

10 April 2018

# COOL COUSIN

*enhanced travel experiences  
powered by a decentralized  
P2P travel agency, optimized  
for the millennial traveler*

Cool Cousin whitepaper v1.9

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# overview

In this paper, Cool Cousin, a VC-backed travel company, presents its vision for CUZ - a decentralized ecosystem that uses smart contracts to guarantee the direct and secure exchange of knowledge and services between travelers and locals around the world, with the goal of propagating fantastic travel experiences.

Use of the internet and reliance on it as a resource puts users in a precarious position, now more than ever. No generation before has had access to so much information, with so little ability to make good use of it. Powerful agendas, fake news, an overload of choice and the financial interests of a handful of large stakeholders influence the content we're exposed to. Ultimately, we are not as free as we like to imagine. And yet, just 26 years ago, the internet completely revolutionized our lives and opened up so many great opportunities for consumers.

Tourism, one of the world's largest industries with market value of over \$2.3 trillion in 2016 alone, was one of the first to be dramatically transformed by the internet. Online booking companies such as Priceline (\$85B) rendered high street travel agents obsolete; Airbnb (Estimated \$30B) turned everyone with an extra bed into a semi-pro hotel owner; Yelp (\$3.5B) and TripAdvisor (\$5B) gave consumers a voice, amassing a bank of tens of millions of reviews about every hotel, store and restaurant on the planet, cataloguing and distributing the information for mass consumption.

So far so good.

Nowadays, these giant companies use scale strategies to create sophisticated networks, giving consumers a false sense of variety and reality, when in fact they are in an echo chamber of predetermined options. The economics of this highly centralized industry, with big average purchases and high revenues per-user for low marginal costs, make it a very lucrative and thus a competitive arena. Small to medium size travel companies don't stand a chance. Vast resources are used to manipulate search engine optimization and tweak advertising prices. Market interests which prioritize sales over accuracy and volume over personalization, taint our search results. Our feeds are filled with content we are most likely to pay for, not information leading to the best personal experience for travelers.

To guarantee large numbers of active users, information has largely remained "free" - further cementing a standard which nullifies competition. Ultimately, the business model that upholds these companies devalues the information they offer, and travelers pay the price.

These travelers, especially millennials, have become painfully aware of the biases and manipulations within the travel industry. A recent article on Vice<sup>1</sup> that demonstrates

the ease with which someone can turn their backyard shed into the top rated London restaurant on Tripadvisor, is just one in a myriad of examples that kindle such mistrust. In an effort to avoid time-consuming research, people are reverting to pre-internet tactics of information sourcing - from reaching out to friends to paying travel agents<sup>2</sup>. A Nielsen study found that 82% of responders prefer recommendations from someone they know<sup>3</sup>, and in the US, 22% of traveler used travel agents to book their trip in 2016, up from 14% in 2014<sup>4</sup>. At the same time, 34% of millennials used a travel agent, up 19% from 2011. Those who stick to surfing the web, visit an average of 28 different websites in 76 online sessions over a period of 53 days<sup>5</sup>.

Travel agents today focus mainly on luxury markets and business travel, charging hefty premiums for the personalized service and expert information they provide<sup>6</sup>. Despite their expensive services that don't suit most travelers, over a third of millennials say they will use a travel agent the next time they travel<sup>7</sup>. This internet savvy generation and the fastest growing segment of travelers, is willing to pay a stranger with inbuilt biases who knows nothing about them to make travel decisions for them<sup>8</sup> - anything but spend the hours it takes to find valuable intel.

Now, millennials have an optimized go-to service. Cool Cousin has established itself as an alternative for travelers where they can easily access information they need by directly connecting with locals - aka Cousins. Since we launched with a Beta version in July 2016, more than 500K travelers have used the service to explore over 65 cities worldwide with personalized trusted guides and tips received directly from Cousins.

With double-digit growth in monthly users and a community of over 1,000 Cousins, Cool Cousin is ready to take its next big leap. By building a decentralized ecosystem of locals and travelers around the world, powered by a new cryptocurrency called CUZ, Cool Cousin is establishing the grounds for a new travel agent: our Cousins. In this ecosystem, Cool Cousin is granting travelers easy access to personalized time-and-money-saving services and information suited to their taste, while giving locals the opportunity to use their unique knowledge as a source of income. As Airbnb enabled people with an extra room to be hosts (not hoteliers) and Uber allowed car-owners to be independent transport drivers, we equip city influencers with tools to offer information and services and to find demand. With a growing user base and thousands of daily interactions waiting to be tokenized, Cool Cousin is perfectly positioned to become a place where mainstream travelers adopt cryptocurrency by taking part in our thriving global network that provides superior travel services, powered by the crypto token CUZ

# legal considerations, risks and disclaimer

## summary

IMPORTANT NOTICE: PLEASE READ THE ENTIRETY OF THE “Legal Considerations, Risks and Disclaimer” SCHEDULE CAREFULLY. WE RECOMMEND YOU CONSULT A LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S) OR EXPERTS FOR FURTHER GUIDANCE prior to participating in the Cool Cousin token sale outlined in this White Paper.

Please note that this is a summary of the legal considerations, risks and disclaimers schedule that can be found in the following [\[link\]](#), and which you must read in full before: (i) making use of this White Paper and any and all information available on the website(s) of Cool Cousin (the “**Company**”) and/or (ii) participating in the Company’s token sale outlined in this White Paper (the “**Token Sale**”). Any undefined capitalized terms below shall have the meaning set out in the “Legal Considerations, Risks and Disclaimer” schedule. This summary should not be relied on in place of reading the “Legal Considerations, Risks and Disclaimer” schedule in full.

The “Legal Considerations, Risks and Disclaimer” schedule applies to this White Paper and any and all information available on the Website. The contents of the “Legal Considerations, Risks and Disclaimer” schedule outlines the terms and conditions applicable to you in connection with (i) your use of this White Paper and of any and all information available on the Website; and/or (ii) your participation in the Token Sale, in each case in addition to any other terms and conditions that we may publish from time to time relating to this White Paper, the Website and the Token Sale (such terms hereinafter referred to as the “**Terms**”).

The information set forth in the “Legal Considerations, Risks and Disclaimer” schedule may not be exhaustive and does not imply any elements of a contractual relationship. While we make every reasonable effort to ensure that all information: (i) in this White Paper; and (ii) available on the Website (collectively referred to as the “**Available Information**”) is accurate and up to date, such material in no way constitutes professional advice.

The Company does not recommend purchasing Tokens for speculative investment purposes. Tokens do not entitle you to any equity, corporate governance, dividends, voting or similar right or entitlement in the Company or in any of its affiliated companies. Tokens are sold as digital assets, similar to downloadable software, digital

music and the like. The Company does not recommend that you purchase Tokens unless you have prior experience with cryptographic tokens, blockchain-based software and distributed ledger technology and unless you have taken independent professional advice.

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

In no event shall the Company or any current or former Company Representatives be liable for the Excluded Liability Matters.

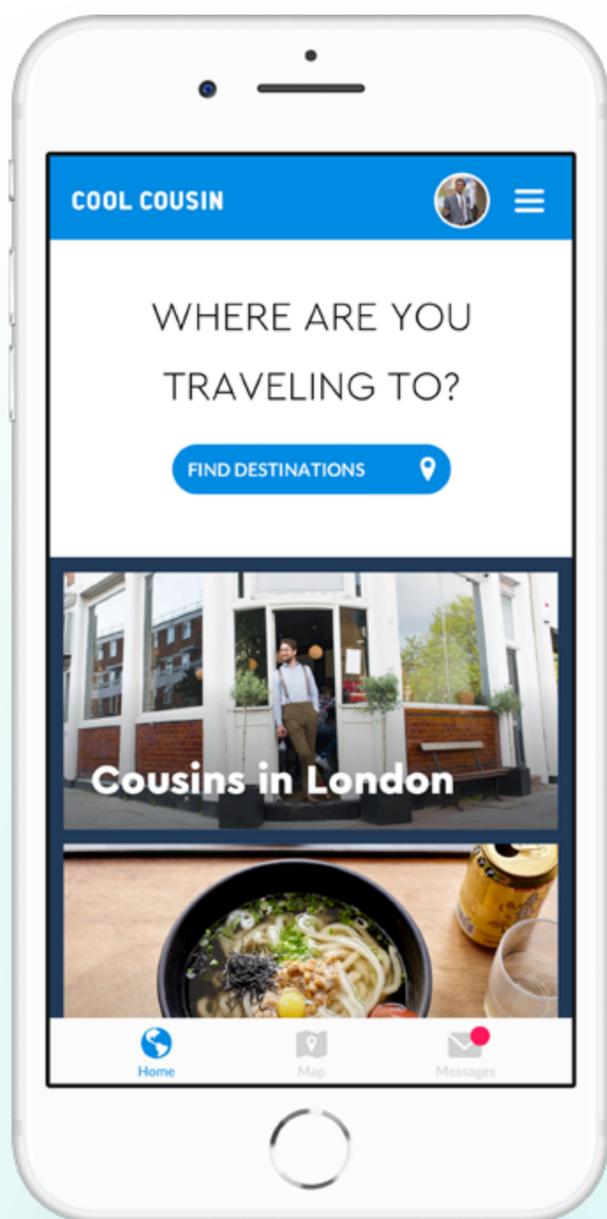
The Company does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in the Available Information.

You should carefully consider and evaluate each of the risk factors and all other information contained in the Terms before deciding to participate in the Token Sale.

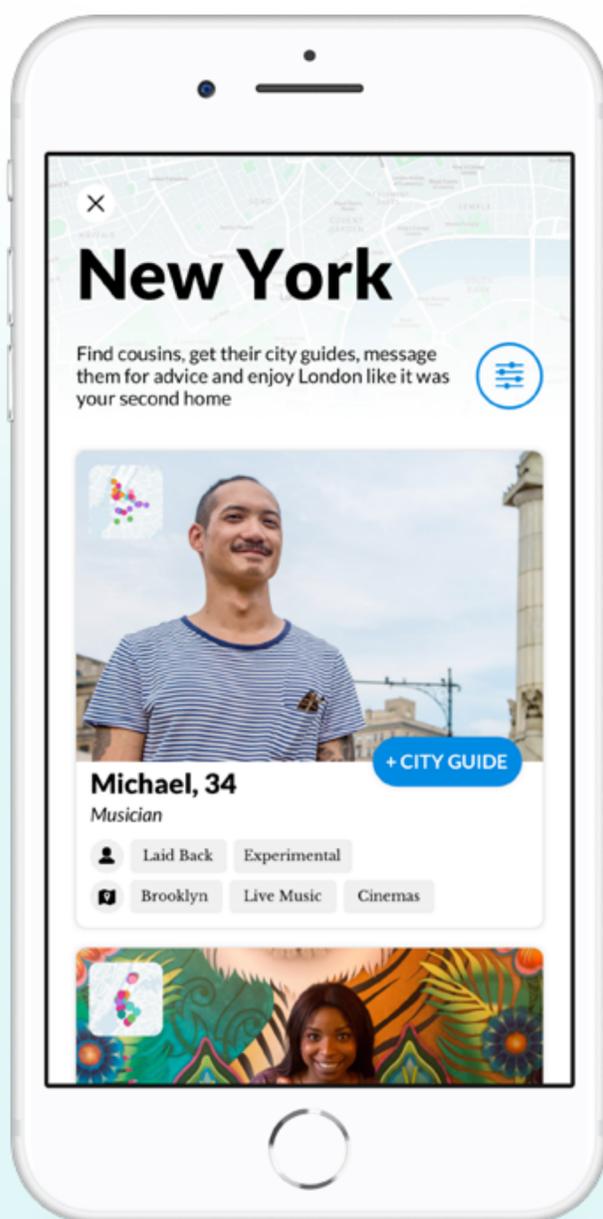
# Cool Cousin — a growing company

Cool Cousin is the closest thing to having a friend in every city in the world. The most valuable source of information about a new destination is a local friend - a trusted insider who knows your taste and can direct you to places that suit you. Unfortunately, we don't have a local friend in every city we visit, and online information and services fail time and again to provide us with a good alternative.

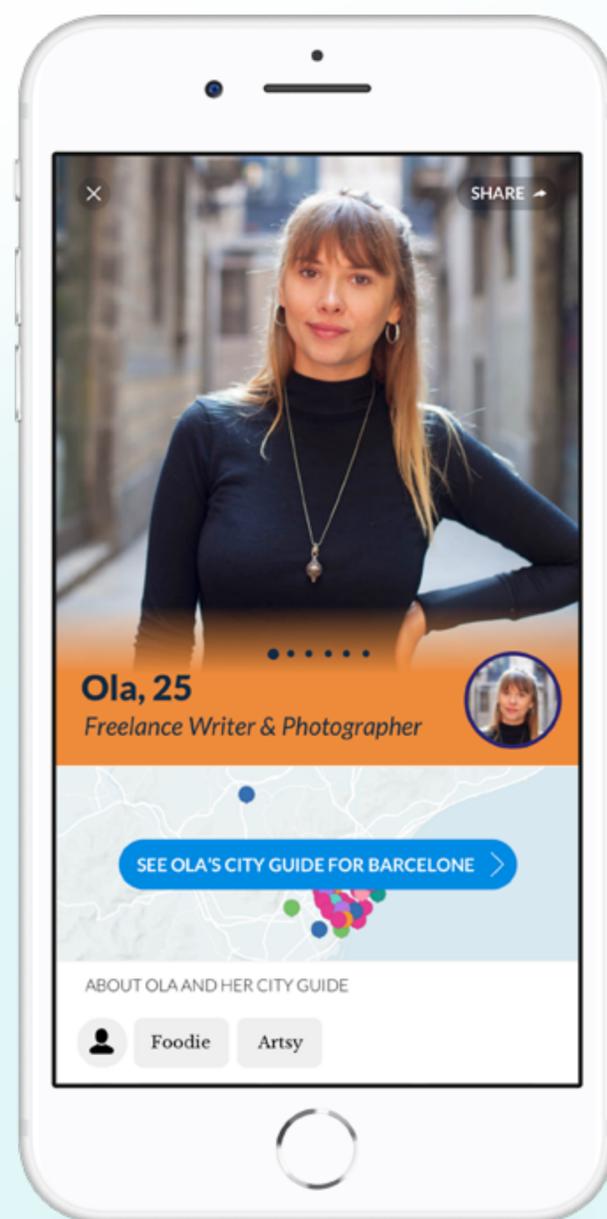
Founded as an antidote to the growing frustration experienced when trying to discover relevant places and activities in a new city, Cool Cousin directly connects travelers to like-minded locals - aka Cousins - for an open and unbiased exchange of treasured local knowledge. Using the service, travelers can search through a list of Cousins in over 65 destinations, and find those who are the right fit for them. Each Cousin has a distinct guide to their city with their favorite neighborhood spots and local businesses, available online and offline. Travelers searching for something specific, like cheap tickets to a football match or a nearby bar hosting a cool local band, can also reach out to their Cousins directly for personal on-demand assistance.



**A** Choose a destination and get a local's insider guidance

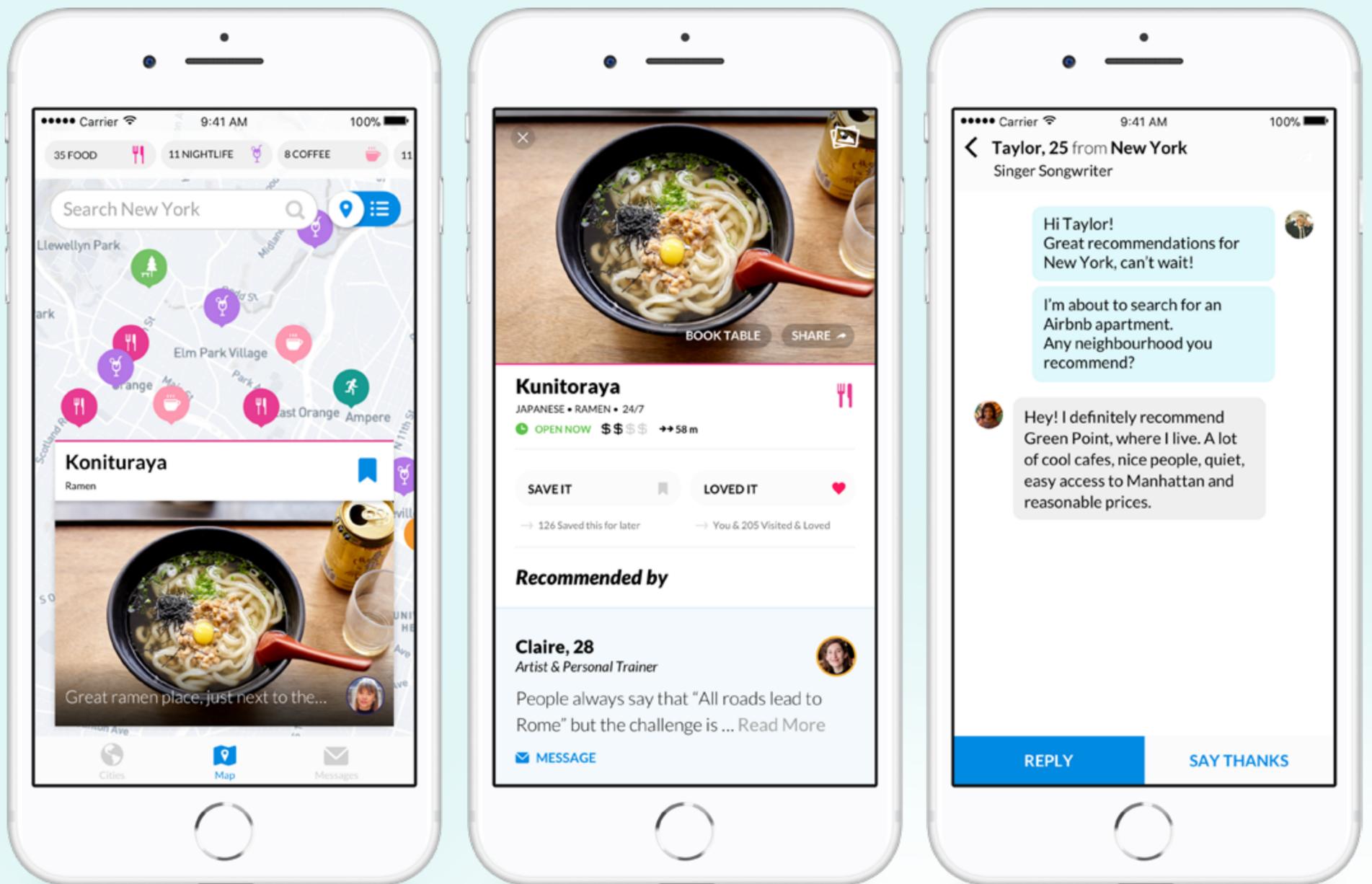


**B** Browse our community of locals who we call Cousins



**C** Filter by bio, age, photos, tags and preferences, and connect with Cousins who suit your taste

FIGURE 1

**D**

Select a Cousin and get instant access to their city guide, available online and offline as a map or list

**E**

Get your Cousin's personal recommendation for the spots they love and save places from all Cousins to curate your own list

**F**

For personalised guidance that is customized to your needs, message your Cousin and get advice straight from a local in the know, within a few hours

FIGURE 2

## the Cool Cousin app — web & iOS

Travelers using the iOS and web versions of Cool Cousin can access unique city guides curated by 1,000± Cousins in 65+ cities, filter the guides by age, bio, sex and categories, and reach out to their selected Cousins for tailored advice. To date, we've released 60 updates for the fully-native iOS app since its launch in July 2016, and launched a fully-responsive progressive web app in June 2017.

