



# UTour



**The ecological chain of distributed tourism service**

Distributed Travel Services



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## I. Project Overview

### 1.1 Gap between Dream and Reality

*"A life without travel, can only be called survival. There must be at least two urges in life, one for love, and one for a last minute travel"*

– Andy Andrews

These beautiful words from Andy Andrews have deeply touched the hearts of many and have inspired our infinite longing for travel.

Perhaps you wish to explore the unknown world with your backpack, experience an exotic romance with your lover, or enjoy a period of leisure time with your family. Every journey is a special one and you may have different expectations.

Let's get started.

First, you locate a destination and then book tickets and hotels for a perfect departure. Wait, where are the unknown world and exotic romance? Speaking of travel and love, they are a lot more than merely the booking of air tickets and hotels.

Now back to reality. No matter how high your hopes are regarding your travel plans, the pervasive use of the Internet for air ticket and hotel bookings has standardized your "love" for travel. Online travel agents ("OTA") have control over a majority of the global consumer sources for air ticket and hotel bookings. They are increasingly monopolizing the industry through the offer of standardized booking services. It seems that all travel itineraries are generally ordered in the same way.

There is no doubt that the OTA model based on the Internet has made travelling easier for all of us, and this is a huge improvement and disruption for the travel industry. However, as the saying goes, "Too much water drowned the miller". The increasing standardization of information through OTA which act as intermediaries and the increasing dominance of profit-driven OTAs in the Internet age has resulted in negative effects for travelers and other participants in the tourism industry as customers are able to more easily compare prices and perform travel-related bookings.

- 1) Service providers suffer lower profit margins when customer traffic is diverted to OTA booking platforms and such OTAs have an information monopoly.
- 2) Since customer traffic becomes more important than service quality, service providers are not motivated to provide high quality service.
- 3) Extensive small and personalized services fail to win customers, and gradually disappeared from markets.



- 4) Customers have to pay higher costs due to price discrimination and bundle sales.

Standardized and scale-based services obtained by travelers from OTAs may fail to meet the travelers' requirements, whilst at the same time, reducing the opportunity for travelers to have personalized travel experiences.

## 1.2 What have we been looking for

Closing the gap between travelers' dreams and the current reality, we aim to provide travelers with the opportunity to start to explore the journey they desire:

- Everyone needs different experience (**unrestricted options**)
- Travel information from each corner of the globe (**information fragmentation**)
- Flexible combinations of accommodation, transportation and entertainment (**services delivered through collaboration between multiple parties**)
- The real experience of others is our best referral system (**public praise**)
- Intermediaries are bothersome (**Decentralized**)

The incomparable blockchain technology perfectly combines all of the above features:

- Distributed ledger: **makes multiple-party collaborations possible**
- The untamable encryption technologies: **continue to accumulate words of mouth.**
- Smart Contract: **ensures benefits of stakeholders are delivered to them automatically without the need for intermediaries.**
- Open Network: **allows more participants to join fairly with more information and more flexible options.**

## 1.3 When Dreams Come into Your Reality

Blockchain is a perfect match for a real journey. The “marriage” between Internet and tourism has given birth to the possibility for disruption to the OTA model by combining blockchain with tourism. We intend to create a brand new travel ecosystem called Distributed Travel Services (“DTS”).

### What Does UTour Bring Us?

1. Service providers with efficient collaboration and flexible organization offer enriched options to customers.
2. More personalized services are directly provided by individuals or institutions at destinations, which can remove intermediaries, and create an open and fair travel service value chain with flat structure.
3. To provide a platform for real and effective word of mouth for services and experiences





## What is UTour?

UTour is an industrial public blockchain exclusively created for tourism. Any organization or individual can provide personalized travel services to users through UTour, and any traveler can acquire the full range of pre-, in- and after-trip services through UTour.

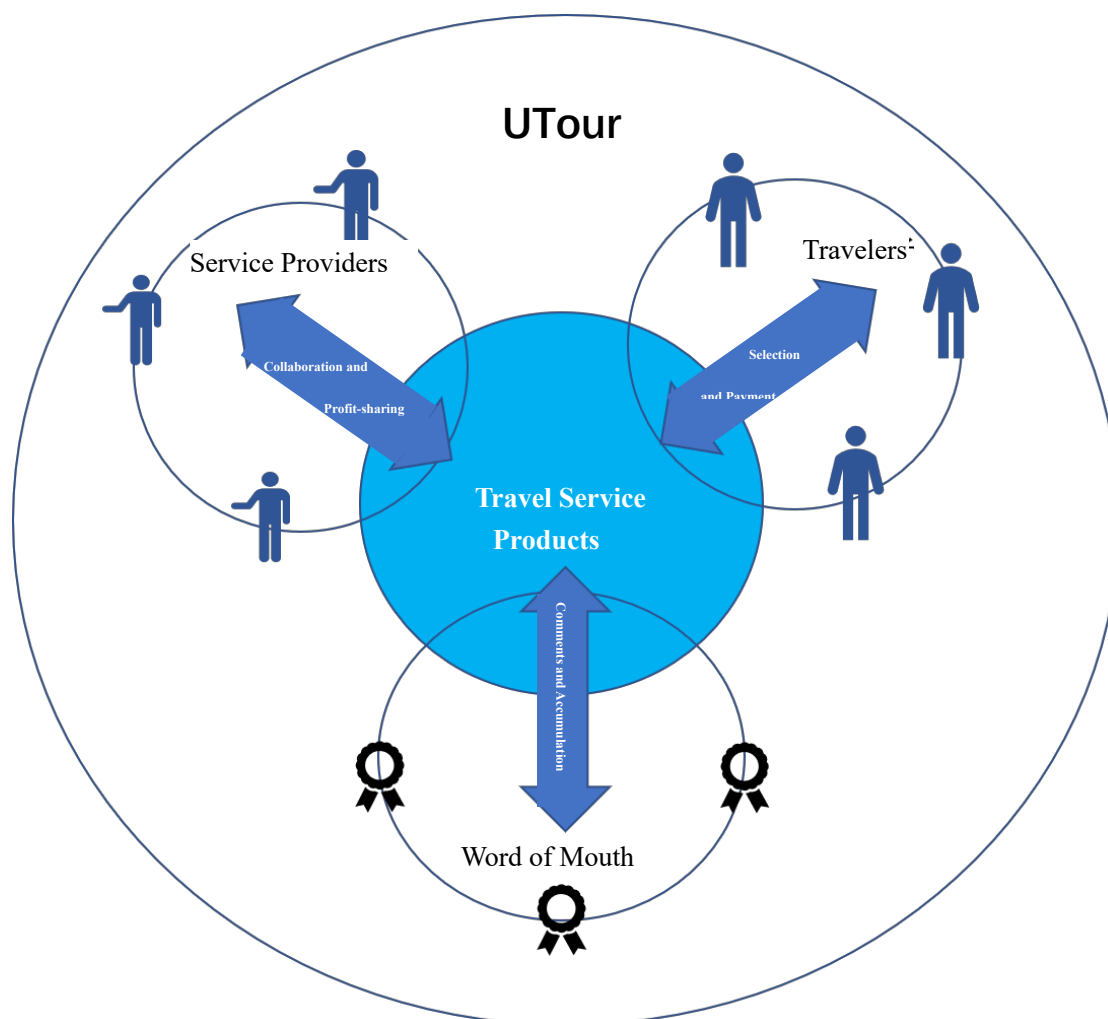
## What Will UTour Create?

**UTour will build a closed loop value chain for three travel ecosystems concentrated on tourism service products**

User's closed loop for online selection and payment

Service provider's closed loop for collaboration and benefit-sharing

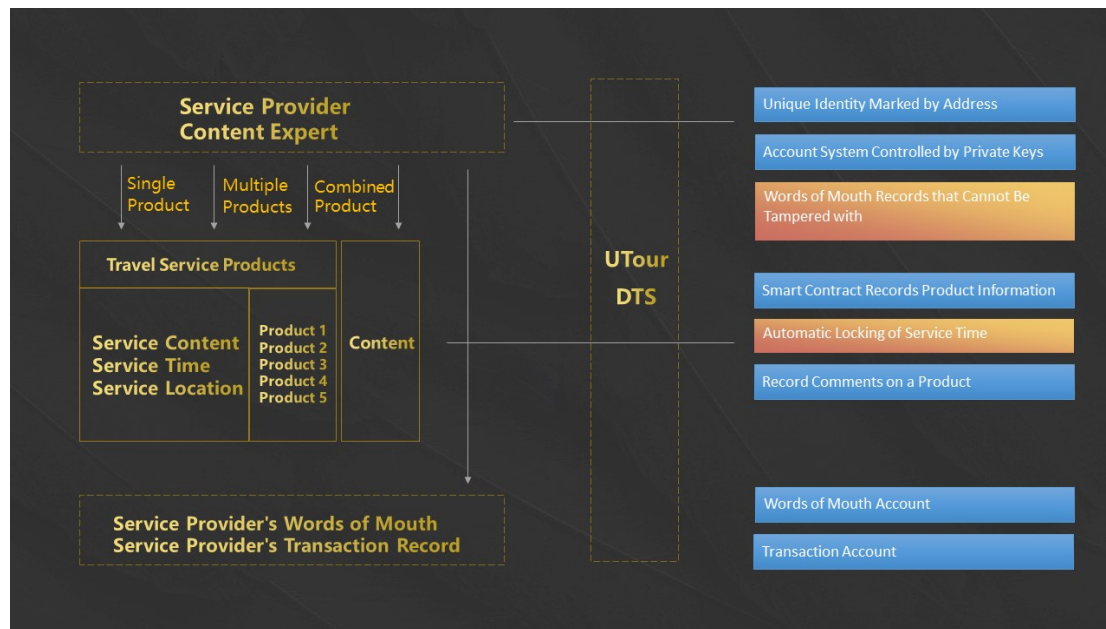
User's closed loop for making comments and word of mouth





## II. Technologies

### 2.1 UTour's Blockchain Logic



#### Ledger System

The ledger is based on public key and private key of block chain elliptic curve, and built on an open user ecosystem, which can be accessed by travelers, individual service providers, institutional service providers, and travel experience sharers. The user interface system is connected to the UTour network. Each account is linked to travel products posted by users, as well as product trades and word of mouth.

#### Product System

There are 2 parts of UTour ecosystem, namely, its content and its services. The former refers to experiences shared by travel players that are stored in blockchain as hash, and the latter is shown as service content, service time, storage, service location and service status in a smart contract.

**Service Content** refers to the characters used to describe the services, such as guide services, rental car services and scenic spot tickets. We provide not only existing services options, but also more personalized options.

**Service Time** means the time period during which the service provider can provide service for users. Once available service time has sold out, the smart contract shows the service as no longer available.

**Storage** means the maximum quantity that could be provided at the same time, such as room quantity. After each reservation is made, the storage automatically decreases and this is recorded by the smart contract.



