TUURNT

EARN TOKENS FOR
HOSTING & ATTENDING
EVENTS

DISCLAIMER

Purchase, ownership, receipt, or possession of TRT tokens carries no rights, express or implied, other than the right to use such tokens as a means to participate, interact or transact on the decentralized Tuurnt blockchain platform as further described in this whitepaper, if successfully completed and deployed. In particular, all participants must understand and accept that TRT tokens do not represent or confer any ownership right or stake, share, security, or equivalent rights, or any right to receive future revenue shares, intellectual property rights or any other form of participation in or relating to Tuurnt and its corporate affiliates, other than any rights relating to the provision and receipt of services from Tuurnt, subject to limitations and conditions appearing in any other required agreements on the Tuurnt website. The TRT tokens are not intended to be utilized outside the decentralized Tuurnt platform nor as a digital currency, security, commodity, or any kind of financial instrument, and Tuurnt shall not be liable to any participant for any decrease in value of TRT tokens or any other damages that any participant may incur as a result of using or purchasing TRT tokens for anything besides their intended use on the Tuurnt platform.

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I.INTRODUCTION

Tuurnt came after realizing there was a void in the event industry. Nowadays, people can make money from driving an Uber, or can rent out their homes on Airbnb, but what if someone doesn't own a car or a home? That's when Tuurnt app comes into play. With the blockchain technology, Tuurnt gives its users the ability to create an event in minutes! Just like Uber or Airbnb, you get paid to be the host. We are an app that connects partygoers with hosts.On one side we want to empower individuals to list their events and gain additional income.On the other, we want to give our community a unique experience to book events from abroad or local host, allowing them to collaborate and have fun.With the introduction of our ERC-20 utility token called Tuurnt Token "TRT", hosts and partygoers are able to trade services in a secure payment system without having to deal with centralized middlemen.In addition to trading services, Tuurnt will have a reward system that recompense partygoers for attending parties and hosts will have bonus tokens when they reach a certain number of positive reviews milestones. Our reason for doing this, is to create a closed self-sustainable ecosystem that supports user growth and event creation while being decentralized on the blockchain.
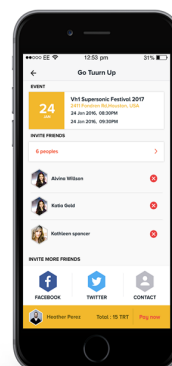
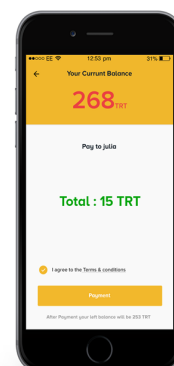## TUURNT OVERVIEW

Tuurnt users can Create a Party/Event
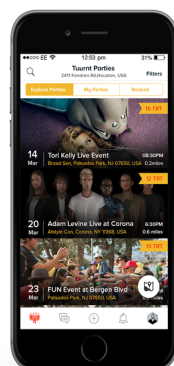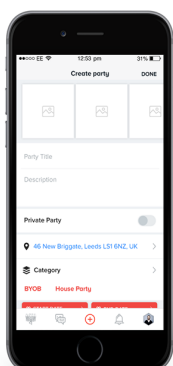
And See All the Parties Near-by in real time...

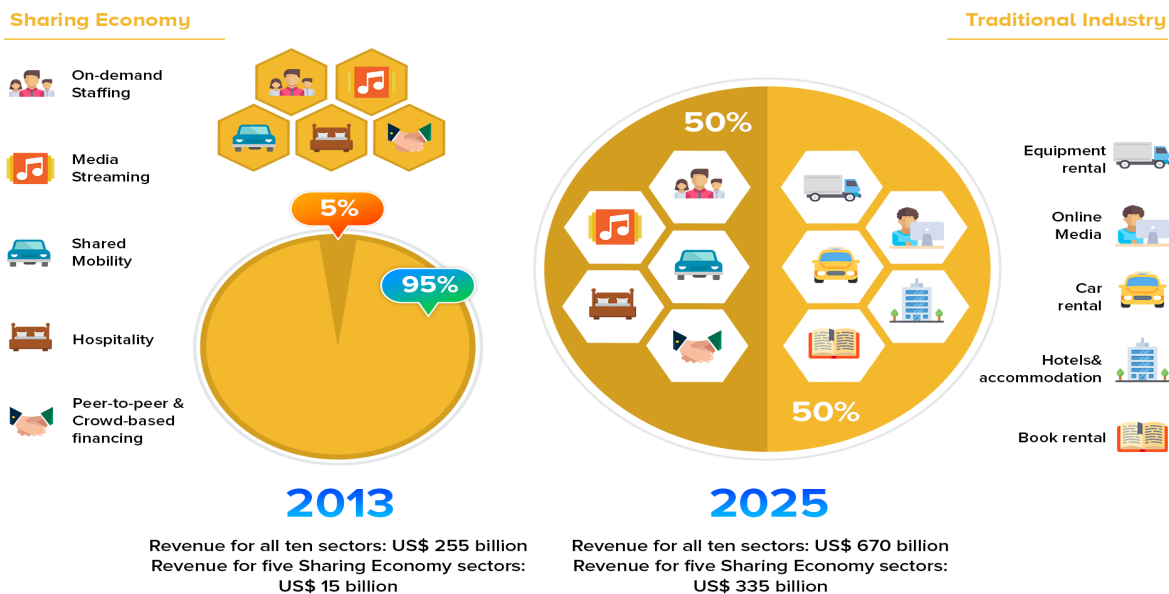Choose a free or paid party to attend...

Invite your friends...
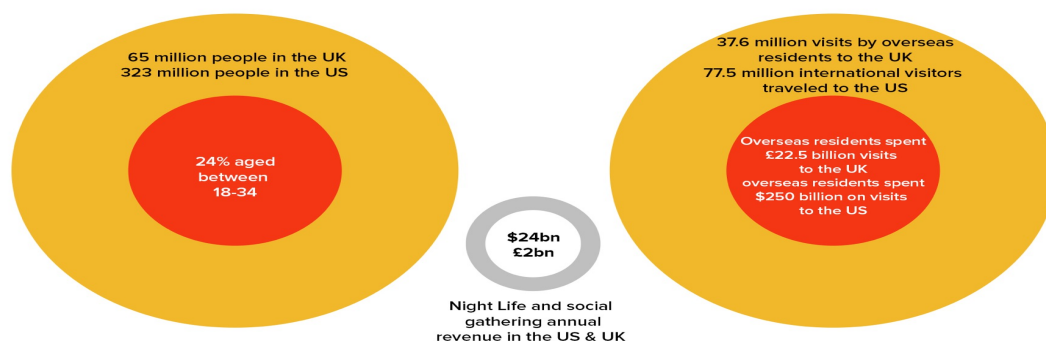
Pay for enteance fee

II. MARKET OPPORTUNITIES

The sharing economy is estimated to be $335 billion by 2025. This estimate is
based on the rapid growth of Uber and Airbnb as indicative. Considering the
size of the sharing economy in the U.S in 2016 and the for 2020, there were over 44.8 million
adults using sharing economy services in the United States including Uber and Airbnb and
research shows that the total number of users will increase to 86.5 million by the
end of 2021.

