



**Blockchain platform
of the hotel and tourism industry
DeskBell Chain**

deskbell.io

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Preamble

At the time of ICO we will be developing MVP, and continue to explore ways to present the white paper in a format that was as user-friendly as possible, supplemented by other useful data as technical details, and more detailed describing the economic model of the project as a whole. Necessary, check for updates of this documents every 2 weeks and we will notify you about all changes on project's official site <https://deskbell.io>

DeskBell is a service for the hotel business; IT-complex, including mobile and service applications together with server capacities. DeskBell has been developing for more than three years, has been tested in a number of the hotels. At the same time, the base covers more than a million hotels and hostels of the world.

DeskBell is a ready-made, working technological solution: a website for hotels and mobile applications for iOS and Android.

DeskBell implements geolocation mechanisms, a directory, announcements of events, and also represents an advertising platform. Being a dynamic and environmentally friendly alternative to hotel printed products, the service has a powerful potential for promoting both existing and developing services. Now the service is presented mainly in the regions.

DeskBell provides hotels with the opportunity to communicate with guests on a real time basis and updates information on the services, facilities and events of the hotel. DeskBell aims to encompass the tourism industry, the advertising sector, parallel to implementing the CRM system, plus planning and business automation (ERP) in the field of marketing.

DeskBell plans to combine the world's hotels into a single geolocation network, creating on their basis targeted sites connecting tourists at their place of residence. DeskBell also becomes an aggregator of statistical information about world currents in tourism, local features and preferences, thus opening wide opportunities for delivering targeted information to the end user. New challenges, the search for a monetization mechanism and the active development of blocking technologies naturally led us to the need to expand DeskBell's service by developing and implementing a project based on Ethereum-DeskBell Chain.

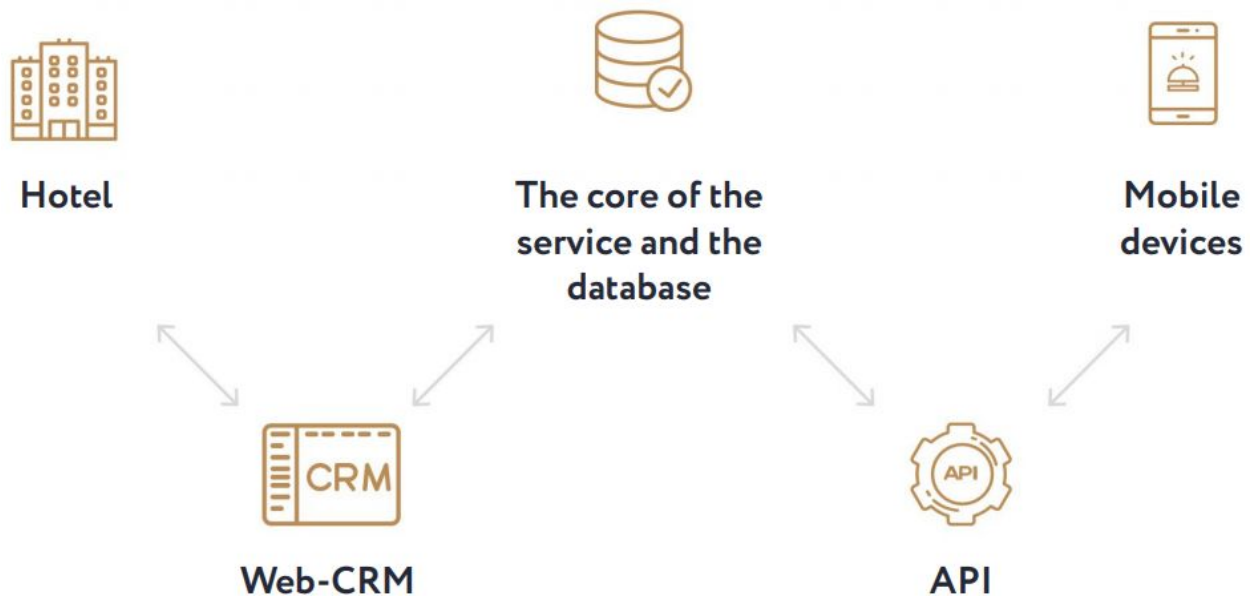
DeskBell Chain — (DBC) is a project of the blockchain platform as a part of DeskBell, aimed at creating a unique monetization mechanism: an ecosystem of mutual motivation that encompasses all aspects of the process, and expands the service to the tourist business in the region of the hotels.