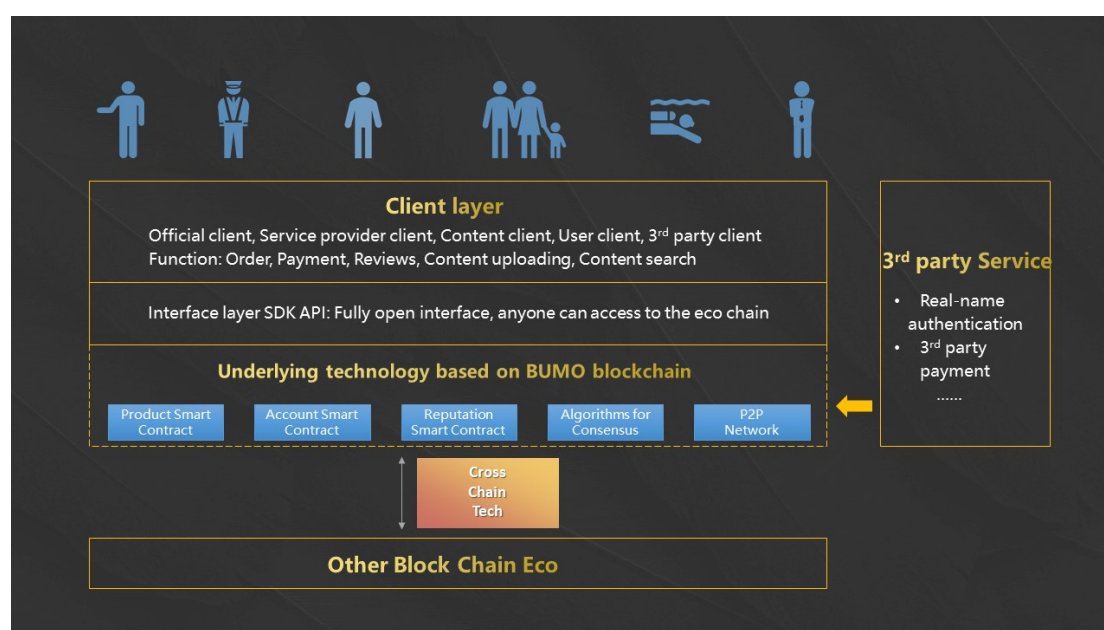
**Service Location** refers to the place that users will receive or use the services, and this is shown as a set of geographic coordinates. Any service provider can submit its own products to the public chain in accordance with requirements above, and any user can search relevant products through four parameters above.

**Service Status** refers to the status of the service, i.e., whether it is online and offline. The online service can be reserved. Service providers can send their transaction instructions together with their signature in order to manage online and offline products.

### Transaction Record and Comment Record

Different users are associated with service products through transactions in blockchain. There will be parties and corresponding products involved in any transaction. Comment record refers to comments made for particular transactions on the blockchain. Users can send good or bad comments when they complete the evaluation stage for each transaction, and this is automatically linked to the products and product providers. Comments for a certain product and reputation of a certain service provider will be consolidated.

### Blockchain's bottom platform and overall architecture



### Bottom platform:

All of the above are based on the public chain developed by UTour. UTour's blockchain is based the foundation frameworks of Bytom, Steem, Bubi, ONT and Wanchain, amongst others. UTour's blockchain adopts the DPOS mechanism in order to allow for high performance usage, and the nodes are composed of key partners and foundations. As the ecosystem continues to be built, more nodes are jointly maintained by community participants. In the development of the underlying platform, UTour focuses on the privacy trading function and the cross-chain function. Among them, privacy trading function provides the possibility of conducting anonymous transactions and anonymous evaluations. Cross-chain transactions allow UTour to have access to other ecological chains, industrial chains and mainstream public chains such as Bitcoin and



Ethereum. Making content transactions through a variety of digital currencies becomes a reality. This will greatly enrich UTour's ecosystem.

**SDK Interface:**

The underlying functions of UTour's blockchain and smart contract layer are fully open to the whole network as a basic protocol layer. This allows any individual and third parties to develop applications (DApps) through our standardized API and SDK interface.

**UTour Coin:**

UTour Coin (or "UTO") is the native token of the UTour network, with a fixed total circulation and with the following functions implemented in the network:

- 1) As a system usage fee for product releases, reservations, transactions, evaluations on chain, which will be paid to all ledger nodes that maintain the entire network;
- 2) As a ledger symbol for the settlement of tourism services obtained on the UTour platform, which can be used to charge and settle while transacting on the UTour platform; and
- 3) Act as costs and incentives necessary for making comments.

**Official Client-side and DAPP:**

DAPP is an important component on UTour's ecosystem. During early period of the network, UTour will provide official client-side support with standard functions including wallet, experience sharing, product release, trading settlement and data inquiry.

With the development of UTour's ecosystem, UTour encourages more interested parties to more personalized DAPPs. For example, "Play at Bali" DAPP, which provides exclusive destination services, "Exotic Romance" DAPP which is specially designed for lovers travel. These DAPPs are different from currently centralized OTA tourism products. DAPPs are not middleman providing a service, but they are pure information integration parties. The service and products continue to be provided directly by the service providers. For example, if Andy put his beautiful sailboat on UTour's public chain, his beautiful sailboat can be shown at the same time on three DAPPs including "Play at Bali", "Exotic Romance" and "Romantic Journey". Users can find Andy to reserve his sailboat on any one of these three DAPPs.

**Excitation mechanism:**

After UTour released UTO, it has a strong and flexible incentive mechanism to encourage users' positive behavior, and encourage users to contribute more to encourage more contribution behaviors and promote the healthy development of the platform.

UTO incentives for the following producers and discoverers of good content will receive rewards:

- 1) Publish excellent content, such as travel notes, lines, etc.
- 2) Discover excellent content, forward, like, etc.
- 3) Provide services required by other users, etc.

The key part of UTO's circulation is consumption. UTour provides a rich consumption scenario. In the following scenarios, the user's UTO will be consumed:



- 1) Buying resources such as lines, hotels, etc. as consumers
- 2) Pay for the service fee
- 3) Rewarding excellent content producers
- 4) Post information on hotels, routes, etc.
- 5) Post help, question and answer information

Each user is a producer and a consumer in UTour, which realizes the closed loop of UTO circulation and promotes ecological construction.

**Incentive rules:**

UTour establishes an incentive pool. 50% of the UTO in the incentive pool is used as a reserve, which is counted as M1, and the other 50% is used for daily incentives, which is counted as M2. The reserve and daily incentives are recalculated each year based on the pool balance.

The UTour incentive is settled on a daily basis, ie the number of UTOs obtained from the incentive pool per day is  $M2/365$ .

The information is released in UTour, a certain amount of Token is paid, and the Token paid by the user is recycled to the incentive pool.

The user contribution value C1 is calculated according to the daily user activity. The praise value obtained by the user to publish the content, as the user content contribution value, each time a praise is obtained, the contribution value is increased by 0.01. Read the user's like, the first one likes the user to get a 0.01 contribution value, and the other users get a 0.005 contribution value.

The user seeks the answer to the question, can pay the token to issue the question, other users answer the question, and finally the publishing user selects the best answer, and pays 80% of the token to the responding user, and the remaining 20% is distributed by other participating users.

In the early stage of operation, the incentive pool will provide a certain proportion of tokens to the user in addition to the amount of tokens to be motivated, and gradually reduce the additional incentive ratio by week (month), 20% in the first month, second. 10% for the month, 5% for the third month, no additional incentives after the fourth month.

When the service provider publishes the service information, it needs to pay a deposit. When receiving the user's complaint, the deposit is deducted from a certain percentage. After the deposit is deducted, the service provider can no longer release information and provide services. When a user complains about a service provider, there must be a transaction record with the service provider, and each transaction record can only be lodged once.



## 2.2 Start a New Trip

What does a UTour-based travel look like? Perhaps the following story can provide an illustration.

### Scenario 1: Non-UTour-based travel

Dragging her tired body, Alice returned home finally. Throwing her luggage on the floor and herself in bed. Recalling a one-week trip, she is filled with endless anger and sadness, Exhausted, she falls asleep quietly at home whilst lamenting to herself that staying at home has become a luxury compared to her recent travel experience...

"Honey, let's go on a tour and commemorate the first anniversary of our acquaintance," Bob said to her affectionately a week ago. Bali is their destination for this trip. Alice is looking forward to wandering in the evening of Memorial Day and enjoying a beautiful sunset on Nyang-Nyang Beach together with Bob.

The two people who ended the long-distance flight took a car to their hotel at midnight. After driving for more than one hour on the winding road, the car did not stop at the hotel. Then Alice and Bob were faced with a price increase demand, otherwise, they are threatened to get off the car. Considering exhausted and frightened Alice, Bob compromised after a fierce disputation. Arriving at the hotel to check in, they were informed that their reservation was missing on hotel's system. They entered their room finally after spending a long time trying to locate their hotel booking confirmation, but found that there was a big gap between hotel pictures and actual situation.

Bob attributed all the unpleasant things happened to them thus far to the hotel booking website. In fact, however, the nightmare had only just begun. In the rest of the week during their trip, Alice had a bad stomach after eating at a restaurant; they spent two hours waiting for the spa booking that they had reserved; the dolphins couldn't appear; they only saw monkeys and moon on Nyang-Nyang Beach because of the late driver... everything seemed to go wrong on their trip.

On the way back, the two people who were on the verge of collapse had escalated a small quarrel into a war. They ended their trip by breaking off their relationship.

### Scenario 2: UTour-based travel

Carol was ready for dinner and she was waiting for the first guest she would receive from a booking on UTour. To be precise, Carol's guest was introduced by her local friend David. David was a private tour guide for guests on this trip. The 19-year-old local boy used his vacation as a tour guide and he was already a minor celebrity locally on UTour's public chain because of his fluent English and enthusiasm.

After the car door opened, the driver took their baggage. David went to Carol's home together with a woman. "Don't forget to pick us up at Ubud at 8 am tomorrow morning," David reminded the driver before he left.





"It must be on time." The driver left happily.

Carol was very happy. The lady liked the dishes she had prepared. More importantly, her house would not be empty in the coming week, and the rent she received this time was 20% higher than from the hotel booking site.

One week later, Carol prepares the last delicious dinner at her house for the lady who shares her great experience pleasantly during the week, including the beautiful sunset at a small beach, rainforest villages that are not heavily affected by visitors, a professional diving coach who is always enthusiastic, and the driver who never comes late. Carol gifts one handcrafted handbag to the lady at her parting, and the lady is quite joyful and touched due to the gift.

When the lady is leaving, all persons including Carol, David, the driver and the professional diving coach receive commissions in their respective UTour wallets, and everyone is very happy. Of course, Carol, the driver and the coach all give good comments to their referrer David at UTour.

While waiting to board her departing flight, the lady took out her mobile phone to record the trip. At the end of the trip, she wrote the following message: "Bob, I came alone on a trip without any plan to the island where we had previously separated. I was relieved this time from my trip and our experience during the last trip was not the fault of any of us. Regardless of the future, I still appreciate the good times we have spent together. Thank you, Alice."