Sharing Economy

- On-demand Staffing
- Media Streaming
- Shared Mobility
- Hospitality
- Peer-to-peer & Crowd-based financing

Traditional Industry

- Equipment rental
- Online Media
- Car rental
- Hotels& accommodation
- Book rental

5%

95%

50%

50%

2013

2025

Revenue for all ten sectors: US$ 255 billion
Revenue for five Sharing Economy sectors: US$ 15 billion

Revenue for all ten sectors: US$ 670 billion
Revenue for five Sharing Economy sectors: US$ 335 billion

Our Target

The Tuurnt target audience is people aged 18 – 35, including college students and adults who
like to attend social gathering events.
40% of people attend parties, events or social gatherings

65 million people in the UK
323 million people in the US

24% aged between 18-34

$24bn
£2bn

Night Life and social gathering annual revenue in the US & UK

37.6 million visits by overseas residents to the UK
77.5 million international visitors traveled to the US

Overseas residents spent £22.5 billion visits to the UK
overseas residents spent $250 billion on visits to the US

Competitive Landscape

It is important to dedicate our time and energy towards a proper understanding of our collaborative and competitive landscape. This will help us to achieve sustainability and improve event management process. The competitive analysis simply helps us to identify how our event management apps will fit into the broader environment and the forces that cause our consumers deviate from using our apps.

We have understood the gaps to be breached in the Nightlife industry and we are looking into how to fill these gaps. In addition to this, we have defined our niche and identified our competitive advantage based on the strengths of our platform thereby making us distinct from our competitors and more efficient in achieving our goals. This is what sets our platform apart from others.
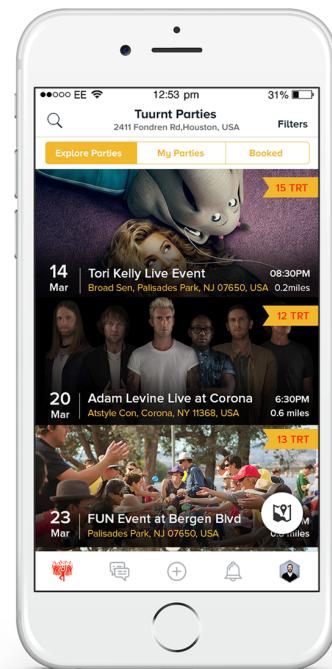
III. INSIDE LOOK

Example Use Cases

- Tuurnt let's college students throw frat parties with everyone on campus, knowing where the party will take place instead of just relying on the informal means of passing information.

- Tuurnt gives the opportunity to young couples who needs extra income, the ability to host a social event, like wine tasting and much more in the comfort of their home.People nearby can view and book the event in real time!

- Tuurnt is for that chef that loves to cook at home and wants to earn an extra income. People around them can book and enjoy a new culinary experience. For exemple; 20(TRT) you get a 5-course dinner and a glass of wine.

- Tuurnt allows users to see in real time how an event is unfolding from; photos and videos that people are posting directly from the event. The party-seekers can ask questions about the event in real time with live comments; "Hey how's the line-up?".

- Users who booked an event will receive a notification if someone has a question regarding that same event. They can all see how many likes and dislikes (Tuurnups & Tuurndowns) the event has.
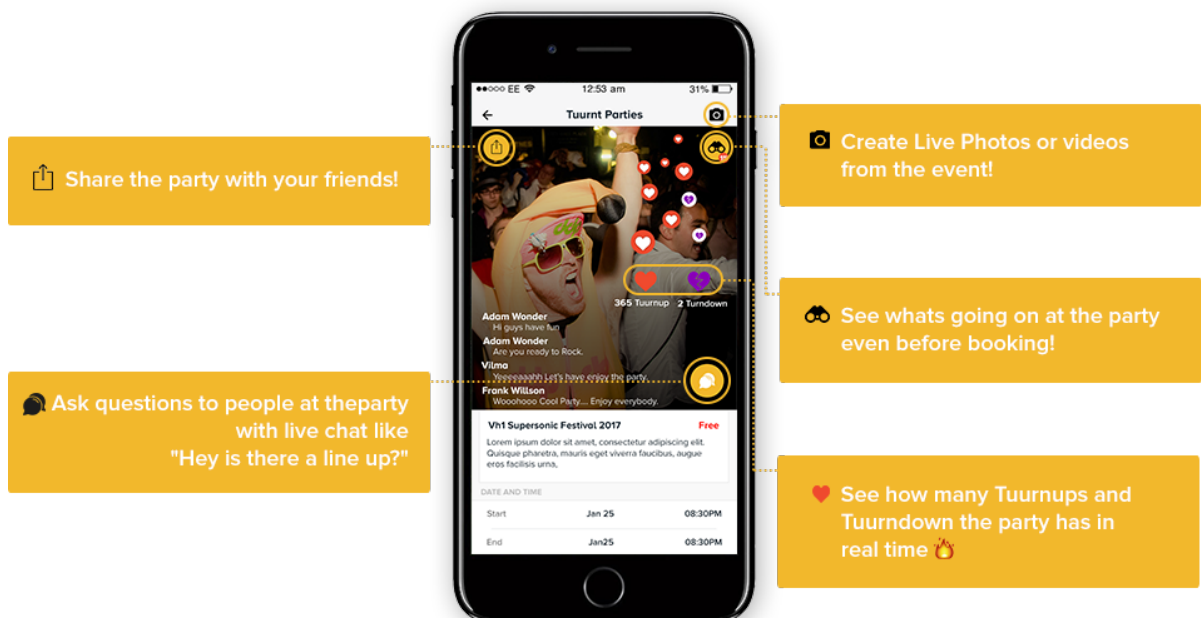
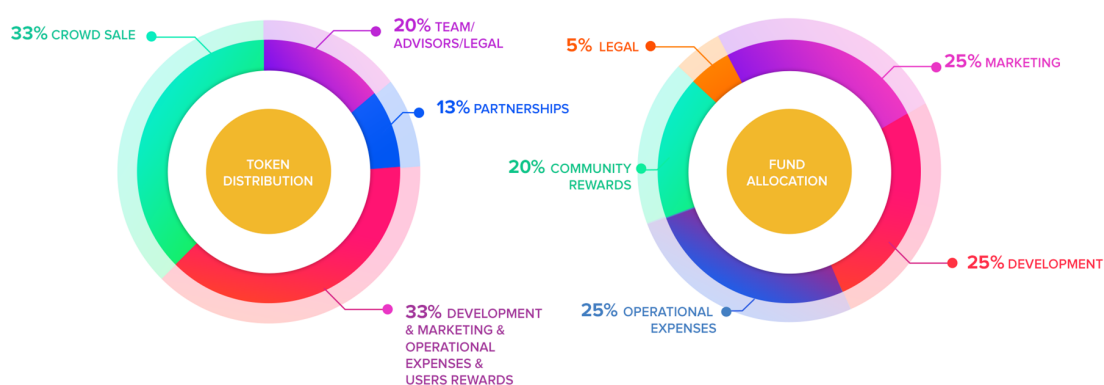# IV. Tuurnt Token TRT