The project will create a DeskBell Token (DBT) token based on Ethereum in accordance with the ERC20 standard, with an output to ICO, and for the turnover in the DeskBell platform.

About the DeskBell software package

Blockchain project 'DeskBell Chain' is based on the existing DeskBell service, which enables hotels to get out an important information to the guests and keep communication with them via chat. What is more, it also sells the site to promote their services. For tourists, DeskBell service serves as a guide and compass in the life of the hotel.

DeskBell automatically determines the hotel, in which the tourist is located and provides accessible information, making the stay more comfortable and active.



DeskBell Service includes several ready-made technological solutions:

- web application for hotels, with approaching CRM functionality and available at deskbellservice.com;
- cross-platform version of the mobile application for iOS and Android that automatically determines the hotel where the tourist is located;
- the database covers more than a million hotels and hostels of the world.

History of the project

- Q4 2014 — the idea appeared «on paper»;
- Q2 2015 — website for the hotels;
- Q4 2015 — iOS and Android Application;
- Q1 2016 — the first experience with regional hotels, 400 000 geotags;
- Q3 2016 — an expansion of the functional, such as: system of events, chat;
- Q2 2017 — release of the cross-platform version of the mobile application; new design;
- Q2 2017 — release of full-featured API, scaling and processing of the service;
- Q3 2017 — the service base has grown to 1 200 000 geotags.

Some features

- information and reference system about the services, promotions and special offers of the hotel;
- navigation through the hotel, location of leisure and recreational facilities;
- location of the bars and restaurants in the hotel, as well as their operating mode;
- list of entertainment and services;
- announcements of local events;
- system of internal chat (tourist — tourist and tourist — reception).