## 2.3 A New Era

A trip is not an end but a new beginning. UTour aims to create a wonderful trip for everyone. Let's enter the DTS era and move away from the OTA era.

In the above story, for David, Carol, the driver, and the diving instructor, they were transacting with the travelers without the use of an intermediary and they were instead directly connected with the travelers. David was the point of connection and he was able to do so as he had formed a good reputation on UTour with his good understanding of the local area and his high quality service. Alice found David through an influencer's comments. David provided a personalized solution for Alice and invited Carol, drivers and diving instructors whom he was familiar with to serve Alice. Alice and David's service agreements and commissions were locked in advance through smart contracts on the UTour chain. The work distribution of David and Carol, the driver, and the diving instructor were also determined in advance through smart contracts. When Alice finished the journey, Alice's money paid in advance automatically enters into each service provider's UTour account. Of course, Alice could also negotiate agreements directly with each server in the beginning. However, Alice chose to trust David because of David's good reputation on UTour in above story.

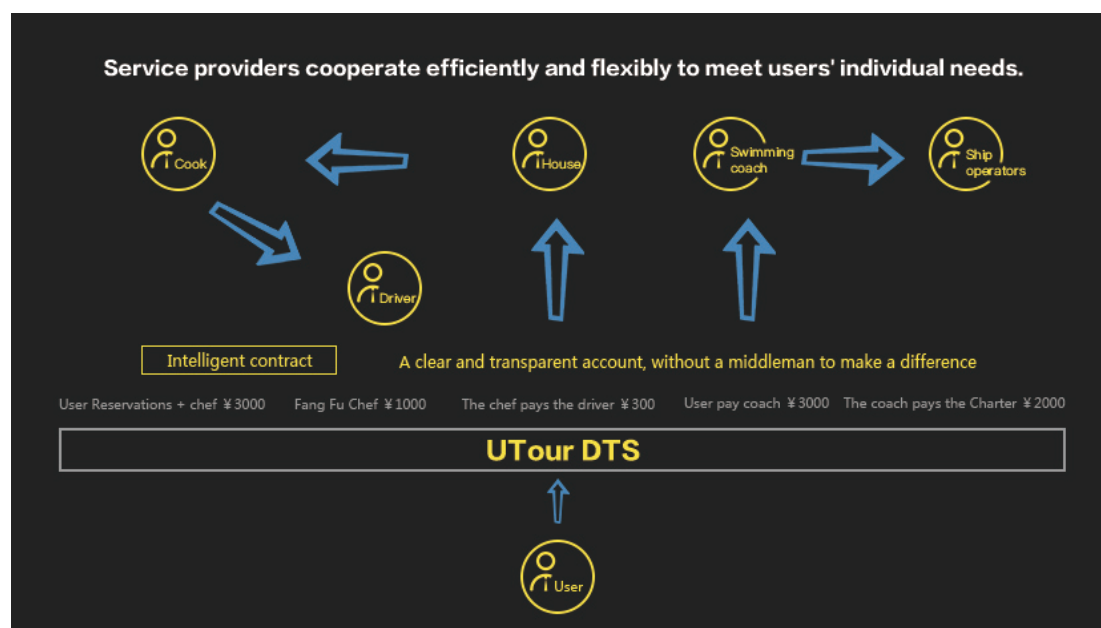
All of them include David, Carol, drivers and diving instructors who operate independently of the middleman and each of them can only gain more customers by providing high-quality, personalized services which



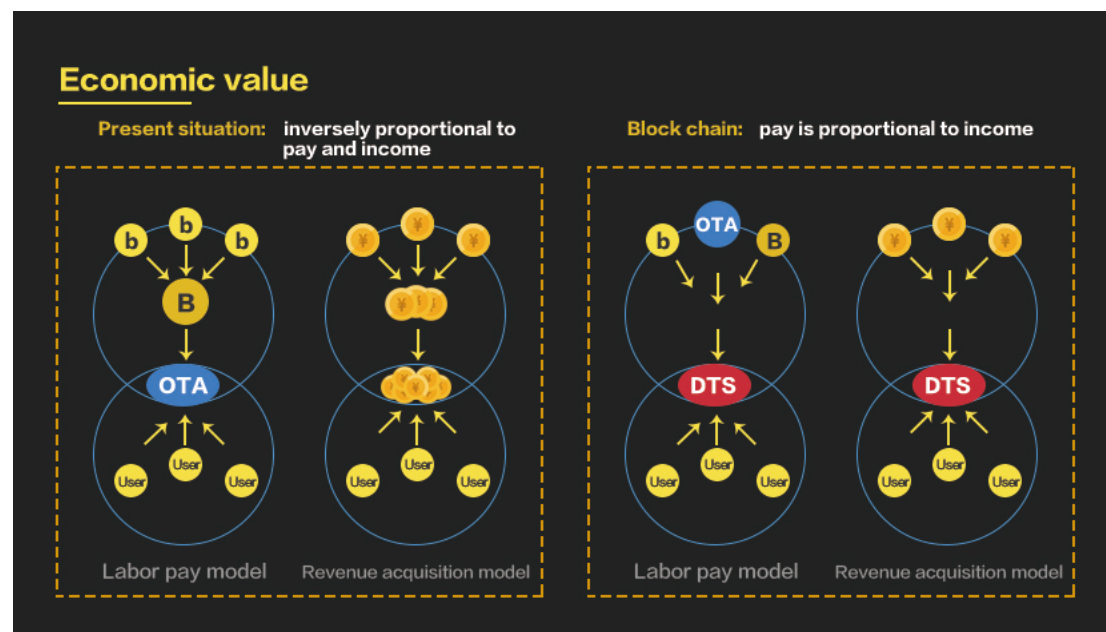
customers can rate and thereby allowing the service providers to accumulate a good reputation. People are not able to tamper with the word-of-mouth accumulation on blockchain. Any blemishes in their ratings can potentially cause them to suffer losses. Service providers in the second scenario described above will therefore cherish their reputation even more, compared to those in the first scenario described in the story above. The lack of middlemen also makes the service providers more willing to serve customers in a personalized manner.

The image of the DTS era created by UTour is more apparent in light of the illustration in the story above. The UTour DTS may offer the following:

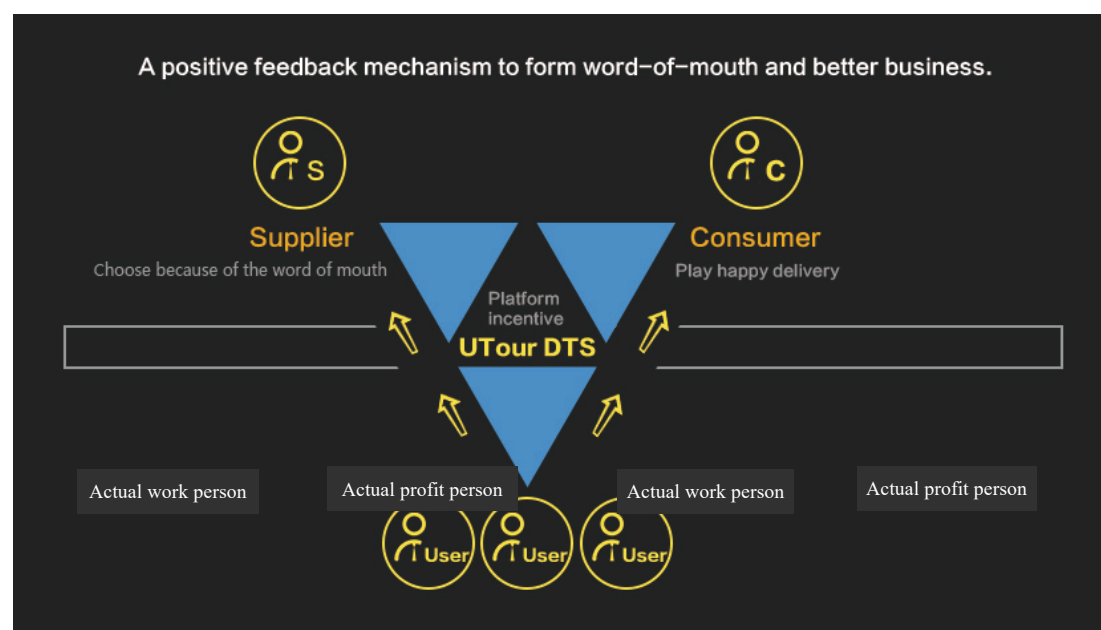
1. Service providers provide users with a wealth of choices by their efficient collaboration and flexible organization.



2. More personalized services are directly provided by destination individuals or institutions without having to go through intermediary organizations. The purpose is to form an open, fair and flat tourism service value chain.



3. Form real and effective service and public praise.



## III. Team Partners

### 3.1 UTour's Team

# Team Overview

## Hunk Zhang

President of UTour research center, who have served as senior manager in well-known Internet company, has rich operational experience in online and offline resource integration, channel management, business landing, etc. In 2016, he entered the block chain industry, and had rich experience in the application of block chain.



## Jun Wang

Technical director of UTour, Senior developer of block chain technology, responsible for the development of multiple block chain technology application projects, and provides API development and market data analysis services for several digital currency exchanges. Experienced in digital currency development, and proficient in JAVA, C#, Linux C and other programming languages.

# Team Overview

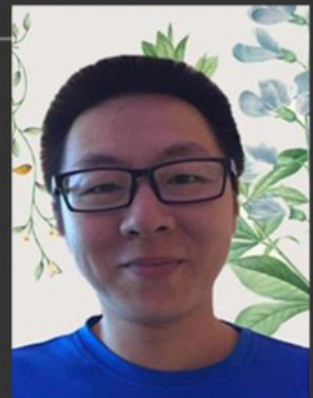


**Li Hongzhen**

UTour chief architect and senior blockchain researcher. He used to be a senior engineer of PMCaff, an architect of Nework, more than 10 years of experience in the software industry, and 4 years of experience in the Internet finance industry and mobile payment.

**Chen Liang**

Chen Liang is a diverse partner who is fearless to try everything. He is the founder of FPC travel-chain and extreme speed, co-founder of yingyibao app, and an investor of film Operation Red Sea. A partner with distinctive character is necessarily a faithful travel lover. Building Utour into a great ecosystem is our common aim.





# Advisers

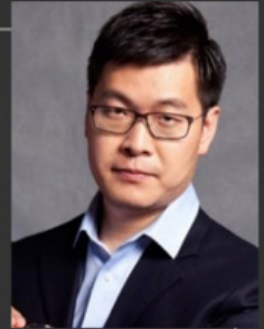


## Wang Donghui

Ameba Capital founder and Lei Jun's golden-partner, served as executive director and CFO at Kingsoft (HK3888).