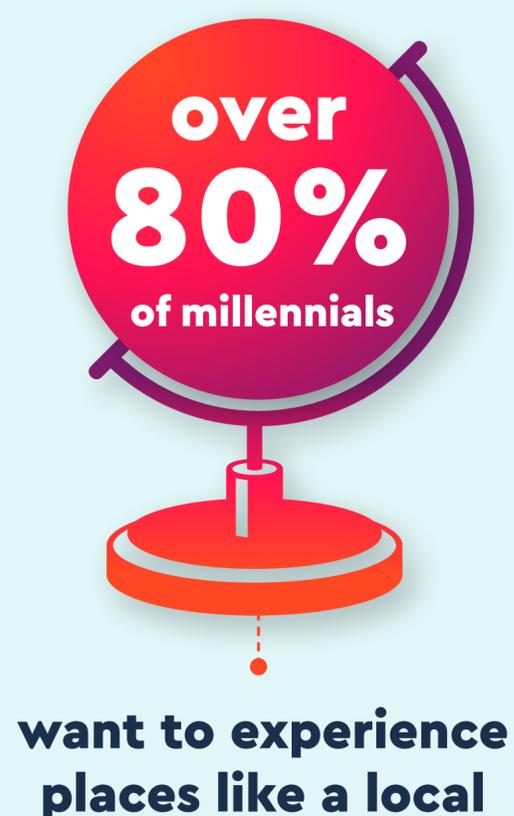
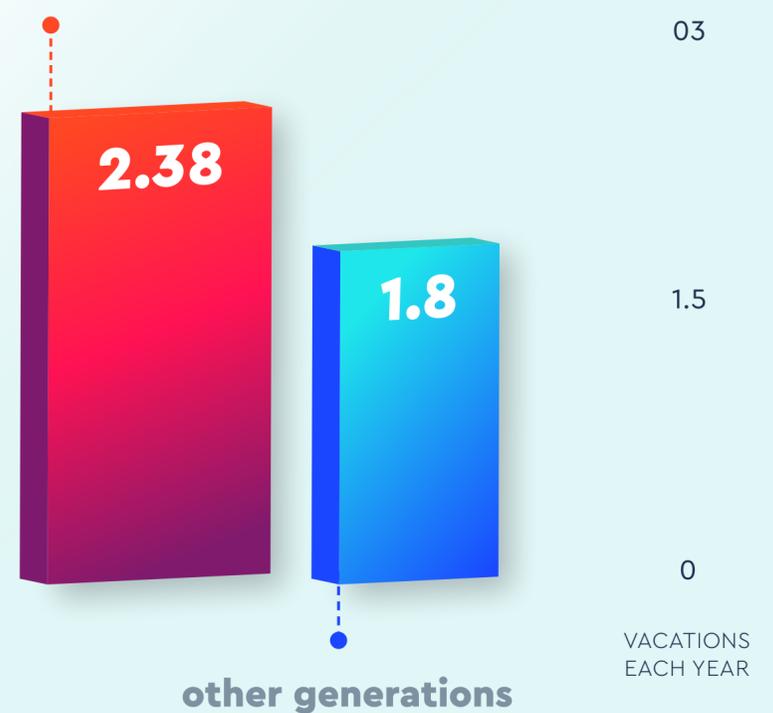
## millennial travel habits

Millennials, the largest living generation, are known for their increased spending power and a decreased desire to purchase products, making them a considerable driving force of the flourishing tourism industry. Overall, this generation spends an average of 35 days of travel and 2.38 vacations each year - 24% more than Gen Z and 25.5% more than Boomers - and a greater percentage of their salary on experiences<sup>9</sup>. For this reason, millennials are Cool Cousin's main target audience and the service's core user base.

### millennials are on vacation more days each year



### millennials take 40% more vacations



## operating in a huge market

Travel & Tourism accounts for 10% of the world's GDP, and 1 in every 10 jobs. When the first commercial jet debuted in 1950, there were around 25 million international tourist arrivals worldwide<sup>11</sup>. Today, the number has risen to 1.24 billion, generating \$2.3 trillion in direct revenue. In 2016 alone, Travel and Tourism indirectly contributed \$7.6 trillion to the global economy, or 10.6% of the world's total GDP<sup>12</sup>.

### travel industry growth

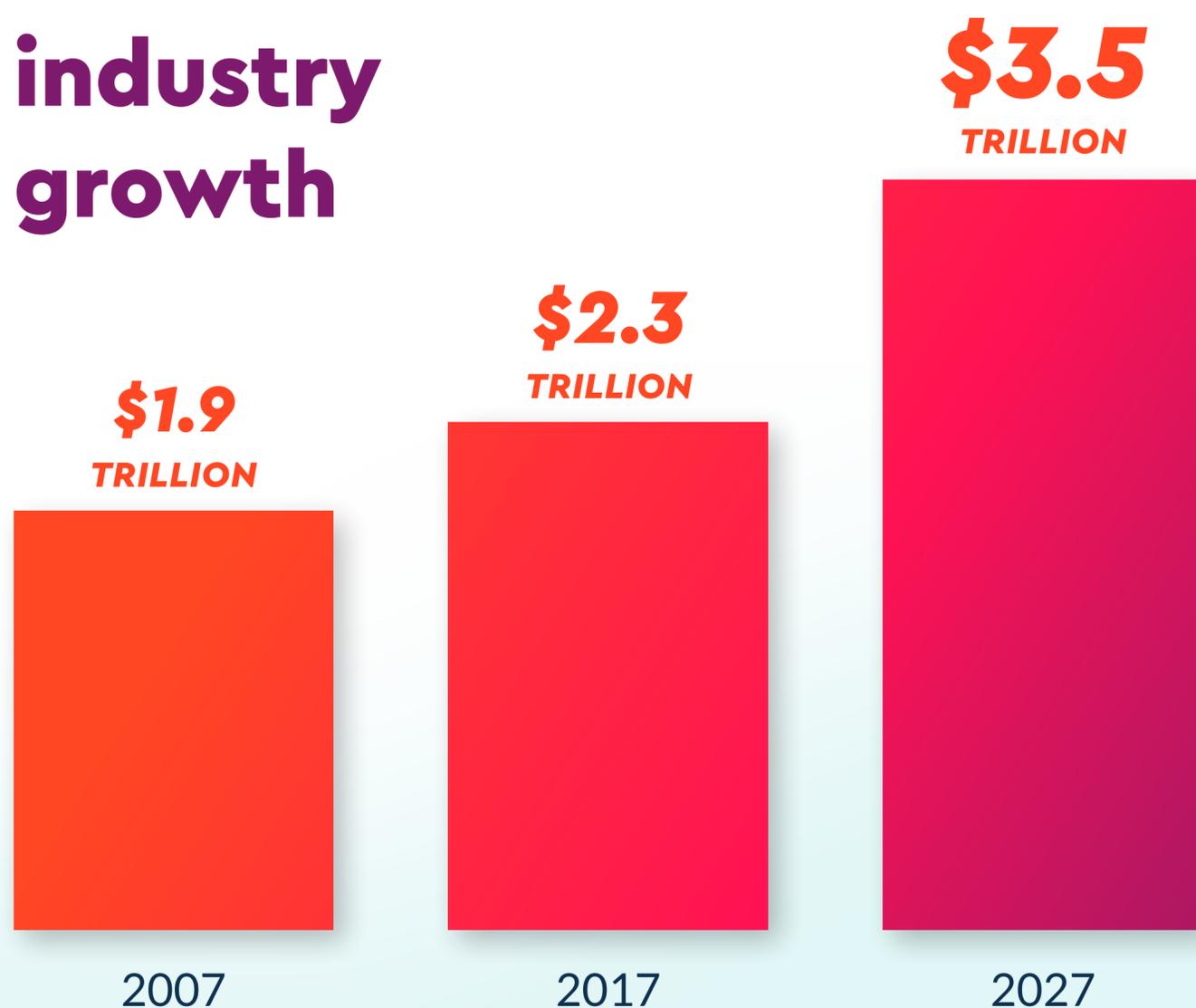


FIGURE 4<sup>13</sup>

*in direct contribution to world GDP*

## growth in numbers

### OUR GROWTH

With over 100K users per month, Cool Cousin has been growing in double digit numbers since first introduced in 2016. Crowned by the National Geographic, New York, LA Times, The Guardian and USA Today as a “must app for travelers”, Cool Cousin has managed to stand out as a promising new player in the highly crowded travel arena. Our distinct approach considers discovery through people the best way to get personalized and more authentic experiences<sup>14</sup>.

### USER GROWTH

Cool Cousin has seen steady user growth since its launch in Q3 2016. In Q3 and Q4 of 2017 the company has seen exponential growth of 220% rooted in the launch of our web app and expansion to new destinations.

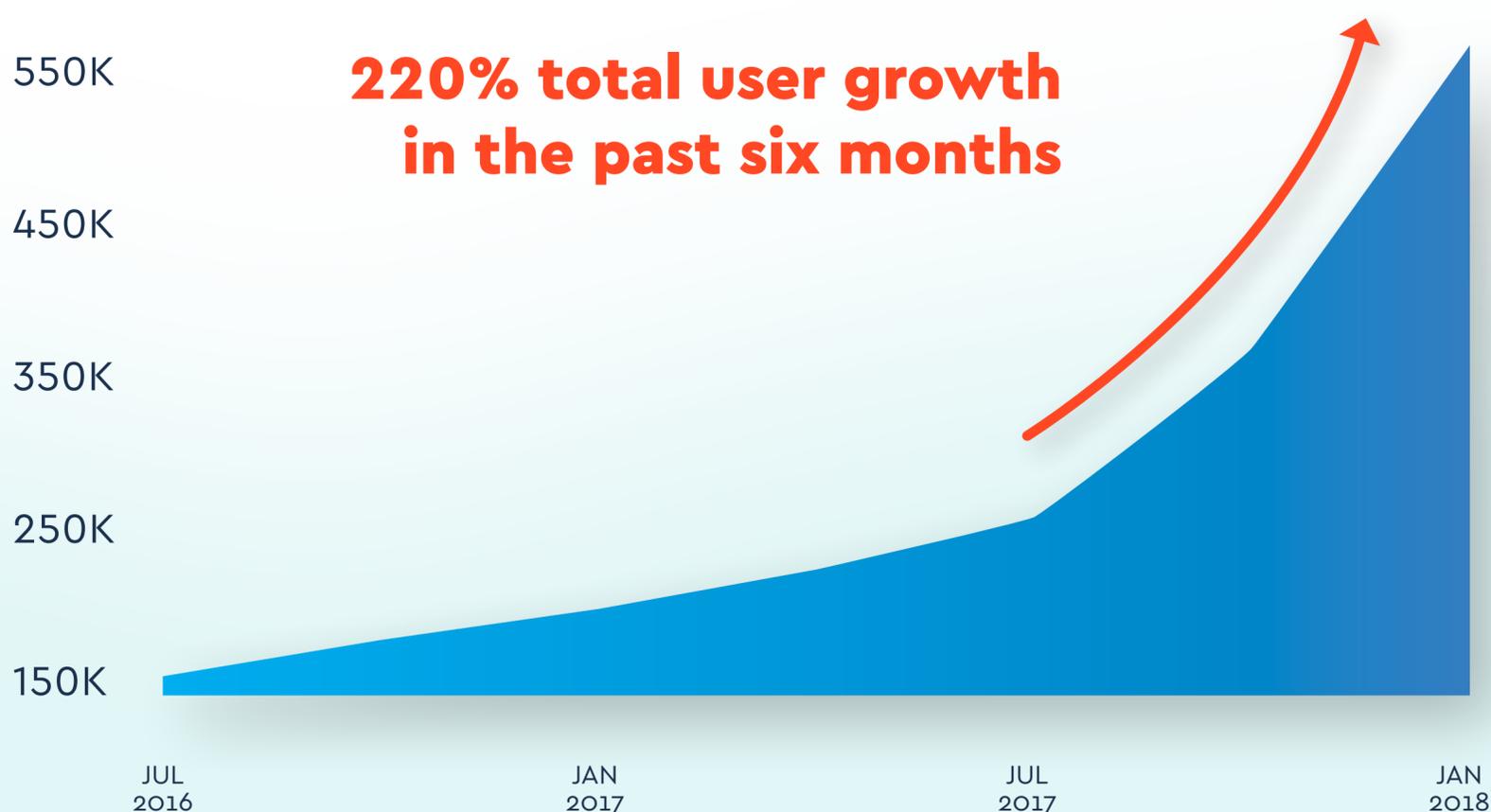
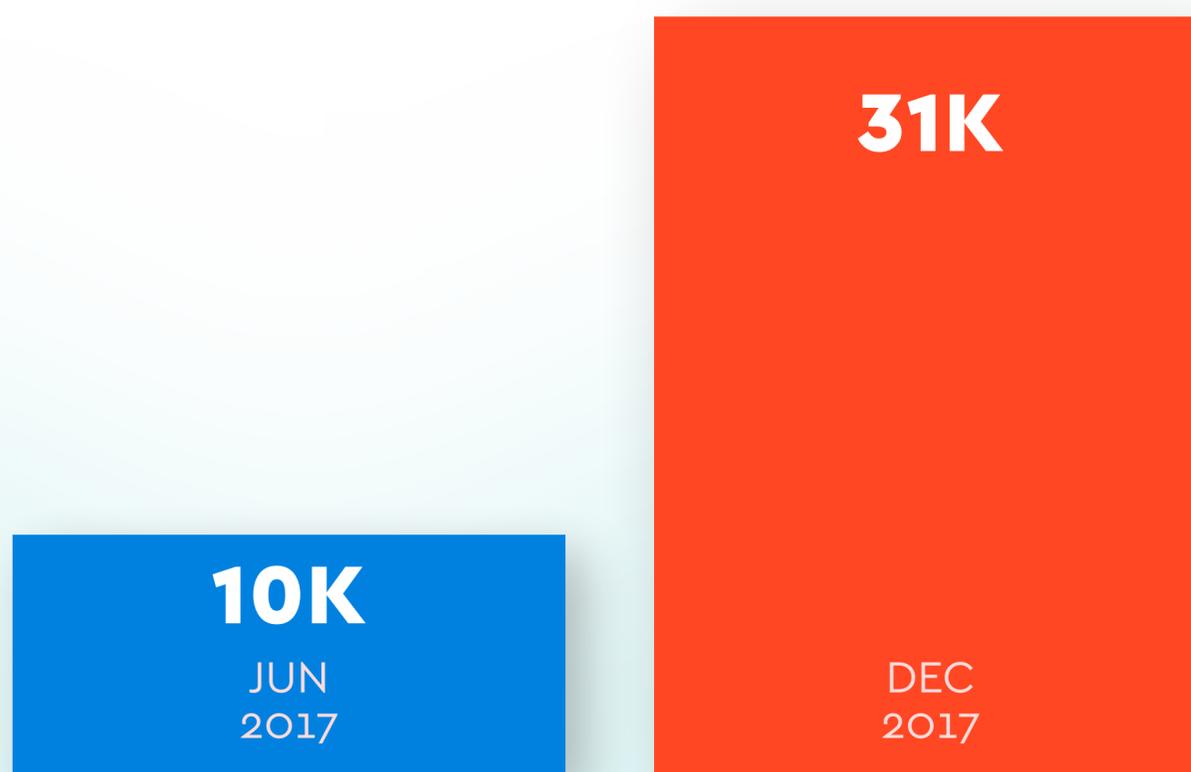


FIGURE 5

## GROWTH IN COUSIN-TRAVELER INTERACTIONS

In the last 6 months we have witnessed a 310% growth in the number of quality interactions between Cousins and travelers: Thousands of our city guides are referred to and inquiries for personalized advice are made on a daily basis.