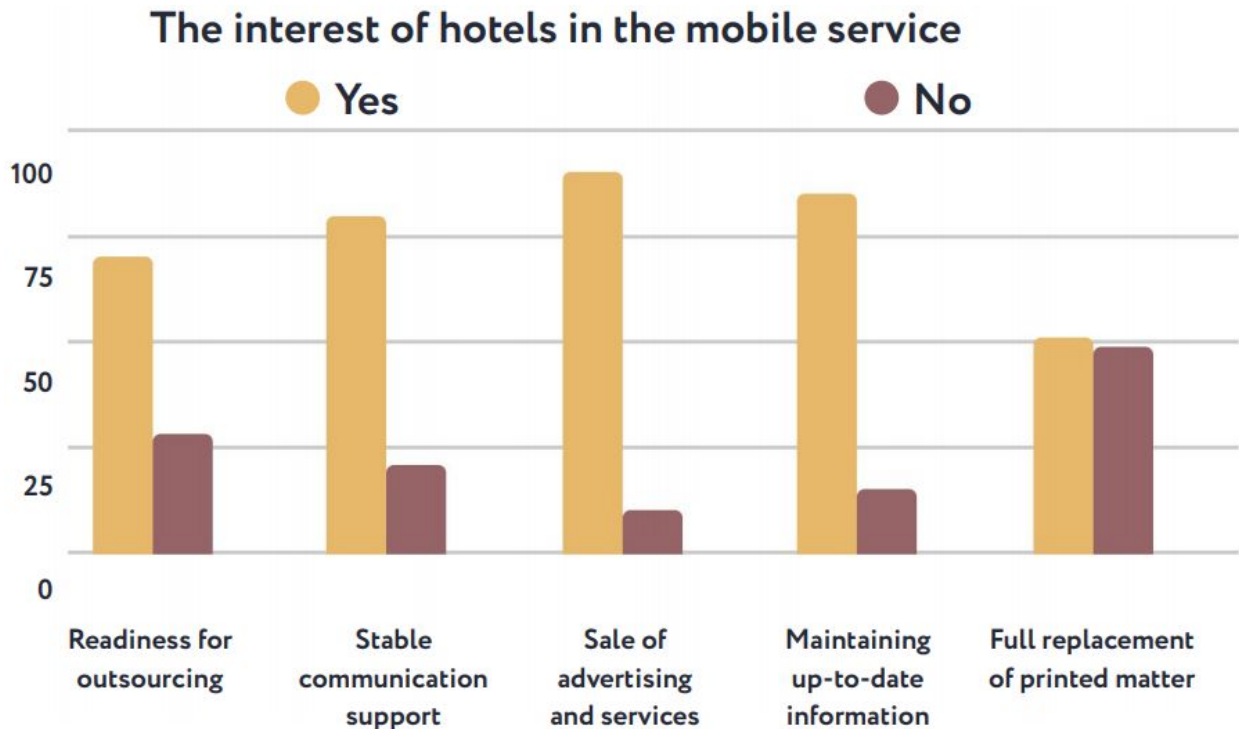
Market Analysis

XXI century — the era of the penetration of information technology in all spheres of life, where one of the key roles is played by the Internet and mobile services. Practically everywhere, in any industry, IT-services are being introduced in order to deliver information, socialize and increase dynamics, show interactivity of services and automation of business processes.

The sphere of mobile service in hotels, as the very appearance of mobile technologies, is a historical and logical inevitability. However, there are still no standards in the industry, and standards may not arise if there are no pioneers and attempts to develop them.

In the hotel and tourism business there are many Internet systems in the field of booking, organizing tours and responding to customers. Automation and mobilization in the hotel business are represented by own projects of large hotel chains or commercial point implementation projects. At the same time, for small and medium-sized hotels such developments are currently unavailable and economically unjustified. There are more than a million hotels and various locations in the world, of which only about 5% support their own mobile developments and are part of large networked hotels.

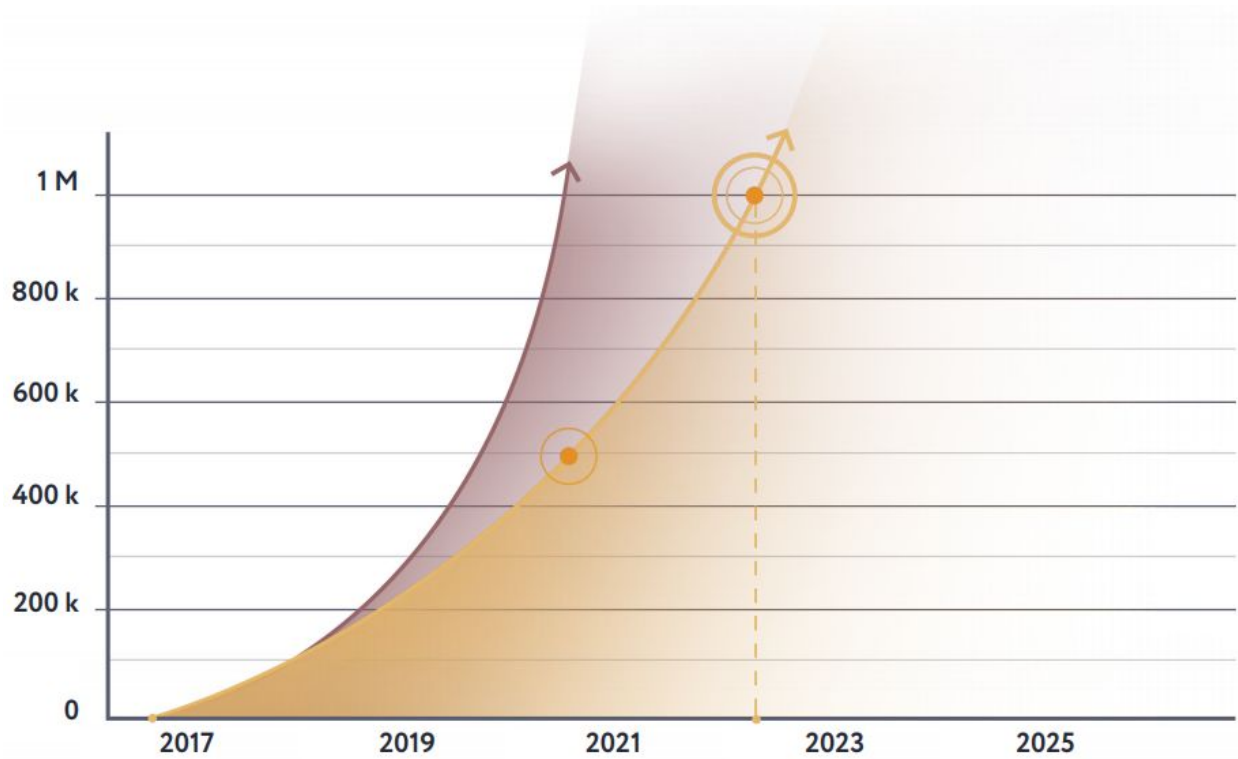
In the market there is one project aimed at creating an industry standard — DeskBell, as free software package, available to any hotel in the world and has a huge potential for development in the tourism industry.



