



MeetnGreetMe

Personalizing your travel experience

A crowdsourced ecosystem for travel concierge service and
lifestyle management

<https://ico.meetngreetme.com/>

v2.0

This English language Whitepaper is the primary official source of information about the MeetnGreetMe token. In the event of any conflicts or inconsistencies between translations of the Whitepaper in other languages, the provisions of this English language original document shall prevail.

1. MeetnGreetMe story	4
2. Abstract	5
3. Mission	6
4. Vision	6
5. Problem	7
6. What is MeetnGreetMe	8
7. MeetnGreetMe services	9
Arrival/Staying	9
Entertainment	10
Day-to-day issues	10
Business matters	11
Health/Fitness	11
8. Advantages of blockchain	12
MeetnGreetMe AS-IS	12
MeetnGreetMe TO-BE	12
9. MeetnGreetMe ecosystem	14
Interactions	14
WelcomeCoin	14
Platform	15
Participants	15
10. WelcomeCoins	16
WelcomeCoin as a right	18
WelcomeCoin as a currency	18
WelcomeCoin as community reward	18
11. Technical details	20
Smart contracts	20
12. Business model	21
13. Market overview	22
Competition	24
14. Social impact	25
15. Case studies	25
Team Building in a Tank	26
There's nothing impossible when you know right people	27

A Wild Bachelor Party	28
Top Business Delegation	Error! Bookmark not defined.
Lovely Weekend for a Mom and Her Daughter	30
When s**t happens	31
ID is Lost	32
Wrong food in a wrong place	32
Hangover	33
16. Token Issuance and Crowdsale	33
Token Issuance	33
ICO	34
ICO Escrow Arrangement	35
Token distribution	35
Funds distribution	36
17. MeetnGreetMe today	37
18. Roadmap	38
2014	38
2015	38
2016	39
2017	40
2018	40
2019	43
2020	
19. Team	44
20. Board of advisors	47
21. Publications about MeetnGreetMe	51
22. Contacts	51
23. Glossary	52
24. Disclaimer	51



1. MeetnGreetMe story

Hi! My name is Elena Shkarubo. I'm co-founder and CEO at MeetnGreetMe global platform for peer-to-peer travel concierge services.

MeetnGreetMe idea stuck with me when I was working for an international banking group. We were managing large numbers of international colleagues on their visits, and the recurring theme would always be around finding trustworthy help and advice prior to and during their stay. It had always been my kind will to give them a hand and help with anything they needed. At that point it was just an observation.

My banking career was going up locking any initiative to shape this idea. It appeared from time to time when someone around needed such kind of help. I don't know how long it would have to remind me about itself if one of my professors at Kingston London University wouldn't have suggested me thinking about my future and devoting my final research project to something what I would really love to do. Surprisingly, but this is the very case when someone's words change a life.

So I took a break to think everything over. I was lucky enough to travel the world, which shaped my worldview and gave an invaluable experience. For a long time, I had been thinking about helping each other with different matters when we travel. I was trying to understand why people would love to help and what would really make them trust one another. While reflecting on how these interactions can be incentivized, I found some answers in the theory of a Big society that had just superseded a broken society. The phenomenon of shared economy manifests itself in various aspects, one of which is that people are no more afraid to open their homes to strangers and ride for long distances with unfamiliar people.

I was curious to come to grips with this topic so I dedicated my MBA thesis to analyzing the trends which add to the p2p platforms popularity and their further development. I was engrossed in this theme that resulted in forming my vision of a venue where travelers would get a helping hand from a local. Around the world, not less.

Totally excited by the results of my research I had nothing to do but launch my own business. This is the moment when I got down to translating the idea of MeetnGreetMe into action.

My passion to the project was constantly kept up with the positive feedback from experts and community. In 2014 MeetnGreetMe idea was awarded the 3rd prize at the Global Entrepreneurship Summit held in Morocco, then it was successfully introduced at the SXSW Eco Conference in Austin and eventually I was invited to join Spark Initiative by the 44th President of the United States to promote women and youth entrepreneurship around the world. Our latest achievement is picking up the 2017 World Summit Award by the United Nations in the Culture & Tourism category.

But even these events would be of no importance if today, with a fully operating platform, we had no happy customers. Luckily, it was not only international jury to leave a positive feedback to MeetnGreetMe. Our customers, our dear Guests, from various parts of the world thank their MeetnGreeters and our Team for helping them travel carefree, enjoy the trip and access treasured local expertise.

2. Abstract

MeetnGreetMe was designed to make travel experience a really personalized experience around the world and help travelers save their valuable time while outsourcing travel related tasks to dedicated and trustworthy local people.

This paper describes the crowdsourced travel concierge service and lifestyle management ecosystem where everyone can find support they need before and/or during their trip as well as contribute with their skills to building an absolutely new concept of travel and hospitality.

It explains benefits of the blockchain technology for MeetnGreetMe platform development, such as token based incentives to encourage and sustain mutually beneficial relations between major players and create environment for decentralized operations, a blockchain-based payment system, utilizing smart contracts for

transparent and timely execution of agreements and includes terms of crowdsale campaign to bring a vision into life.

MeetnGreetMe marketplace has been operating for more than a year so it had time to prove that smart decentralization is the only way to develop a peer-to-peer marketplace keeping a rational balance between input and output in terms of limited resources.

Issue of token which provides its holder with the rights to participate in the business development and get returns on the efforts, turns such token holder into a motivated community member. All together such members become a driven force for turning new things into the mainstream and supporting and spreading new culture.

Though the total decentralization is an open question yet, the analysis of the MeetnGreetMe platform performance emphasises that the decentralization of some crucial directions is inevitable for further development of such network-based platform as MeetnGreetMe.

3. Mission

The MeetnGreetMe mission is to let everyone access all the benefits of personalized approach to their travel needs while supporting local businesses and communities to market their services and products at fair costs.

Recognizing that our life as international travelers can be more comfortable, easier and enjoyable should we knew trustworthy people in a visited city, we have started to develop a new concept of personal travel concierge service which is delivered by local people to world travelers and hence can be afforded by anyone who needs it. Basing it on trust, friendship, fun and hospitality we are building a global community of like-minded people who are happy to share their hospitality, local expertise and knowledge with travelers.

4. Vision

We connect advanced technologies and real human experiences to change a way we travel.

We aim at revolutionizing travel and hospitality industry via turning it into a crowdsourced ecosystem with decentralized elements where every member is incentivized to contribute with their time, skills, local expertise and resources to the

MeetnGreetMe ultimate goal - help people from around the world travel carefree, enjoy personalized approach to their travel needs and savour authentic experiences wherever they are.

We see MeetnGreetMe as a community driven marketplace where all the parties will find an opportunity for self-expression and -enhancement through helping others and eventually will be rewarded by the community. Moreover, the background diversification of MeetnGreetMe community members will help to bring the blockchain technology to masses and popularize it among people around the world.

Advanced analytics and machine learning which will be later integrated will allow us to produce offers based on our customers' behavior and radically change a way people approach the process of planning and arranging their travel related tasks and activities.

5. Problem

Today travel can be intimidating, time consuming and very impersonal experience. Regardless the numerous applications that have been designed to change our travel experience we are still sharing many of the same travel challenges.

Foreign language, different culture and business ethics, insecurity, irrelevant information and fake reviews, overpaying for services, need for a local's advice on what to do, see and enjoy in the place of destination, not understanding how things work there are just some to mention. Travelers have to invest a lot of their time, energy and money trying to arrange a perfect trip.