## Yao Jinbo

President and CEO of www.58.com, and the 13th NPC representative  
Listed into China Internet Representatives 2009, 2017 Influence China  
and 2017 Top 10 Economic Representatives of China



## Fritz Demopoulos

Founder and the first CEO of Qunar, Queens RoadCap.

## Uriah.D

Strategy and Investment Director at JD.com, and focuses on AI  
and empowerment investment into JD ecosystem.



## Feng Bo

Managing partner and founder of Ceyuan Ventures, helped Stone Richsight  
and AsiaInfo complete successful  
financing and listing.

## Yu Guangdong

Managing partner of Alphax Partners, lifelong honorary adviser at  
www.360.com, and chairman of CKGSB Alumni Internet  
Industry Association







## IV. UTour's Plan

### 4.1 UTO Distribution Plan

#### 4.1.1 UTO Distribution

Total available supply : 0.3 billion UTO, The number is constant and cannot be increased.

The specific distribution plan is as follows:

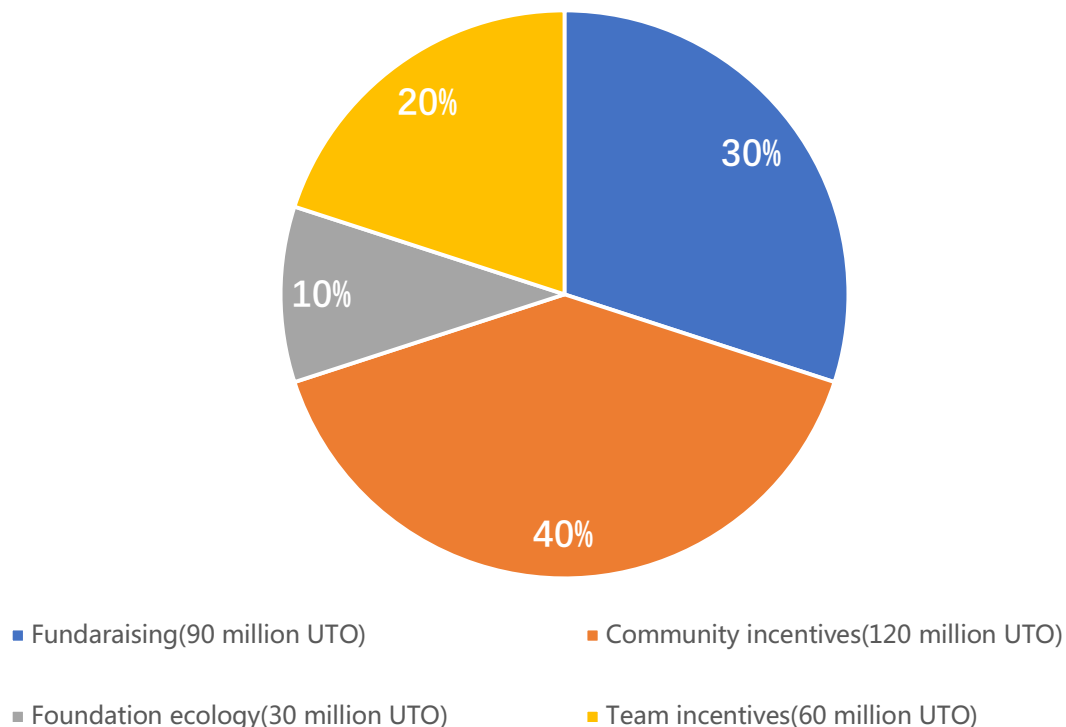
30% ( 90 million UTO ) : 15% for fundraising , 15% for private sale

40% ( 120 million UTO ) : For community incentives

10% ( 30 million UTO ) : For foundation ecology

20% ( 60 million UTO ) : For team incentives

#### illustration





#### 4.1.2 Fundraising Stage and Price

**Private-sale stage of UTO has ended. The sale price of UTO for eligible individuals during the fundraising stage will be as follows :**

Sale time	Before 23:59:59 on 20 <sup>th</sup> June
1BTC	39989UTO
1ETH	3157UTO
1USDt	5.24UTO
1CNYt	0.82UTO

(Note 1: Minimum purchase quantity is 1 ETH (or equivalent), up to a maximum of 10 ETH (or equivalent) for each account)

(Note 2: The BTC/ETH price is calculated based on the date of subscription, and is modified according to the price at the time of subscription.)



## 4.2 Our Plan





## V. Risk description

**PLEASE READ THIS SECTION VERY CAREFULLY.**

IF YOU ARE IN DOUBT AS TO ANY ACTION YOU SHOULD TAKE, PLEASE CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER SUITABLE PROFESSIONAL ADVISOR(S).

### 5.1 Disclaimer

The content of this White Paper is intended only as a reference for general informational and publicity purposes, and nothing in this White Paper is intended to be legally binding.

No information in this White Paper should be considered to be business, legal, financial or tax advice regarding UTour or the UTour Coins. You should consult your own legal, financial, tax or other professional advisers regarding UTour and its business and operations, and the UTour Coins. You are fully aware and understand that in the case where you wish to participate in the purchase of UTour Coins, you understand and accept that there are risks and uncertainties associated with the sale of UTour Coins and UTour.

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No person is bound to enter into any contract or binding legal commitment in relation to the acquisition of UTour Coins, and no virtual currency or other form of payment is to be accepted on the basis of this White Paper. The agreement for sale and purchase of UTour Coins and/or continued holding of UTour Coins shall be governed by a separate set of Terms and Conditions setting out the terms of such purchase and/or continued holding of UTour Coins ("Terms and Conditions"), which shall be separately provided to you or



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In any case, you acknowledge and agree that you are not eligible to purchase any UTour Coins if you are a citizen, resident or domiciliary of the Republic of Singapore.

The goals outlined in this White Paper may change depends on the situation. Although UTour's team will do its best to achieve the goals set out in this White Paper, all individuals and teams who purchase UTour Coins will be doing so at their own risk. Some of the contents of the document may be adjusted in an updated version of the White Paper as the project progresses. The team will endeavour to publish the updated content by posting an announcement or an updated copy of the White Paper on the website.

To the maximum extent permissible by law, UTour and the UTour team disclaims all representations, warranties and undertakings (including without limitation, warranties as to the accuracy, completeness, timeliness or reliability of the contents of this White Paper or any other information published by UTour or the UTour team). Nothing contained in this White Paper is or may be relied upon as a representation, warranty, undertaking, assurance or guarantee as to the future performance or policies of UTour or the UTour network. To the maximum extent permitted by law, UTour, the UTour team and their related entities and service providers shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including, without limitation, any liability arising from default or negligence on the part of any of them, or any loss of revenue, income or profits, and loss of use or data) arising from the use of this White Paper or any other information published by UTour or the UTour team, or any part of its contents (including without limitation any errors or omissions) or otherwise arising in connection with the same. Prospective purchasers of UTour Coins should carefully consider and evaluate all risks and uncertainties (including financial and legal risks and uncertainties) associated with the UTour Coin sale, UTour and the UTour team.

Where this White Paper includes information that has been obtained from third party sources, UTour has not independently verified the accuracy or completeness of such information. Further, UTour does not have an obligation to amend, modify, or update this White Paper or to otherwise notify a reader or recipient thereof in the event that any matter stated herein, or any opinion, projection, forecast or estimate set forth herein, changes or subsequently becomes inaccurate.



UTour Coin is a tool for performance on the UTour platform and is not an investment product. The UTour Coins are not intended to constitute securities in any jurisdiction and in any manner, including, but not limited to any kind of currency (other than cryptocurrency), debentures, stocks or shares issued by any person or entity, rights, options or derivatives in respect of such debentures, stocks or shares, rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss, units in a collective investment scheme, units in a business trust, derivatives of units in a business trust, or any other security or class of securities.

The UTour Coins do not confer any kind of ownership or control over UTour or any of its related entities. Holding a UTour Coin does not represent any ownership interests in UTour or any of UTour's applications. The UTour Coin does not grant any individual participation, control, or any other authority relating to UTour or decisions regarding UTour's applications.

UTour shall use all proceeds of sale of the UTour Coins to fund the development of the UTour platform, businesses and operations.

## **5.2 Risks**

There are risks in the process of development, maintenance and operation of UTour, many of them are out of the developer's control. You acknowledge that you understand and agree to the following risks:

### **5.2.1 Market Risks**

It is possible that, due to any number of reasons, including, but not limited to, an unfavourable fluctuation in the value of cryptographic and fiat currencies, decrease in the utility of the UTour Coins due to negative adoption of the UTour platform, the failure of commercial relationships, or intellectual property ownership challenges, the UTour platform may no longer be viable to operate and UTour may be dissolved.

As the UTour Coins and the UTour platform are based on third-party protocol and architecture (e.g. Bitcoin protocol, Ethereum-based protocol), any malfunction, breakdown or abandonment of the relevant third-party protocol or architecture may have a material adverse effect on the UTour Coins and/or the UTour platform. Moreover, advances in cryptography, or technical advances (including, but not limited to, the development of quantum computing), could present unknown risks to the UTour Coins and/or the UTour platform by rendering ineffective the cryptographic consensus mechanism that underpins the relevant third-party protocol.





### **5.2.2 Regulatory Risks**

Since the development of blockchain is still in its early stage, there are limited regulations and regulatory guidance regarding the pre-requisitions, transaction requirements, information disclosure requirements, and locking requirements associated with the participation in blockchain projects or the issue of digital tokens. The regulatory position of digital tokens and distributed ledger technology is unclear or unsettled in certain jurisdictions, and there may be risks that the UTour Coins may be considered to be a security, or that it might be considered to be a security in the future, in these jurisdictions. UTour may cease operations in a jurisdiction in the event that regulatory actions, or changes to law or regulation, make it illegal to operate in such jurisdiction, or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction. These factors may result in restrictions being imposed on the use of the UTour Coins, and may result in obstructions to or termination of UTour's application and the UTour Coin's development.

No regulatory authority has examined or approved of any of the information set out in this White Paper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this White Paper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

This White Paper, any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of this White Paper is prohibited or restricted. In any case, no part of this White Paper is to be distributed, reproduced, or disseminated without including this section.

### **5.2.3 Risk of Competition**

At present, there are many ongoing projects in the blockchain field and there is fierce competition amongst project developers. Whether the UTour project can breakthrough and become widely recognized is not only linked to the ability of the UTour team and vision planning, but this is also affected by many competitors in the market. It is possible that alternative networks could be established that utilise the same or similar code and protocol underlying the UTour Coins and/or the UTour platform and attempt to re-create similar facilities. The UTour platform may be required to compete with these alternative networks, which could negatively impact the UTour Coins and/or the UTour platform.

### **5.2.4 Risk of Brain Drain**

The UTour team comprises a dynamic team of individuals which included experienced practitioners in



blockchain field and technology developers with extensive experience. The development of the UTour platform depends on the continued co-operation of the existing technical team and expert consultants, who may have specialised knowledge and expertise in their respective sectors. The loss of any member may adversely affect the UTour platform or its future development.

