difficult to introduce change and innovation in an industry that is 7.6 trillion dollars. However, the introduction of decentralization and distributed enabling technologies has made it possible to bring about change in the travel and hospitality space, foster innovation, and open up competition in the market.

Decentralization of travel is XcelTrip's ultimate goal, but we believe that full decentralization from the onset is not a practical possibility. Some of the decentralization technologies are mature enough for deployment but others are still in development. The vendor, service provider, and even the end customers need to be educated on how the technology works.

It is for these reasons XcelTrip will begin operations on a traditional centralized infrastructure using existing technologies and some distributed enabling technologies to create a marketplace for vendors and service providers to connect to customers.

In the first phase of operations XcelTrip will bring together Global Distribution Systems (GDS), airlines, accommodations, hospitality service providers, travel and tour operators, payment gateways and other travel related businesses onto a single platform. Customers will be able to view and book air tickets, hotel rooms and other services using the XcelTrip web portal and mobile apps.

In the second phase of the development XcelTrip will begin the decentralization process one vertical at a time. XcelTrip's ecosystem is designed to be permissionless and will ride on the Ethereum Blockchain. Vendors and service providers can list their properties, products and services on the platform and will be able to maintain full control over inventory and pricing.

DATA AND INVENTORY

XcelTrip believes in transparency and is of the view that transaction data should be available publicly. We will use the Ethereum Blockchain to decentralize and provide permissionless public access to transaction records.

Unlike transactional data that is public, XcelTrip believes that the ownership and control of inventory data should reside with the owners. Towards this end XcelTrip will create a distributed database infrastructure where vendors and service providers can list their products and services.

The owners of the data will have full control over inventory and pricing. The distributed database will store data that can be queried by customers during the booking process. There will be an interface layer for management of inventory by vendors and service providers on XcelTrip's database.

DISINTERMEDIATION

In keeping with our vision of gradual decentralization, when we are fully decentralized, we will remove ourselves completely from the role of intermediary. The process of disintermediation will be achieved through the use of smart contracts for booking and payments, permissionless participation by both vendors and customers, and the creation of an independent dispute resolution body.

PAYMENT INFRASTRUCTURE

We strongly believe that cryptocurrencies and token economics are the future. However, we are also, cognizant of the fact that it will take time for these new monetary instruments to gain mass adoption. XcelTrip will allow for the integration of multiple payment gateways and payment methods. Payments can be made and received in XCEL Tokens, other cryptocurrencies or fiat. Conversion of XCEL Tokens to cryptocurrencies through public exchanges will be possible. Details are covered in the Tokenomics section.

BOOKING AND TRAVELLING

During the booking process, the customer will have the option of choosing their payment method. The system will deduct any fees or charges and make payments to the service provider.

Booking through XcelTrip can be done through our web portal, IOS and Android apps, or by calling our support center. Customers can download our apps to stay connected with us, add or modify their itinerary. The app can also be used to notify their emergency contacts.

DISPUTE AND RESOLUTION PROCESS

Disputes within the XcelTrip ecosystem will be handled by an independent dispute resolution body and all decision of the body will be final.

WALLETS

XcelTrip is of the view that creating one's own wallet is just reinventing the wheel. There are many ERC20 compatible wallet products currently available that can be used with XCEL Tokens.

Some of the wallets (e.g. Mist) have been time tested and provide most of the functionality needed for use the XcelTrip platform.

DIGITAL IDENTITY

Traveling will require travelers to verify their identity at various points during their journey.

XcelTrip allows third party digital identity companies to provide services on our platform.

Entities that wish to use this service can use these service providers on our network.

CORE INFRASTRUCTURE

XcelTrip's core platform is based on node.js and hosted on a cloud infrastructure. It consists of open source distributed databases and traditional cloud based CRMs. Our token (XCEL Token) is based on Ethereum ERC20 protocol and is described in detail in the Tokenomics section.

We expect the structure and functionality of the platform to evolve as we go through decentralization and newer technologies become available.

POST DECENTRALIZATION

In the post, decentralized stage of the platform we expect to see payment gateways, travel insurance, identity management, customer service, review and rating services, and other value added services take advantage of the XcelTrip platform.