**Cousin-traveler interactions  
grew over 310%  
in the past six months**

FIGURE 6

*in the press*

**“This app is so good  
I’m surprised it’s free”**

*Los Angeles Times*

**“This app is perfect for travelers who  
don’t have any cool Cousins of their own”**

*The New York Times*

**“This startup might be onto something”**

**TC TechCrunch**

“It’s a ready-made itinerary from  
a kindred spirit, rather than a tired  
tourist trap top 10”

**PCMAG.COM**

**“This is the app  
you need”**

**Business  
Traveller**

**App of the Day  
on the Apple App Store**



**Top 10  
Apps You Need**

**NATIONAL  
GEOGRAPHIC**

**Best 7  
Navigation Apps**

**TRAVEL+  
LEISURE**

**2017 Best New  
Travel App**

**USA  
TODAY**

## a growing community

Our community of Cousins is the beating heart of Cool Cousin - they create the content, answer travelers' questions and are the driving force of the company's growth. They come from a diverse range of backgrounds, and each one has a set of unique experiences that can be unlocked in a single click. Since the company's early days, Cool Cousin attracted demand from locals who wanted to join the community and become Cousins in their hometown. These numbers have steadily risen, and in 2017 alone, over 6,000 people from more than 300 different cities applied to become Cousins. Such demand required the optimization and streamlining of our Cousin onboarding process, enabling growth from 400 to 1,000 Cousins in just 6 months. Every week we onboard dozens of new Cousins and open and launch a new destination every 5 days, with plans to reach 1,500 Cousins in 100 destinations by spring 2018.

FIGURE 7

### 250% community growth in the past six months



• number of Cousins

FIGURE 8

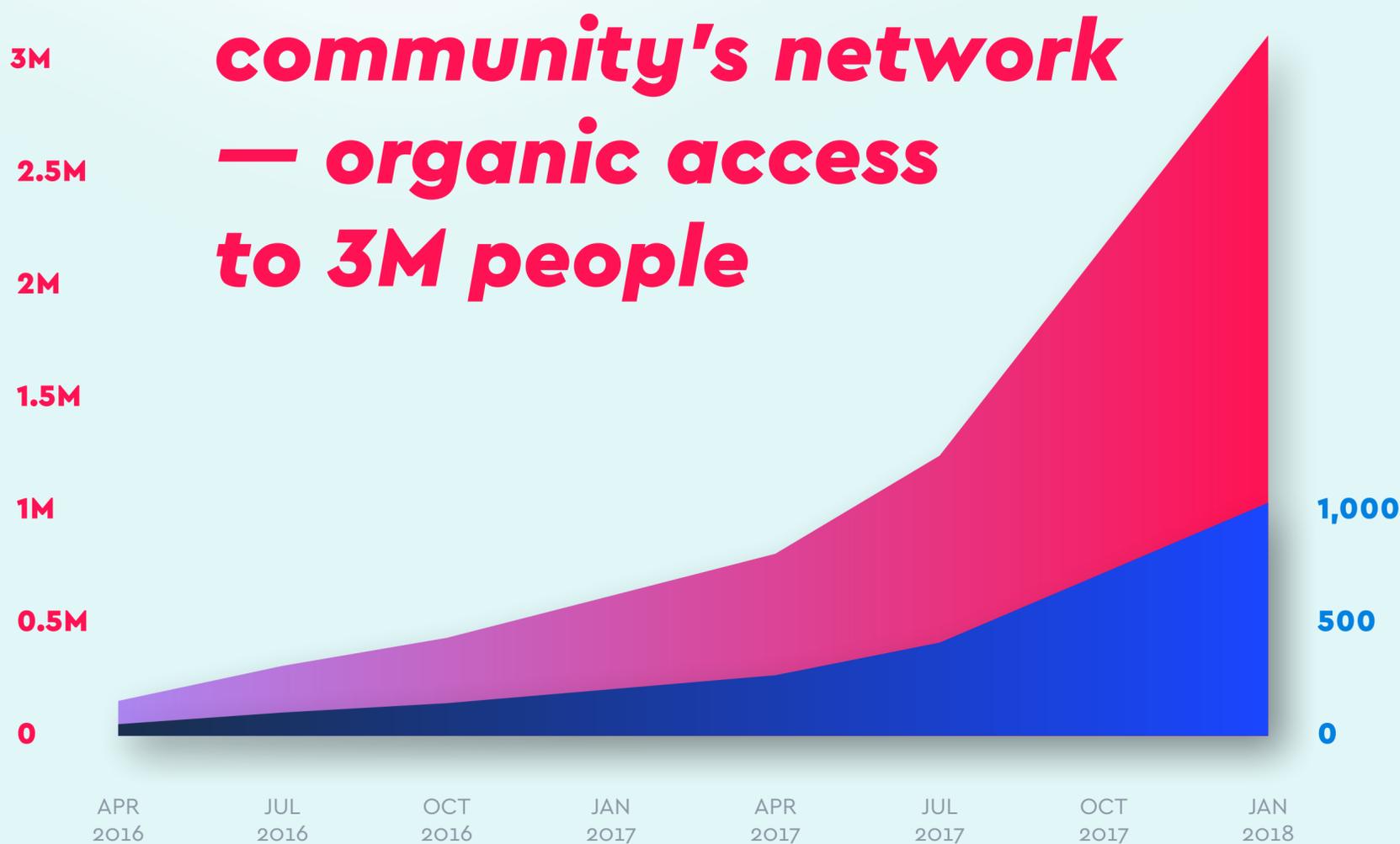
### in the past 3 months a new city is launched every 4.5 days



• number of cities

Apart from creating all of Cool Cousin’s content and sharing their knowledge with travelers, our community of Cousins is also an important marketing channel that drives Cool Cousin’s organic growth. Each Cousin grants us access to their network of thousands, facilitating organic user acquisition and exposure to the Cool Cousin brand, for 0 dollars. As our community grows, so does our potential organic reach, expected to double itself from the current 3 million by spring 2018.

 <p><b>1,000</b> active Cousins</p>	 <p><b>4,500</b> Cousins in pipeline</p>	 <p><b>1,000</b> applications each month</p>	 <p><b>40,000</b> unique recommendations</p>
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- Cousins' organic reach
- number of Cousins

FIGURE 9



## growth — 80% organic

The traveler audience is one of the most difficult and expensive audiences to target. In order to work around the centralized media channels that demand enormous resources, we have four primary growth channels responsible for 80% of our monthly organic growth: Community, content marketing, search and social media.

### COMMUNITY

Our Cousins are local micro-influencers, who are highly engaged with both their local community and Cool Cousin. They have an inherent interest to share their profiles, creating an organic network effect. Our community has enabled Cool Cousin to establish a scalable marketing channel that generates organic reach, strengthens brand recognition, onboards and re-engages users.

### CONTENT MARKETING

The volumes of fantastic content created by our Cousins drives organic traffic to our platform and puts us in a strong position regarding search engine optimization (SEO) techniques necessary for growth. This editorial content allows targeting travelers and planners alike. By so doing, we can also engage with people who are just looking for inspiring and playful content, reaching over 500K readers a month.

### SOCIAL MEDIA

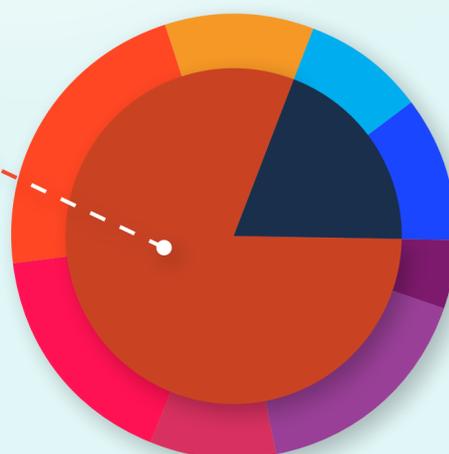
Our content allows us to engage ongoingly with our followers on Facebook, Instagram and twitter, with inspirational content that is highly teasing and shareable. This turns social media to a significant traffic source responsible for 19% of Cool Cousin's new users.

### SEARCH

Cool Cousin is content based service with tens of thousands of recommendations for restaurants, neighbourhoods, bars, parks, museums and more. Our robust reservoir of quality content is ranked high by Google and therefore prioritized over bot generated content. This makes organic search a scalable channel, that already plays a significant part in Cool Cousin's growth, with 21% of all new users.

**80%** organic growth

FIGURE 11



**ORGANIC ~80%**

**10.6% social media**    **22.1% direct**

**17% community shares**    **9.2% search**

**16.5% content**    **5.1% referrals**

**PAID ~20%**

**10.4% promoted content**    **9% ads**

## millennial travelers — Cool Cousin's core audience

Cool Cousin's core user base is comprised of 56% millennials, aged 18-35. More than half of them are from the US and UK. The average traveler connects with at least three Cousins from their destination of choice; they start looking at city guides an average of six weeks prior to their trip and refer to the app at least once a day during their trip. Travelers who use in-app messaging send an average of three messages to their selected Cousins to get personalized guidance.

Cool Cousin has unique insight into what travelers want and need. User feedback and data analysis of hundreds of thousands of travelers, allows us to continually optimize our platform and services to provide users with the best possible product. Looking forward, we've received strong validation of travelers' demand for local intel, evident in users' avid utilization of the direct communication channel with Cousins: they contact their Cousins prior to and during their trip to ask for advice about the best areas to book accommodation, events taking place during their visit, ways to purchase tickets and other personal interests.

### why do travelers message Cousins?

 **25%**

accommodation advice  
prior to an upcoming trip

 **15%**

ask advice prior to booking  
a flight

 **12%**

what's happening this week  
and event tickets

 **16%**

travel concerns (safety,  
transport, etc.)

FIGURE 12

# Cool Cousin's vision

## ***becoming the world's largest decentralized travel agency***

Cool Cousin is on a mission to revolutionize the travel industry by connecting travelers with like-minded locals - Cousins - in every city on the planet for an unmediated exchange of personalized information and customized services. By building a **global decentralized ecosystem** of locals and travelers, powered by a **new cryptocurrency called CUZ**, Cool Cousin is establishing the grounds for a **new travel agent**. Our **Cousins** are diverse, independent agents who can monetize their hard-earned city knowledge while saving travelers a great deal of time and money before and during their trips. In time, Cool Cousin will emerge as a sustainable autonomous economy that enables users to access relevant information and a broad range of affordable commercial travel services.

## ***travel agents are making a comeback***

Millennials are using travel agents again: one-third of Millennial travelers are active users of travel agents and intend to use one again in the next two years, a number that's up 19 points from 2011 and 12 points from 2014<sup>15</sup>. This tech savvy, DIY generation has adopted discovery services such as Spotify and Netflix that allow easy access to customized content and they are searching for customized solutions in more markets. With growing paying power and a penchant for time saving, they are willing to pay an expert with local knowledge for a digestible package of trustworthy and personalized information. Surveys show that millennials turn to travel agents to improve the quality of their travel experiences and to save them time, rather than just to handle booking; they want an adviser to help them cut to the chase, and they are happy to pay for it. In fact, 85% of those who used an agent reported satisfaction<sup>16</sup> and 44% millennials believe that paying a travel agent is worth it. With this in mind, it is not surprising that reports show that those who have used travel agents, will do so for more than 50% of their future travel needs<sup>17</sup>. Our data shows that Cool Cousin users are already turning to their Cousins for the very same reasons people seek out a travel agent - convenience, curation and trust.

## **Cousins — the new & improved travel agents**

In a marketplace full of online booking and content services, specialized personal knowledge about a destination is the travel agent's most valuable asset. Such information allows them to offer unique and personalized experiences to consumers seeking to avoid cookie-cutter trips. Our Cousins are best qualified to offer such services: they are on the ground, they know and experience their city first-hand and they have superior digital tools provided by Cool Cousin to optimize and monetize their hard-earned city knowledge. Pro-Cousins will be able to offer a variety of services alongside their personal city guide, such as finding and booking tickets for special events, booking accommodation, making restaurant reservations, building itineraries, providing concierge services and more.

## **introducing the CUZ token economy**

Building on the Ethereum platform, Cool Cousin is introducing an open source cryptographic token named CUZ, which is created for the exchange of travel services and unique local information. As our unit of account and store of value, CUZ will incentivize Cousins to create content and offer services through coin exchange, while allowing all members of the community to benefit from future growth.

In character, CUZ is a pure cryptocurrency of fixed supply. It is fractionally divisible and long-term non inflationary. Only a small portion of the token supply will, however, become liquid in the near future, as part of the CUZ supply is reserved for the Community Pool - a reservoir of CUZ that rewards actions within the ecosystem. Like other cryptocurrencies, units of CUZ will be expected to trade on cryptocurrency exchanges.

### **ONE ECOSYSTEM—TWO ENTITIES**

The Cool Cousin ecosystem is comprised of two entities that are interdependent and tactically separated: The Company and The Community. The Company is responsible for technological and business development that sustain and grow the Community, while the Community creates and oversees content, services, quality assurance, dispute settlements etc. The fees received from transactions will be divided between the two, where Community funds will be distributed through a Rewards Engine, so as to incentivise contributors that improve the ecosystem. The separation of these two entities is critical for the existence of a sustainable decentralized economy, that can both scale the community and assure the quality of its content and services.

## THE COMPANY

The Company facilitates the growth and sustainability of Cool Cousin, overseeing marketing, product development, technological development and business development. The team consists of professionals including developers, designers, and product managers, as well as experienced business and marketing leaders. The Company exists in order to empower the Community to establish a valuable new travel ecosystem that creates value for travelers by offering a real alternative to the aforementioned problems in the centralized travel industry. In the early days, it will set initial community guidelines and facilitate gradual self-governance of the Community.

## THE COMMUNITY

The Community is an autonomous ecosystem consisting of Cousins, Travelers, and other participants, as detailed below. Members of the Community will ultimately validate and approve new content, Cousins, and Services. The Community ecosystem will be powered by a Rewards Engine that rewards participants with tokens based on their contribution to the network. At first, some elements of the Community will be managed by the Company, including approval of new Cousins and editorial tasks. As the Community matures and becomes capable of self-governing, the Company will gradually relinquish responsibilities.

## THE BOARD OF REPRESENTATIVES

The Board of Representatives is comprised of members of the Company and the Community, acting as a tribunal as well as a representative of the different stakeholders in the system. It will act as the bridge between the Community and the Company.

## *participants in the Cool Cousin community*



### **COUSINS**

Locals in cities around the world can create a digital profile on the Cool Cousin platform that will be accessible by travelers. Cousin profiles include information about places in the city, bios and personal preferences. Cousins can earn tokens for keeping their guides up-to-date, for editing their profiles, answering travelers' questions, for promoting Cool Cousin, content creation, answering user questions, onboarding users and Cousins and more. Eventually, Cousins will also earn tokens for platform governance actions such as dispute resolution, content validation, approval of new Cousins, etc.



### **PRO-COUSINS**

Cousins who wish to expand their services can function as travel agents, offering tailored services to travelers in exchange for tokens. (See Cousin Services on page 26.)



### **USERS**

Travelers can get free information from Cousins on the Cool Cousin platform, or buy tokens to purchase extra layers of info and services. They can also earn tokens for different levels of implicit and explicit engagement, and become contributors.



### **CONTRIBUTORS**

Users can become contributors who earn CUZ tokens for actions that add value to the platform, from thanking their Cousins and signing in to a spot, to contributing to the growth of the community by taking photographs for spots, flagging inaccuracies, onboarding new Cousins, changing bad photos, reviewing recommendations and promoting Cool Cousin on other platforms, such as social media. All corrections and suggestions must be approved by the Editors.



## EDITORS

Users who have made enough content contributions that have been accepted by the Community, can earn the status of Editor. Editors will validate Contributors' content corrections in exchange for CUZ tokens. The Board of Representatives will have the final say on content-related disputes.



## BOARD OF REPRESENTATIVES

Voting power in the Board will be divided between the Company and the Community, with the former given 35% and the latter 65% of the capacity. Select Cousins—20% of the most active Cousins worldwide who have been live on Cool Cousin for at least 6 months, have been highly responsive to users and have updated their map at least 3 times—will be able to apply to join the Board of Representatives alongside members of the Company, in order to decide on matters of community standards, conflict resolution, sponsored materials, and Rewards Engine policies.



## BUSINESS OWNERS

In the future, business owners, AirBnB hosts and independent vendors whose businesses have been recommended by a Cousin, will be able to manage their pages on the platform. Promoted content and special offers will be distinguished from Cousin content, and must be approved by the Community.

# community governance

The Company will work toward achieving a completely decentralized and self-governing Community. Decentralization gives substance to one of the key tenets of Cool Cousin, namely, that there is no single source of truth when it comes to taste. This concept led to the decision to shift Cool Cousin's editorial spotlight from the recommendation to the recommender. Decentralization also ensures that there is no single authority that deems one recommendation more suitable than another, ensuring diversity and production of content that remains untainted by financial interests. It also enables a full transfer of governing authorities to the Community, thus lowering overhead costs and fees. In time, members of the Community and the governing Board will have the authority to judge the quality of the content and the content provider, scaling the community, as well as guaranteeing that content will not be organized in a hierarchy of taste and avoiding the creation of echo chambers.

Moreover, decentralization safeguards the Community and its underlying economy from being governed by a corruptible and manipulatable authority. Such a self-governing group has both administrative and ideological powers within the ecosystem. On the administrative end, decision-making responsibilities are distributed amongst parties of interest within the Cool Cousin Community, who play an active role to varying degrees and have a stake in the CUZ economy.