According to the marketing testing conducted by the DeskBell developers themselves, about 70% of the hotels are ready to implement third-party software products and use the mobile Internet service.

Future of DeskBell Service

Summing up the research, the ratio of the industry and its customers, the depth of penetration of mobile and online services, relying on the experience of our own specialists, we are considering the possibility of reaching over five hundred thousand hotels in the world, which are planned to be attracted through 2020. Undoubtedly, the effect of using the DeskBell service will also affect the tourism industry in the regions and, accordingly, will involve millions of active users. Further growth will be conditioned by the world development of tourism.



We adequately assess the possible risks of business development, primarily in the emergence of competition and the complexities of marketing promotion, however, we are ready to take measures to overcome them.

DeskBell is a pioneer in the standardization of mobile hotel services offers an innovative model for the monetization of DeskBell Chain, we expect an explosive growth in service — in proportion to marketing investments.

DeskBell Chain — ecosystem of mutual motivation

DeskBell Chain creates a model of interaction between business and clients in the sphere of tourism, replacing the usual mechanisms of marketing programs and the implementation of services by motivated participation of all parties and the socialization of the service. Hotels and their guests, nearby establishments, local business and the whole region will be united in a mutual exchange of services, offers and events, with the turnover of DBT tokens, which act as a motivating reward for the participation and distribution of services.

DeskBell Chain is an innovative solution. On the one hand, it develops the popular and already widely used traditional mechanisms of targeted geo-referenced advertising. On the other hand, it introduces solutions that were not previously applied. Thus, a wide range of information and social mechanisms can be used in the DeskBell Chain ecosystem. For example, users will be able to perform certain marketing tasks in a transparent scheme of motivation with genuine transactions, thanks to the blockchain technology, and the objects of tourism will be able to build up the exchange chains in interaction with the target audience. Of course, the demand for advertising services will support the development of DeskBell Service.

The introduction of Blockchain technologies in DeskBell is a step in the development of the Company, allowing us to fulfill the main goal more broadly and effectively: making traveling easier and comfortable getting vivid and positive impressions from it. The DeskBell Chain project will provide a flexible innovative system for monetizing service capabilities, creating quality marketing services for customers and users.

DeskBell Chain is a flexible platform for the implementation of marketing programs, mechanisms for the exchange of events and active participation in the process of information exchange based on the database of hotels and tourism business using geolocation data and targeted statistics. DeskBell Chain will provide motivation to tourism facilities, accumulating tokens, simply being members of the ecosystem, with the subsequent use of tokens for services. In the process, mutual motivation will be implemented: with economy and compensation of expenses, with an honest exchange of information and social services. Also, tourists, end-users, will be motivated to perform

various activities, participate in programs of hotels and tourist business, combining rest with fascinating and useful occupations. Of course, all members of the ecosystem can arbitrarily change roles, building their own chain of exchange of proposals and tasks.

Principles of operation

Service DeskBell connects tourists and hotels, and in the future, on the basis of an updated development strategy, with any tourism object that allows using the service not only as a global marketplace for goods and services, but also as a center for dissemination of targeted information and interactive events. Local advertisements can act as information about the hotel itself, the surrounding area, prices and offers; as events — tasks for both the hotel and the tourist business of the region.

In the process of distribution of information and events in a given area, a part of DBT tokens is reserved as a motivating part and distributed among network partners and tourists to internal DeskBell accounts.