There has been a rapid innovation in this space and we can expect to see upcoming technologies enhance the speed of the Ethereum Blockchain, along with end user application that will smooth out many wrinkles in the current system.



PLATFORM

The technology stack deployed at XcelTrip is MERN.

1. Node.js



Node.js our backend programming language. Choosing a technology stack for an enterprise grade product is always a big challenge. We have to find the right mix of technologies, and the platform should be capable of being stacked from backend processing to building front end UI and mobile applications. Based on our application and use cases, Node.js was identified as the back end language of choice. Benchmarking done by Paypal clearly shows that the performance of Node.js is better than Java.

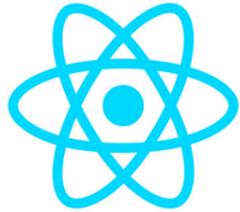
The benchmarking tests show the following:

- **Double the requests per second vs. the Java application.** This is even more interesting because their initial performance results were using a single core for the node.js application compared to five cores in Java.
- **35% decrease in the average response time for the same page.** This resulted in the pages being served 200ms faster— something users will definitely notice.

Some of the other large organizations that have deployed Node.js are Netflix, Microsoft, Trello, LinkedIn, Walmart, Uber, Medium, Groupon, Ebay and NASA.

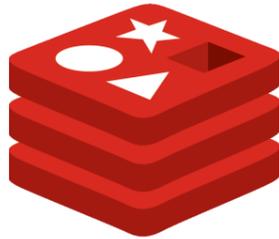


2. React.js



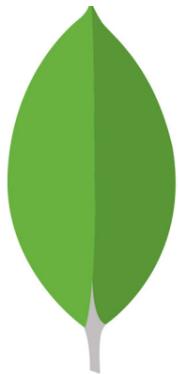
React.js is a front end open source library and is immensely popular because of its simplicity and large community support. It has a superior view rendering performance compared to competing technologies. Since React.js only deals with the view layer, there is a clear separation of concerns. React.js is a component based structure, making it very useful for coding small re-useable application. Its uses Virtual DOM (VDOM) for better response to client interactions. React.js is currently being used in production applications by Facebook, Instagram, PayPal, Uber, Airbnb and many other top fortune companies.

3. Redis



Redis is an open source (BSD licensed), in-memory data structure store, used as a database, cache and message broker. Since it stores everything in memory, we can store frequently requested API resources that do not change too often in the cache and serve the client requests from that cache server which greatly improves API response time and gives users smooth experiences on the application platform. It is the best among all the other caching servers. Its execution time is the fastest and most preferable cache.

4. MongoDB



MongoDB is a NoSQL database. Compared to relational databases, NoSQL databases are more scalable and provide superior performance, and their data model addresses several shortcomings of the relational model. Since MongoDB is schema-less, it provides flexibility that a traditional SQL database cannot.

Technology Stacks for Mobile:

1. Android
2. Swift



Server Deployment Stacks

5. NGINX



Nginx is a very popular and most commonly used web server in the world. According to the Nginx website, it powers almost half of the world's busiest websites and applications. Since Nginx relies on an asynchronous events-driven architecture, it can handle large number of concurrent connections. Nginx popularity is due to its light-weight resource utilization and its ability to scale easily on minimal hardware. Nginx is very good at serving static contents and for reverse proxy.