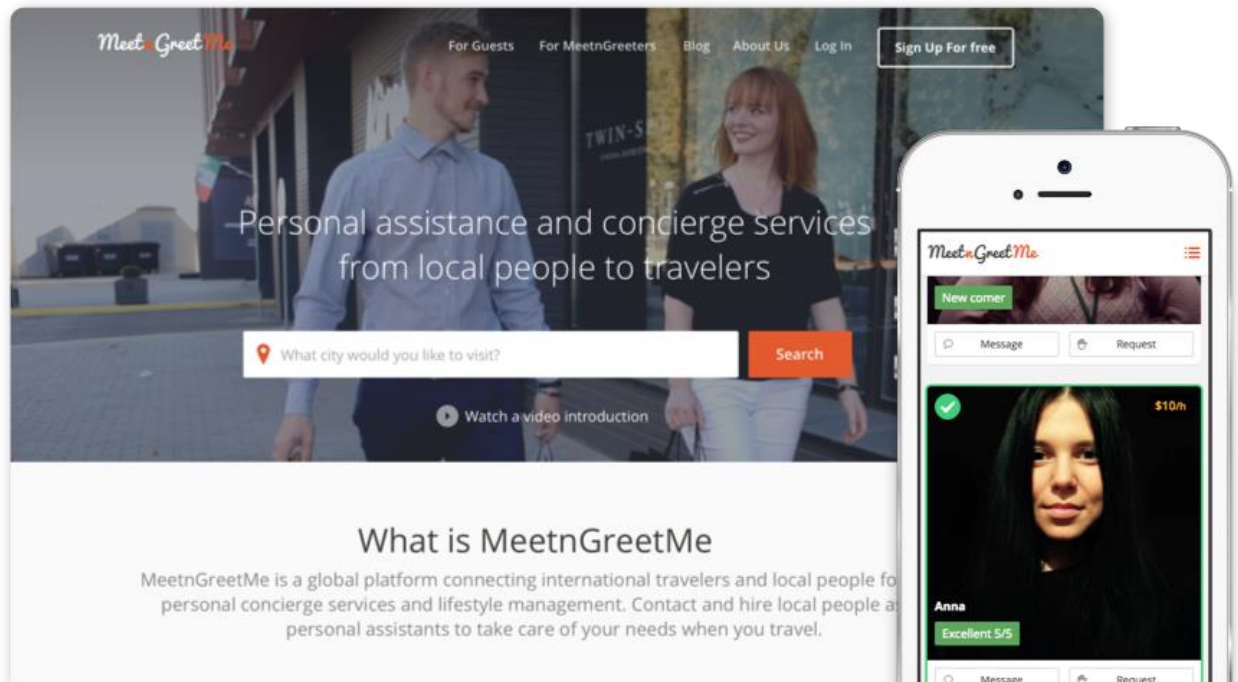
It's no longer enough to book a flight and accommodation online. We want to get more while keeping our life-time balance:

- We need to know we will be safe and welcome;
- We want unique and authentic experiences;
- We want personalized approach to our travel needs;
- We want to make sure we will reach our travel goal;
- We want someone trustworthy and available when we need them;
- We value flexibility;
- We seek value for money.

The existing concept of concierge service is pretty conservative, expensive and with different entrance barriers. The truth is that everything we need, as world travelers, to

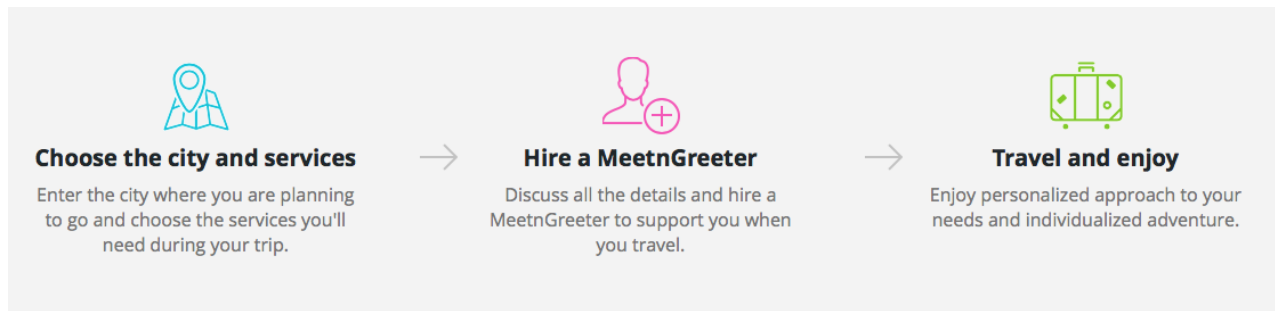
make our experience a positive experience, can be achieved by connecting travelers with trustworthy and like-minded local people.

6. What is MeetnGreetMe



MeetnGreetMe is a crowdsourced travel concierge service and lifestyle management ecosystem where every traveler can request services tailored to their travel needs and budget. Delivered by resourceful local people and paid via blockchain enabled P2P payment system.

Do you need help with organizing a bachelor party abroad? Or you want someone trustworthy to meet your parents at the airport, help with luggage and support all the way during their stay in a new city? Or perhaps you need someone to help you book the hottest night spots and guide you through the night life of the city?



MeetnGreetMe hybrid blockchain platform is designed to deliver customer-centric service tailored to travelers' needs and make travel experience a really personalized experience around the world. This is the core value all the interactions are built around.

MeetnGreetMe platform provides an infrastructure for the value creation and enables value exchange between participants, sets the rules of access and usage to ensure that desirable interactions are encouraged and undesirable ones are totally eliminated.

7. MeetnGreetMe services

From meeting upon arrival or accompanying during the stay to helping with organizing your life events or finding business contacts in a visited city, local MeetnGreeters are stuffed to deliver a wide range of tailor-made services to help international travelers to reach their travel goals and save time for things that matter.



Arrival/Staying

- Accompany during stay
- Rent a car
- Organize/Assist with events
- Accompany to events
- Drive to destinations
- Book a hotel/apartments
- Meet upon arrival

- Interpret/Translate
- Information on the local infrastructure and transport
- Help with shopping



Entertainment

- Information on culture, lifestyle and traditions
- Book/buy tickets to events/sports games
- Arrange travel tours to local attractions
- Arrange a gastronomic tour
- Personal city guiding
- Nightlife hot spots guiding
- Plan a trip
- Charter a yacht, helicopter, etc.
- Other request unique to the place of stay
- Visit a party hosted by locals



Day-to-day issues

- Assist with banking and money matters
- Book personal care and services
- Arrange a repair or an engineer visit
- 24h information support
- Make telephone calls
- Find contacts
- Buy flowers
- Gift delivery



Business matters

- Perform Internet research
- Book a restaurant/make a recommendation
- Perform personalized shopping and delivery
- Provide business referral service
- Take photos at events
- Advice on business etiquette



Health/Fitness

- Request health insurance
- Arrange visits to doctors
- Accompany to doctors
- Sick care
- Arrange sports activities

The number of personal reasons why people travel is really huge. Any customer can describe their requests and find a helping hand among local MeetnGreeters:



Marla



I want a concierge to meet me at my airline arrival gate and help me get to the train station to Florence. I would need help with buying the fast train ticket, too and any questions I will have as I prepare for my trip. Also I need you to find wedding professional organizations where they have meetings in Rome and Florence.



Ken



Hello, We are a largish group of about 35 people coming to Minsk for a few days. We are especially interested in cultural events, good food, fun activities and anything else you can come up with.



I arrive in Minsk on 15 April and I would like transportation from Minsk airport to the DoubleTree hotel in Minsk. Also, I wish to see the ballet Swan Lake. Can you purchase 3 tickets for me?

David



Would you be available to pick us up at the Airport and show us town including dinner/going out on Friday plus sightseeing on Saturday until 18:00.

Andreas



8. Advantages of blockchain

MeetnGreetMe AS-IS

Today MeetnGreetMe exists as a two-sided marketplace for travel concierge services delivered by local people to international travelers. With a zero marketing budget we managed to build a community of MeetnGreeters in more than 200 cities around the world. MeetnGreetMe community has always been welcome to co-create and share their ideas to help to develop MeetnGreetMe platform without getting anything in return. It became obvious that the strong and engaged community is a key factor for MeetnGreetMe to succeed. Moreover, it's a valuable source of information about their locations and a very natural way of collecting information about travelers' interests and preferences.

MeetnGreetMe TO-BE

MeetnGreetMe deals with people from around the world. **We ensure safety, trust, transparency, easy access to trainings and support which are essential for scaling at a right speed while growing loyalty and keeping service quality high.** Community engagement in the process will positively contribute to the trust factor as every application will get the necessary dose of attention to ensure its trustworthiness. Due to the blockchain technology it becomes possible to **outsource the platform curation**

process to the community. It is a reasonable way to operate the global peer-to-peer business.

Adapting the blockchain technology will allow MeetnGreetMe to have its own means - MeetnGreetMe **crypto-token - to incentivize contributors** and reward the activities connected with the platform growth and development.

MeetnGreetMe crypto-tokens are aimed at fuelling MeetnGreetMe ecosystem. Besides, the blockchain enabled payment system will allow to **exclude a costly middleman from the money transfer process in future**, make it transparent and convenient for the parties regardless their geographical location. Today people from some countries have to refuse the opportunity to become **MeetnGreeters** just because of unreasonably high transfer fees.

Automatic execution of contracts and agreements between the **MeetnGreetMe** participants, powered by a smart contract, will make the process of ordering services more transparent for both sides and will decentralize the control function putting every party in charge of their part of a deal. The smart contracts based escrow will allow to release prepayment, made by **Traveler** to **MeetnGreeter** and complete the transaction only after the deal between them is successfully finalized. The rating system will stimulate all the members to think their e-reputation and behave accordingly.

Lowering the general uncertainty about each other and the platform related processes will positively contribute to the parties' decision whether to interact with a counterpart or the platform. All together it will lead to growing **MeetnGreetMe** into a global balanced ecosystem and sustainable business.

9. MeetnGreetMe ecosystem

Welcome Coin

Crypto coins issued by MeetnGreetMe in a limited number to fuel MeetnGreetMe economy, encourage and incentivize desirable interactions.