ERC20 Token Distribution
There are 500 million TRT that are available for supply and 33% will be available during the crowd sale. In addition to this, 33% will also be channeled to the Team, Advisors and Legal sector while 33% will be allocated to Development, Marketing, and Operational Expenses & Users Rewards.
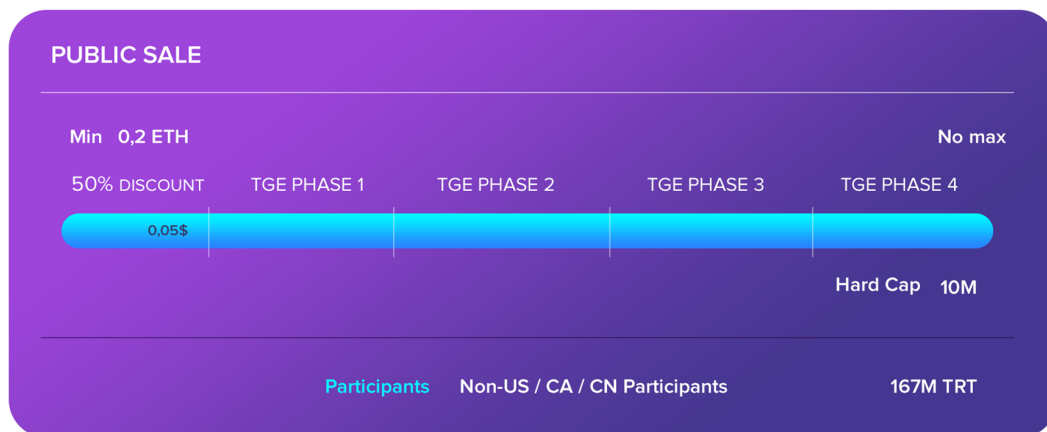
- Partnerships –13%
- Crowd Sale –33%
- Advisors & Legal Sector – 20%
- Development, Marketing, Operational Expenses, Users – 33%

Funds Allocation

5% of the funds will be allocated to legal while 20% for community rewards. 25% of the total funds will be used for operational Expenses and 25% will be used to cater for marketing expenses. Lastly, the development team will be allocated 25% of the funds.

- Legal – 5%
- Community Rewards – 20%
- Operational Expenses – 25%
- Marketing Expenses – 25%
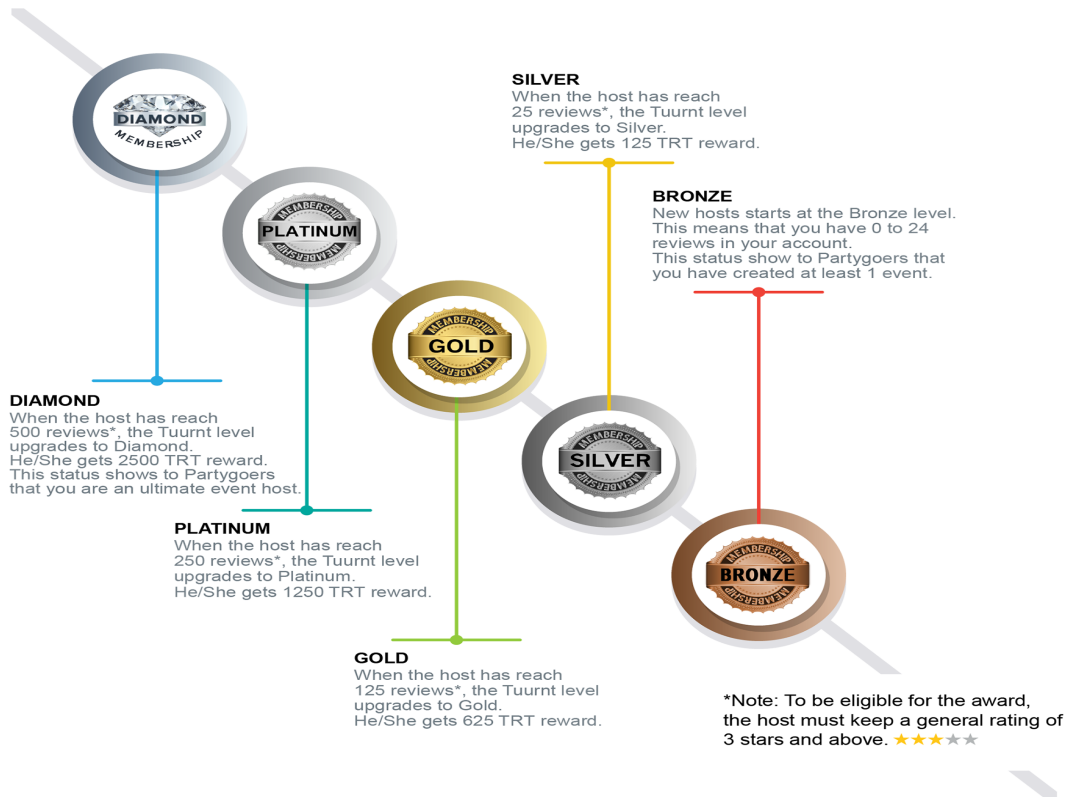- Development Team – 25%