6. AWS Infrastructure



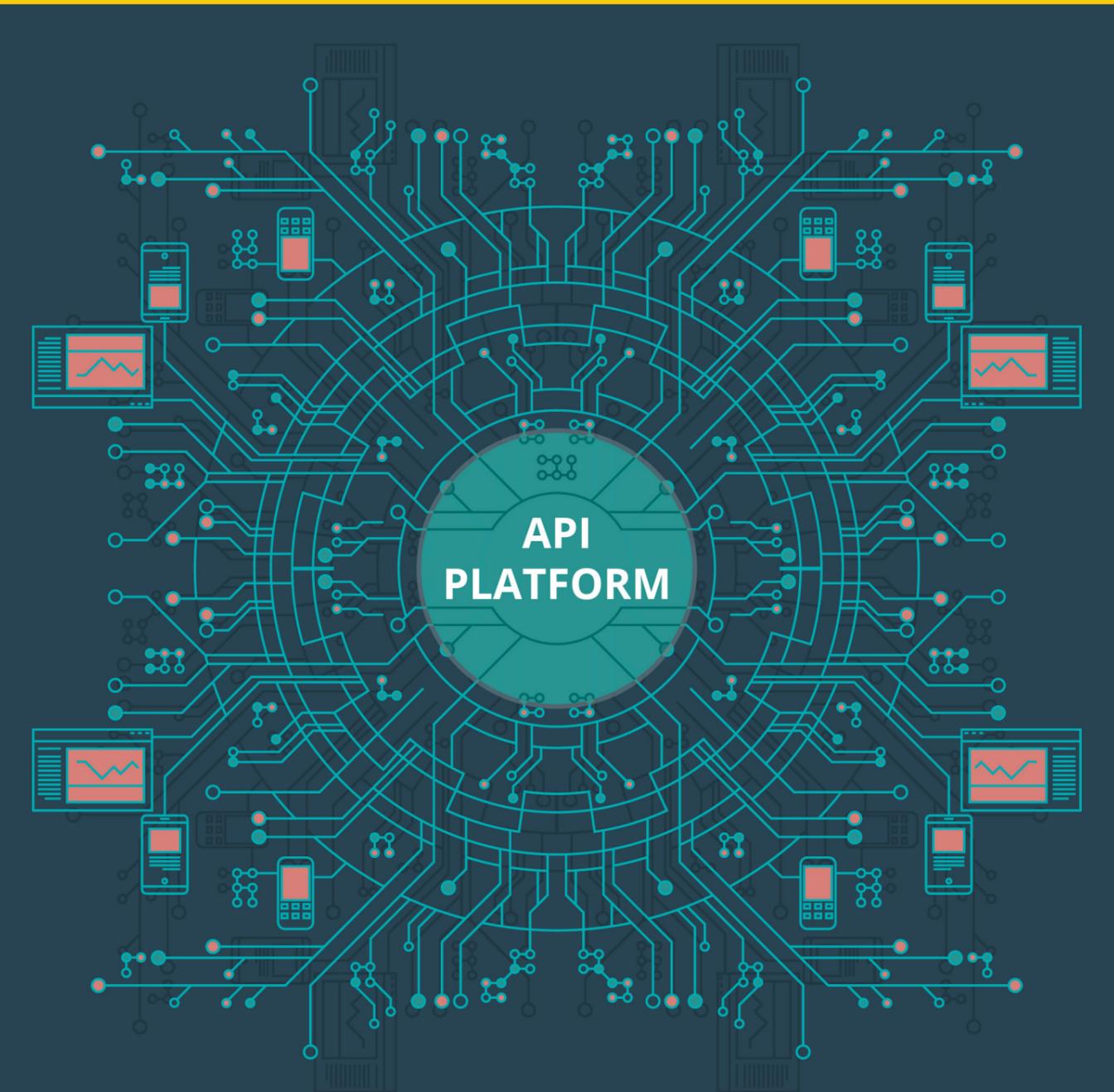
Amazon's AWS infrastructure is known for its robust security, scalability, reliability, flexibility and cost-effectiveness. AWS is designed to allow customers to quickly and securely host the applications on to the server. AWS enables us to select the operating systems, programming language, web application platform, databases and many other services. AWS provides the SLA of 99.99% for server uptime.

Using AWS tools, Auto Scaling and elastic load balancing, we can handle the client requests based on demand.