Such governing responsibilities will gradually be handed to the Community as it becomes more and more autonomous. Its decisions will then be deployed using smart contracts. We will reach full decentralization within three years time, pending growth of the community to a number that can manage its scope of tasks, and the development of technological infrastructure that can handle the scale of transactions and computational capacity. In most cases, the community members will be asked to cast their vote. When sensitive decisions or truth are sought, as opposed to opinions, the vote will be taken to the Board of Representatives. These decisions include dispute settling, changes in the Rewards Engine, approving new promotional products, and adjusting community standards.

The following examples demonstrate scenarios in which community members take an active part in self governance of the Community, upgrading the quality of the content and services they offer. The better the quality of the services and content, the more users the product will draw, and the bigger the community; concurrently, the more users, the greater monetization opportunities for Cousins. In many centralized network companies and marketplaces, service providers can damage the community's reputation, which directly leads to a drop in traffic and revenue. By enforcing a self-governing mechanism, the Community itself makes sure that all members are up to par with community standards and maintain a good reputation.

#### EXAMPLE 1 VALIDATING CONTENT

FIGURE 13

In this example, we present a scenario in which the Community assures quality standards. When a Cousin adds a new spot to their city guide, the Community makes sure it meets content standards. This does not mean they deem recommendations good or bad, but rather they make sure they abide by basic content standards, from specificity, authenticity to the presentability of the spot. If the spot is deemed unsuitable, the Community may be summoned to review whether the Cousin is a suitable member.

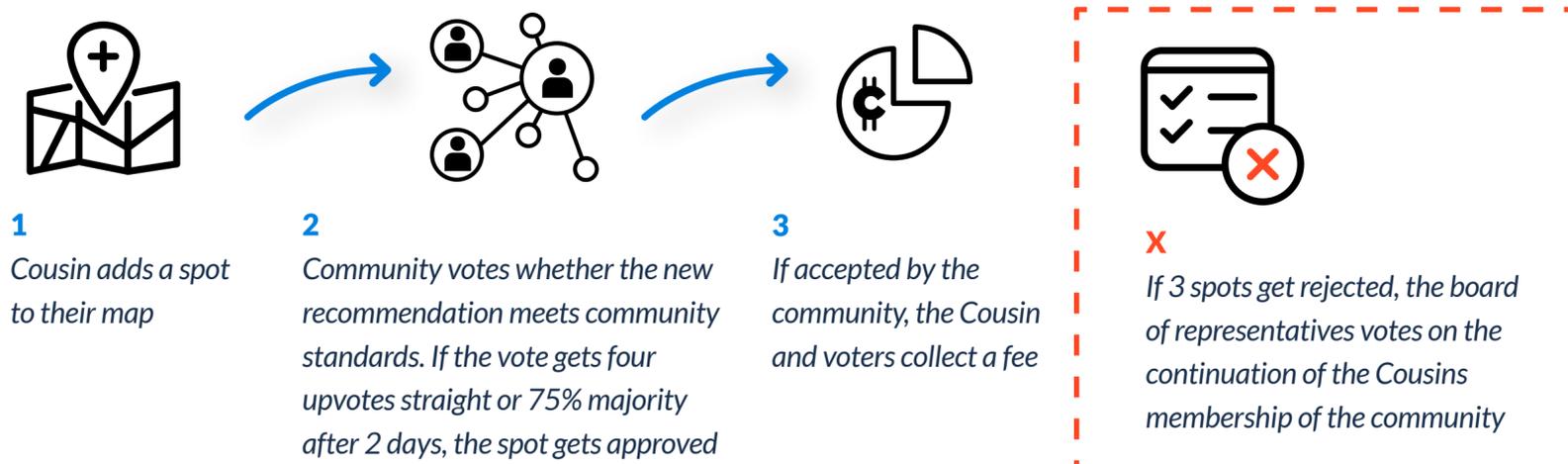


FIGURE 14

EXAMPLE 2 CHANGING FEES

In this example, we present a scenario in which the Company turns to the Community with a recommendation to change the level of commission fees, based on market analysis. Such a step impacts the Community and therefore they are called to vote.

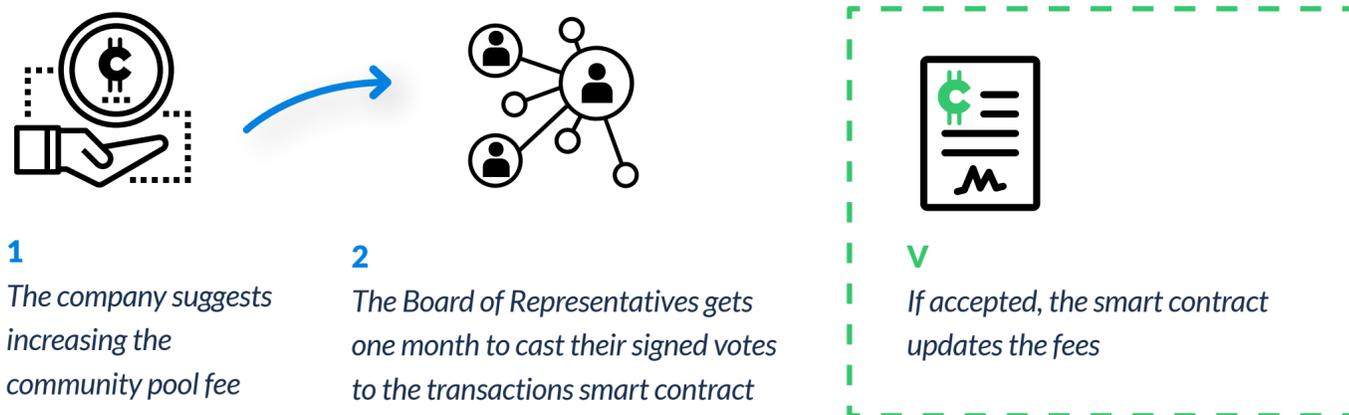
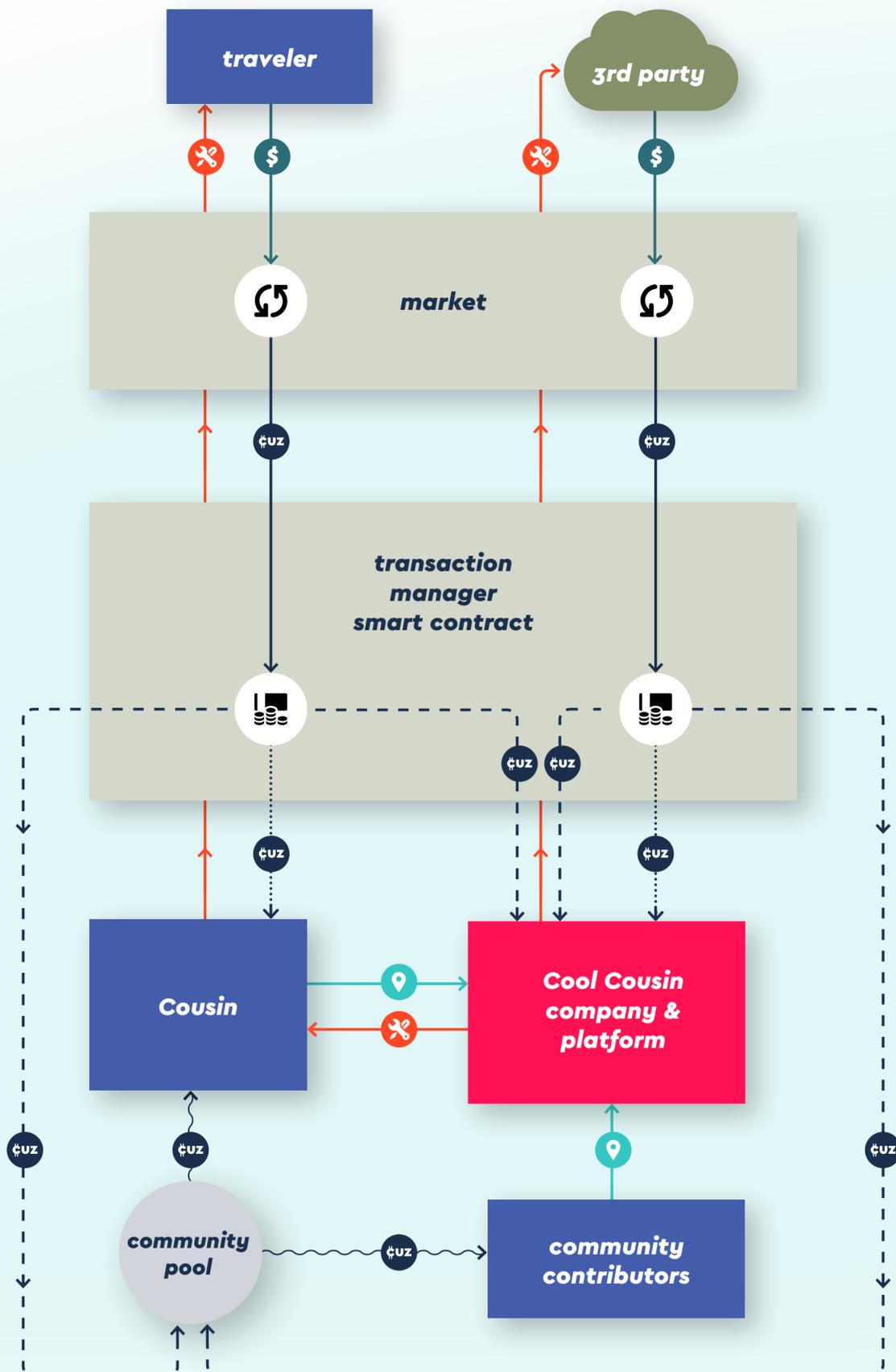


FIGURE 15

overview of the CUZ ecosystem

- fiat deposit
- transaction including fee
- service
- market exchange
- contract junction
- fee
- transaction exc. fee
- reward
- contribution



## ***business model***

Cool Cousin faces the challenge of upholding our content standards and steering clear of manipulative marketing strategies, while generating profit for the Company and incentivizing the Community.

Revenues from transactions will go directly to the service provider (be it the Cousin— as detailed in service fees, or the Company— as detailed in affiliation fees and solutions for businesses), minus commission fees that will be split between the Company and the Community. In instances when the platform provides the service, ie. a feature in the app or promotional product (described below), the Company will apportion a fee to the Community Pool, proportionate to the product's price.

As blockchain technology enables us to charge low transaction fees, due to the fact that the decentralized network is self governing and thus demands lower sums for operations, the fees will always remain significantly lower than market standards. The rate of every fee will be determined, using smart contracts, in relation to each particular product. Every change in the transparent smart contracts will be evaluated and decided by Board of Representatives, in order to protect Community and Company interests.

The components that make up this model will be implemented prudently and gradually. The Company can suggest to alter the distribution between the parties, in response to Community needs or changing market rates with the approval of the Board of Representatives. The interests of all parties involved are protected through transparent smart contracts. The fee collected by the Company will finance its development and marketing efforts, and the fee collected by the Community will go to the Community Pool to be distributed through the Rewards Engine.

The following revenue streams demonstrate the prudent implementation of our business model:

## ***fees from Cousin services***

### **A. CONCIERGE SERVICES**

Pro-Cousins who offer different “concierge” services which travelers can receive in exchange for the CUZ token. Concierge-like services include tailored itineraries, online availability, pre-travel consulting, and more. Cousins can determine the cost for each service they provide based on local community benchmarks.

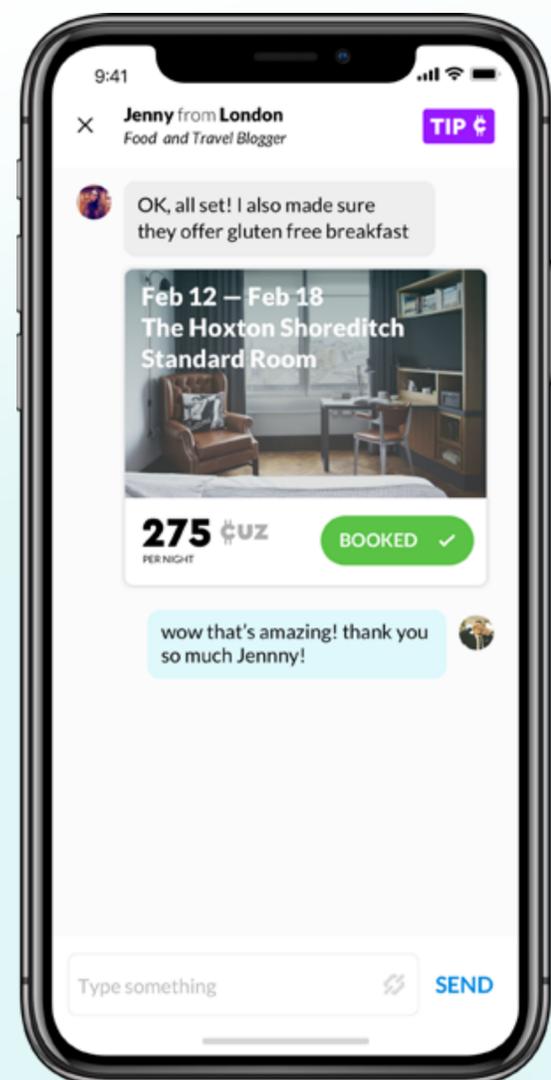
## B. TRAVEL AGENT SERVICES

Pro-Cousins who offer services that are usually conducted by travel agents and involve third party providers such as hotel booking, restaurant reservations, concert tickets, transportation, etc. Travelers will be able to use CUZ to acquire these services. Commission fees from third party providers range from 5% to 30%, depending on the provider; hotel booking fees range between 5%-15%, tickets and travel insurance fees can reach 30%. While a traditional home-based travel agent splits their commission with the mediator (house agency) at rates that can reach 70%-30%, the Company will receive a significantly lower fee that will be determined upon the release of these features in future. Cool Cousin's unique model enable us to lower commission rates making Cousin's services more affordable for the average traveler and guaranteeing a competitive market edge that drives transactions. The company is also incentivized to collaborate with future blockchain companies, as demonstrated in Ecosystem-Enhancing Collaborations.



### A EXAMPLE OF A CUSTOM ITINERARY

Users can request from a Cousin an Art & Culture itinerary tailored to the period of time they're spending in the city, their location, their budget and their preferences.

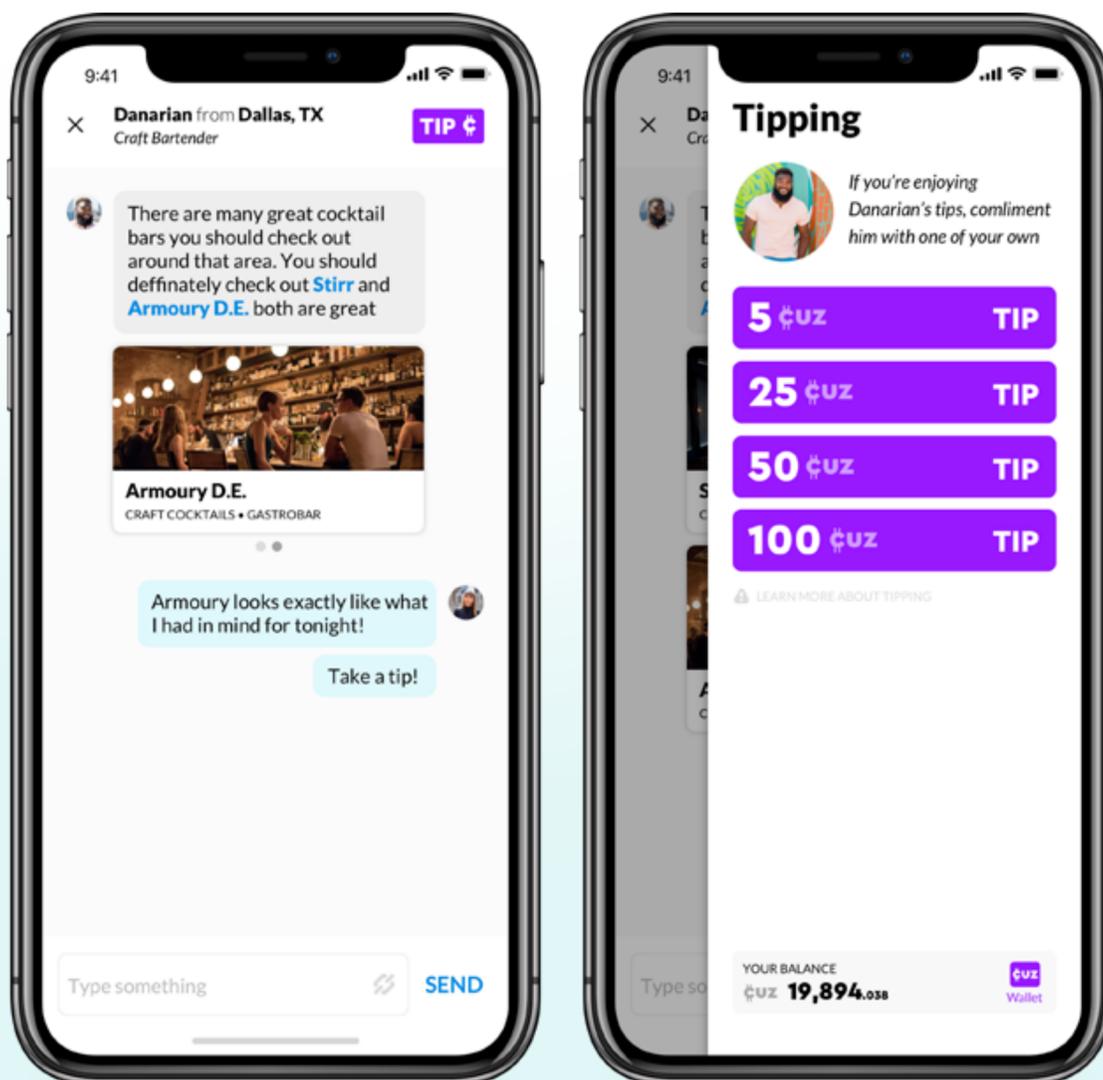


### B EXAMPLE OF COUSIN ACCOMMODATION BOOKING

Cousins can book accommodation matching the user's needs and provide their booking details and confirmation directly through the in-app messaging system

## C. CONTRIBUTIONS

Travelers have the option of tipping a Cousin for great information provided and personal services received. Tipping is done with the CUZ token, allowing cheap micro-payments. Such an endorsement and acknowledgement resembles behaviors encouraged on Wikipedia or Reddit.