Interactions

The core value of the platform. All the interactions within the MeetnGreetMe ecosystem are built on the core interaction - creation and transfer of P2P travel concierge services.

Participants

MeetnGreeters, travelers, local businesses, authors and co-creators, ambassadors, advertisers, all producers of core value and the edge interactions

Platform

An infrastructure for the value creation and value exchange between participants. It sets the rules of access and usage to encourage desirable interactions and eliminate undesirable ones.



Interactions

MeetnGreetMe has been started as a peer-to-peer marketplace around a single core value - creation and transfer of personalized travel concierge services between peers.

After it was launched people with different skills and initiatives from around the world started to join the platform to contribute to its growth. Today MeetnGreetMe is a community -centric and -driven business and anyone is welcome to participate in accordance with their interests - as a MeetnGreeter, ambassador, author or co-creator, photographer etc.

WelcomeCoin

To make it possible to reward all the MeetnGreetMe players for their contribution, not just MeetnGreeters, own crypto currency is introduced - WelcomeCoin. A share of WelcomeCoins is reserved to keep contributors' initiatives going and hence fuel MeetnGreetMe growth.

WelcomeCoin makes it possible to incentivize MeetnGreetMe users to play different roles while all together contribute to the ecosystem development and accelerate the growth of the MeetnGreetMe platform around the world.

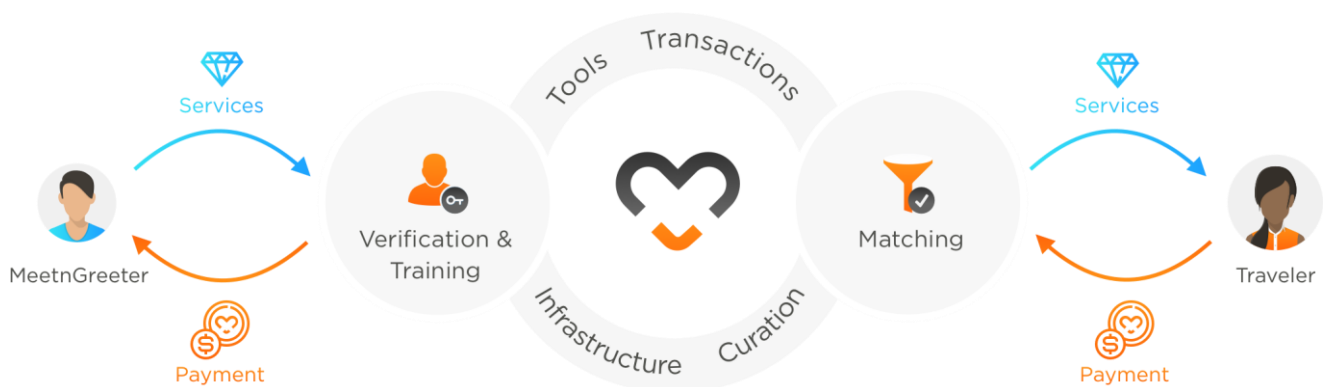
Platform

MeetnGreetMe platform was built to provide its users with the infrastructure essential for mutually beneficial interactions.

Today MeetnGreetMe platform includes such features as:

- Profile creation and promotion;
- Search and match of users in split of cities and predetermined filters;
- Verification procedure;
- Chat;
- Sending and accepting service requests;
- Rating and review system;
- Notification system;
- Balance management;
- Integrated payment system;
- Mobile messenger for Android (v1);
- Blog.

To ensure the success of value creation and its exchange, the platform needs to be core interaction-centric, friction free and transparent.



Participants

While interactions are a core value, MeetnGreetMe is built around engaged, motivated and trustworthy value producers and buyers to keep the interactions going.

MeetnGreetMe participant is anyone who is willing to create value for MeetnGreetMe community members.

They can play the following roles:

MeetnGreeter - any individual who is willing to perform as a personal travel concierge for international traveler, has successfully gone through the established verification process and is ready to adhere to the ecosystem rules and principles.

Information support - any local individual who agrees to be assigned to support travelers online, answering different questions they face before and/or during their trip to this city.

Guest - an individual traveler or a group of travelers who needs personalized help with any matters in a city where MeetnGreetMe services are available.

Local business - a local company which can bring additional value to MeetnGreetMe customers, i.e. local restaurants, transfers, theatres and other local services providers.

Global partner - travel and hospitality companies whose business MeetnGreetMe can complement via bringing additional value to their customers (hotels, event organizers, cruise lines, airlines etc.).

Author and co-creator - an individual who is willing to share the local knowledge and produce the useful content for MeetnGreetMe community.

Ambassador - any individual who helps people to learn about MeetnGreetMe, brings new MeetnGreeters, Guests, and partners to the platform.

E-volunteer - any individual who is eager to donate their skills to MeetnGreetMe platform development. Advisors, photographers, local experts and anyone who feels their can help are very welcome here.

Curator - any individual who is ready to act as our eyes and ears.

Business developer - a MeetnGreetMe member who wants to help to grow MeetnGreetMe business and who is ready to bring ideas and execute them in their cities or on the global scale.

Utilizing smart contracts, MeetnGreetMe platform equips all the players to interact with each other in a transparent and trust-based way and drive innovation for travel and hospitality industry.

We admit that for some time MeetnGreetMe team will continue to play some of those roles and continue to be a key player. At the same time MeetnGreetMe will work toward creating and supporting environment for establishing mutually beneficial relations between all the participants in a decentralized manner.

10. WelcomeCoins

To fuel interactions within MeetnGreetMe ecosystem, incentivize desirable actions and ensure MeetnGreetMe growth MeetnGreetMe issues MeetnGreetMe token - WelcomeCoin.

A short name - WEL.

WelcomeCoin is a utility token issued with the purpose to uniquely access a network, use it and contribute to its development as well as been rewarded in accordance with individual efforts and contribution. People who put in more efforts will be entitled to more rewards. Simply owning a token does not guarantee participation in reward distribution.

WelcomeCoins run on the Ethereum blockchain and implement the Ethereum ERC20 standard specifications.

WelcomeCoin is backed by real MeetnGreetMe services. It means that WelcomeCoins available for sale are directly correlated with the number of service hours which can be acquired on the platform.

WEL is much more than just a means of payment. It's an essential part of MeetnGreetMe philosophy of rewarding community and giving back for their contribution. Within the MeetnGreetMe ecosystem WelcomeCoin can buy what money can't.

WelcomeCoin is multifaceted in its essence and will support development of MeetnGreetMe in different directions.

We believe that holding WelcomeCoins will let MeetnGreetMe users feel more connected to the platform, feel motivated to grow it, because they will directly benefit from its growth and prosperity.

Tokenizing MeetnGreetMe economy we aim at providing everyone with the opportunity to be involved in building and growing such a community, where every member feels connected and enjoys the benefits online and offline.

Community Reward

MeetnGreetMe participants will be rewarded with WELs for the value producing actions.



Right

WelcomeCoin holders can be invited to participate in voting on certain questions and policies.

Currency

All the travelers can pay their MeetnGreeters for services in WelcomeCoins.

WelcomeCoin as a right

WelcomeCoin holders are exclusively entitled to the following rights:

- 1) The right to be rewarded for their platform growth connected efforts.
- 2) The right to access community events.
- 3) The right to obtain a discount for the MeetnGreetMe services, and partners' services.
- 4) The right to play a selected role(s) (MeetnGreeter, curator, business developer, etc.) and to be rewarded for it.

WelcomeCoin as a currency

Paid Advertisements

WELs can be spent for placing targeted advertisements on the MeetnGreetMe platform, including its blog. Before being advertised products, services and places will first need to be proved by the local community.

We are considering adding an opportunity to pay for MeetnGreetMe services in WelcomeCoins in future.

WelcomeCoin as a community reward

MeetnGreeters:

- Bringing new users and partners;
- Delivering high quality of services;
- Creation of content;
- Validation of partners;
- Training new users;
- Getting rewards for each new user's deal;

- Referring MeetnGreetMe to friends;
- Sharing information about MeetnGreetMe in social networks, blogs etc.;
- Platform curation.

Guests:

- Leaving a feedback/rating about MeetnGreeter;
- Leaving a review about any place suggested by MeetnGreetMe;
- Providing additional information about yourself;
- Sharing photos.

 Spend WELs to:	 To earn WELs:
• Pay for MeetnGreetMe travel concierge services with a discount; • Pay for the partners' services (transfers, accommodations, experiences, events, tickets etc.) with a discount; • Advertise on MeetnGreetMe platform (on a profile, on a city page, on the blog); • Support creators and co-creators; • RSVP the closed parties; • Exchange for fiat money via exchanges.	• Deliver MeetnGreetMe services; • Engage with the platform; • Create and co-create value on the platform; • Invite new MeetnGreeters and Guests on the platform; • Introduce new partners who can be of a value for travelers; • Train community of MeetnGreeters; • Refer MeetnGreetMe to friends; • Share information about MeetnGreetMe in social networks, blogs etc.; • Help to curate the platform; • Rent your profile space for advertisement.