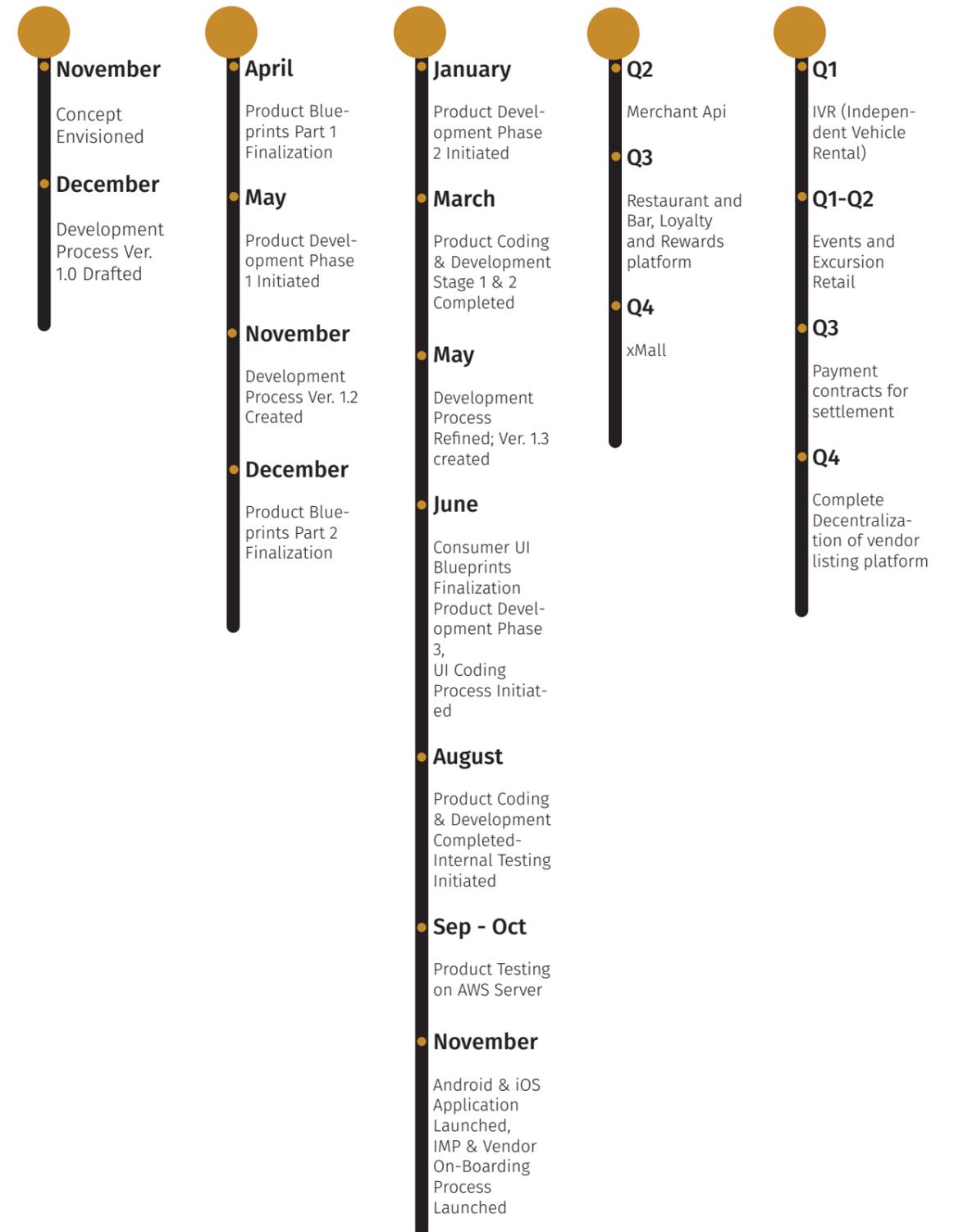


API Platforms

- 1. Twilio
- 2. AWS SES
- 3. Firebase
- 4. Apple APN
- 5. Google Recaptcha
- 6. Google Analytics
- 7. Google Places API
- 8. Google Maps API



8. Road Map & Plan



9. Leadership Team

HOB KHADKA,

FOUNDER AND CEO

Hob Khadka is the Founder and CEO of XcelTrip. As a well-known Bitcoin evangelist, a serial entrepreneur, an inspiring venture capitalist, he is a game changer for Blockchain start-ups in Silicon Valley and worldwide. Hob's business operations span over 20 countries.

Hob has founded and served as the CEO for multimillion dollar companies. He has over 15 years of successful career-spanning business management, strategy, innovation and investment management in the United States, Europe and Asia.

As a passionate venture capitalist, Hob has invested in more than 23 Blockchain and AI start-ups, while building an exciting ecosystem for budding entrepreneurs globally.