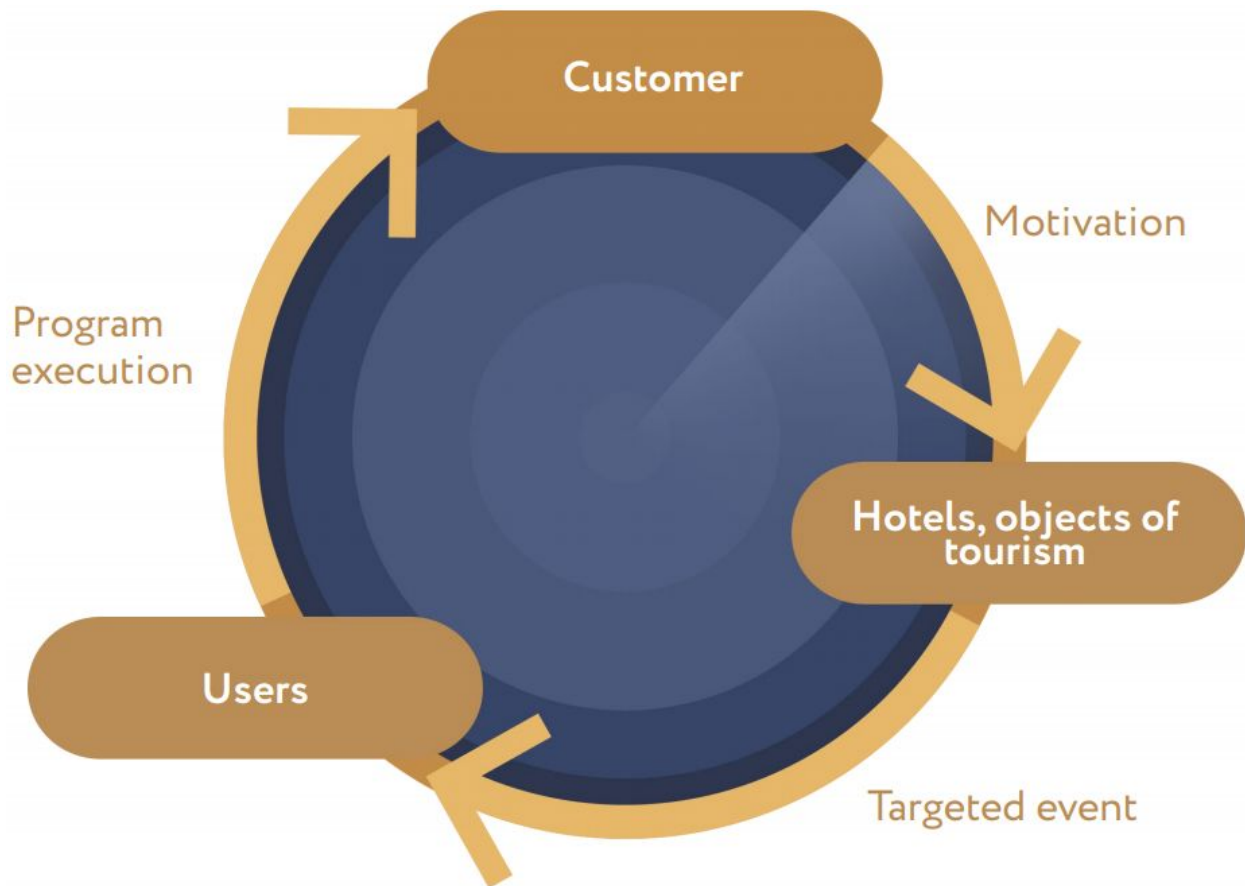
The customer can choose one or several conditions under which the tourist will be rewarded with DBT tokens and the partners will receive a motivational part. This can be either a simple reading of an information message or a response to it, or more complex, multilevel actions implemented in specific programs and secured, if necessary, by smart contracts. For example, a customer can motivate a tourist not only to look at his message, but also to attend an event where the fact of the perfect action will be recorded with the help of geolocation.

The aggregate of the targeted message, the motivating part and the terms of reward for the tourist is called the promotion program. Individual promotion programs will be products within the DeskBell Chain platform: in cooperation with hoteliers and the tourism business, we will develop specific schemes for motivating and exchanging services of any complexity due to the flexibility of the system. Project DeskBell Chain is a platform that allows you to create various configurations of marketing and social programs. The project will develop both common DeskBell tools, including mobile application functionality, server software, and additional Ethereum smart contracts to ensure the integrity and reliability of data. The main task of DeskBell Chain is to provide flexibility in developing programs and business logic that is effective for both tourism and end-users.