MeetnGreetMe will periodically spend some of its profit on WELs buybacks on exchanges at a market price. No scheduled buyback will be announced to eliminate opportunities for speculation. Resources for buyback will derive from the MeetnGreetMe core business profit. This will help to positively influence the WEL liquidity and market price of the WEL.

11. Technical details

WelcomeCoin is ERC20 token.

The system issues ERC20 (WEL) tokens (1) in exchange to the network's internal currency – ether.

ERC-20 Standard (EIP: 20 as of September 11, 2017) whose code is in open storage on Github (2) guarantees that tokens based on Ethereum will work in the crypto-tokens ecosystem in a foreseeable mode in future. Owners of these tokens totally control their assets in the Ethereum network without using any special software.

Smart contracts

Tokens issue and control over funds transfers (ether) is carried out by a system of smart contracts coordinated with each other.

Major contracts involved in the system during ICO:

1) Principal ICO contract

- states a detailed description of bonuses and supervises their distribution;
- describes pre-sale and main sale timeframes and controls the possibility to buy within the period of time;
- imposes restrictions on tokens issue in each timeframe;
- describes the process and lets every contract owner launch the mechanism to finalize the sale.

2) Token contract

Describes a standard ERC-20 token issued by the system. It also allows to finalize tokens issue evermore upon the sale termination.

3) Escrow multisignature wallet contract

Allows to escrow agents to control and validate funds transfers from an escrow wallet to the company's wallet.

Smart contract's code

The project's smart contracts are based on the framework's modules to compose smart contracts of zeppelin-solidity (3). This framework was chosen because of an in-depth constant audit on the part of crypto community. It widely uses (4) recommended

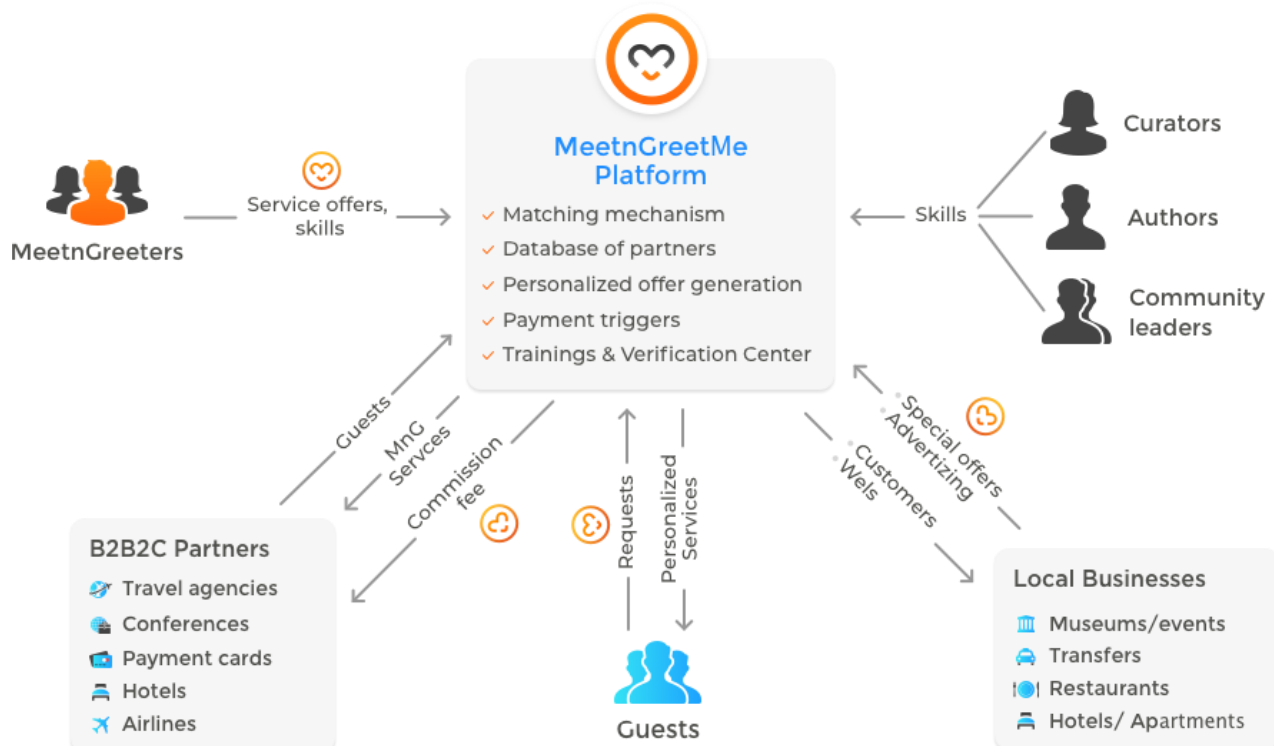
practices of writing the smart contracts (5) and abides by the major Security Considerations (6) of the Ethereum network.

All smart contracts code will be publicly visible on Github (+ its address).

- 1) <https://www.ethereum.org/token>
- 2) <https://github.com/ethereum/EIPs/blob/master/EIPS/eip-20-token-standard.md>
- 3) <https://github.com/OpenZeppelin/zeppelin-solidity>
- 4) <https://blog.zeppelin.solutions/onward-with-ethereum-smart-contract-security-97a827e47702>
- 5) <https://github.com/ConsenSys/smart-contract-best-practices>
- 6) <http://solidity.readthedocs.io/en/latest/security-considerations.html>

12. Business model

MeetnGreetMe is built around a scalable business model. It operates in P2P, B2B2C and B2B segments.



:

P2P (peer-to-peer)	B2B2C (business-to-business-to-customer)	B2B (business-to-business)
Marketplace for concierge services for travelers from local people; Social network; Blog.	Complementary tool to bring value to customers of MeetnGreetMe's partners. Delivered by local people to the partners' customers.	Targeted advertising place. Vendor agreements.

In the P2P segment MeetnGreetMe will continue to charge MeetnGreeters 20% commission fee as a world-wide accepted benchmark for P2P services. It's planned to be lower with time as the blockchain technology will help to significantly lower operating costs. Moreover, with WelcomeCoins circulation MeetnGreeters will have different opportunities to increase their total earnings undertaken certain actions.

In the B2B2C segment MeetnGreetMe aims to complement travel and hospitality industry by bringing personalized approach to travelers' needs. Hotels, airlines, cruise lines, accommodation platforms are among those businesses, whose customers can benefit from MeetnGreetMe service. Every partnership has its peculiarities and can become an additional source of earnings for MeetnGreetMe.

In the B2B segment MeetnGreetMe will be ready to provide its platform for placing the targeted advertisements at a highly competitive price. In relations with vendors MeetnGreetMe will seek for additional value for its community from each vendor rather than earning a vendor fee.

The earnings received are and will be dedicated to covering operational costs and refilling the community development reserve via WELs buybacks.

13. Market overview

\$7.61 Trillion

World travel and tourism market has already reached \$7.61 trillion with \$2.31 trillion coming directly from the industry.

\$564.87 Billion

Global online travel sales totalled \$564.87 billion and is projected to grow to \$755.94 billion in 2019

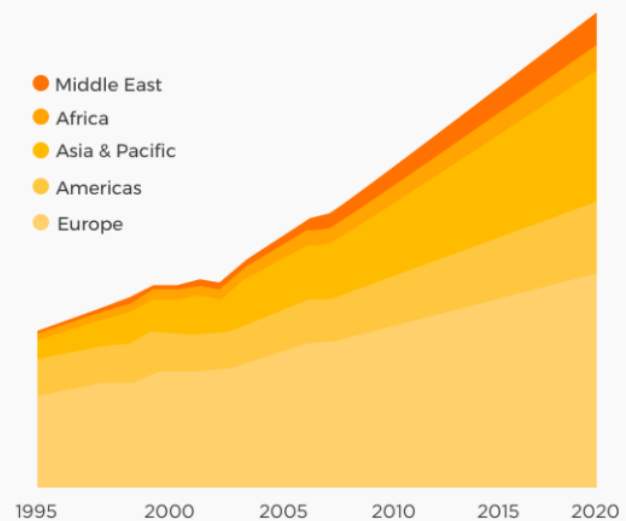
1.2 Billion people

More than 1.2 billion people crossed international borders in 2016. It is forecasted to grow by 4% annually and reach more than 1.8 billion by 2030.

20%

20% of travel industry is already affected by peer-to-peer services.