Hob is admired for his candor, integrity and innovative mindset, and he actively devotes his time to teaching and educating youths on these topics.

Hob is now on a mission to create a "one of a kind" decentralized ecosystem that will change the global travel and hospitality landscape.

The passion to help people succeed, never-say-die attitude, incredible work ethic, and boundless optimism are the talents Hob uses to inspire leaders worldwide. We welcome you to tune into Hob's global perspective and subscribe to his proven ideas and systems that can help you excel to the top!

OFFICIAL DOMAINS:

HOBKHADKA.COM, XCELTRIP.COM



JAIMINI (JAI) DWIVEDI

Co-founder and COO

Jai has accounting degree, and he is an ISO certified MIS Auditor. He has over two decades of broad experience in commodity, textile, sporting goods, hospitality, FinTech and business development on four continents. He has extensively travelled within South and Southeast Asia, and he is very knowledgeable about the market and business opportunities in these regions. He speaks and writes fluent English, Thai, Gujarati and Hindi.

ROGER ADHIKARI

Co-founder and CFO

Roger brings over 25 years of business management experience, including 10 years as a corporate finance and management consultant. Some of the notable companies he has worked and consulted for have been United Airlines, Cisco system, JDS Uniphase and Hewlett Packard. Additionally, he has consulted for several software and hardware startups, as well as biomedical companies. Prior to joining the consulting world, he was a commercial pilot, flight instructor and aircraft maintenance director.

Besides holding a commercial pilot and advanced instructor's license from Fort Worth, Texas, he has Bachelor of Technology degree from Vaughn College of Aeronautic Engineering, New York, and an MBA in Finance from Holy Names University, California.

KIRAN GAUTAM

CTO

Kiran has 25 years working experience in the field of information technology, out of which 15 years have been with technology companies like Hewlett Packard, IBM, National Semiconductor and Cadence Design Systems in the San Francisco Bay Area. He has experience in the digital payment and e-commerce space as a national level policy consultant, and also as the CTO of a mobile payment company. Kiran has many years of experience in distributed and cloud technologies, and he is self-professed cryptocurrency evangelist.

Kiran was actively involved during the development of the internet in the early and mid 90s and was instrumental in setting up Internet Service Providers (ISP) in multiple countries in Asia. He has also worked for technology companies in Australia and in the South Pacific Islands. Kiran is a certified datacenter design expert and a founding partner at Paramarsha.k, an advisory services company. Kiran has a graduate degree in Computer Science and Engineering and a postgraduate diploma in Systems and Network Management.

KUMAR PANDEY

Blockchain Tech Advisor, San Jose, USA

Over 20 years of hands on software development experience with focus over last 10 years in fintech. As a first employee and chief architect, developed the payment platform for Clip Inc (clip.mx), a very successful fintech startup in Mexico. As Chief Architect at Visa spear headed some projects such as game subscription system. Designed, developed and helped deploy it at fortune 500 companies.

NORM STECKLEIN

Advisor, San Francisco, California

Norm hails from San Jose, California. He is a retired Chief Executive Officer (CEO) of a technology manufacturing company in San Jose. Prior to leading the company, Norm was the Executive Vice President of Marketing for the same company, and had held several different executive positions in other electronic manufacturing company in the US.

As an avid global traveler, for business as well as pleasure, Norm brings over four decades of traveling perspectives to XcelTrip.

SCOTT HUGHES

Blockchain Legal Advisor Los Angeles

SCOTT D. HUGHES, ESQ.

<http://www.scotthugheslaw.com/>

Scott Hughes is a Blockchain and digital currency investor and board advisor to a few select Blockchain companies. He graduated from the Blockchain Academy in London, England. He was the author of a law review article, "Cryptocurrency Regulations and Enforcement in the U.S." in 2017, and has presented "Taxation of Bitcoin and Cryptocurrency in the U.S." to several major investment groups in 2018.

FENG THEN

Legal Counsel, Walkers (Singapore)

walkersglobal.com

Feng Then is a counsel in Walkers' Singapore office where he advises on general corporate and finance transactions. Feng regularly advises financial institutions, sponsors and borrowers on general banking, syndicated lending, asset finance and structured finance transactions, and has a particular focus on the wealth management industry in Asia.