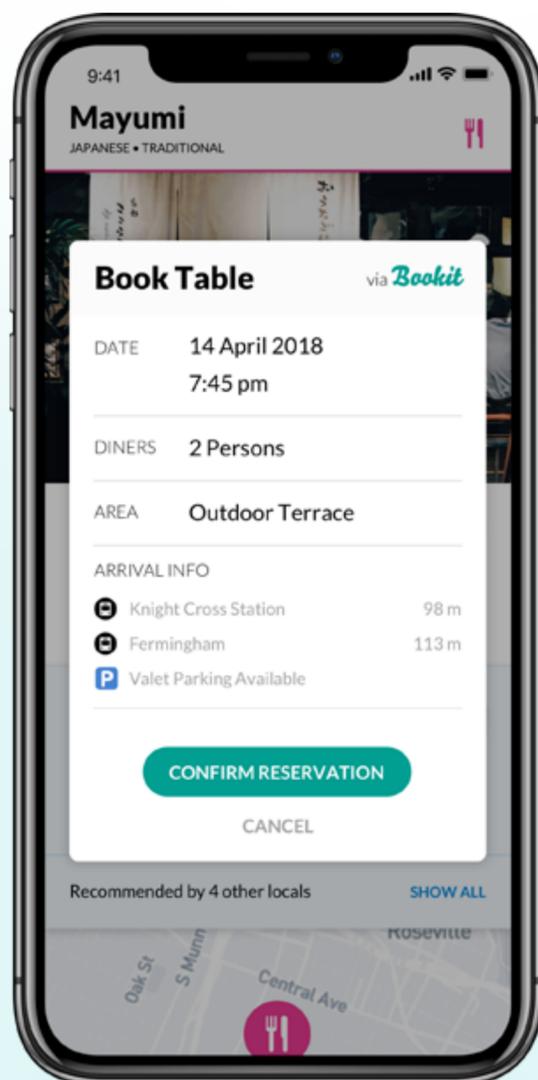
### EXAMPLE OF TIPPING A COUSIN

*Users who wish to show their gratitude to a Cousin can easily send a tip directly through the in-app messaging system*

FIGURE 17

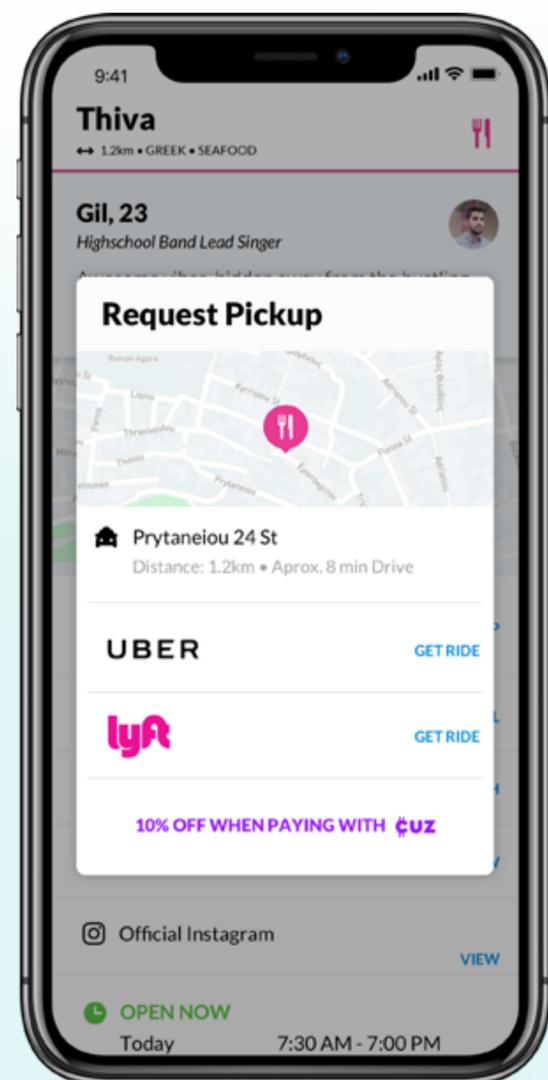
## affiliation fees

The more users turn to Cool Cousin as a 'go to' app when traveling, the more opportunities become available to insert monetizing actions to the platform. The classic BM for traditional companies include: placing a "book a table" button next to a restaurant recommendation or "Request an Uber" next to a location. In both cases, the provider (i.e. Uber, Opentable) pays an affiliation fee to the platform, ranging from \$1 per transaction up to 30% of the prospective purchase, depending on the volume and the product. Affiliation fees are always paid in fiat currency. In order to feed the ecosystem with these fees, revenue received from third party providers will be automatically converted into CUZ in the secondary market. As with any revenue stream, the community pool and the company will get their respective fees (as detailed under "Removing user Barriers").



### A AFFILIATION EXAMPLE

An affiliation feature that allows users to book a table directly from spot pages



### B AFFILIATION EXAMPLE

An affiliation feature that allows users to request a pickup directly from spot pages

## solutions for businesses and organizations

As a community-driven travel platform, Cool Cousin offers third party entities a variety of products building off its superior application capabilities and assets. All Cool Cousin products will be priced in tokens, however, third party partners will be able to pay for those products using Fiat currency, which Cool Cousin will convert into tokens on their behalf in the secondary market (as detailed under “Removing user barriers”). Products that will enter the ecosystem must first be approved by the Board of Representatives and the Community Pool will receive the same cut from these products as it does from other transactions that take place in the economy. Users will have the choice of activating some of these extra layers, and unlike content created by Cousins, users will not be rewarded for optimizing third party content. The following products have been proven in traditional marketplaces and have already been partially tested in Cool Cousin:

### MUNICIPALITY PARTNERS PROGRAM

Collaborating with municipalities around the world has led to the development of a partner's program, now in beta, which allows municipalities to promote their city through Cool Cousin with branded map layers containing special events, tourist services and media promotions.

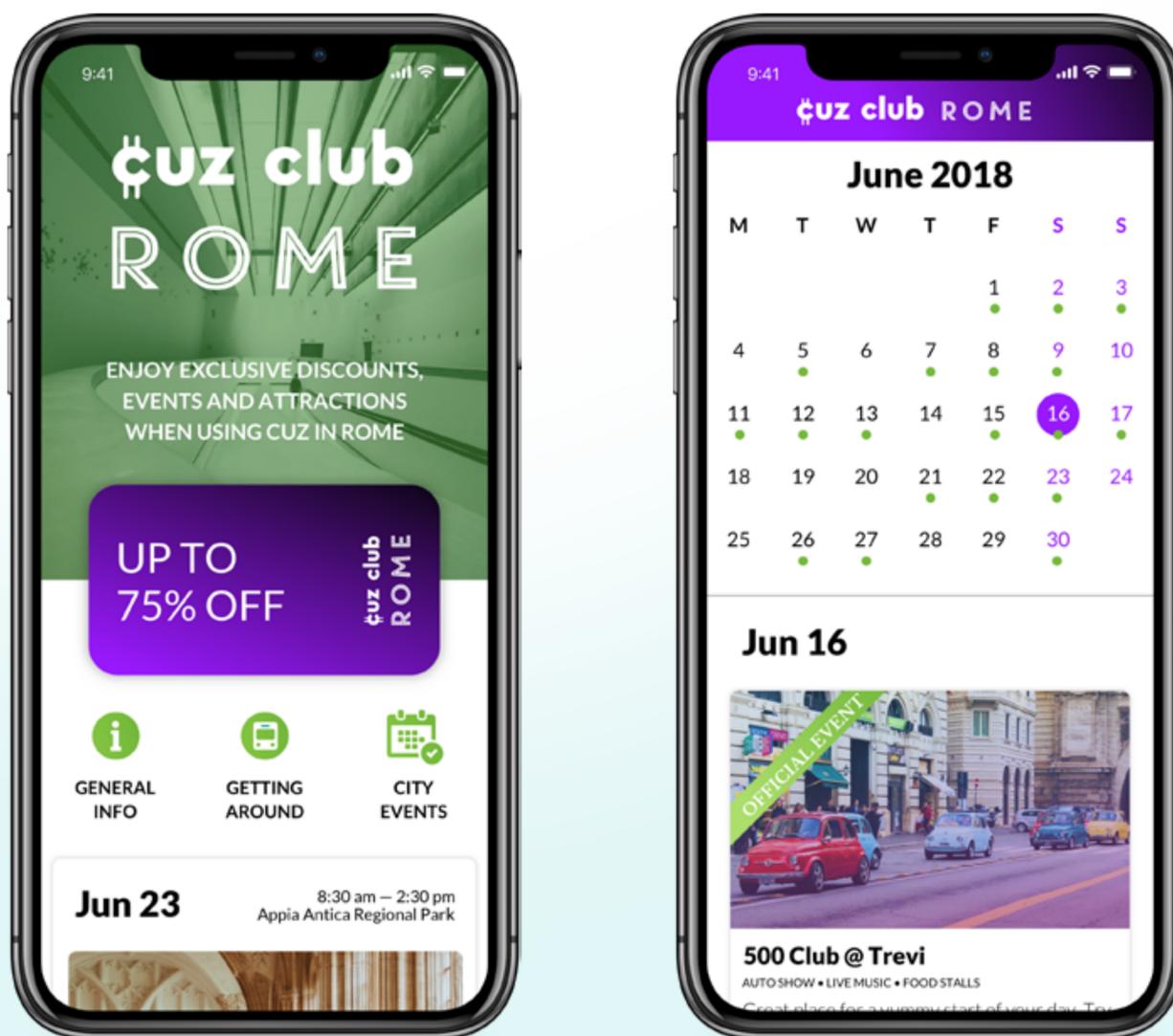
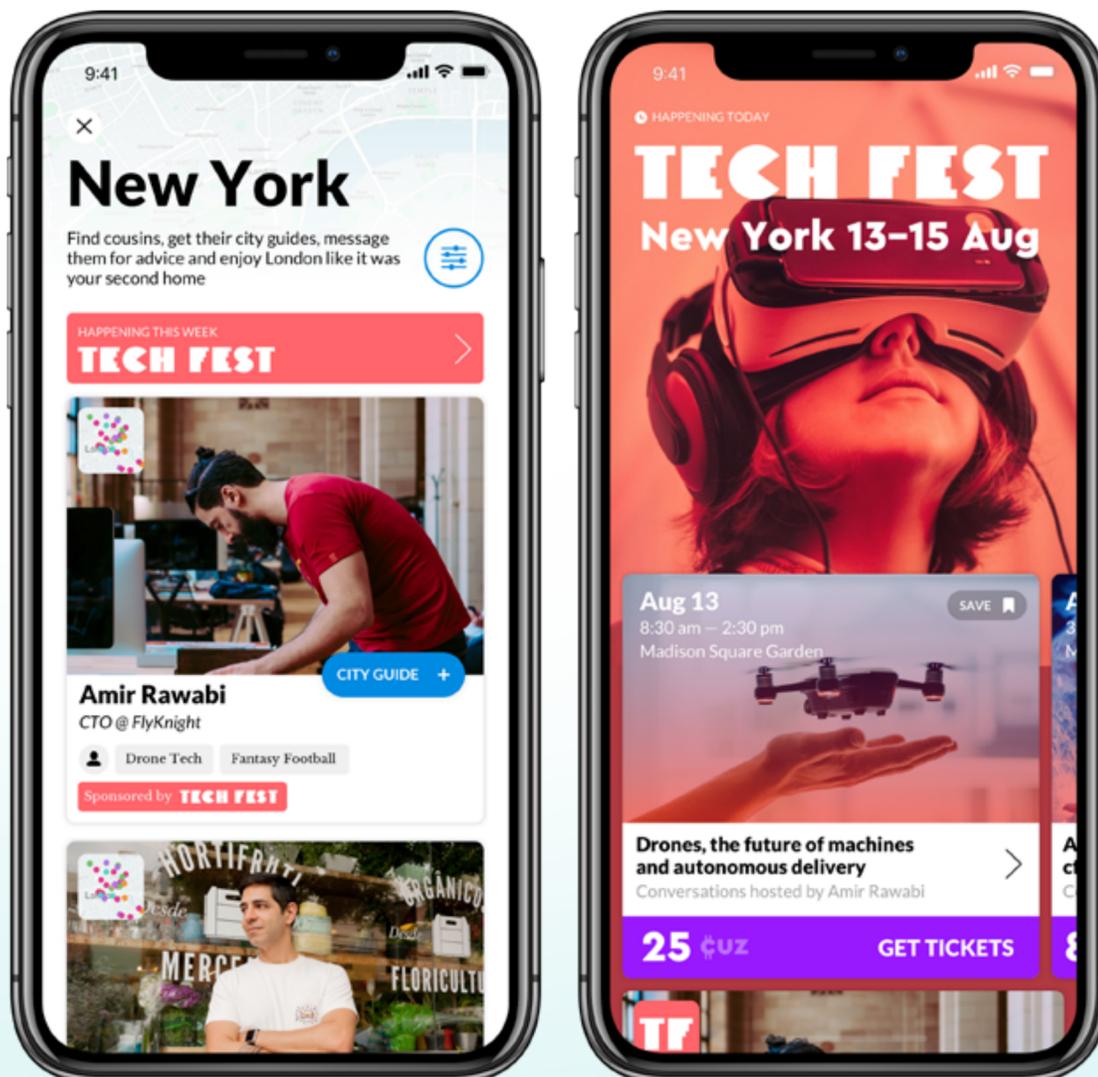


FIGURE 19

## EVENTS / POPUP COMMUNITIES

Social events, festivals, seminars, conferences, and other location-based and/or time-limited communities can add map layers to the platform. For example, a high-tech conference can create a map layer that is distributed to all participants, and includes conference venues, locations of interest, and nearby spots to drink and dine. Products are tailored and integrated as a temporary map layer, or added as a permanent profile.



### EXAMPLE OF A POP-UP COMMUNITY PARTNERSHIP

As part of the Cool Cousin X Tech Fest partnership, Cool Cousin offers premium content tailored to their guests, including events and spots near the venue, special deals and more. Tech Fest staff and contributors also create temporary Cousin profiles offered to guests alone.

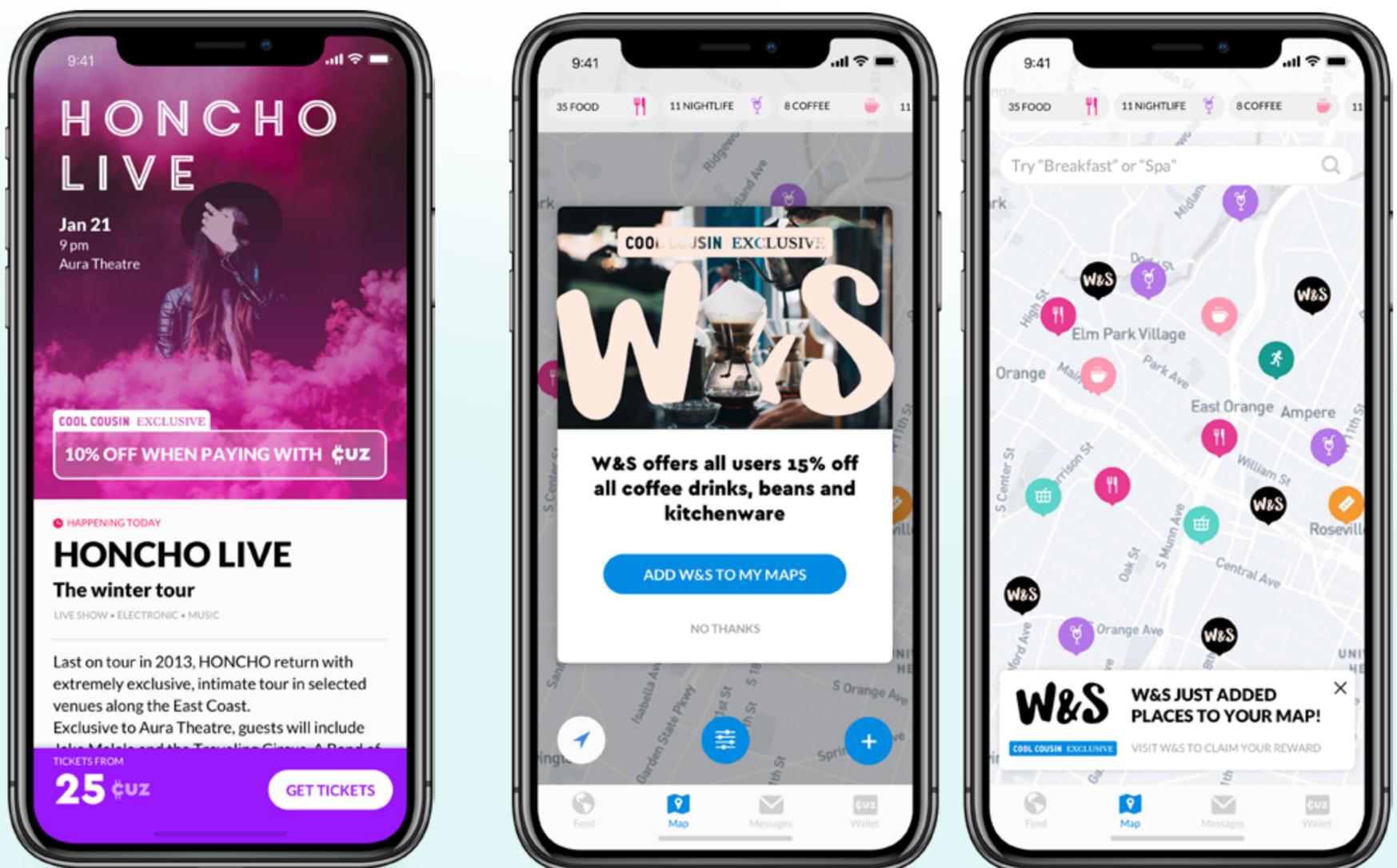
FIGURE 20

## SPECIAL OFFERS

Special offers, such as tickets to shows at discounts, time-limited promotions, etc. can be made to Cousins or travelers. Our location-based community makes it particularly useful to promote events on the app.