1.6 Billion travelers by 2020



World travel and tourism market has already reached \$ 7.61 trillion with 2.31 trillion coming directly from the industry. Global online travel sales totaled \$ 564.87 billion and is projected to grow to \$ 755.94 billion in 2019. More than 1.2 billion people crossed international borders in 2016 for business and leisure and international tourist arrivals worldwide is forecasted to grow by 4% annually and reach more than 1.8 billion by 2030. Business travel expenditures are forecasted to rise up to \$1.6 trillion by 2020. 20% of travel industry is already affected by peer-to-peer services.

All this takes place under increasing value of time and changing demands of travelers. Combining up-to-date local expertise, strong community of local people, advantages of blockchain technology with integrated advanced analytics and machine learning MeetnGreetMe aims at changing behavior and habits of people in organizing their trips and managing their pastime in a visited city.

The key trends underlying relevance of such changes:

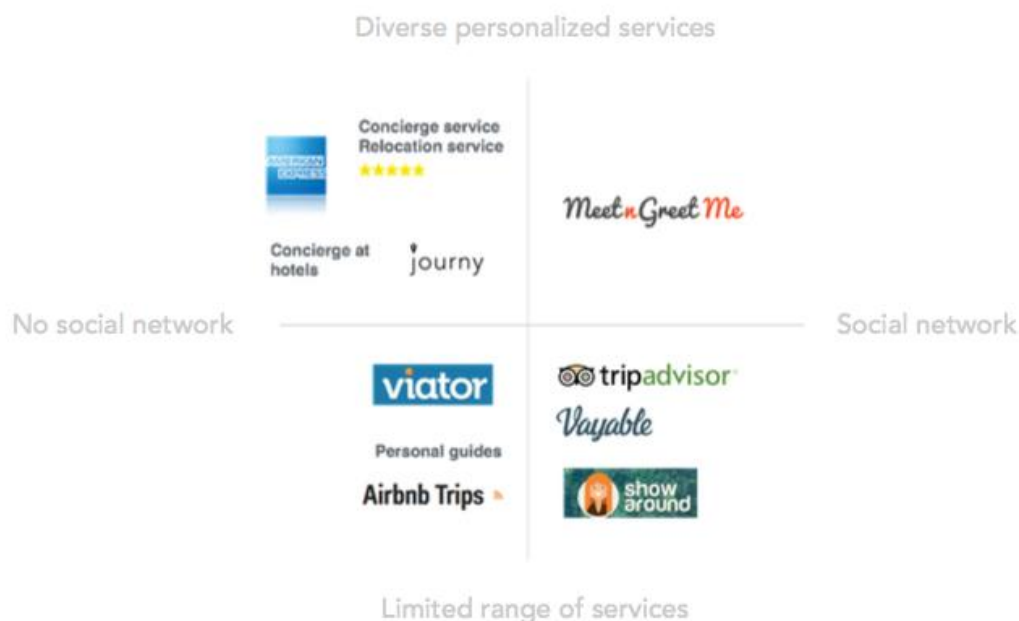
- The growing value of time which is the only non-renewable resource with the genuine value for every person;
- Personalization of our desires and needs on the one hand and accumulating information about our behavioral peculiarities and preferences on the other;
- Automatization of all events, actions and processes that tend to be initiated more than once and are also time consuming whilst without any impact on customers' happiness level;
- Focus on result vs. focus on the process. A customer's aim is to reach their travel goal
 - have fun, relax, meet a partner, participate in a conference, go out during their free time - not the organization process itself.

Travel and hospitality industry admits changes in customers' preferences and behavior and is looking for new ways to meet their expectations.

Corporate sector seeks to provide their key stakeholders with additional value which will contribute to their businesses' bottom line while contributing to customers' satisfaction.

MeetnGreetMe can ideally complement existing travel and hospitality industry delivering high-end personalized support locally, around the world.

Competition



Today travelers are offered a variety of alternatives and substitutes:

- Premium plastic cards holders, for instance, Visa Platinum or Infinity have access to premium concierge services;
 - Luxury hotels have staff responsible for providing concierge services to VIP guests;
 - Web-sites with tips from locals on traveling, for example, Quora, Ask.me, TripAdvisor;
 - Travel agencies in the cities of destination with services either free or paid, hence predetermining the number of available options;
 - AirBnB Experiences - social online platform where you can join any of activities offered by locals in a visited city;
 - Viator - large online network of qualified local guides;
- and others.

MeetnGreetMe blends an online social platform with diverse offline, localized concierge services which are accessible and affordable for both VIP and ordinary guests (see case studies) around the world. Services are provided by hospitable, knowledgeable and verified peers to guarantee safety.

Like a Genie in a bottle

MeetnGreetMe uniquely blends online social network with offline localized tailor-made services to deliver peace of mind and help each traveler to enjoy individualized adventure and personalized approach. Inviting local people to help travelers MeetnGreetMe travel concierge service becomes accessible and can be afforded not only by affluent people but everyone around the world (see case studies).

14. Social impact

MeetnGreetMe gives local people an opportunity to earn extra money.

Online and offline communication between world travelers and local people promote effective international dialogue between citizens of different countries.

Hospitable and knowledgeable local people undeniably help world travelers reduce their stress and extra expenditures as well as leave a positive image about the country of their residence.

Taking risks for corporate actions and supporting our CSR strategy, not only do we verify our MeetnGreeters but we also educate them about the rules of conduct, manners and hospitality to be demonstrated to world travelers.

With help of community MeetnGreetMe will contribute to local businesses' promotion among global travelers.

15. Case studies

MeetnGreetMe has been lucky to help travelers in various parts of the world with totally different requests. Local verified concierges are already meeting and greeting international Guests, and let them enjoy personalized approach based on their desires, budget and imagination. We have had a number of complex requests we managed to turn into juicy experiences.

Team Building in a Tank



Straightway after Junction, Europe's largest hackathon, was successfully organized in Helsinki, its team headed to celebrate success in a trip to another country. Local MeetnGreeters were glad to handle this big group of 40 people who sought adventures and fun experiences. They thought through the trip plan and came up with a lot of variants to meet the team's interests and preferences. In addition to arranging transfers from and to the airport, providing them with information support and booking restaurants, the delegation from Finland had much fun riding a real tank and shooting from the WWII guns. Riding a tank was the cherry on top, however there were far more different activities that hit the Guests' fancy.

"MeetnGreetMe is a really good service, everything was well prepared and thought through. We would have not been able to arrange many things due to the lack of local knowledge and language skills. The biggest benefit of using MeetnGreetMe was the support in handling a big group in Minsk. Many places needed some extra arrangements and would have been hard to do this alone."



— Ville Leppala,

Director at Junction, Finland

There's nothing impossible when you know right people

Have you ever seen an American guy singing the Russian iconic singer Vysotsky's songs? Well, we did.

Have you ever seen an American guy singing such songs in the underground of a post-Soviet city? Well, we did.

Have you ever organized a concert for a traveler to sing Vysotsky's songs in your city? A local MeetnGreeter did. This was a truly extraordinary experience. The concert was organized in a popular rock bar & club and it even caught much attention from the media.



A local I found on MeetnGreetMe.com helped me to record great music at a local studio and even organized a concert at a local club. This was a truly fascinating experience!



Josh Lanza,
Software Developer, USA

A Wild Bachelor Party

“What happens in Vegas stays in Vegas”. This is the motto of another use case MeetnGreetMe has – a bachelor party.

Though not particularly in Vegas, the party was wild enough to fully satisfy needs and interests of 6 MeetnGreetMe customers.



The bridegroom decided to throw his bachelor party in another country and together with his guests they chose the city they have never been to. These guys value time and in order to save time and energy for the party itself they outsourced its preparation to a local MeetnGreeter leaving a request as short as it can be: “6 guys want to have a bachelor party. Can you help?” Local MeetnGreeter booked the hottest nightclubs, tables at lively restaurants and some reckless fun entertainment we would like not to disclose – we do respect the privacy of MeetnGreetMe customers.

Our MeetnGreeter is service minded with lots of knowledge about the city and good imagination. I can really recommend MeetnGreetMe to anyone who wishes to get the most out of the trip!



Kai S.,
CTO, Sweden

Top Business Delegation

It is not only fun experiences that MeetnGreetMe local concierges arrange for travelers. Business people and official delegations have also been MeetnGreetMe Guests.

In October 2016 forty top Omani business people representing the government and a wide range of industries made an official visit to Belarus. A local MeetnGreeter together with the delegation's representative visited a few most traditional and a few most posh restaurants to choose from, booked tables in the restaurants the delegation would love and made a pre-order.

MeetnGreeters helped during conferences and official meetings with Belarusian top representatives, arranged meetings with potential business partners, provided them with professional translation and delivered 24/7 support. For the delegation's free time, MeetnGreeters arranged tours around the city, booked restaurants and taxis, helped them shop for national souvenirs, took them to museums and even rode segways.



The best memories I have is the good times we had with our friends from Belarus and the nice restaurants and the beautiful city sites. Definitely I am planning to come back with family and friends. Belarus is a very hospitable country with very friendly people, rich culture and history, modern and very clean infrastructure.