PROF. JANARDAN SUBEDI, PH.D.

Advisor, Boston.

Dr. Subedi is a university Distinguished Scholar and professor at the Department of Sociology and Gerontology, Miami University of Ohio, USA. His research focuses primarily on issues related to health and health care. He has established himself as an internationally recognized scholar of global health and medical sociology.

He is also an effective teacher who has contributed significantly to creating global educational opportunities for many universities in the US. And he is now actively pushing Blockchain education in universities in the United States. As a sociologist, Dr. Subedi has the unique ability to observe and recognize factors which are responsible for social change, and opportunities which are associated with such changes. Of course, XcelTrip is not an exception.

JEREMY LEE

Advisor, Singapore

Jeremy has been an entrepreneur for over 2 decades, with a wide range of experience in the global financial technology and Health care fields. Jeremy has been at the head of some of the fastest growing companies across Asia driving their business strategy and growth. In recent years, driven by a passion and belief in technology, Jeremy has been increasingly involved in the financial technology (FinTech) and regulatory technology (RegTech) fields.

RAGHAVENDRA SHESHAMURTHY

Advisor, Bangalore, India

Raghavendra Sheshamurthy is the Founder, CEO of Luxeveda Brand Services Pvt Ltd. He is an Alumnus of the MBA Luxe, ESSEC Business School, Paris and brings over 18 years of Brand Marketing, Business Strategy and Technology Integration expertise gained around the world. He has worked with and consulted the top blue-chip companies such as LMVH, Diageo - United Spirits, Bacardi, Airtel, Ogilvy & Mather, Titan, IMB, Unilever, Kingfisher, American Express, 45R Japan, 3M and others across Asia, USA, Europe and South Africa.

CHRISTINA E SMITH

Advisor, Seattle, Washington, USA.

Directional Strategist, Performance Coach, Production and Marketing.

Her career spans over three decades as an entrepreneur. In 2008 she launched her own consulting firm, Tulip McGee, Inc., comprised of individuals in many fields of expertise. She has produced exemplary documentaries, and has written books and motivational courses.

tulipmcgee.com, invisibletruth.com, <https://youtu.be/LGN-WBXXoFY>, https://youtu.be/qtC_vsabfOc
<http://amzn.to/2G49HrS>, <http://amzn.to/2oS8kVL>

JORGE RODRIGUEZ

CyberSecurity Advisor

Jorge Rodríguez is passionate about the information and technology sector. He has been an ethical hacker since age 12, expert in computer security, Blockchain developer, and project-marketing-social manager. Jorge Rodríguez has worked with large multinationals and has discovered security holes in the most reliable systems on the planet. He is passionate about security and Blockchain. As his main values, he is helping people to be safe, and is adding value to the global internet network.

CULLEN BOND

Communication Manager

Cullen bond is a hands-on manager, who is aggressive and thorough with passionate ideas on how to bring improvements, and cater to the team as a leader servant. He is a software engineer and digital marketing expert with over 8 years of professional technical experience. He is an avid crypto-trader and analyst. He has thorough experience making things simple and working through complex problems.

EDMUND NG

DM Executive

Experienced in the fields of Search Engine Optimization (SEO), Video production & marketing, Facebook marketing & advertising, Google Adwords, digital marketing & entrepreneurship - based on my various job experiences, as well as running my own companies over the past 10 years.

Resources:

1. <https://www.economicgreenfield.com/2017/04/28/velocity-of-money-charts-updated-through-april-28-2017/>
2. <https://www.statista.com/topics/962/global-tourism/>
3. <https://www.forbes.com/sites/apaul/2017/11/27/its-1994-in-cryptocurrency/2/#75a3187a8cf0>
4. https://books.google.com/books/about/Cryptoassets_The_Innovative_Investor_s_G.html?id=-5AtDwAAQBAJ&hl=en
5. <https://www.giftz.network/>
6. <https://www.orioncoin.io/>
7. <https://0xproject.com/>
8. <https://kyber.network/>
9. <https://www.airswap.io/>
10. <https://www.bancor.network/>
11. <https://medium.com/@web3/investigating-short-term-scaling-solutions-for-ethereum-a5951fee8967>

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