PUBLIC SALE

Min 0,2 ETH				No max
50% DISCOUNT	TGE PHASE 1	TGE PHASE 2	TGE PHASE 3	TGE PHASE 4

0,05$

Hard Cap 10M

Participants   Non-US / CA / CN Participants   167M TRT

Utility

The two primary functions for TRT are to book paid or free events on Tuurnt and to send TRT to friends and other Tuurnt users. Users must always have at least 1 TRT in their wallet to attend a free event. These functions create a closed economy for the Tuurnt ecosystem and will ensure stability. In addition to the primary functions, TRT will be awarded to Tuurnt users based on our Level system. The Tuurnt level system consists of two sub-categories, one for events hosts and the other for partygoers.
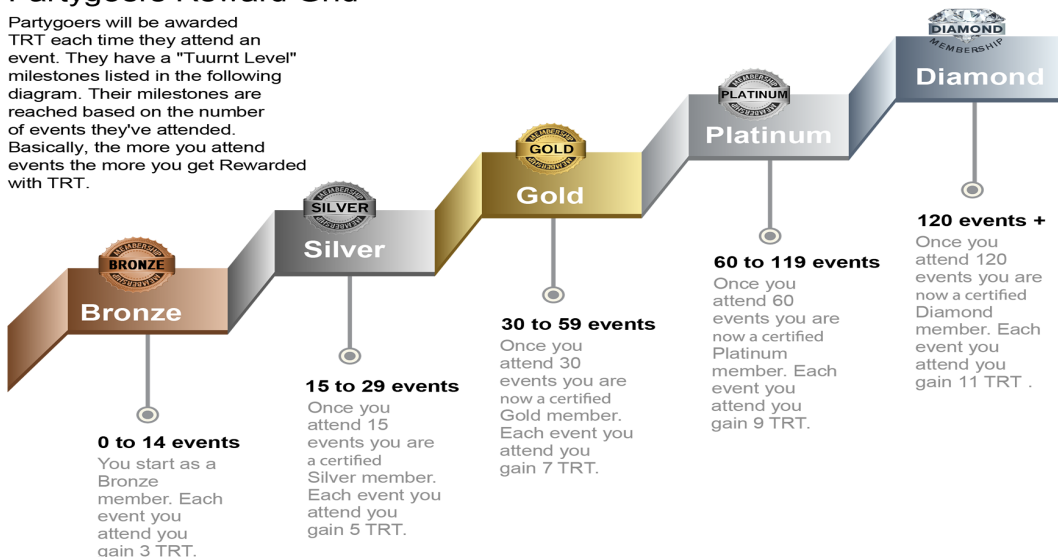
Rewards

The event hosts will be rewarded with bonus token TRT, each time they reach one of the four "Tuurnt Levels" milestones listed on the following graph. Each milestone is decided by a specific number of positive feedbacks(ratings & reviews) the host receives after an event is done. To be eligible for the award, the host must keep a general rating of 3 stars and above.

SILVER
When the host has reach 25 reviews*, the Tuurnt level upgrades to Silver.
He/She gets 125 TRT reward.

BRONZE
New hosts starts at the Bronze level.
This means that you have 0 to 24 reviews in your account.
This status show to Partygoers that you have created at least 1 event.

DIAMOND
When the host has reach 500 reviews*, the Tuurnt level upgrades to Diamond.
He/She gets 2500 TRT reward.
This status shows to Partygoers that you are an ultimate event host.

PLATINUM
When the host has reach 250 reviews*, the Tuurnt level upgrades to Platinum.
He/She gets 1250 TRT reward.

GOLD
When the host has reach 125 reviews*, the Tuurnt level upgrades to Gold.
He/She gets 625 TRT reward.

*Note: To be eligible for the award, the host must keep a general rating of 3 stars and above. ★★★★★

Partygoers Reward Grid

Partygoers will be awarded TRT each time they attend an event. They have a "Tuurnt Level" milestones listed in the following diagram. Their milestones are reached based on the number of events they've attended. Basically, the more you attend events the more you get Rewarded with TRT.

Bronze

Silver

Gold

Platinum

Diamond

0 to 14 events
You start as a Bronze member. Each event you attend you gain 3 TRT.

15 to 29 events
Once you attend 15 events you are a certified Silver member. Each event you attend you gain 5 TRT.

30 to 59 events
Once you attend 30 events you are now a certified Gold member. Each event you attend you gain 7 TRT.

60 to 119 events
Once you attend 60 events you are now a certified Platinum member. Each event you attend you gain 9 TRT.

120 events +
Once you attend 120 events you are now a certified Diamond member. Each event you attend you gain 11 TRT .
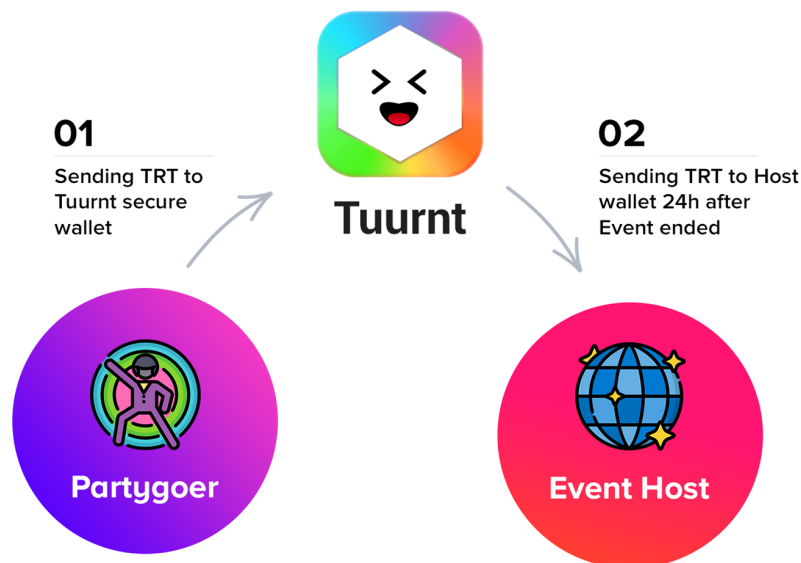
Tuurnt Wallet

- Each Tuurnt user will have a Tuurnt wallet linked to the mobile app, they can see other users profile and level status; from Bronze to Diamond.

- Tuurnt wallet will allow users to transfer TRT to friends and family.