DeskBell Chain is based on the geolocation database service DeskBell and will use hotels as nodes to target the promotion programs. In the future, any tourism objects registered in the system will become nodes and participants of the ecosystem. The customer can be any person, as well as hotels and tourism business in the field of distribution.

The principle of the ecosystem of mutual motivation is quite simple:

- the customer chooses the promotion program;
- determines the geography and distribution method: in specific tourism objects , in a city, region, according to the preferences of customers, and so on;
- chooses the compensation terms;
- replenishes the internal account in DBT, if necessary;
- tokens will be distributed among the participants according to the selected promotion program and specific settings:
- the user of the application receives a reward due to the response to the announcement or on the outcome of the execution of the program action;
- objects, sites of tourist business and hotels receive a reward, according to the program chosen by the customer.



The conditions for receiving remuneration depend on specific promotion programs and can vary significantly; In addition, they will be developed and supplemented with the development of DeskBell Chain, both by own efforts and in cooperation with the tourism business.

For example, users can **receive a reward** for:

- response to the ad;
- attendance of an event fixed by the geolocation of a mobile device;
- photos during the event for the marketing campaign of the tourist service;
- filling in the information about the sights for the hotel;
- reviews and ratings of the restaurant or theater.

At the time of the release of DeskBell Chain we will develop and present a number of promotion programs:

- a targeted ad system where the motivational part of the tokens will be distributed between the user's hotel, the tourism objects at some 'display' points and the user himself, upon the response or, at the client's choice, visiting the positionally indicated event at a given time;
- socialization of filling in information about places of interest, tourism facilities in the regions of hotels and information about the hotel, initiated by the hotel or by us in order to scale the service and improve the convenience of services in hotels. In fact, it is a matter of replenishing the content base with the help and with the participation of tourists based on motivation, with precise positioning and fixation of the process in blockchain;

In the future, promotion programs will be developed both by the DeskBell team independently, and with the participation of service partners in various variations of user actions and exchange chains, from all kinds of content, to user positioning.

Benefits of using the platform

For travel industry

- the opportunity to increase the average ticket by offering additional services;
- automation of interaction with customers;
- reduction of advertising costs through the exchange of offers;
- motivation of partners for mutual promotion of services and products;
- personal offers to different groups of users and the development of flexible marketing programs;
- socialization through motivated feedback;
- scaling the platform and the scope of DBC, according to the development plan.

For users

- special offers and discounts relevant to interests and preferences;
- special rewards in tokens for the implementation of targeted actions, including the socialization of tourist services.

For token holders

- the opportunity to receive DeskBell services and participate in the ecosystem of mutual exchange;
- opportunity to pay for goods and services of the hotel or any partner participating in the DeskBell Chain system;
- direct implementation of tokens to the hotels and travel business in DeskBell.

DeskBell Token

Name of the token

DeskBell Token

Symbol

DBT

Type of the token

Utility

Emission model

deflationary

Additional issue

not possible

Total supply

19 071 428

The number of tokens in the ICO stage

12 000 000 (69,2%)

The price of the token is

0,5 USD

DeskBell Token (DBT) is the utility of the DeskBell Chain token based on Ethereum, ERC20 token standart. DBT will be used to ensure the operation of internal monetization mechanisms, used as a reward for users of participating in the life of the DeskBell ecosystem and filling the service. DeskBell Token acts as a unit of the internal currency of the DeskBell service, which will be used to pay for DeskBell services, and also participate in the work of the DeskBell Chain mutual motivation ecosystem. The issue of DBT will occur according to the deflationary model, which means that a limited number of tokens will be issued and no additional emission will be issued.

The volume of emissions comes from the market valuation, including the cost of services, the scale of potential customers and must ensure the growth of DBT for three years, taking into account the turnover of tokens in the project and the development of the tourism industry. Today, it is not possible to assess the market for a longer period with a sufficient degree of approximation to date.

Tokens will not be issued in once in the maximum amount. To issue a token, a gradual emission scheme is provided, which will occur during the sale of the token in quantities necessary for sale. Thus, the total amount of tokens during the collections at all stages of the ICO will be equal to the sum of the redeemed tokens. After the end of the token sale, additional tokens will be issued to cover bonuses to early investors, bounty campaign, and also the share of DeskBell Chain itself. We guarantee that the tokens issued for the internal work of the DeskBell Chain platform will be used exclusively within the service and will never be exposed to open sale on the third-party sites on behalf of the DeskBell service. Moreover, holders of DBT tokens will have the exclusive right to implement their tokens through our system, and the share of tokens of the DeskBell Chain platform itself will have a standby status and will be used exclusively to maintain the liquidity of the token.