Sheikh Ahmed bin Saif Almahrooki,
Chairman, Oman

Lovely Weekend for a Mom and Her Daughter

Preparing a perfect trip takes much time and effort. Another MeetnGreetMe customer knows it very well, that's why she turned to MeetnGreetMe locals to help plan an eventful surprise day for her little daughter in another city.

From advising a safe city district to stay with a child to suggesting and booking all entertainment, the MeetnGreeter was by their side every time they needed it. Cirque du Soleil, zoo and a dolphinarium show, walk around the city center, meeting and help with check-in... everything was without a hitch. And this 'without a hitch' is so important when you travel with a child, especially for a short period! Because you want to get the maximum from the time spent in a new city.



Without exaggeration I can say that the next time when I have a spontaneous trip with my daughter, I will choose MeetnGreetMe again! I'm thankful to my MeetnGreeter who has been so attentive and detail-oriented! Within only one day our MeetnGreeter suggested amazing accommodation and an eventful entertainment program.



Sventlana Shavshina,
Research Analyst, Lithuania

When st happens**

Whether it is a business or a leisure trip, sometimes things go wrong. These are real situations travelers faced when they needed assistance. And received it from MeetnGreetMe.



ID is Lost

Traveling in a group of friends was a great fun with entertainment planned and arranged by a MeetnGreeter. Guys hung out and had fun like it ain't no thing. The departure day came as well as the perception that one party animal lost his passport. "What to do? Do I need to go to the police? Is there an Embassy? Is it open today? Where do I get money to buy another flight ticket?" This is not the full list of questions he was obsessed with. We were in constant contact with this poor guy, his MeetnGreter was contacting the local police, the Embassy, the hotel he stayed in, every venue they attended during the night. But what was of greater importance is that a local MeetnGreeter was the one who cared and did everything possible so that a day after this Guest flew back home safe and sound.

Wrong food in a wrong place

In spite of a great number of mobile applications that rate local cafes and restaurants, these reviews are not always feasible. When another traveler wanted to experience authenticity and national cuisine in a city in Morocco, she relied on such an app and had dinner in a cafe on the wrong side of the city. As a result she had to find a pharmacy and somehow explain what she needs to the pharmacist (keep in mind that in Morocco few

people speak English, especially in a chemists' shop). That's why a local MeetnGreeter was a real Superman for her.

Hangover

Going on a business trip, meeting your foreign colleagues and exchanging experience and a few jokes over a glass of wine can sound like a supercool idea. But not in the morning after the party when you have to go to a very important meeting. Asking your foreign colleagues to bring you some pills can be embarrassing. A MeetnGreetMe Guest thought the same and requested this service from a local MeetnGreeter who saved him from a headache and a hard day, very hard day.



16. Token Issuance and Crowdsale

The growth of MeetnGreetMe business can only be possible and reasonable if the core interactions run automatically, powered by inbuilt mechanisms of encouragement and rewarding. Tokenisation of MeetnGreetMe is seen as a foundation for establishing decentralized and efficient system.

However, technical development, business strategy and operations will remain centralized to realize the global vision.

Token Issuance

MeetnGreetMe will issue 150 000 000 WelcomeCoins with 75 000 000 WELs available during the crowdsale.

Symbol: WEL

WelcomeCoin will be available for purchase with ETH.

Base WelcomeCoin price will be fixed to ETH during the crowd sale as following:

1 WEL = 0,0004 ETH

A smart contract will be created to run the whole process of the crowdsale campaign. It will include a protective rule of a minimum goal. If the minimum goal is not reached all the participants will have a full refund of their contributions.

Otherwise, enabled by smart contract, contributors will be sent their tokens to their wallets right after the ICO ends. It will be possible to see the number of tokens the contributors bought right upon making their contribution in a real time.

Unsold WelcomeCoins will be put on ice for two years. Afterwards it will be released for adding up to community development via incentivizing desirable actions.

Every party participating in this Pre-ICO and/or ICO participates voluntarily and totally agrees that their participation does not entitle them to any right of ownership of any aspect of MeetnGreetMe business, including the company and affiliated entities, IP, business profits, as well as to the right to participate in decision making process unless WelcomeCoin holders are personally invited to.

ICO

ICO starts on March 27, 2018 and continues to May 21, 2018.

ICO does not have a minimum cap.

Early contributors will get a bonus. The bonus rate will drop with every week, starting at 9% and ending with 0% on the last week of the crowdsale. All contributors will get an additional bonus after ICO end; this bonus's rate will depend on the milestone reached by the end of ICO.

The following terms will be applied to the ICO:

WEL/ETH	0,0004	
Soft cap	not defined	
Hard cap	8 800 ETH	
Until the following amount is reached, ETH	Bonus	Relevant price in ETH
1 160	9 %	0,000367
2 900	6 %	0,000377
5 800	4 %	0,000385
8 800	0 %	0,000400

Additional bonuses will be paid to each contributor if after ICO the following milestones achieved:

Amount, ETH	Additional bonus, %
2 900	2%
5 800	4%
8 800	6%

ICO Escrow Arrangement

We recognize that Escrow is a strong protection against improper use of **received** contributions.

To ensure that all funds raised during MeetnGreetMe crowdsale will be used in accordance with the declared statements and business development roadmap they will be available for release in stages to provide the team with resources necessary for the further development.

Ethereum based three person multi-signature wallet will allow transactions with three signatures - CEO and 2 escrow agents.

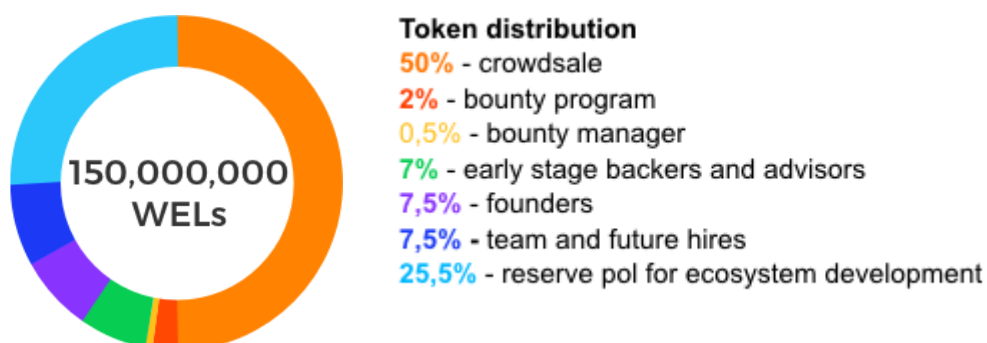
Escrow agents are:

Escrow member 1 - Lev, Sherstnev and Partners Lawyer Office

Escrow member 2 - International Startup Hub Imaguru

All the tokens which are not allocated during the crowdsale will be added to the reserve pool for the ecosystem development and used for incentivizing desirable growth related interactions on the platform. It means they need to be earned.

Token distribution



To grow the MeetnGreetMe ecosystem all the issued tokens will be distributed in the following way:

Crowdsale	50 %	All the funds will be transferred to business development and operations.
Bounty, referrals, contributors	2 %	2% will be awarded to people who shared their time, knowledge, expertise and helped all this come true.
Bounty manager	0,5%	for services of bounty manager
Early stage backers and advisors	7 %	7% is intended to those contributors who provided us with fuel to launch this campaign.
Founders	7,5 %	15% of tokens will be held by MeetnGreetMe founders and the team as a reward for their hard work, endless enthusiasm, and dedication. All tokens belonging to founders and team will be vested for 24 months with monthly cliffs after one year.
Team and future hires	7,5 %	
Reserve pool for ecosystem development	25,5 %	25,5% of tokens will be directed to incentivizing community and growing an efficient decentralized ecosystem.

75 000 000 WELs (50% of all issued tokens) will be available for crowdsale with its further allocation to platform advancement, community development and platform growing & expansion.

Funds distribution

Funds raised from the token sale will be distributed as following:



35% - growth and expansion.

35% of contributions will cover cost connected with increasing awareness of the MeetnGreetMe service. It includes varied PR activities to promote MeetnGreetMe, establish partnerships, cooperation with opinion leaders and bloggers, creating and

distributing of promotional and educational video content; participation in industry conferences; hiring regional leaders; branding development.

30% - Platform development, UX excelling;

30% of contributions will be allocated to further platform advancing and implementation of more sophisticated features (conversational interfaces, scheduling tools, rating algorithms, introduction of advanced trust and quality system, incentivization algorithms, user roles system, etc); development of mobile applications, building CRM system;

20% - community development.

20% of contributions will fund community development, engagement and education.

10% - operations.

10% of contributions will cover day-to day costs, legal questions.

5% - founders

5% of contributions will be given to founders as a reward for their 2 years' bootstrapping. This amount will be vested for 11 months with monthly cliffs.