## PROMOTIONAL PRODUCTS

Various brands can purchase temporary branded layers or build profiles that serve as promotional space. For example, in 2017 we collaborated with bike-rental service Donkey Bikes. They created a map layer of all their docks in the city, which can be turned on or off by users and does not disrupt user experience. Other potential implementations include unique profiles built by ambassadors, which brands can offer to their customers as a special offer, unlocked with a special code. Cool Cousin users will not be bombarded with dozens of layers, but will rather be offered extra layers as additional information upon request.



### A EXAMPLE OF SPECIAL OFFERS FROM 3RD PARTIES

In partnership with a ticket sales platform, Cool Cousin offers Cousins and users a special discount when purchasing event tickets from the app using CUZ.

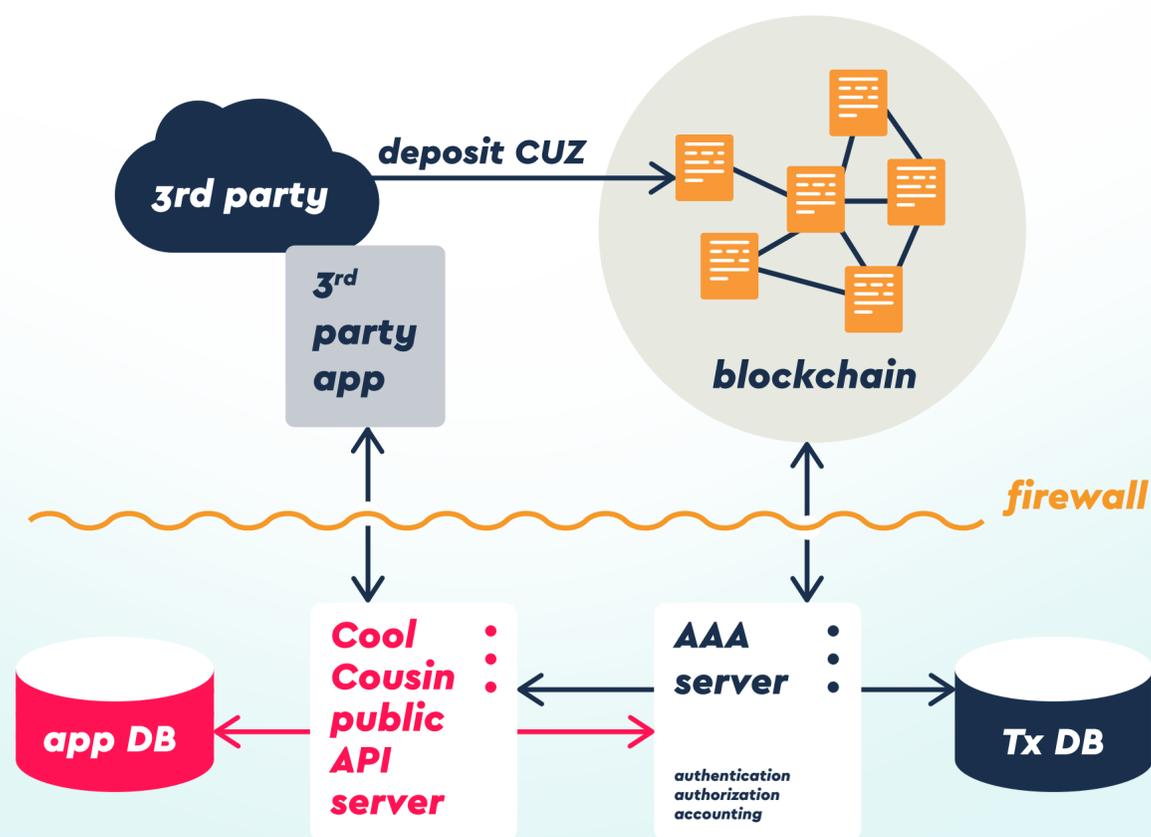
### B EXAMPLE OF A 3RD ARTY MAP

The brand W&S partnered with Cool Cousin, creating a special map layer of store locations and promoting an exclusive discount to users and Cousins in the city.

## Cool Cousin API

The Cool Cousin applications are powered by the Cool Cousin API, which provides contextual information about the different destinations, spots, recommendations, and events. The data is enriched by the constant feedback fed into the API by Cousins, user activity, and our editorial staff. Our data is unique and valuable because we do not use crowdsourcing to determine the merits of an object, but rather, cluster our Cousins and users by their own interests and interpret the data they provide with their personal traits in mind. This allows our engine to personally recommend Cousins, destinations, and spots to users. Our personalized data can enrich apps of municipalities, hotels, conferences, and more. These app owners will pay for usage with CUZ, from which the Community Pool will receive a transaction fee. Our unique value proposition is personalization, and our data is as dynamic as a teeming city, so any attempt to get a snapshot of it will yield stale results.

FIGURE 22



3rd party companies will deposit CUZ tokens in a smart contract. Any 3rd party app will send authenticated requests to our public API. The API server will, in turn, check the balance with the accounting server and provide appropriate services

## ***ecosystem-enhancing collaborations***

Cool Cousin has a vested interest in collaborating with other blockchain companies that complement its services, in order to further the agenda of a decentralization of all services in the consumer world. The travel industry today is brimful with heavy commissions and manipulations, and many new companies are being launched to bring change to the market using blockchain technology. Cool Cousin sees these companies as potential partners rather than competitors. Teaming up with them to promote their products will lower prices across the board and offer our users better services and options in travel insurance, accommodation, booking, events and more. We view collaborations with blockchain-based travel companies, upon further maturation of the technology, as the ultimate disruption of the industry as a whole, mutually benefiting and strengthening the crypto ecosystem and leading to greater mainstream implementation of the technology.

## ***the community pool***

The Community Pool animates Cool Cousin's internal ecosystem. Just like miners on the Ethereum Blockchain receive a fee for maintaining the network, Community members get a fee for improving the content, and maintaining service and community standards. The Community Pool is filled by commissions from every transaction in the system. The Reward Engine —a series of smart contracts—will distribute the tokens from the Community Pool to those Community members who contribute to the ecosystem.

### **THE REWARDS ENGINE**

The engine that distributes the tokens in the Community Pool among members of the Community, in return for their various contributions. It is composed of several smart contracts that are fed by blockchain oracles which approve the trustworthiness and quality of these contributions.

This Rewards Engine is the beating heart of the Community. The smart contracts enable the Community's organic development while maintaining its quality, and thus effectively solving one of the most complex scaling problems faced today by networks based on user-generated content.

## COLLECTING FEES FOR THE BENEFIT OF ALL

In most cases, when an organization charges fees, it does so in order to fund operations and make a profit. The Community Pool, in contrast, is used for maintaining public goods. The commission that accumulates in the Community Pool ultimately returns to the Community to upgrade the platform making sure everyone wins: travelers enjoy more valuable experiences, Cousins who provide services enjoy more potential clients and the Company increases its revenue.

Financing goods that benefit everyone rather than just one individual is an essential part of a governing entity, and is known as the *public goods problem*<sup>18</sup>. Such goods include high quality photos of spots recommended, Cousins application approval, quality assurance of the content, and more. To facilitate Community activity and the maintenance of such “public goods” in the ecosystem, Cool Cousin will use funds from the Community Pool.

## community pool at work

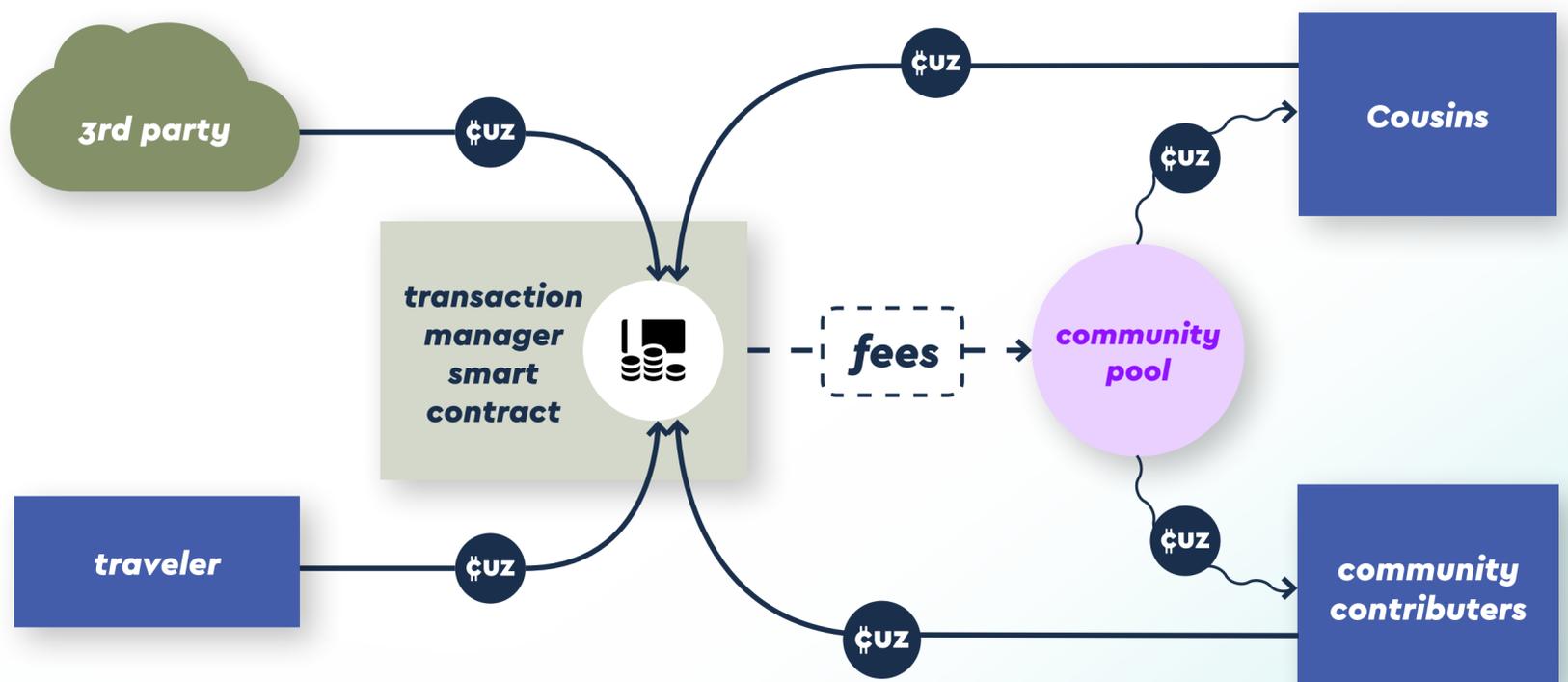


FIGURE 23

 **transaction including fee**    
  **fee**    
  **reward**    
  **contribution**

## SETTING UP THE COMMUNITY POOL

At first, the company will allocate 21% of its initial token allocation to the Community Pool, that will be distributed gradually over a period of three years. As transaction volume within the community grows, the income from the transaction fees also grows and refills the pool. This is intended to bootstrap the process before the transactions in the system are enough to sustain the Community Pool with fees, and to remove user barriers (*as detailed above*).

Our goal is to finance the Community Pool with minimum distortions to the market. In order to remove user barriers and prevent low engagement in the early days, as well as a decrease in the amount of utilized services, the Company will reduce fees. We will finance these public goods in the short run, by using the initially allocated tokens mentioned above, and then gradually decrease this practice in favor of a community pool fee that will reach a maximum of 5%. Over the course of four years, the amount of tokens awarded to the community will be distributed according to the following monotonically decreasing formula:

$$\text{TOTAL.CUZ}_T = \text{TOTAL.CUZ}_{T-1} + 0.903 (\text{TOTAL.CUZ}_{T-1} - \text{TOTAL.CUZ}_{T-2})$$

## economy that creates value

We firmly believe in the power of Blockchain technology to facilitate the establishment of an organization with an autonomous community of Cousins and users. This self-governing entity is responsible for the creation and sustenance of the content and services and shares common financial and ideological interests with the Company. This shared interest guarantees propagation and protection of the quality and quantity of the content they produce, providing real value for consumers and creators, and driving perpetual growth for the Company and the Community.

As a liquid and transferrable cryptocurrency, CUZ will allow content creators to grow with Cool Cousin and make a living using their unique knowledge and skills. While traditional online platforms based on user generated content shut their creators from the company's revenue, a blockchain-based Cool Cousin treats its community members differently. Every transaction fee will be distributed between the Company and the Community. CUZ tokens distributed to the Community will give its members a sense of ownership of the value they help create.

## making CUZ accessible

Holding a cryptocurrency can prove to be a very challenging task for a layman, let alone holding it securely. Cool Cousin is a consumer-facing product, and it'll have to allow the user to use the app without having to fully wrap their heads around the complexities of cryptocurrencies.

After the ICO, in order encourage use and give users and third parties easy access to the information and services offered by Cool Cousin, including those who do not have a digital wallet, the company will accept Fiat. Once the Fiat transaction is complete, the Company will then exchange it for CUZ, which will then be transferred to the Cousin's digital wallet. .

### SIMPLE WALLET

By creating our own simple in-app wallet, we will be able to simulate the familiar look-and-feel of in-app credits. Our wallet will feature simple explanations of the different concepts, allowing the curious or knowledgeable user to later move their tokens to their full control. The wallet will facilitate all the user-to-Cousin interactions, and allow the owner to withdraw the tokens to their own held Ethereum wallet and do with it as they wish.

Behind the scenes, the wallet will be held by a smart-contract, that will perform all the actions and keep track of every movement on the blockchain. It will "color" CUZ tokens that were handed out to new users to ensure they are used within the ecosystem and are not being withdrawn, as detailed in *Technical Considerations*. This is meant to block adversaries from abusing the Rewards Engine without contributing anything to the Cool Cousin network.