DBT as an internal currency

DeskBell Token will act as the internal currency of the DeskBell Chain platform as a single tool for recording and implementing services, as well as for providing an ecosystem mechanism for mutual motivation. For DeskBell customers, the internal account will be presented in the form of their personal Ethereum wallet, which they can open in DeskBell or independently on profile resources and then register with the service.

Users will be able to replenish the internal account through participating in programs or by purchasing tokens in public sources, including primary placement participants and other DBT holders. For registered and verified customers of the service, the replenishment of the internal account will be available directly through the Company via DeskBell. Also, token holders will be able to implement DBT directly to customers, providing a turn in DeskBell Chain. The price of internal account units will be regulated by both internal and external factors, with the development of the service and with the growing demand for the exchange of DBT for Ethereum.

Since DeskBell will be a major operator in the turnover of DBT, we plan to create a reserve fund for DBT, ETH and fiat funds to maintain the liquidity of the token and provide priority to the token holders in the implementation of tokens to customers of the service.

Token distribution

Total distribution — 19 071 428 DBT

For sale — 69,2% (12 000 000 DBT)

Bonuses — 6,3% (1 200 000 DBT)

Bounty — 0,26% (50 000 DBT)

DeskBell Chain — 30% (5 721 428 DBT)

ICO

Date — 12:00 UTC May 21 - 12:00 UTC November 1, 2018 ;

Tokens for sale — 12 000 000;

Price — 0,5 USD;

SoftCap — 700 000 USD;

HardCap — 6 000 000 USD.

Reasons for conducting the ICO

We conduct the ICO with the aim of implementing DeskBell Chain project and further promotion of DeskBell service with coverage of hotels and tourism business all over the world.

Loyalty program ICO

\$2500 - \$5 000: 2.5% DBT

\$5 000 - \$12 500: 5% DBT

\$12 500 - \$50 000: 7.5% DBT

\$50 000+: 10% DBT

Distribution of funds ICO

30% further development of DeskBell service

- Staff assistance;
- Service development and roadmap implementation.

70% marketing

- Creation of a network of regional agents, a campaign to promote and implement DeskBell around the world, as well as massive and targeted campaigns in major cities.

At the ICO stage and upon reaching the Soft Cap, we will begin implementing DeskBell in 1000 hotels in the world's largest cities, spending resources on the managers' staff and customer support. However, this does not cover marketing tasks of the full-scale advertising campaign and the promotion of DeskBell Chain in the tourist business environment, which we strive to achieve, reaching the Hard Cap.

Roadmap

2018

- finalization of the current service and mobile applications, implementation of new functionality required for the DeskBell Chain platform;
- development and implementation of the ecosystem of mutual motivation DeskBell Chain.

2019

- development of DeskBell systems: chat, socialization, events and alerts, the introduction of elements of augmented reality;
- scaling service , due to the expected growth , reaching CDN;
- entering the service of tourist business;
- development of a payment system for goods and services through the mobile DeskBell application.

2020

- expansion of the service part to the functionality of CRM and ERP systems;
- going beyond mobile applications: the development of third-party cross-services in the tourism industry, a unified database of hotel and tourism business, global search and booking in the framework of the monetization of DeskBell Chain.

Our Team

Sergey Ivanov [LinkedIn](#)

Chief Executive Officer;

More than 20 years of experience in the areas of management organization, risk optimization and strategic planning. He held a number of leading positions in various companies.

Andrei Karachkin [LinkedIn](#)

Chief Technology Officer;

Programmer with 9 years of experience, co-author of mobile communication service «Interda», 5 years of experience in the development of mobile applications. Project manager, leading programmer and inspirer of DeskBell.