### **5.2.5 Risk of Technologies**

The accelerated development of cryptography or technology such as quantum computers, which might bring the risk of cracking to UTour platform, may lead to the loss of UTour Coins. In the process of the UTour project development, the bug may appear and whilst efforts will be made by the UTour team to repair bugs in a timely manner when they are discovered, there is no guarantee that such bugs will be adequately fixed.

### **5.2.6 Risk of Hackers**

UTour is at risk of being attacked by hackers or other organizations, including but not limited to malware attacks, denial of service attacks, Sybil attacks, malicious software, smurfing and spoofing, or consensus-based attacks. Furthermore, there is a risk that a third party or UTour may unintentionally introduce weaknesses into the core infrastructure of UTour platform and/or the UTour Coins, which could negatively affect the UTour platform and/or the UTour Coins. While prompt efforts will be made to repair such vulnerabilities when they are discovered, it cannot be guaranteed that no impact will occur.

### **5.2.7 Risk of Uninsured Losses**

The UTour Coin is uninsured unless you specifically obtain private insurance to insure them. In the event of loss or loss of utility value, there is no public insurer or private insurance arranged by UTour to offer recourse to you.

### **5.2.8 Risk of product having limited public interest**

It is possible that the UTour platform may not be used by a large number of individuals, companies and other entities or that there may be limited public interest in the creation and development of distributed ecosystems (such as the UTour platform). Such a lack of use or interest could negatively impact the development of the UTour platform and therefore the potential utility of the UTour Coins.



### **5.2.9 Risks arising from lack of governance rights**

As the UTour Coin confers no governance rights of any kind with respect to the UTour platform or UTour, all decisions involving the UTour platform or UTour will be made by UTour at its sole and absolute discretion, including, but not limited to, decisions to discontinue the services and/or ecosystem on the UTour platform, to create and sell more UTour Coins for use in the ecosystem on the UTour platform, or to sell or liquidate UTour. These corporate decisions could adversely affect the UTour platform and the UTour Coins.

### **5.2.10 Risks involving cloud storage**

As the UTour platform may provide a decentralised cloud storage service to individual and institutional clients, including users and applications, the UTour platform (and services thereon) is susceptible to a number of risks related to the storage of data in the cloud. The UTour platform (and services thereon) may involve the storage of large amounts of sensitive and/or proprietary information, which may be compromised in the event of a cyberattack or other malicious activity. Similarly, the UTour platform and/or services thereon may be interrupted and files may become temporarily unavailable in the event of such an attack or malicious activity. Because users can use a variety of hardware and software that may interface with the UTour platform, there is the risk that the UTour platform and/or services thereon may become unavailable or interrupted based on a failure of interoperability or an inability to integrate these third-party systems and devices that UTour does not control. The risk that the UTour platform and/or services thereon may face increasing interruptions and the ecosystem on the UTour platform may face additional security vulnerabilities could adversely affect the UTour platform and ecosystem thereon, and therefore the future utility of any UTour Coin that you hold.

### **5.2.11 Risks relating to “forking”**

The UTour platform is based on certain open-source elements and UTour does not monopolise the development, marketing, operation or otherwise of the UTour platform. Any entity may independently develop a patch or upgrade to the UTour platform and the acceptance of these patches or upgrades by a sufficient percentage of the UTour Coin holders could result in two or more divergent networks. The community on the UTour platform may split in support of the divergent networks respectively. The temporary or permanent existence of forked networks could adversely affect the operation of the UTour platform and the UTour Coins held.

### **5.2.12 Tax treatment**

The tax characterisation of the UTour Coins is uncertain. You must seek your own tax advice in connection with the purchase, holding and/or usage of the UTour Coins, which may result in adverse tax consequences to you, including withholding taxes, income taxes and tax reporting requirements



### **5.2.13 Illiquidity**

There is no prior market for the UTour Coins and the sale of the UTour Coins may not result in an active or liquid market for the UTour Coins. The UTour Coin is intended to be used solely within the network for the UTour platform, hence there may be a illiquidity risk with respect to any UTour Coin held.

### **5.2.14 Early Development Risks**

You understand and accept that the UTour platform is currently in a development phase and requires substantial development. Due to unforeseeable material conceptual, technical and commercial changes before the final release, you understand and accept the risk that the development of the UTour platform may not be executed or implemented as planned, for reasons including but not limited to, the event of a decline in the prices of any digital asset, virtual currency or the UTour Coin, unforeseen technical difficulties, and shortage of development funds for activities.

### **5.2.15 Imperfect Information Disclosures**

The UTour platform is at the stage of development and its algorithm, code, consensus mechanism and/or various other technical specifications and parameters could be updated and changed frequently and constantly. While the White Paper and other marketing materials (as the case may be) released relating to the development of the UTour platform has been prepared with the then up-to-date key information of the UTour platform, it is subject to adjustments and updates from time to time following the growth and development of the UTour platform and/or ecosystem on the UTour platform. Due to the decentralized nature of the UTour platform, UTour may not be able to, and is not obliged to, update you on all details relating to the development of the UTour platform (including, but not limited to, its progress and expected milestones). By purchasing, holding and using the UTour Coins, you accept that there may be an insufficiency of the information disclosed.

### **5.2.16 Unknown Risks**

In addition to the risks mentioned above, there are some risks that may not have been mentioned or foreseen by the founding team. In addition, other risks may arise suddenly or occur in combinations of the various risks mentioned above. Therefore, it is suggested that time be taken to fully understand the team's background and the overall framework of the project before making any decision.



## **VI. Contact Us**

Official website: <http://www.UTour.io>

Email: [hi@UTour.io](mailto:hi@UTour.io)

Telegram group: <https://t.me/UTourDTS>

Twitter: <https://twitter.com/UTourDTS>

Facebook: <https://www.facebook.com/UTour.dts?ref=bookmarks>



UTou

# U Tour



Planning

Had fun?

But...?