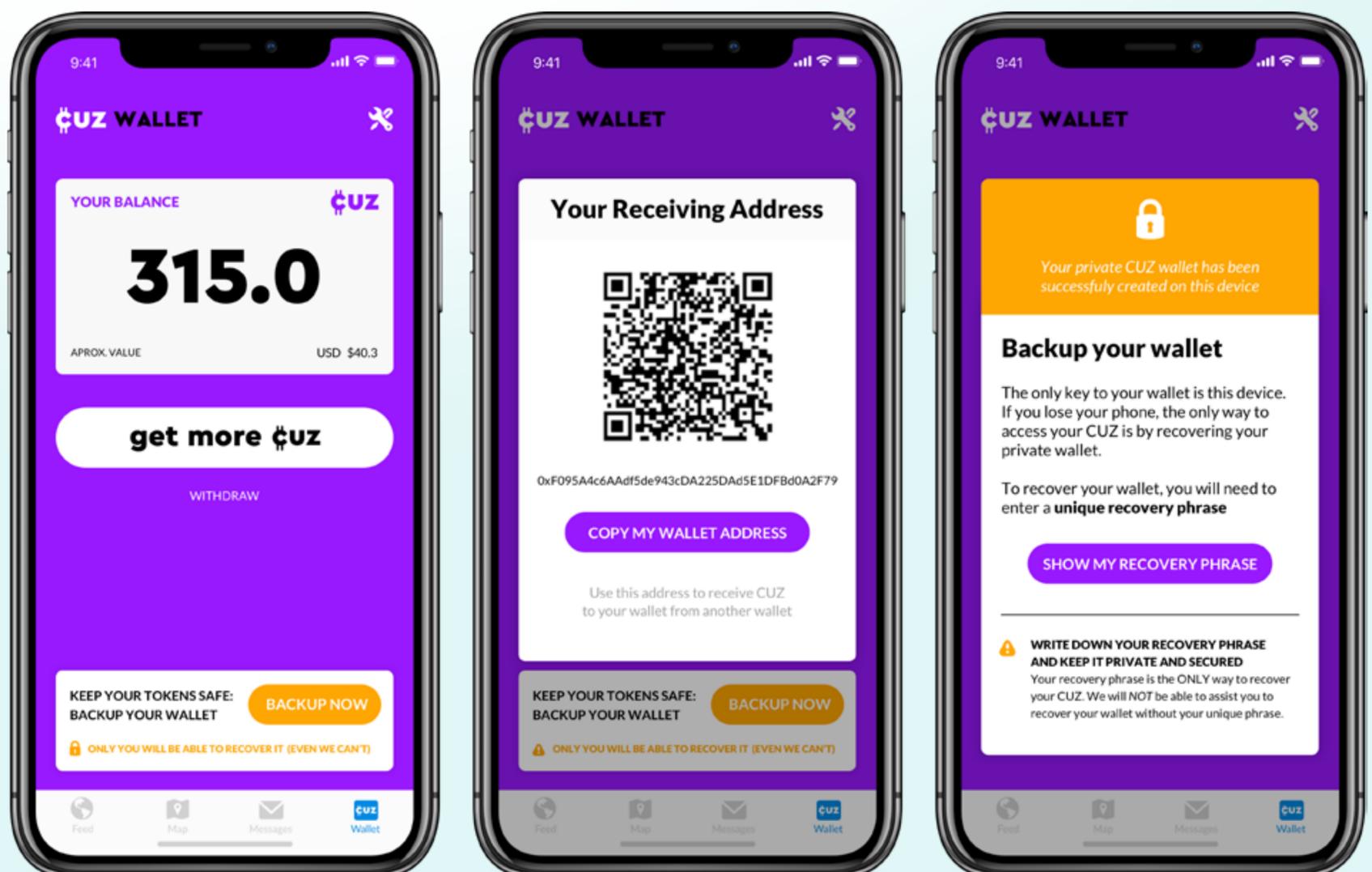


FIGURE 24

## REMOVING USER BARRIERS / USER EXPERIENCE

While the economic development of Cool Cousin and the launch of CUZ opens up many possibilities, it also creates user barriers. Users who have become accustomed to using Cool Cousin for free will now need to pay (with Fiat or tokens) to use some of the new features on the platform, challenging the organic growth channels that characterize the company. These barriers are especially problematic for a company such as ours, facing the significant challenge to increase usability and develop the organic and viral channels. In order to address these challenges and clear some of these barriers out of the way for users, our Rewards Engine will reward new users with tokens from the Community Pool and will thus enable them to use some of the features and services. The tokens received as a reward are not transferable and can only be used in exchange for services within the Cool Cousin ecosystem, as they serve one purpose—to encourage usability. For this reason, they will be stored in the simple wallet.

For additional tokens, users will turn to the secondary marketplace. We will form collaborations with exchanges to temporarily allow users and 3rd party partners to pay with Fiat in order to seamlessly exchange their funds to tokens. While this process is cumbersome and may include unnecessary conversions, it is a necessary and temporary solution. As the market matures and cryptocurrencies become mainstream, users will be more inclined to get CUZ themselves. Until then, we will bridge this gap for them.

# technical considerations

## wallet

Our in-app wallet will show funds held by a smart contract, allowing the user to access the tokens. Upon account creation, a hexadecimal key-pair will be generated locally on the device, and an encrypted cloud backup will be made. In tandem, the keys' balances will be created in the in-app wallet smart contract. The tokens will be credited to the users public key: completely locked and out of The Company's reach. Only transactions signed by the user's private key will make the contract move their funds.

The smart contract will hold two balances for each address: one for "locked" tokens that can only be used within the system and one for "unlocked" tokens that can be withdrawn to any wallet. The purpose of this is preventing new users from selling the tokens handed to them for signing in and exploiting the system without contributing anything to it.

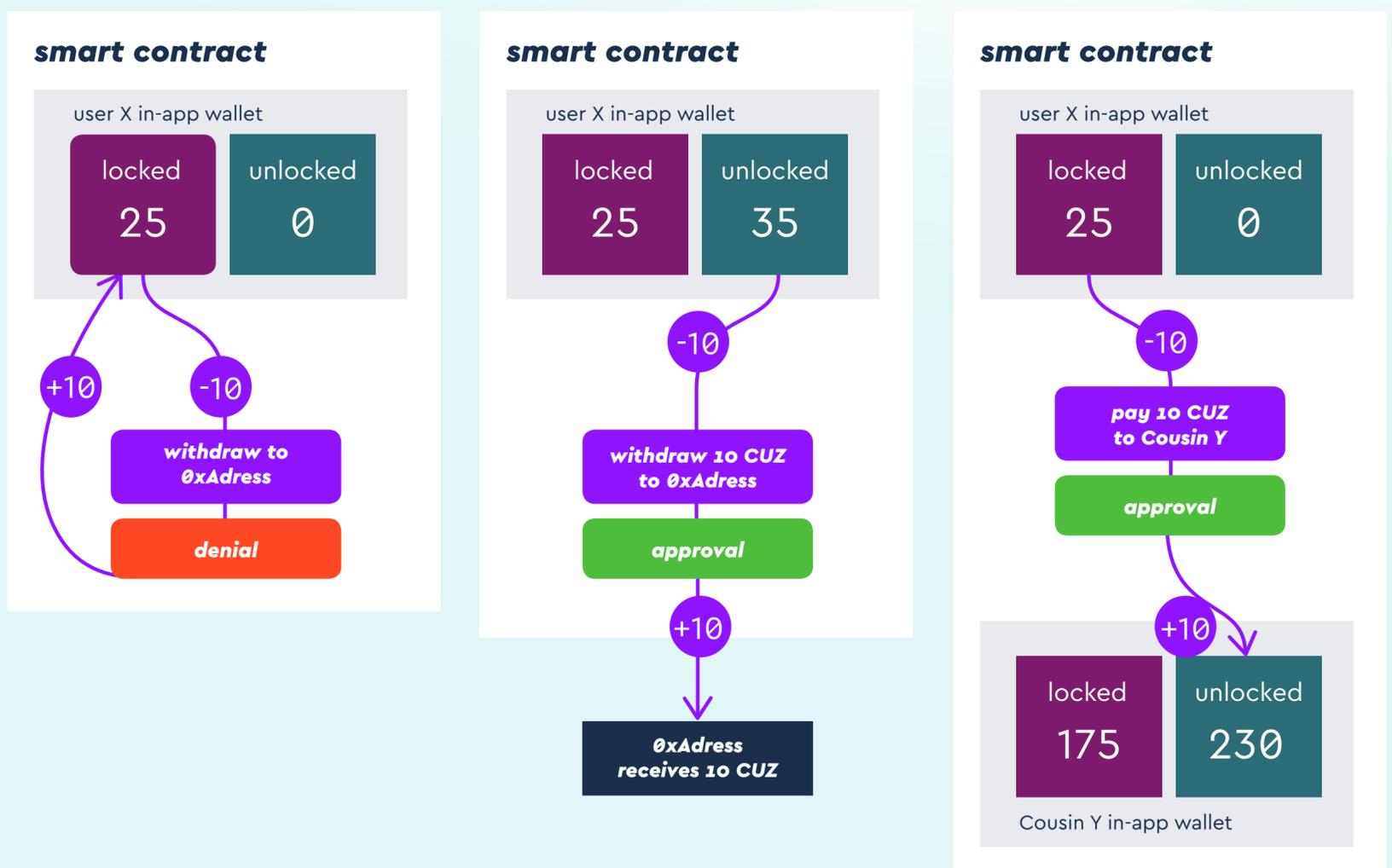
This system does not prevent collusion between Cousins and adversaries. While this can happen, Cousins have to be identified (see *Cousin Identity Management*), approved by the Community, and their privileges can be revoked. The Company will develop a monitoring system that will detect irregularities and suspicious patterns, and send appropriate alerts to the Community.

A user tries to **withdraw** 10 CUZ of **locked** funds

B user tries to **withdraw** 10 CUZ of **unlocked** funds

C user **pays Cousin** 10 CUZ of **locked** funds

FIGURE 25



## **ERC20**

CUZ will be built on the Ethereum blockchain and comply with the ERC20 standard.

Using the Ethereum blockchain will allow us to leverage the security, robustness, and decentralization of a blockchain that has become synonymous with decentralized applications.

Complying with standards helps make sure we're developing a token with interfaces that were tested extensively. ERC20 is the de-facto standard for token issuance. It facilitates owning, spending, and delegating usage of tokens by their holders.

## **Cousin identity management**

Blockchain technology facilitates exciting new ways to validate identities and easily “Know Your Customer”, as demonstrated by Civic, Cambridge Blockchain, and many others. Cousins are trusted by the system and The Community to handle significant financial transactions and use The Company's credit-line when making these transactions. To maintain the desired level of trust, Cool Cousin will collaborate with blockchain identity management companies to see through online masquerades and make sure Cousins are real people who have not previously been banned from our Community.

When blockchain-based KYC processes reach mainstream adoption, we will be well positioned to leverage it for various verifications of our Community and other needs, while avoiding the privacy risks of maintaining a centralized identity repository.

## **escrow**

Peer-to-peer deals are difficult in a trustless environment, especially when one side of the deal cannot be verified digitally. Cool Cousin will make sure all Cousins are trustworthy, and will remove Cousins that failed to deliver their part of a deal without a solid reason. In order to be extra safe, our system will leverage smart contracts to make it impractical not to respect the deal.

Any funds that are meant for a purchase (flight tickets, AirBnB, etc), along with the Cousin fee will be locked in a smart contract until the customer confirms a successful transaction. The contract will contain a dispute settling mechanism which will allow the community to hear the sides out and weigh in on how to resolve it.

## RECEIVING SERVICES ON COOL COUSIN WILL BE MADE USING CUZ TOKENS FOLLOWING THESE STEPS:

- The user sends a request using the Cool Cousin app
- The Company deploys a smart contract to the Ethereum blockchain, encapsulating the terms and details of the deal
- The user sends the agreed upon price (including platform and community fees) to the contract
- After the user confirms the transaction was successful, payment is released to the Cousin and fees are transferred.
- In case of disputes:
  - » Once the contract reaches its due date, the user has limited time to file a complaint if they did not receive full service.
  - » If the Cousin says the claims are false, a dispute is triggered, which is handled by the Board of Representatives. The voters get to decide who gets the escrow money.

# *blockchain applications in Cool Cousin*

Cool Cousin is obsessed with blockchain technology, as it perfectly fits our vision, mission and core product. Blockchain's unique attributes enable the creation of strong and secure decentralized ecosystems, enabling consumers to trust the information found online and its creators without paying exorbitant premiums that are currently standard in the travel industry.

We intend to use blockchain technology to get a competitive edge over traditional centralized solutions , by leveraging the following attributes:

## **DECENTRALIZATION**

Smart contracts allow people and software to form agreements and entities that are based on transparent, known, and unchangeable rules. These features make this the most suitable technology for forming autonomous organizations and financial transactions between strangers.

On the Cool Cousin platform, smart contracts will establish the rules: define the division of power between The Company and The Community, allow The Community to set its standards and accept members, creating checks and balances to ensure commercial interests don't taint the content.

The company will also provide smart contract templates and oracles to facilitate transactions between travelers and Cousins. Providing appropriate escrow, and ensuring the terms are well defined.

## **COMPLETE TRUSTWORTHINESS**

Widespread knowledge of the different manipulations used by huge companies online to distort search results has eroded consumer trust in the internet. Online travel agencies often use dark patterns to incite urgency, pushing deals that have the largest profit margins or other hidden interests, while travelers' interest is sidelined.

This is not the case for Cool Cousin's transparent and decentralized network. Since the Community creates and approves all information, it is practically impossible for Community members to collude to manipulate the network without being noticed and stopped.

The decentralized and transparent nature of blockchain solves the trust problem. The Ethereum consensus protocol ensures that no one entity with a relative advantage can submit fraudulent requests, making tampering with data practically impossible. Furthermore, all participants in the network are up-to-date with the latest records/ transactions, guaranteeing full visibility and accountability.

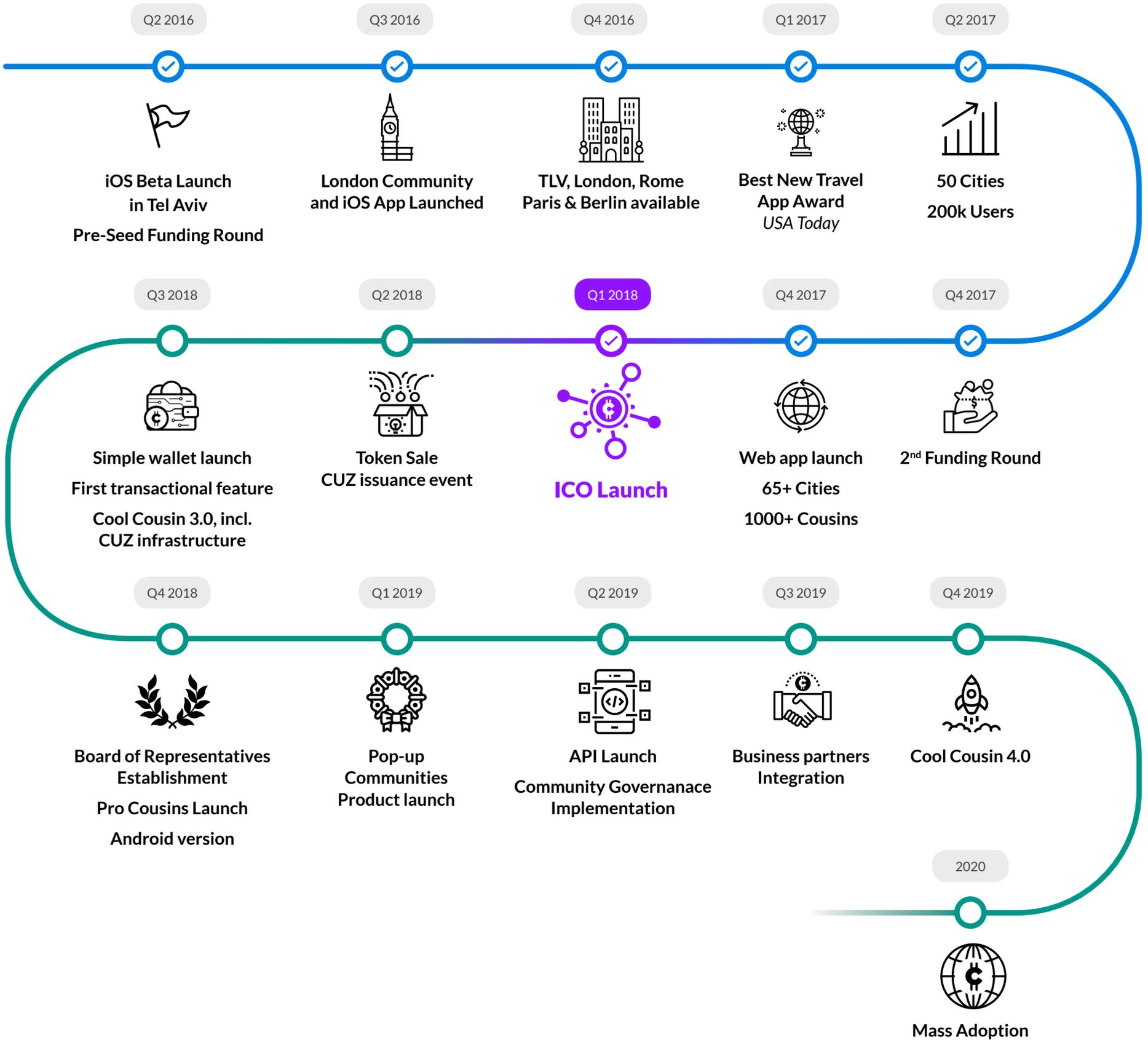
## **INTERNATIONAL PAYMENTS AND MICRO-TRANSACTIONS**

Making concierge and travel-agent like services accessible and affordable for everyone requires aggressive cost reduction.

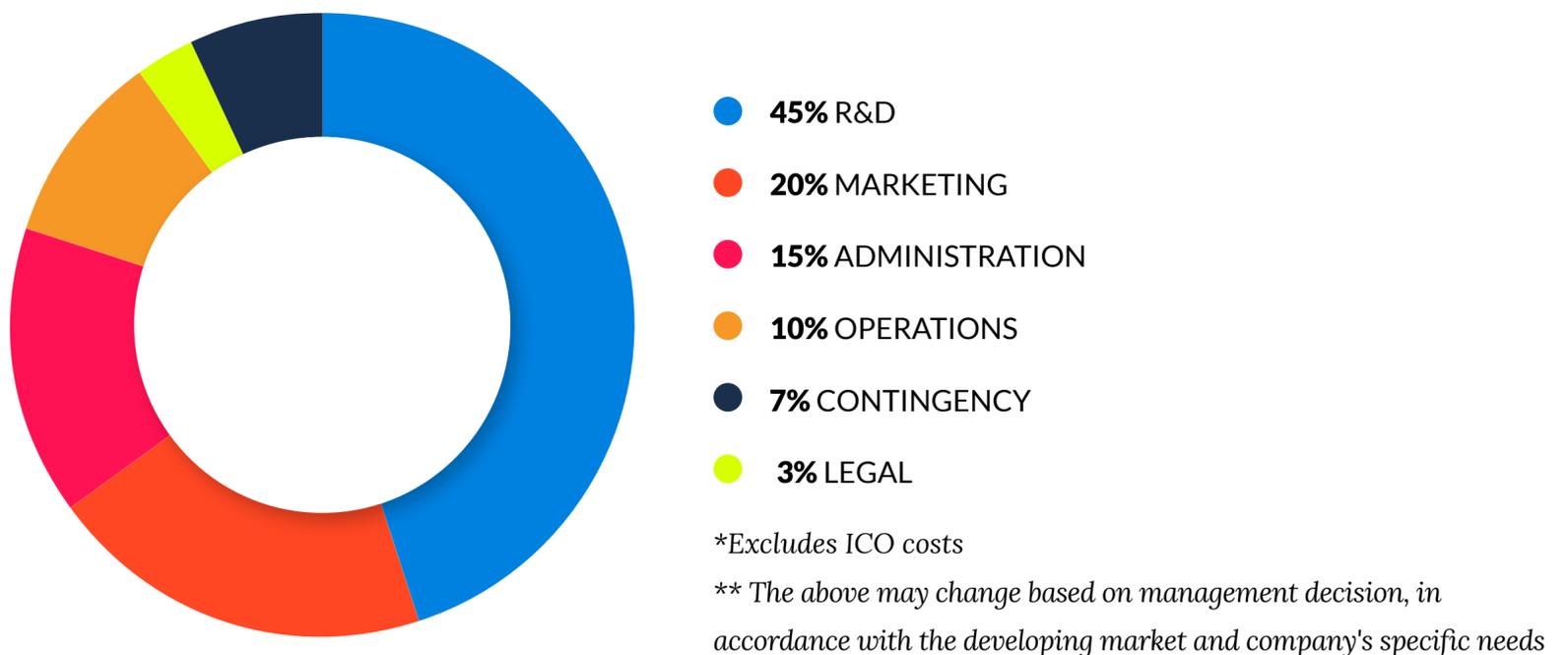
Cross-border payment is a slow and costly process. It can take three to five days to complete, and can go through a couple dozen steps and intermediaries. Fees accumulate at each step, and can add up to 2% to 6%. Things are worse when it comes to low volume transfers, where fees can reach 10%.