- Users are able to withdrawal their TRT and send it to their ETH wallet instantly since Tuurnt uses a ERC20 Token.
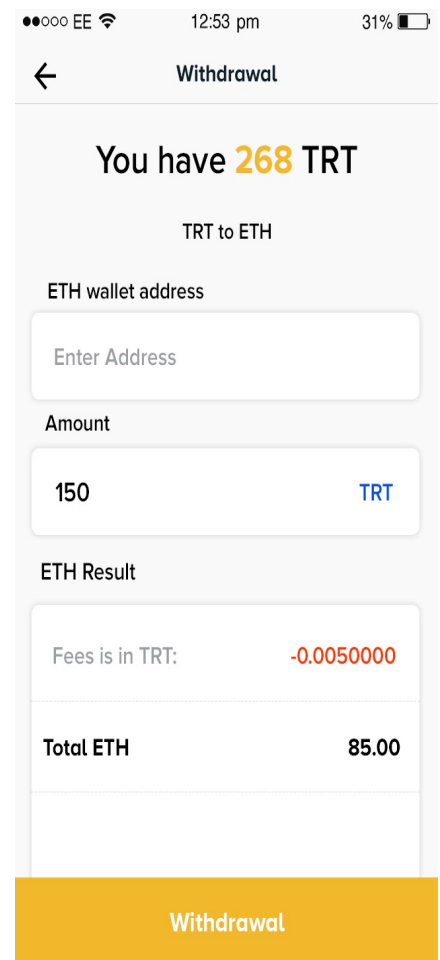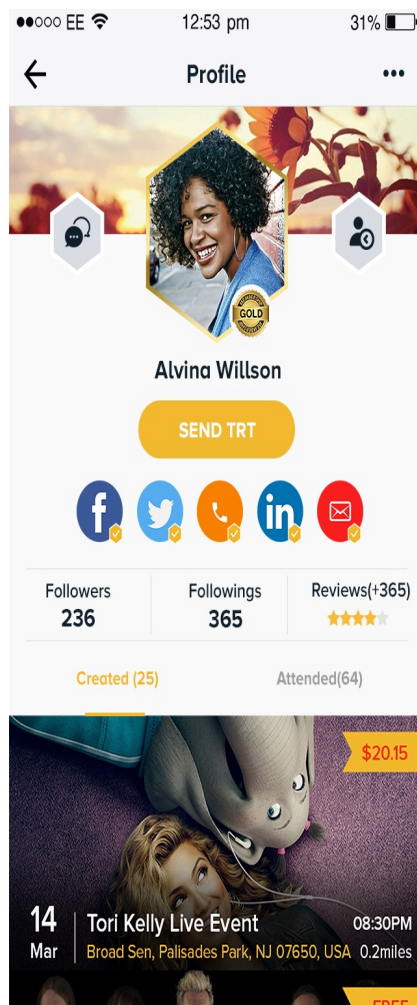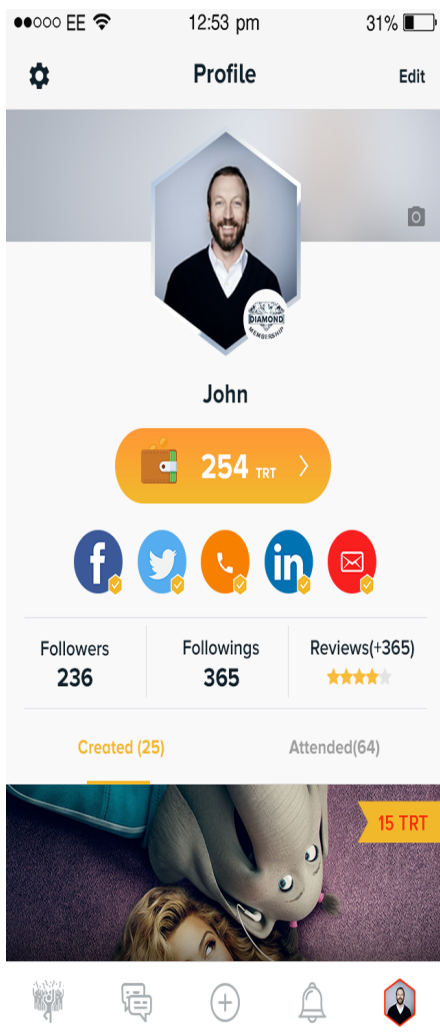
V. Our Technology

Payment protocol

TRT utilizes a smart contract system that allows guests to pay the host for bookings. The payments will be escrowed in a high level secured wallet until 24hours after the event is done. If there are no disputes between both parties, the payment will be automatically deposited in the host's TRT wallet address. In case of a cancellation, the tokens will be returned to the Partygoer TRT wallet. Tuurnt will integrate a mobile wallet which is designed for receiving and sending payments. The image below shows that you will be able to transfer funds from Tuurnt in a secured manner without requiring any documentation or possessing of a bank account – all you need is your TRT wallet!

01
Sending TRT to Tuurnt secure wallet

Tuurnt

02
Sending TRT to Host wallet 24h after Event ended

Partygoer

Event Host

Tuurnt Benefits

- Decentralized Peer to Peer free transactions between Tuurnt users

- Low commissions on bookings and listings (2.5% for Partygoers & 5% for Host)

- Decentralized peer to peer marketplace where hosts make additional income and partygoers find unique events

- Verified Hosts & Partygoers

- Peer to Peer reviews for Hosts & Partygoers.

VI.   DISPUTES & RESOLUTIONS

The Tokens will be held in escrow until the event is done. If the guest or the host opens a dispute, the tokens will be held 24hours to 48 hours before a decision is taken by our Tuurnt Jury.

SANCTIONS

Are built to reinforce and improve Tuurnt law standards in situations where an account has a lot of bad reviews. The users can take a step to have the host sanction if he does not comply with the rules. We will sanction or suspend all account that doesn't comply with the following rules:

- To protect the Tuurnt community, we will penalize event host's account that has a 2-stars rating or less based on reviews.

- Feedbacks will carry out consensual assessments to ensure that all users are complying with the rules of the event and the app.

- Users cannot share someone's confidential information or property address.

- We do not tolerate profanity, sharing sexual content, violence or any kind of verbal abuse.

- If the user does not comply with all these rules, a penalty of suspension is immediately issued until further notice.