## OTA Era

## Travel Agency Era

Information  
asymmetry

Transportation  
+  
Hotel

OTA Era

Worse serv

Priceline

Expedia

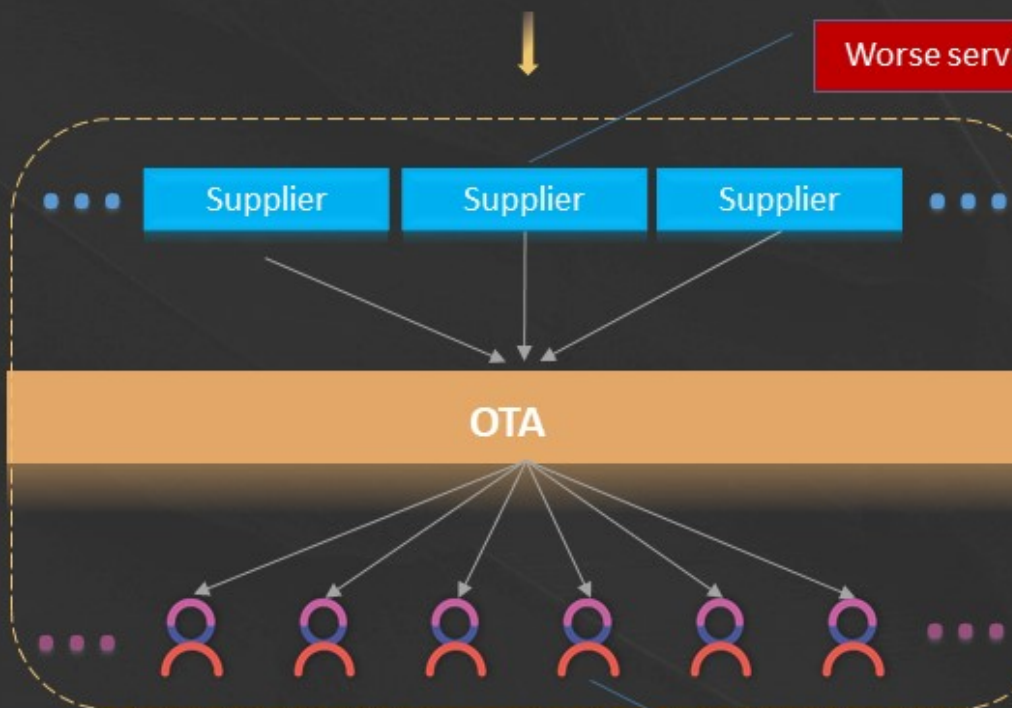
Ctrip

TripAdvisor

Booking

Agoda

Airbnb

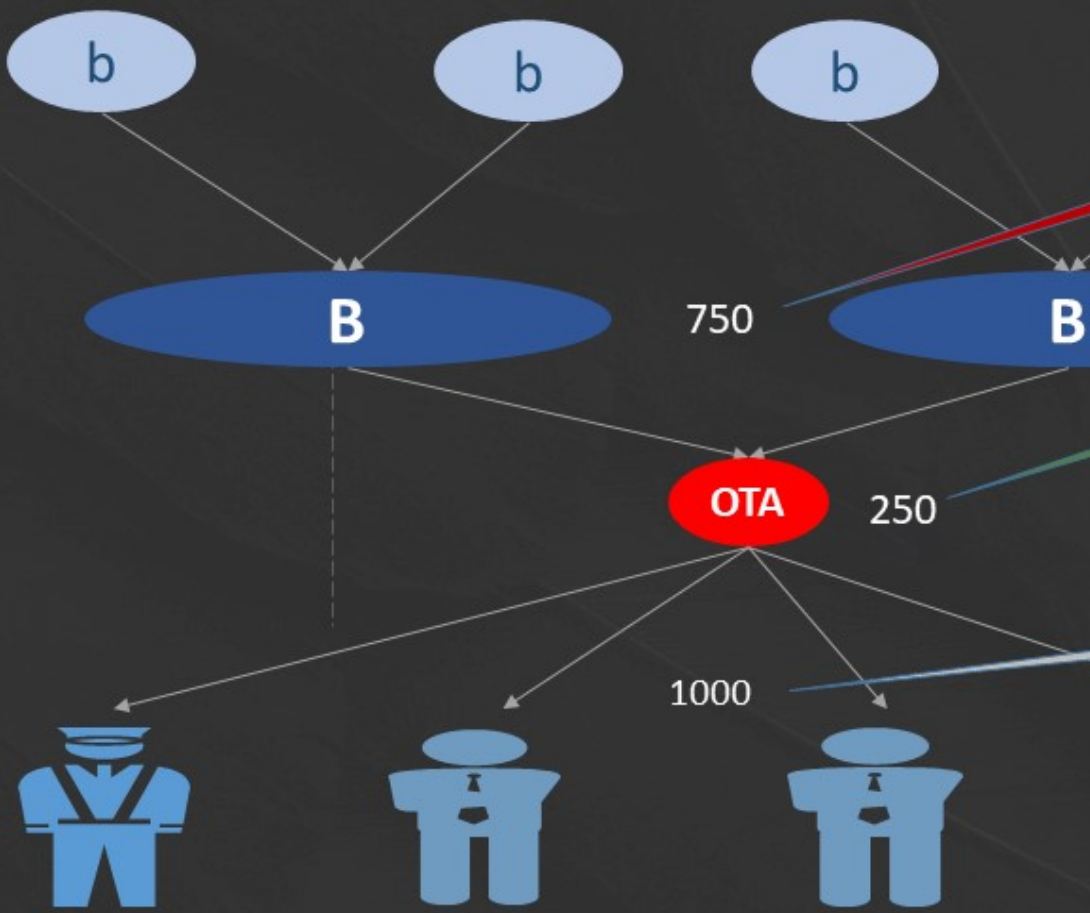


Tourism > Transportation + Hotel



Economic Value

Pay-Serviced Imbalance



## Features of tourism industry

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Information Asymmetry

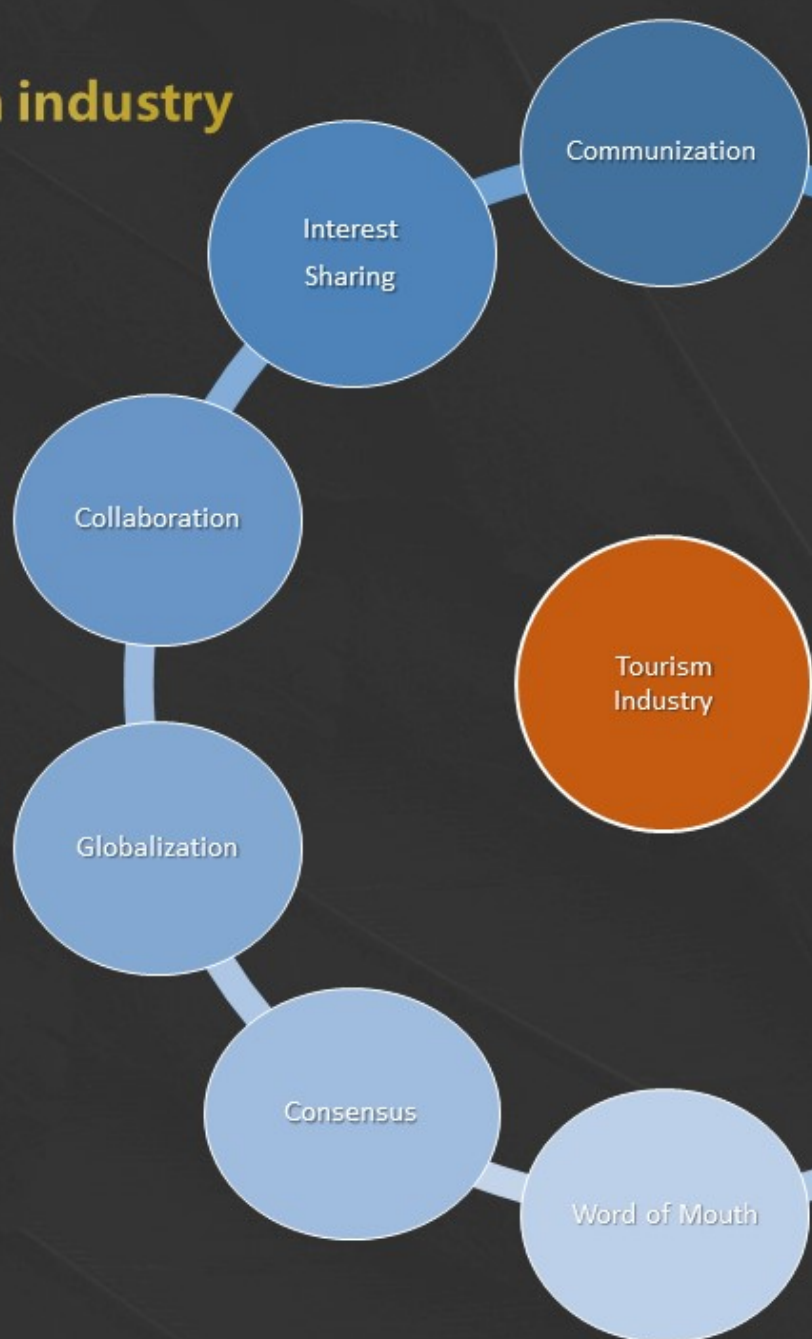
Un-Misleading Pieces of Information

OTA

Traditional  
Tourism  
Internet

Need to Change

## Future of tourism industry



**Who are we?**



**UTour**

**Distributed Tourism S**

**D T S**

**First Global Tourism Industrial Block**



**Tourism Industry Chain**

**Transparency**

**Service Provider**

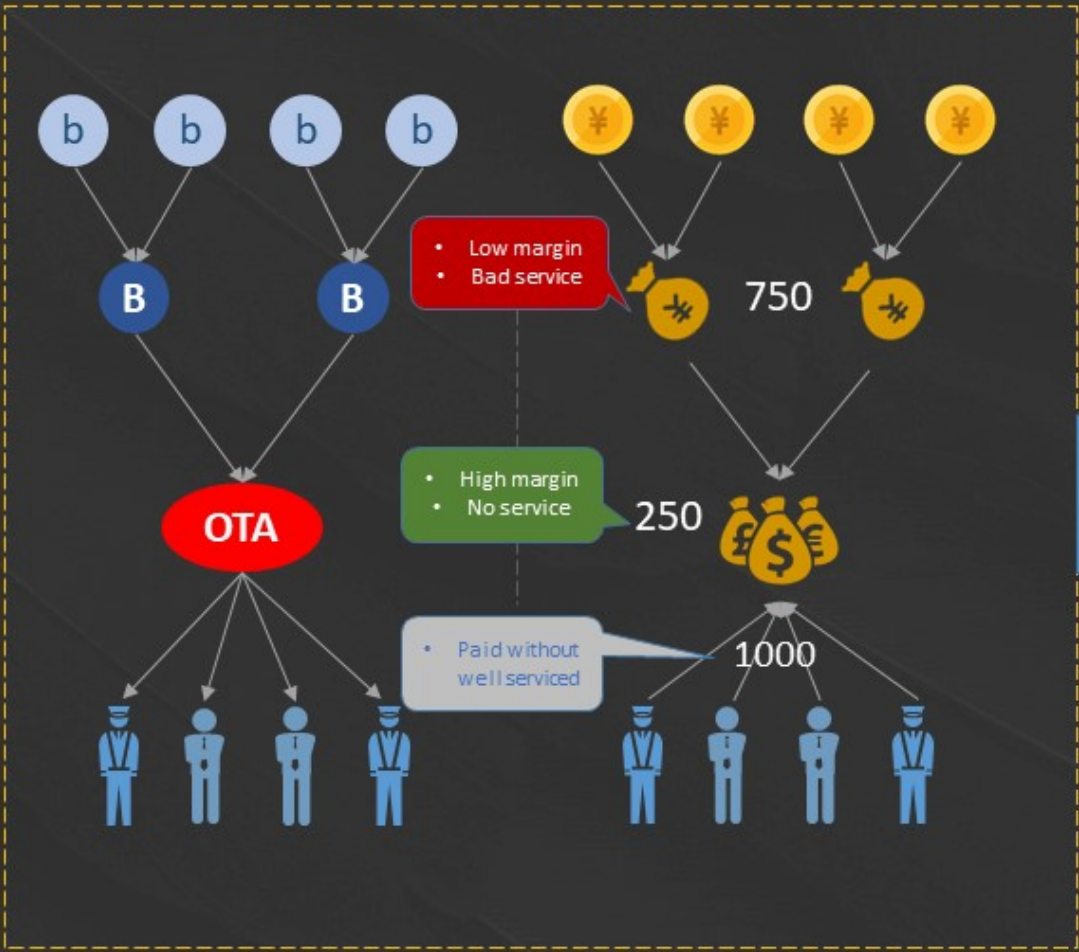
**Flexibility**



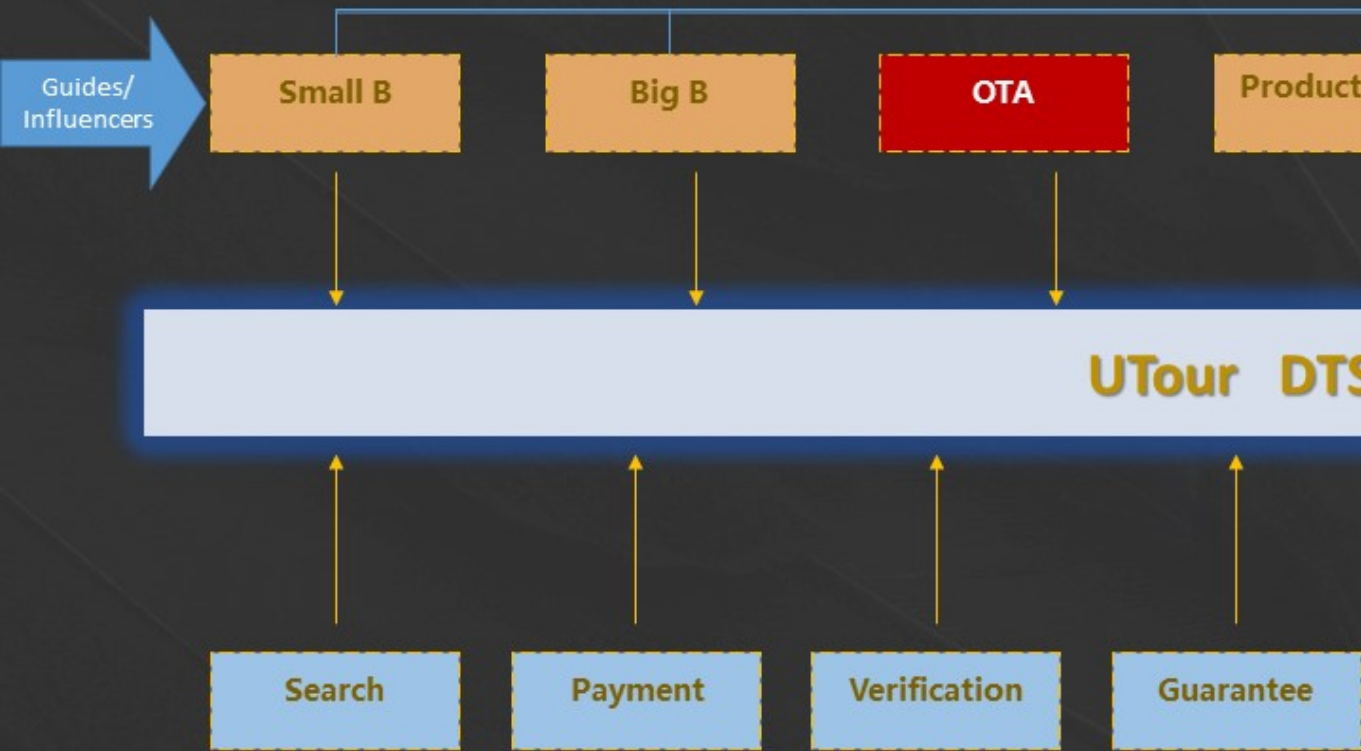
**Relation of Production**

# Comparison

## Currently: Pay-Service Imbalance

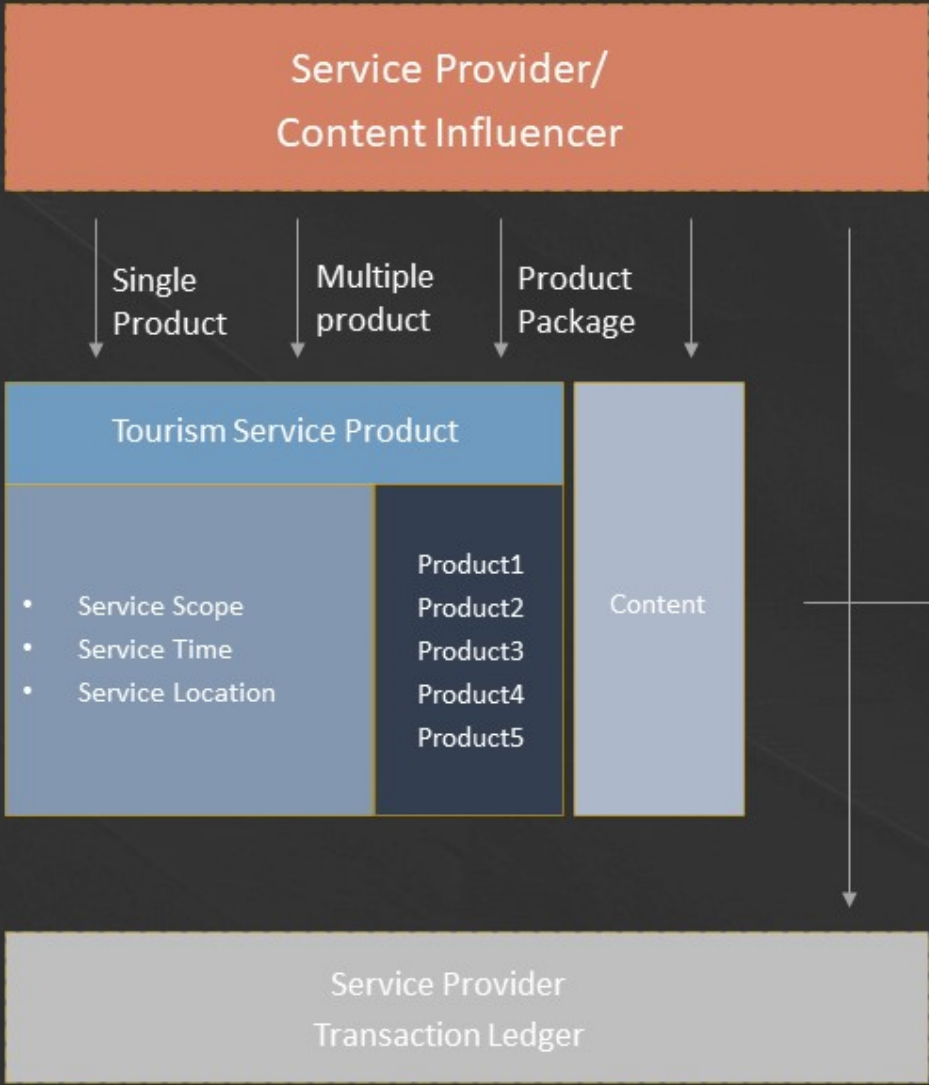


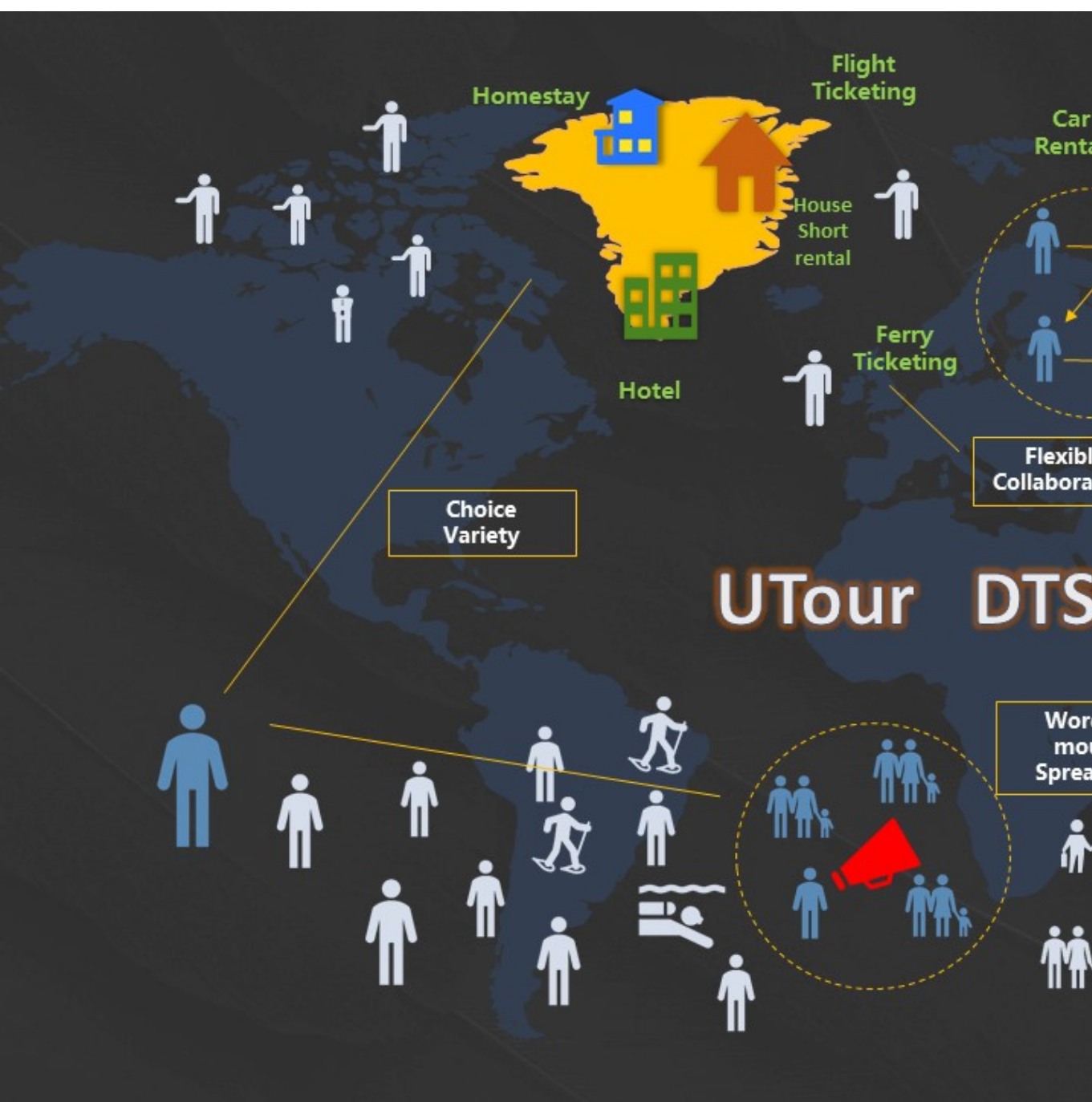
# DAPP



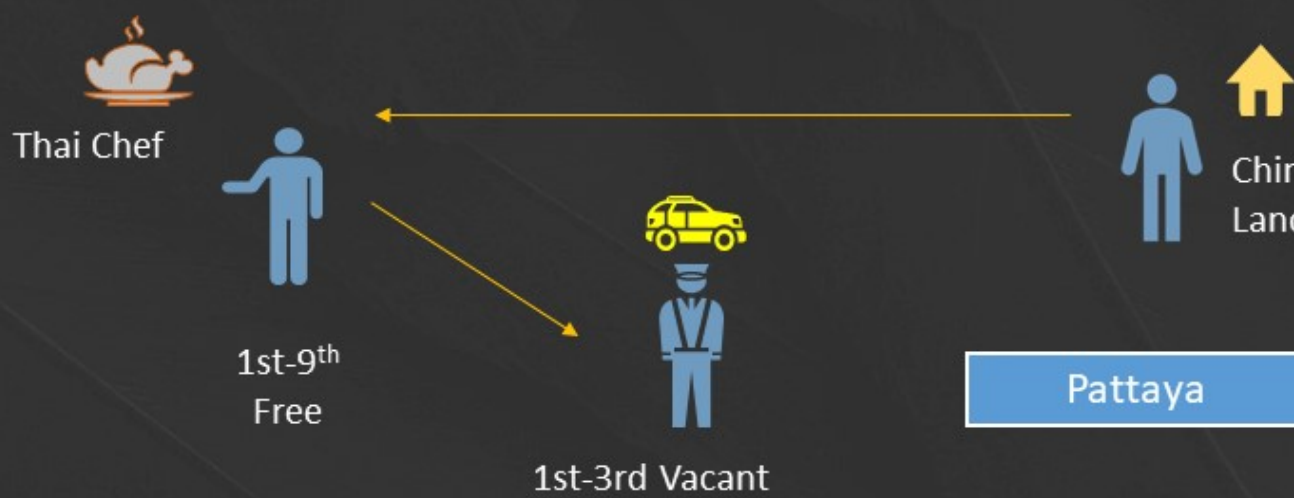


# Smart Contract





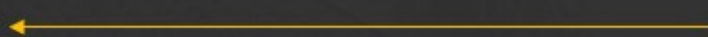




UTour DTS



Before Tour



Pay Landlord 5000