As opposed to these hefty fees paid by today's e-commerce platforms, equivalent actions on the blockchain are cheaper, as those who carry the computational processing burden receive minor rewards for their work. Processing microtransactions on the blockchain is also cheap and fast, rendering next-day wires and inexpedient transaction fees obsolete.

# timeline



# use of proceeds



The funds raised during the ICO are planned to be used in accordance with the roadmap to finance:

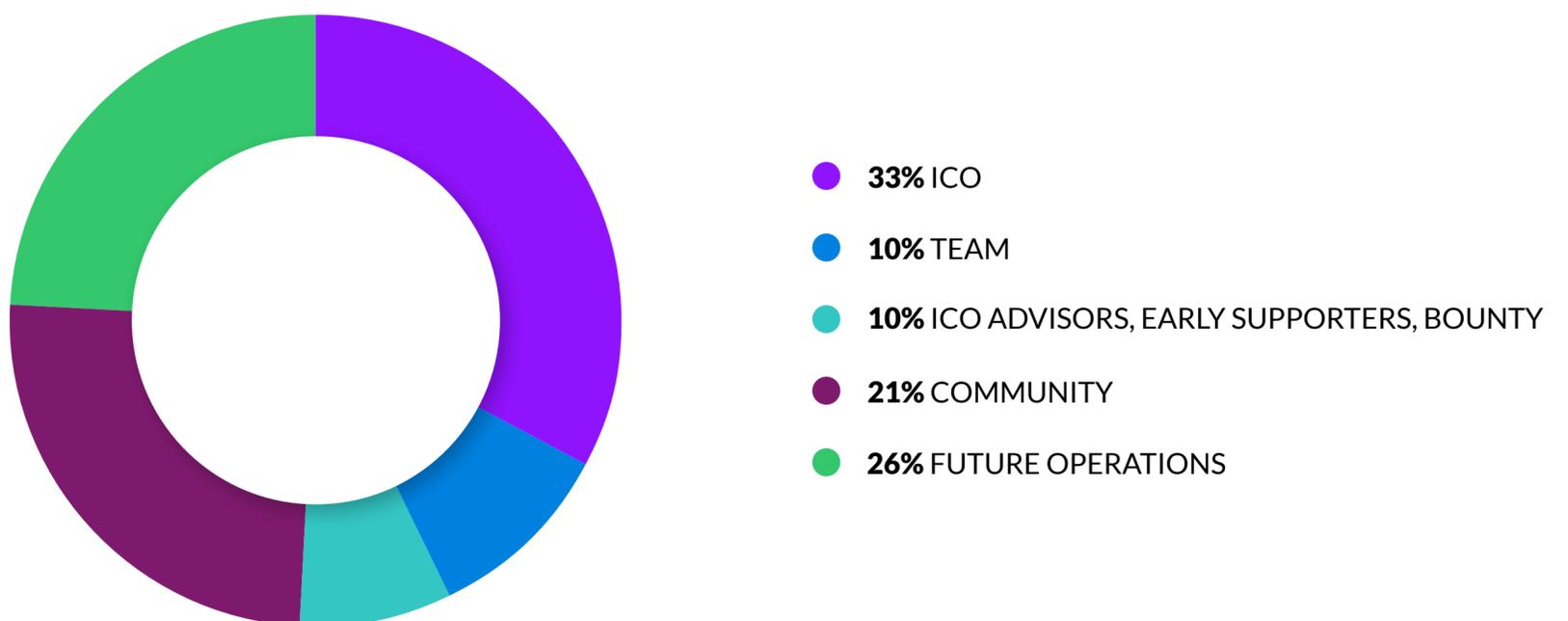
- **RESEARCH & DEVELOPMENT** – costs cover all R&D processes, including development and design of the product, building smart contracts, devops, apps and interfaces for the web, iOS and Android.
- **MARKETING & SALES** – the budget will fund the expansion of efforts in brand awareness, sales, user acquisition, referral programs, content marketing, PR, SEO, promotions and BTL. This included recruiting professionals, paying for ad placements and more.
- **ADMINISTRATION** – costs include internal company expenses, from human resources dedicated to company employees and recruitment, to travel expenses, adequate office space, licensing and accounting.
- **OPERATIONS** – costs cover the growth and management of the global Community of Cousins and the development of partnerships with complementing brands.
- **LEGAL** – costs include all legal expenses associated with the expansion of the community in many territories around the world.
- **CONTINGENCY** – a small portion (5%) of the total budget will be dedicated to unknown / unexpected expenses, and will be allocated in due course.

# CUZ token issuance

In order to kickstart a vibrant community of passionate travelers and locals, the distribution will be designed to offer as many people as possible the opportunity to participate. The allocations are outlined below and reserve 21% of the total supply for the Cool Cousin Community, which is tasked with distributing them over multiple years to network participants who contribute value to the ecosystem. As a result, the majority of tokens will be distributed over time to partners and the public.

## allocation

The CUZ token supply will be limited to 300,000,000 million units and allocated according to the following:



- Founders and current employees will have a minimum lockup period of 24 months
- Advisors and early supporters will have a minimum lockup period of 9 months
- Future operations pool will be vested for 4 years with 12 months cliff. The operations pool primary goal is to support future development, global expansion, partnerships, etc. 4% of the pool will remain free to support future opportunities and unexpected challenges.
- Community pool tokens will be distributed gradually over a period of several years, and will be utilized as an incentive for the entire Community, as well as to remove user barriers and bolster growth.

## ICO details

Our ERC20 token contract, our vesting contract, and our crowdsale contract will be based on OpenZeppelin - a secure and robust library that has been used to raise \$4.5 billion, in ICOs including OmiseGO, Augur, Civic and more. Following the crowdsale, the bought tokens will be distributed, the bonus vesting periods will start, and any unsold tokens will be distributed proportionally to all CUZ token holders, including the Cool Cousin team, advisors, early supporters, bounty participants, Community Pool and future operations.

SYMBOL	CUZ
START DATE	WILL BE ANNOUNCED SOON
TOTAL CUZ TOKEN SUPPLY	300,000,000 CUZ
SOFT CAP	4,000 ETH
HARD CAP	17,500 ETH
EXCHANGE RATE	1 ETH = 3,770 CUZ
MINIMUM PURCHASE	0.1 ETH
PAYMENT METHOD	ETH

### PUBLIC PRE SALE

CONTRIBUTION SIZE	BONUS	VESTING (MONTH)	RATE
0.1—10 ETH	20%	3	4,524 CUZ/ETH
>10—50 ETH	25%	3	4,713 CUZ/ETH
>50—100 ETH	30%	6	4,901 CUZ/ETH
>100—250 ETH	35%	6	5,090 CUZ/ETH
>250—500 ETH	40%	9	5,278 CUZ/ETH
>500 ETH	50%	9	5,655 CUZ/ETH

\* Only bonuses are vested in the Public Presale

\*\* Public Presale dates will be announced soon

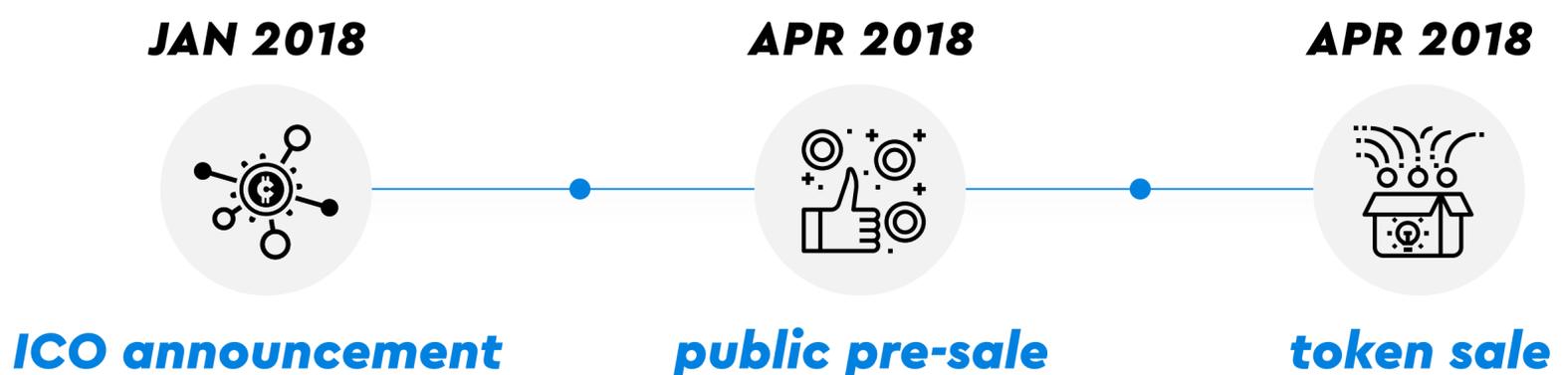
## PUBLIC SALE

PERIOD	BONUS	VESTING (MONTH)	RATE
WEEK 1	15%	1.5	4,335 CUZ/ETH
WEEK 2	10%	1	4,147 CUZ/ETH
WEEK 3	0%	—	3,770 CUZ/ETH

## PUBLIC SALE TERMS

- No token creation, minting or mining after the end of the ICO period
- Tokens received from non-whitelisted addresses will be refunded
- If the soft cap is not reached, funds will be returned to the participants
- Upon reaching the hard cap the ICO will end immediately
- Bonus tokens will only be sent after their vesting period

## ICO timeline



# team

## founders



### ITAY NAGLER

#### CHIEF EXECUTIVE OFFICER

Over the last 10 years, Itay has established and managed multiple innovative digital projects. He was founder and CEO of creative digital agency D.tales, working with international brands such as Nestle, YES, HBO and P&G; he was founder and CEO of Israel's largest video sharing site, pioneering the monetization of a video platform in the days preceding YouTube. Itay is also responsible for creating and selling two award-winning interactive shows to over 16 territories worldwide. In 2015, Itay was Head of Strategy at V15, the largest grassroots political organization in Israel's history, leading the campaign through political turmoil and rapid growth spurts. Itay specializes in building large communities and has a proven track record of initiating and managing digital projects with tens of millions of engaged users.



### ITAMAR WEIZMAN

#### CHIEF OPERATIONS OFFICER

is Chief Operations Officer of Cool Cousin. He graduated from high school at 16 and received a BA in History from Tel Aviv University at 19, during which he was the youngest ever political advisor and legislative aide to an Israeli MP. Itamar has worked as a digital campaigner for Greenpeace International, where he spearheaded 5 successful international campaigns that gained traction in top media outlets around the world, one of which led Facebook to use renewable energy to power their data centers. He was part of the launch team of co-working space Mindspace and CEO of design & branding agency Blue Collar, before founding V15 - Israel's largest grassroots political campaign that raised \$4M in donations and recruited over 15,000 volunteers - when he was 22-years-old.

**NADAV SAADIA**

## CHIEF MARKETING OFFICER

Chief Marketing Officer of Cool Cousin. An experienced digital marketer and growth hacker, he is responsible for several cutting-edge digital projects that integrate new technologies with strategic content. As co-founder and CEO of digital agency D.tales, he created and executed innovative projects for international brands such as HBO and Nestle and initiated the first ever digital interactive music festival for Israel's largest mobile carrier Cellcom, a format that has since been used by dozens of companies. A pioneer of the digital video space, Nadav grew video sharing platform Flix into the largest video-centered site in Israel, prior to the rise of Youtube. As Creative Director of grassroots political campaign V15, Nadav created the most viral political campaign in Israel's history, gaining millions of views.

**SHACHAR COTANI**

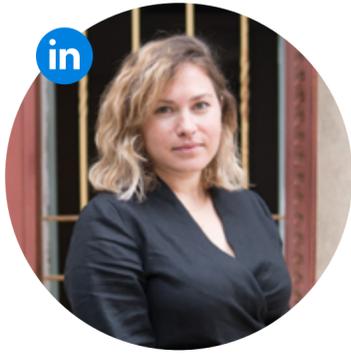
## CHIEF PRODUCT OFFICER

An award-winning multidisciplinary designer, Shachar has extensive branding and UI experience, giving shape to dozens of companies and products around the world, from ecommerce sites to entertainment businesses. After studying at Bezalel College of Art and Design and Seoul's Hongik University, Shachar worked as senior designer at leading branding agency Blue Collar, and received several industry accolades for his work. As Head of Design at V15, Israel's largest grassroots political campaign, Shachar was responsible for strategic design, from the campaign's digital assets to three national printed assets in a span of a couple of months, reaching millions of people.

**GIL AZRIELANT**

## CHIEF TECHNOLOGY OFFICER

A former officer, Gil headed the Cyber Team at 8200, the IDF Signal Intelligence Unit. During his service, Gil built and led an interdisciplinary task-force to solve an urgent problem, which awarded him the head of Military Intelligence Directorate prize for creative thinking. He graduated Magna cum Laude with a B.Sc in computer science from the the IDC, where he received a scholarship for academic excellence. He was also selected to represent Israel at the Global Hackathon in Seoul. Gil has been involved in blockchain technology since 2012, and wrote about Ethereum for one of his advanced seminars.

**team**

**DANIELLE ZILBERBERG**  
HEAD OF CONTENT



**YOTAM OFEK**  
HEAD OF BACK-END  
DEVELOPMENT AND DEVOPS



**GUY LEVI**  
HEAD OF FRONT-END  
DEVELOPMENT



**OR CHEN**  
IOS DEVELOPER



**OFER FEDER**  
BACK-END DEVELOPER



**NIMROD YOELY**  
FRONT-END DEVELOPER



**JONATHAN BROTZEN**  
QA ENGINEER



**YOTAM ARAD**  
UX DESIGNER



**ROTEM VAHNNICH**  
PARTNERSHIPS



**GILI NOY**  
CONTENT MARKETING



**GUY BEN DAVID**  
GROWTH MARKETING MANAGER



**CALLUM HALE-THOMSON**  
GLOBAL COMMUNITY MANAGER

## advisors



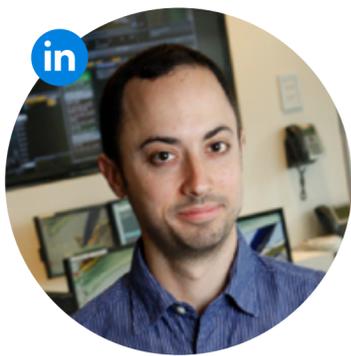
**PETE HANCOCK**  
FORMER HEAD OF NATIONAL  
SALES @ YELP



**BÄRÍ A. WILLIAMS**  
OPERATIONS ADVISOR



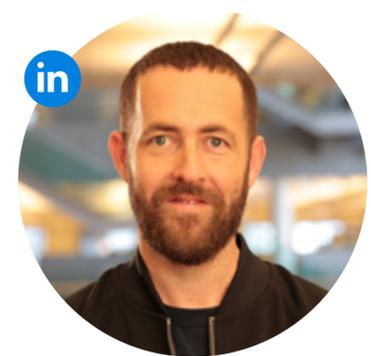
**ASAF SHAVIT**  
CO FOUNDER @ DIGITAL  
ASSET PARTNERS



**ASAF MEIR**  
FOUNDER & CEO  
@ SOLIDUS LABS



**ORI MAGEN**  
DIR. GLOBAL GROWTH  
@ AUTOMATTIC • FORMER  
GLOBAL HEAD OF GROWTH  
& MARKETING @ MOOVIT



**ARIEL KEDEM**  
PRODUCT CONSULTANT



**LIOR PROSOR**  
INVESTOR, PARTNER @  
ELEVATOR FUND



**ORI GLEZER**  
PARTNER @ ELEVATOR FUND



**TOM BRONFELD**  
PARTNER @ ELEVATOR FUND



**STAS OSKIN**  
CORE DEV & BIZ DEV @ WINGS



**RON MATZKIN**  
MARKET ANALYSIS EXPERT



**ITAI ELITZUR**  
PARTNER & COO  
@ MARKET ACROSS



**SEBASTIAN STUPURAC**  
CO-FOUNDER @ WINGS



**AMIR FEDER**  
CRYPTO ECONOMIST

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