Tuurnt Jury

The Tuurnt jury fulfills a very important function in our decentralized system. The jurors are charged with the responsibility of deciding on an open dispute between a guest and a host, on who gets to keep the escrowed tokens. The Tuurnt jury will consist of 12 members of the community, people will be chosen between partygoers and hosts. The jurors are randomly selected on the blockchain, and they are rewarded with TRT each time they fulfill their jury duty. Each juror will have to submit 1 vote out of the 12 ballot, a verdict is reached by the majority of 7 of the 12 members. Tuurnt will make sure to provide the jurors with full details on the dispute, both the host and the guest will have the opportunity to have their voices heard during the open dispute. In case of a tie, one additional jury member will be chosen randomly to become the tiebreaker.The juror will remain anonymous to the rest of the jury members and the Tuurnt community until a final verdict is given. The main goal is to always have an uninfluenced juror before they cast a vote.Our goal at Tuurnt is to always protect our community with an honest and fair resolution while being transparent.
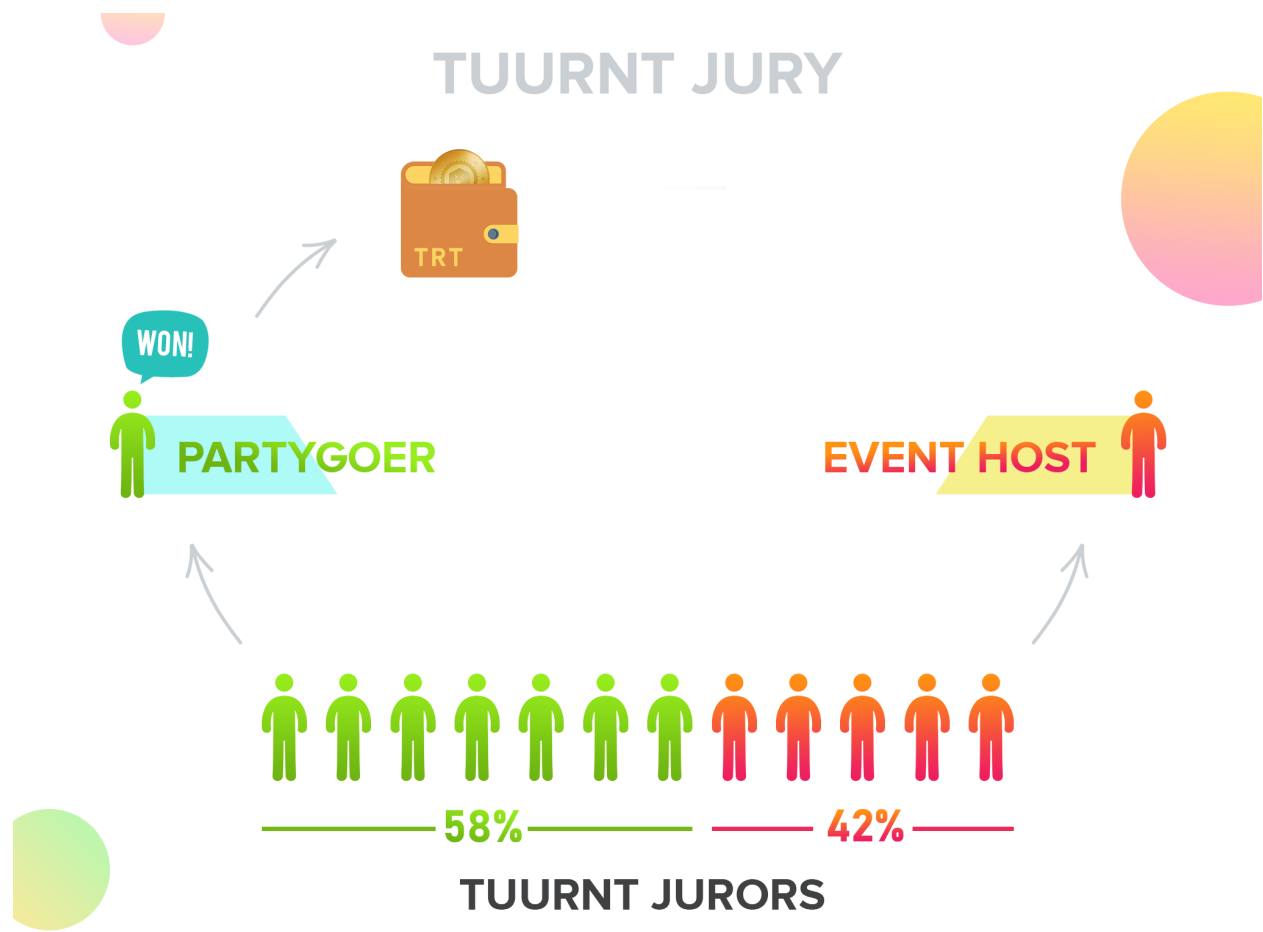
VII. HOST A PARTY OR EVENT

- **Upload photos or videos of the event**
  In order to host a party or event, the host needs to upload the event photos and Videos so partygoers can see what's the event is about.

- **Select a date, time, category and location for your event to begin**
  There are so many decisions that arise when organizing a party, selecting a location, time and date are major decisions that will have a great impact on your event. The host can select from categories such as House Party to Home Cooking and much more!

- **Decide the cost of the event in TRT-**
  The host is free to charge any cost for their events. When they get a booking, the total amount of TRT will update in real time.
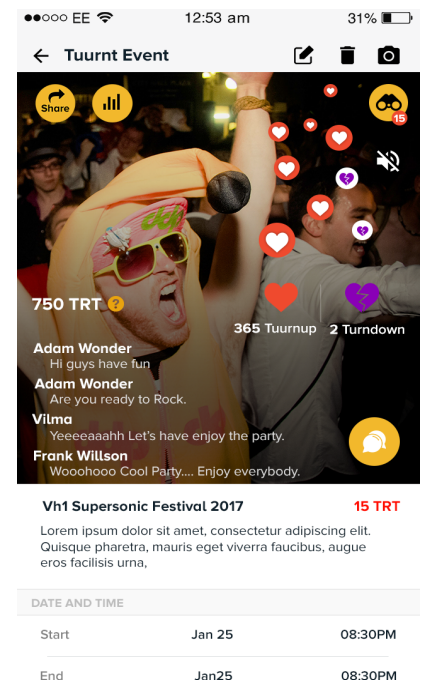
Scan for Event Entry