17. MeetnGreetMe today

MeetnGreetMe is a fully operational platform, award winning business and a constantly growing community. With own savings, 60 000 USD angel investment, zero marketing budget and huge enthusiasm MeetnGreetMe team managed to:

- launch a fully operational platform in May 2016;
- attract MeetnGreeters in more than 200 cities around the world;
- get featured by the Business Insider, The USA Today, The UK Telegraph, VC.ru, CoFounder and many others;
- get the UN recognition and being awarded the UN prize in the Travel and Culture category;
- deliver MeetnGreetMe services to individual travelers, largish groups of people, official delegation, traveling moms, curious investors and others;
- start earning first revenue.

During a year of operating MeetnGreetMe business it became obvious that whatever action is performed it must be connected with our customers' satisfaction and lead to increasing value for existing customers and landing new customers on the platform. Further development of MeetnGreetMe platform will proceed in 3 directions:

- 1) Community building, education and development.
- 2) Growth and expansion.
- 3) Platform development, including mobile applications.

Business will grow city by city country by country transferring the accumulated experience from one place to another while the platform will be continuously advanced based on analytics, customers' feedback and best practices to provide all the users with convenient tool and user friendly environment for achieving their goals.

Token initial offering will provide the company with necessary means to bring MeetnGreetMe business to a new level with much more opportunities for development and growth.

18. Roadmap

2014

January-May 2014

✓ Market research

MeetnGreetMe idea was studied through preparing a solid market research as a part of MBA final research project.

✓ Co-founding team got together

August 2014

The co-founding team got together to explore the opportunity for launching MeetnGreetMe startup.

✓ First recognition

November 2014

MeetnGreetMe was awarded a 3rd prize at Global Entrepreneurship Summit in Morocco. The prize was an opportunity to pitch MeetnGreetMe at SXSW in Austin, Texas

2015

✓ March 2015

Inspiring opportunities and partnership direction

Initial version of MeetnGreetMe platform was introduced. It included a landing page, tools for profiles creating and requests.

MeetnGreetMe was presented at SXSW in Austin, Texas. It attracted attention of a giant meta search. Opportunities for launching a pilot were discussed.

✓ April - May 2015

Testing the water

MeetnGreetMe team was traveling in the USA, talking to investors, potential partners and customers, getting and working through their feedback.

2016

✓ June 2016

Planning future

Team developed a business strategy and started working on the platform infrastructure.

✓ August 2016

ProductHunt and \$60,000

MeetnGreetMe was featured on ProductHunt which brought 1st service requests, expanding of the base of MeetnGreeters and attention from recognized media like Business Insider, CoFounder, Go Europe etc.

We raised funding from local business angels.

✓ February 2016

MeetnGreetMe incorporated in Estonia.

✓ May 2016

We launched a fully operational platform with the integrated payment platform.

✓ June 2016

We started to grow the global community of MeetnGreeters, co-create with them on our newly born blog and process first requests.

✓ September 2016

We received our 1st corporate request from a foreign official delegation. This significantly broaden our vision regarding the service application.

✓ December 2016

We were invited to complement the global partner who provides portable wifi devices to the travelers.

2017

✓ February 2017

We launched a pilot with a new partner in London, Rome, Barcelona, Venice, Florence, Milan.

✓ March 2017

MeetnGreetMe received the UN recognition in Travel and Hospitality category.

✓ April 2017

We hit a mark of presence in 200 cities around the world.

✓ June 2017 - August 2017

Hot summer with different requests and a long list of changes to implement for advancing MeetnGreetMe platform and service.

We launched the first version of MeetnGreetMe messenger for Android.

✓ August - September 2017

The Blockchain experts joined our team to help us understand the advantages of blockchain technology for MeetnGreetMe further development.

✓ December 2017

pre-ICO start

To realize MeetnGreetMe vision and turn MeetnGreetMe into a tool which changes a way people approach the process of planning and arranging their travel related tasks and activities, MeetnGreetMe will launch a pre-ICO in December and ICO in March 2018. We see it as a 1st step in introducing decentralized blockchain enabled elements.

2018

Q1-Q2 2018

First Meetup with local MeetnGreetMe community hosted
ICO

Pilot with a new partner launched
Community development and Platform growth

Q3 2018

Advanced trust and Quality System introduced,
Decentralized curation strategy prepared,
Messenger for iOS launched,
Community leaders in key cities selected and trained,
Different roles users implemented
Marketing, PR and sales activities for defined cities launched
Motivation scheme developed
Base of partners in selected cities developed

Q4 2018

P2P payment system is in action
Advanced CRM system built
Community trained to pursue decentralized curation
Local MeetnGreeters in key cities trained and incentivized
Branding strategy development
Partnership with travel related businesses/meta searches established
Marketing, PR and sales activities for new key cities launched
Functionality for advertising introduced

2019

Q1 2019

Role and location based database of partners introduced
Advanced tools for managing and promoting MeetnGreetMe profiles introduced
Sophisticated matching mechanism developed
New partners in new cities added

Q2 2019

Smart contracts for motivation launched
Local MeetnGreeters in new cities trained and incentivized, leaders selected

Q3-Q4 2019

Further expansion of service

Smart contracts for MeetnGreetMe services launched

Big data preparation

Preparing and testing basic algorithms

Entering new markets

2020

Q4 2019

Scaling algorithms

AI and personalized offers

Business will grow city by city country by country transferring the accumulated experience from one place to another while the platform will be continuously advanced based on analytics, customers' feedback and best practices to provide all the users with convenient tool and user friendly environment for achieving their goals.

As a result, by the beginning of 2020 MeetnGreetMe will be prepared for generating behaviour based complex offers to change a usual way of preparing for a trip.

19. Team



Elena Shkarubo

Co-Founder & CEO, Blockchain enthusiast

After earning an MBA in Strategic Management from Kingston London University, Elena quit her promising 8 years career in banking (Raiffeisen International, VTB Group, MTS Bank) to start her own business. She has got profound experience in working in the intercultural context and has developed numerous projects from scratch. In 2015 Elena was invited to join SPARK initiative by Barack Obama to promote women and youth entrepreneurship around the world.

Elena frequently speaks to groups of young entrepreneurs, students and newcomers in IT industry. With strong leadership skills, she is the team leader responsible for business strategy, operations, marketing, and finance. Elena was invited by the UN office in Minsk to help promote tourism to Belarus and make the country more attractive and comfortable for travelers.

<https://www.linkedin.com/in/elena-shkarubo-mba-12683129/>

Nick Vyhouski

Co-Founder & Lead Designer, Blockchain enthusiast

Nick is an exceptional specialist with a strong background in UX/UI with a Bachelor's degree in Media and Communication. He has been involved in a great number of international startups as a Lead Designer as well as worked for such companies as SelectStar, Evote, Strevus, Toptal. Nick is a mentor and coach to a number of designers as well as a volunteer sharing his work experience and knowledge with start-ups, In MeetnGreetMe Nick puts into practice all his knowledge to create the platform's design.

<https://www.linkedin.com/in/nick-vyhouski-97593619/>

Andrew Gaidukevich

Co-Founder & CTO, Blockchain enthusiast

Andrew is a qualified engineer with more than 8 years experience and outstanding technical skills. When he was 18 yo, he became the first person in Belarus to open an online flower shop that later became a successful business. During his career he has worked for such companies as XB Software, Strevus, Viber. Andrew was assigned to numerous international projects as a freelance Senior Engineer, and founded and run Appetite IT company. Even today he still demonstrates aspiration for increase of knowledge in programming as well as the ability to generate ideas and quickly find right solutions. <https://www.linkedin.com/in/andrew-gaidukevich-18976527/>

Anna Bobekh

Digital Marketing Manager

After graduating from Pantheon-Sorbonne University in Paris, Anna has been working for many digital-agencies dealing with SEO, SEA, SMM, and web analytics. She has worked for Artox Media international digital-agency, AIDA Pioneer Group, the No. 1 creative agency in Belarus and Borovoy Studio, the leading development company in the country. Her customers were numerous banking, gaming and IT companies which she propelled to leading positions on the local and international markets. As a real marketing-guru, she creates solid and privileged relationships with MeetnGreetMe customers and takes care of our social media presence, advertising, and press relations.

<https://www.linkedin.com/in/anna-bobekh-8156bb5a/>

Ilja Satchok

Software Engineer

Ilja is an experienced Software Engineer with a proven track records in this field. Skilled in web and mobile development, he is also a strong engineering professional with a Degree in Applied Maths and Computer Science. Working for Viber, Inkitt and Epm Systems as a software engineer gave him valuable experience and expertise. His entrepreneurial spirit and passion for travel are reflected in a travel start-up he founded and managed as its CTO. Ilja is a great problem-solver which makes no mission impossible for him.