Gennady Smagin [LinkedIn](#)

Engineering Team Lead;

Developer with 15 years of experience in the Internet sphere, databases, co-author of the mobile communication service «Interda». He is responsible for the server part and API, co-author of the DeskBell Token project

Sergey Fedorov [LinkedIn](#)

Chief Visionary Officer;

Started working in the digital sphere in 2006. 11 years of experience in the development and management of projects. Founder of Fedorovlab Digital Agency. Among the clients are BigPicture, Stanislav Orekhov Studio, Paul Smith Russia and others.

Alexey Ovchinnikov [LinkedIn](#)

Service Integration Owner — Customer Service;

More than 5 years of work in software implementation projects, experience in supporting IT infrastructures in production and financial spheres.

Nadezhda Kurtikova [LinkedIn](#)

Community Curator;

More than 3 years of experience in the mass-media. The author of the scientific work in journalism.

Alice Shishko [LinkedIn](#)

External Relations Manager.

She has extensive experience, working with the international community, a large variety of achievements in blockchain competitions and passion for information technologies.

Social networks and contacts

We are in social networks

Facebook — <https://www.facebook.com/DeskBell/>

Twitter — <https://twitter.com/deskbellservice>

Medium — <https://medium.com/@deskbell>

Telegram — <https://t.me/DeskBellChain>

Youtube — <https://www.youtube.com/channel/UC3YgoTkDVaY3wPbmmOpu3-w>

Questions, concerning ICO — office@deskbell.io

Support service

E-mail — office@deskbell.io

Telegram — [@DeskBellAgent](https://t.me/DeskBellAgent)

Justification

Disclaimer

Owning DBT tokens (the 'DBT Tokens') does not bear any rights, direct or indirect, except the right to use these tokens on the platform DeskBell Chain (the 'Platform') if they are successfully completed and implemented. In particular, you understand and agree that tokens do not give ownership, shares, security rights to a share or equivalent rights, or rights to receive a share of future income, intellectual property right or the right to any other forms of participation and connection to the platform, the company Constanta Investments OÜ (the "Company") and its affiliates, except for the rights associated with the use of the platform and bonuses provided by the tokens, subject to the limitations and certain conditions and applicable platform conditions and policies (as defined below).

This document is not a recommendation for investment or an incentive for investments and should not be interpreted this way anyhow. This document is not an offer to sell or subscribe, it is not an exhortation or an invitation to subscribe or purchase any other securities or tokens.

The Company is not liable for direct or indirect losses, or any kind of losses, arising from:

- Use of the information contained in this document;
- Any error, omission or inaccuracy in this document or;
- In any other cases arising from this.

Citizens and residents of the United States, Singapore, Canada, China, South Korea and other jurisdictions with the relevant legislation or legal restrictions can buy tokens only under their own responsibility; the Company is not responsible for it.

Affiliates and representatives of the United States have the right to buy tokens under their own responsibility and cannot bring the Company to responsibility in case of losses.

The Company is not liable for any legal or monetary consequences arising from the use of the platform and the purchase of tokens in the United States, Singapore, Canada, China,

South Korea or citizens and residents of other jurisdictions with appropriate legislation or legal restrictions.

All actual and potential tax liabilities are the responsibility of the purchaser of the token, and the Company is by no means and under no circumstances bound to and paid by the tax holder's tax obligations and does not provide any advice on tax matters, including but not limited to, providing recommendations on registration with tax authorities, filing tax reports, paying the necessary taxes, their amount, tax incentives etc.

The price paid for the token does not include taxes. The buyer is fully responsible for determining which taxes, if any, apply to the purchase of tokens, including, for example, sales taxes, use, value added tax and similar taxes. The buyer bears full responsibility for withholding taxes, collecting taxes, filing reports and maintaining appropriate taxation in the tax authorities. The Company is not responsible for the retention, collection, reporting, maintenance of any sales, use, value added and other types of taxation arising from the purchase of Tokens.

Legitimacy

The Company is running the ICO in accordance with the current legislation of the Republic of Estonia on the basis of the License to provide virtual value services No. FVR000022 and License No. FRK000015 that allows to use virtual wallets.. In order to comply with the requirements of the legislation, a detailed legal assessment of the platform was carried out and the documents, necessary for conducting activities in accordance with the highest world standards were developed.

The activities of the DeskBell Chain platform and the interaction with customers are governed by AML's policy, and personal data of clients are protected by the 'Protection of Personal Data'.

Thus, individuals who wish to purchase DBT tokens can be fully confident in the legal stability of the platform.