Scan your Guests with our barcode and see who didn't arrived yet
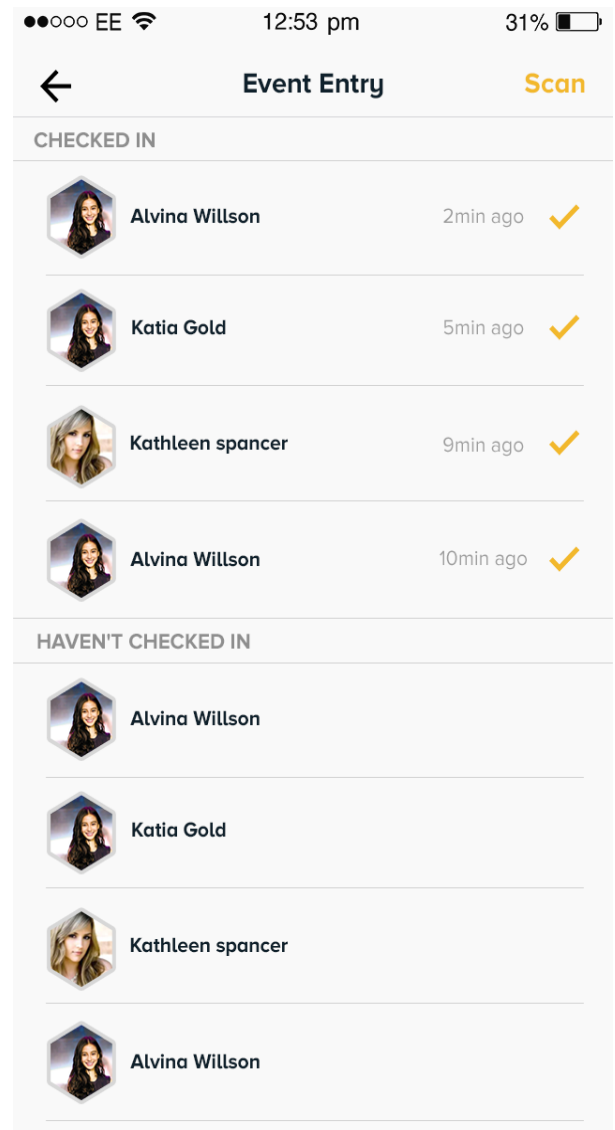
VIII. ATTEND A PARTY OR A EVENT

- Partygoers must choose the type of event they would like to attend from different categories such as House parties to Bus parties and much more.

- Partygoers can see in real time what's going on at that specific event.

- Partygoers can ask questions and get a reply in real time, from host or guest at the same event.

- Partygoers can book for their friends with their TRT wallet and send the entry barcode directly via the app
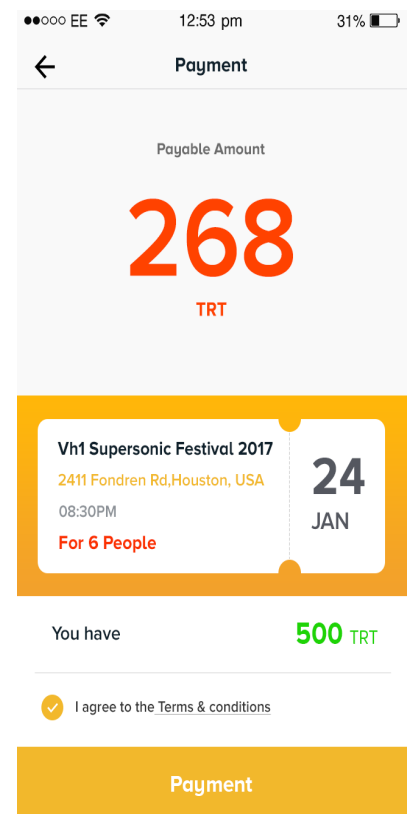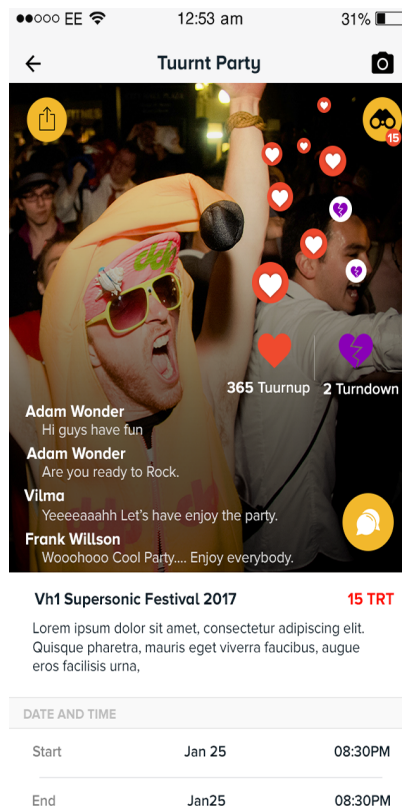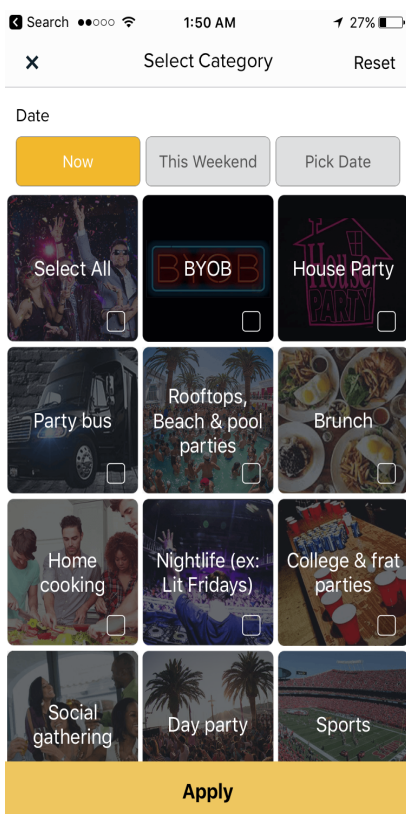
IX. Monetization

- Tuurnt will charge partygoers 2.5% fee for event bookings and charge Host 5% fee for events hostings all in TRT.

- Tuurnt will have an advertisement option called "Tuurnt Suggestions". Companies will be able to pay to have an ad on our suggestion panel, which will give the users suggestions before and after an event. The app will feature different kind of suggestions; like what you want to eat? There is a McDonald two blocks away. Need a ride back home? tap here to book your Uber. The merchant will be able to target users by specific area, age group and much more. The duration of the ad will be determined by the campaign budget.

X. Roadmap

ROADMAP

Q1 2018
Whitepaper complete

Q2 2018
Token donation start

Q3 2018
Strategic partnerships announcement

Q4 2018
Tuurnt on the blockchain
Token integration on the live app on IOS & Android
TRT wallet integration on the live app on IOS & Android

Q1 2019
Tuurnt Suggestions integration
Community Growth

XI. Go-to-Market Strategy

We use six users acquisition strategies for growing the Tuurnt user base.

Community Outreach

Engage the Tuurnt community on the benefits of Hosting and partying with Tuurnt while using TRT

Ground Marketing at Campuses

Our team is going on college campuses to talk about Tuurnt. In order to promote the app, we will organize parties at different colleges.

Tuurnt Ambassadors

Working with college frats,Sorority and event promoters will enable us to promote their event/parties on the app

Digital Marketing

We use inbound marketing tools including: Google analytics, e-mail, Facebook Snapchat Instagram, and content marketing to promote the app

Influencer Marketing

We hire instagram influencers to create fun contents about the app and post them on their social pages.
Eg. Kylie Jenner(84M Instagram followers) will posts on her instagram page that she's on Tuurnt.