**UTour DTS**

Smart Contract



Efficient and flexible combin

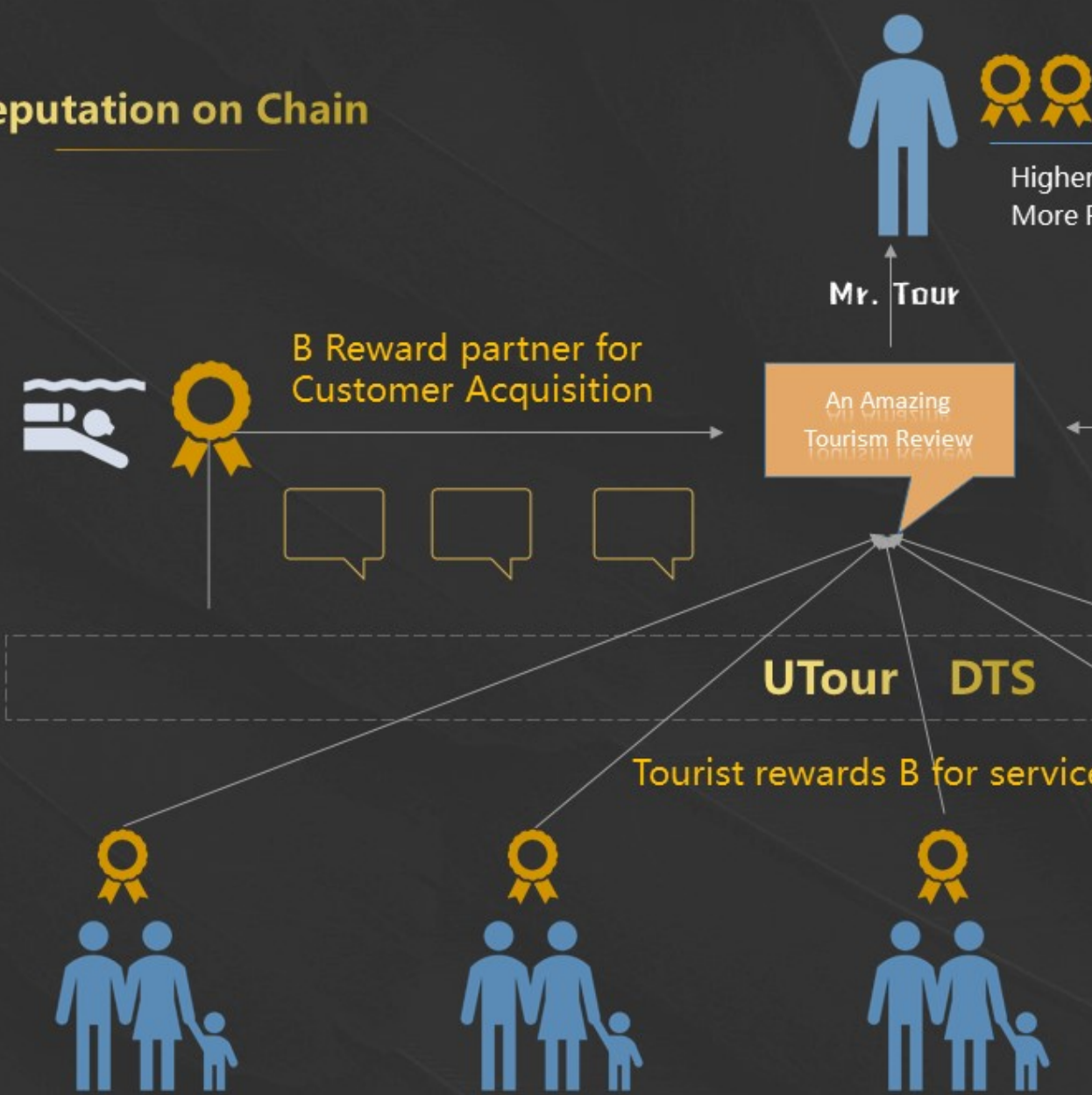


UTour DTS

All provider on chain, allocated on s



Reputation on Chain



Higher Reputation & Evaluation, More Bu

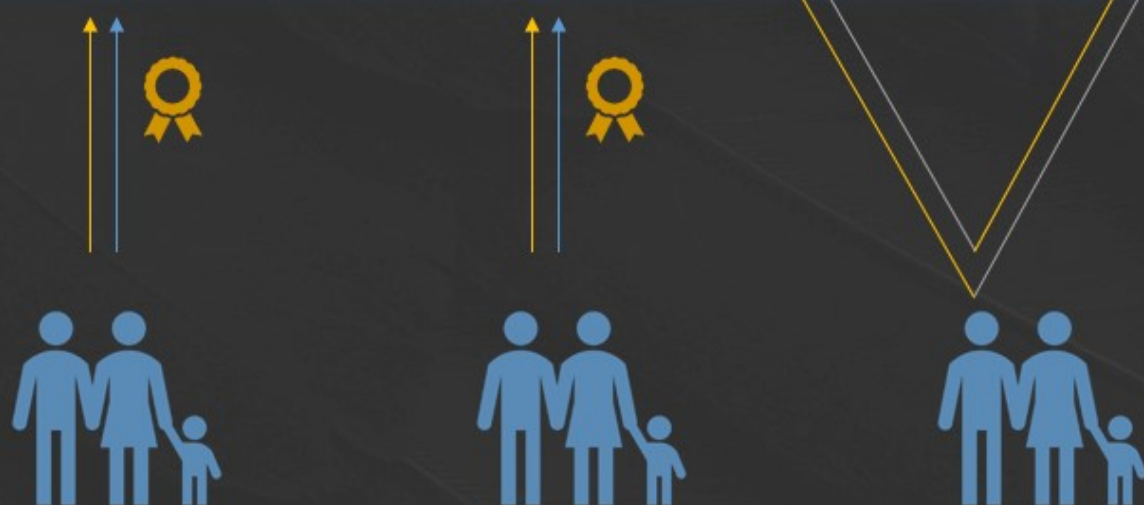


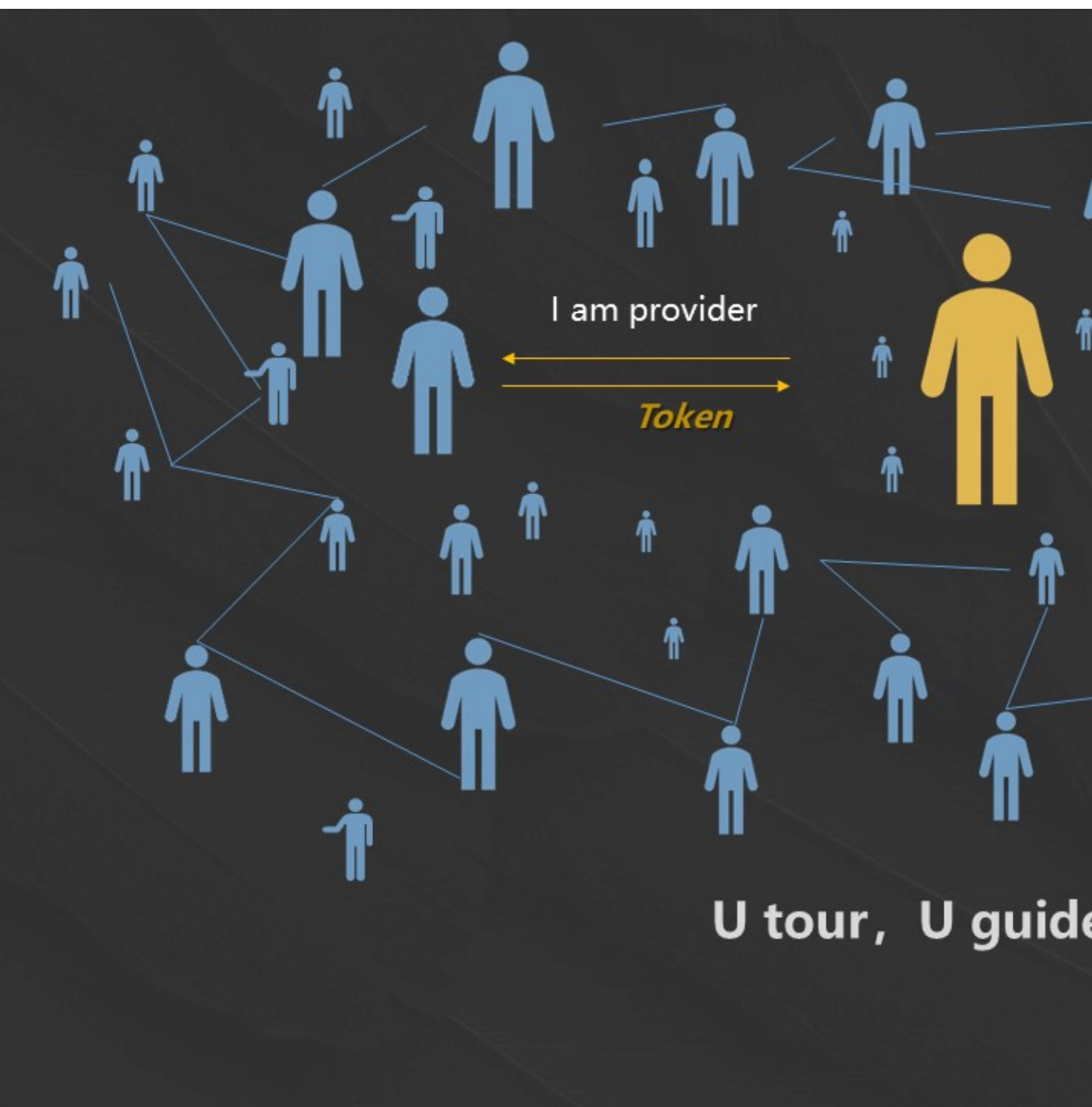
**Service provider**

- Customer acquisition
- Token rewarded

DTS  
Reward

UTour DTS









## Client layer

Official client, Service provider client, Content client, User client  
Function: Order, Payment, Reviews, Content uploading, Content

Interface layer SDK API: Fully open interface, anyone can access

## Underlying technology based on BUMO blockchain

Product Smart  
Contract

Account Smart  
Contract

Reputation  
Smart Contract

Algorithms  
Consensus



Cross  
Chain  
Tech

## Other Block Chain Eco

## Why us

### Yuelvhui

(Global Joy Tour)

- 40 branches •
- 80,000 geeks •
- 90,000 members •
- 5,000,000 users •



### Zhiding

(Direct Booking)

6000+ Hotels



### Fesco

(Foreign Enterprises Service Co.)

350,000 Foreigners  
Hospitality service



Confirmed  
Partner

On  
DTS



Continuing Chain