Media toolkit

We will create media campaign with Buzzfeed, ABC and other media who fits our target demographic

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XII. Team

Fabrice Mishiki
Founder & CEO

Originally from Canada Fabrice attended HEC Montreal business school. He brings experience in taking startups off the ground.

Umesh Sharma
Chief technical officer

11+ Years of experience in IT/software including Development, Team- Lead, and Project Management, System Architect.

Pietro Kabeya
Creative Director

Founder off the app Cosmobile, Pietro brings his skills and experience and passion in the field of Digital Marketing to Tuurnt.

Denavio Leeks
Strategist

Denavio is a Technology connoisseur and entrepreneur who is dedicated to developing and deploying growth strategies for Tuurnt and TRT.

Luke Devern
Head of Growth and Marketing

A growth marketing passionate that specialises in building communities across social media platforms from scratch. Following a BA in Management and Marketing, over the past 3 years Luke has helped launch numerous commences & brick and mortar businesses across social media. This was the beginning of his interest in cryptocurrency and since he has become an independent marketer in the blockchain sphere

Aadarsh kumar
Lead Designer

5+ years of experience in UI/UX design for IOS/Android applications.

Vikas Panwar
Blockchain Engineer

He has been active in various exchanges & wallets development. He also has developed multiple ICOs and Decentralized application development.

Arpit Kaushik
Lead Web Developer

The master of PHP Development, and of Computer Applications, who has invested 6 years to master PHP, MySQL, Wordpress, Codeigniter, Laravel, Zend, NodeJS, MongoDB, AngularJS, REST/JSON and React Js.

Aniket
Blockchain Engineer

He has been exploring Blockchain technology since very long time. Has been involved in the development of multiple successful ICO, wallets etc. Has been active in multiple other platforms like Hyperledger, IPFS, NEO etc.

Gympie Cortez
Head of Customer Service

Was a Customer Service Representative for 6 years from Top BPO companies in The Philippines handling chat, email and phone supports. Started my freelancing career April 2016 as a Virtual Assistant for a Real Estate Company then switched to becoming a Social Media Manager handling people and a team to manage a social media app / party app.

Melissa Paiz
Social Media Manager

Over 8 years of experience in customer service and Co-founder of Cosmobile Inc. Being a social media fanatic herself, she used her creativity and her experience to launch and grow the company's online community. Since 2015, she has been helping local companies to manage their social media outlets to promote their product and services

Ravi Gupta
Lead IOS Developer

The master of Computer Applications and the expert on iPhone/iPad/iWatch/TvOS app development. He spearheads the iOS development team with his proficiency in Objective C, SWIFT, REST/JSON and SDKs.

Jwala Prasad
Lead Android Developer

Holds a masters in Computer Application. He employs Java, Android SDK, Android Studio, JSON/REST API gracefully dues to his 7 years of experience in Android App Development.

XIII. Why Tuurnt is safe

- Event host identity is verified with at least two methods of authentication; email, phone verification and at least one social media such as Facebook, Twitter or Linkedin.

- Event host receives TRT payment only 24 hours after the event has ended.

- Event host address is only shown to the user booking that party/event.

- Host and attendees both have a five stars review system.

- Tuurnt support is available 24/7
  Info@tuurnt.com
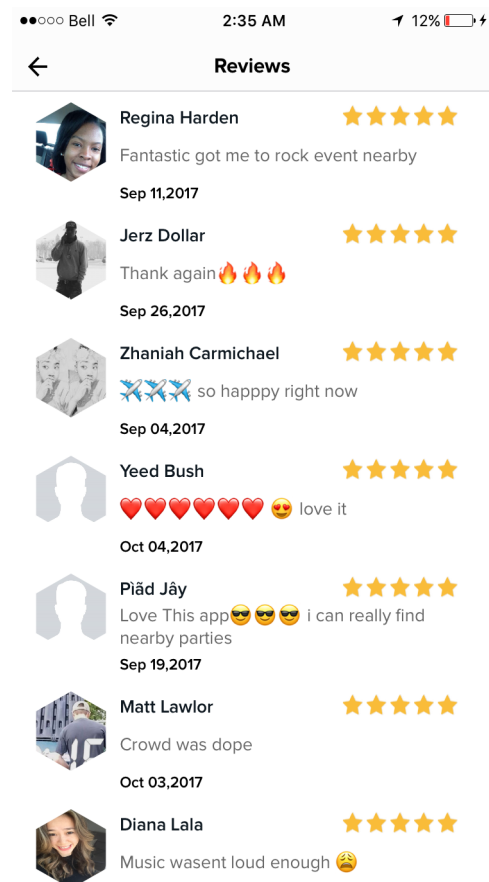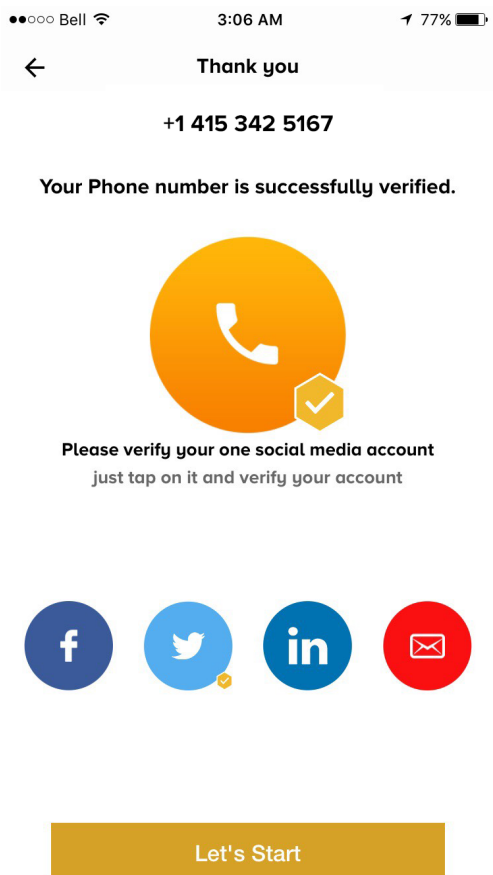
XIV. Conclusion

By creating this strategic plan, Tuurnt app has shown that Blockchain technology is key to its future success.With already a live app running on IOS and Android we are the first decentralize Event app. Our team work ethics will ensure continuous improvement and success of this project.We bring a proven business model in an industry ready to get disrupted, we know what users want and we are ready to meet their needs.The Peer to Peer Economy has changed the industry of transportation, hospitality and food service for a decade. We want to empower the users to increase their revenue in a new efficient way, without the traditional banks or paper money, but only through the power of smart contracts.