## Board



**Dixon Dai**

**Co-Founder**, founder of Global Joy Trip, Chief Guider of Global Joy Trip, Founder of Juesheng Education Group, co-founder of Qunar(Top2 OTA of China, acquired by Ctrip/Baidu), former executives of DangDang, Sino, 8848



**Liu Yi**

**Co-Founder**, founder, CEO of Global Joy Trip, founder of Zhiding(top2 Hotel Saas provider), founder of China & Aisa Huamei hotel marketing Co., worked with Elong (Top3 OTA in China) and Elong international hotel Group.



**Tech**  
Gamin  
founde  
founde

## Advisors



**Wang Donghui**

Founding executive partner of Amoeba, former executive director and CFO of Kingsoft(HK3888), partners of CEO Lei Jun



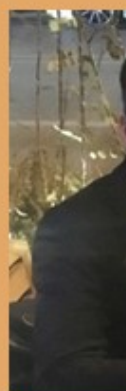
**Yao Jinbo**

CEO & President of 58.com (NASDAQ: WUBA), the largest online marketplace serving local merchants and consumers in China, top 10 Internet giant



**Fritz Demopoulos**

Founder of Qunar(Top2 OTA of China), CEO, founding partner of Queens Road Capital



**Uri**

Director, Investment JD eco inv

# Upcoming next



01

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02

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p

04

3rd

Goal

Wor  
Serv



UTour

UTour Foundation LTD

Website: [www.utour.io](http://www.utour.io) Email: [hi@utour.io](mailto:hi@utour.io)