<https://www.linkedin.com/in/ilja-satchok-000a40100/>

Alexei Pashkevich

UX/UI Designer

Besides his 2 years' experience as a UX/UI in a digital company, Alexei has a Bachelor's degree in sociology and 2 years' experience as a marketing specialist which helps him better grasp the users' needs and create user-friendly interfaces.

<https://www.linkedin.com/in/alexei-pashkevich-8695b7102/>

Katya Klishchuk

Community Manager

Katya is an Intercultural Communication graduate with deep knowledge of 3 foreign languages. During her studies in University of Milan, she gained a unique international experience of sharing and learning cultures of people from all the continents. As a student she practiced her skills at Belarusian Olympic Committee and during numerous volunteering opportunities at international cultural events and concerts. As a member of MeetnGreetMe Team, she's been dealing with customer support, content management, and public relations. She has attracted MeetnGreeters from more than 200 cities around the world and now is responsible for a partnership in more than 150 cities worldwide.

<https://www.linkedin.com/in/katya-klishchuk-84a88a116/>

Alexey

Front-end

Ladutska

Developer

Alexey became a web-developer due to his passion to self-development and self-education. Today, with a 5 years' experience of working as a Front-end developer in various IT companies including FiveHeads and Appetite Soft and such start-ups as Data+Math, LeadLiaison, Intelligent Reach, he develops web-interfaces for web-sites

and mobile applications. In MeetnGreetMe Team Alex is an invaluable member who develops and supports our platform and mobile application as well as helps bring to life our designers' ideas and creativity.
<https://www.linkedin.com/in/ladutia/>

Lizaveta Dejkun

Customer Happiness Manager

Liz is our Customer Happiness Manager. She is a multifunctional specialist with a background in different fields: linguistics, psychology, and cultural studies. She worked in various projects of different spheres ranging from speech recognition to 3d-modeling. Having lived and studied abroad allows her to grasp the goals and needs of travelers and to produce fresh ideas for catching content for our blog. Her knowledge of behavioral psychology helps her work with customers and find the best solution in any situation.

<https://www.linkedin.com/in/lizaveta-dejkun-10565a147/>

Hanna Zhyhar

Business Development Manager

With a degree in Applied Science and Economic Cybernetics, Hanna found her true passion in travel start-up industry. She constantly participates in hackathons on travel, music tech, science and blockchain. More than two years of working as a Growth Hacker in OntourCloud and EightyDays.me start-ups gave her the necessary experience to apply her skills on this project. In MeetnGreetMe she continuously seeks to innovate and improve the platform and is responsible for successful cooperation between the production, marketing and design teams. She has always enjoyed working with people and has been a MeetnGreeter a great many times.

<https://www.linkedin.com/in/hanna-zhyhar-75b775102/>

Dmitry Dudin

Fullstack web-developer, Blockchain evangelist

Dmitry is a versatile talent with deep knowledge of the blockchain technology and entrepreneurial spirit. In his career he has worked as Fullstack web-developer, Chief of Product Department, Project Manager, blogger, speaker, event organizer, etc. Dmitry has brought this broad experience and knowledge of the IT sphere as well as the

blockchain technologies to strengthen MeetnGreetMe Team. Dmitry was one of the first Belarusian startupper with his first project winning the Start-Up Sauna in Helsinki. Among other achievements, he has 1st place at IEventureDay, 1st place at Minsk Pirate Summit, 1st place at BelBiz Battle, 1st place at #hack4good hackathon, Best IT blogger award and many others. Dmitry has brought this broad experience and knowledge of the IT sphere as well as the blockchain technologies to strengthen MeetnGreetMe Team.

<https://www.linkedin.com/in/nedudi/>

20. Board of advisors

Ben

Les
United

Clefs

d'Or

Malpass

Concierge
Kingdom

Ben is an award-winning member of the prestigious Les Clefs d'Or with more than 20 years' concierge industry experience. Today he contributes heavily to the success of The Hari, London (previously Belgraves) where he is Head Concierge today. During his career, Ben has also been Head Concierge at such exclusive hotels as Hilton, the Savoy and the Cavendish Hotel in London, UK. He has personally looked after British and foreign Royalty, as well as some of the most famous faces on the planet. Ben is an honored MeetnGreeter in London and supports our team with his expertise in the concierge services. He joined MeetnGreetMe because he believes in the idea of concierge service from local people to travelers and considers it to be an ideal addition to the impeccable service of 5 star hotels.

<https://www.linkedin.com/in/ben-malpass-7b99433/>

Craig Stepnell

Specialist for luxury, worldwide cruising, unique and boutique travel, Travel Associates Australia

A specialist in cruise, luxury, boutique and corporate travel domestically and internationally, Craig and Travel Associates Team tailor holidays and travel arrangements to exceed their customers' expectations. The past 11 years in the travel industry within Flight Centre Travel Group has been nothing less than accomplished for Craig, having worked across 4 flagship retail brands, held a number of significant leadership positions, including State Brand Manager and being recognised globally as an individual and as a team leader.

Through his extensive personal experience, coupled with his thirst for knowledge and learning Craig has attracted a loyal repeat and growing referral customer base of local, interstate and international clients.

His businesses have been incredibly successful gaining company recognition both nationally and globally.

<https://www.linkedin.com/in/craig-stepnell-a4812a121/>

Ian Scarffe

Serial entrepreneur, investor and consultant
Europe

A leading expert in Bitcoin, Blockchain and Crypto industries, Ian is at the very heart of revolutionizing the financing industry across the globe and currently consults and advises for a range of multi-million dollar companies.

As a leading entrepreneur, Ian is on a personal mission to develop a culture of entrepreneurship, helping startups achieve their full potential as well as helping to expand existing companies. Ian has founded 'Binkplus', a startup incubator in Europe.

Ian Scarffe has outstanding entrepreneurial skills and commercial acumen with innovation and motivation. With the capacity to work at strategic levels, Ian possesses exceptional interpersonal, communication and negotiation skills.

<https://www.linkedin.com/in/ianscarffe/>

Anton Kulichkin

ICO Angel, Blockchain Enthusiast
Russia

With 13 years of experience in Investments and Finance, Anton is now a business advisor to ICOs with high potential. He is a Former Branch manager at Open Broker and he raised over \$100 million in FinTech. He was the person who initiated smart contract legalization in Belarus and Russia.

<https://www.linkedin.com/in/anton-kulichkin-b158a886/>

Lana Gereshko

Chief Research & Development Officer, LT Solutions
Russia

Lana Gereshko, a Kingston University alumni, is a Finance Executive with more than 15 years of successful experience in corporate and project management. Former CFO of TBWA Ukraine, Director of Invest Relations in NDI Foundation Ukraine, CFO of FinGroup Asset Management. Her experience includes project management in the hotel industry. Being a cryptoexpert and advisor for other crypto projects, Lana helps MeetnGreetMe as investment relations advisor and as a specialist for token economy and exchange listings.

Moreover, Lana likes to travel, discover new places and meet new people.
<https://www.linkedin.com/in/lana-gereshko-79675452>

Boris Lev

Managing Partner, “Lev, Sherstnev and Partners” Lawyer Office
Belarus

Boris is MeetnGreetMe legal advisor and escrow agent. He is a Managing partner in «Lev, Sherstnev and Partners» legal office that has 18 years experience in practicing law, clients in 117 countries and strong international networking. Boris specializes in IT-law and counseling companies going for ICOs. Moreover, he’s a Blockchain and cryptocurrencies expert and an active participant and speaker at Blockchain related conferences.

<https://www.linkedin.com/in/boris-lev-07850855/>

Dmitry Pytko

CFO/COO,
Belarus

SolbegSoft

Dmitry is a Senior Finance & Operations Executive with successful background in expanding market share and driving significant revenue increases in the tech industry. Dmitry has a proven international business expertise and proficiency in reaching high level of performance despite challenging economy environments. Today, Dmitry is a CFO/COO with a key role in all financial and administrative operations at SolbegSoft – a custom software development company. His working background includes the position of Deputy Head of the Department of Science at Belarusian State University (world’s top 500 university), along with contribution to development of Economic literature. Dmitry acts as a financial advisor and helps MeetnGreetMe with the matters of financing, distribution and tokenization. Dmitry joined MeetnGreetMe because he considers it ‘Uber’ of the tourism services market and believes in huge prospects for the project.

<https://www.linkedin.com/in/dmitry-pytko-125a3895/>

Pierre Yurow

Silicon Valley veteran and active Angel Investor
USA

Pierre is a Blockchain, mobile industry and Silicon Valley veteran with an extensive track record and author of two patents. Mr. Yurow is an Angel Investor in Blockchain and currently advises a 1/2 dozen startups across the Emerging Markets. He is an active co-founder of two Blockchain startups preparing their ICOs. He was the CEO, Head of Innovation and Co-Founder of venture backed Spectrum Mobile Ltd and has worked with venture backed companies such as Gamewheel, Avazu, Mobile Posse, NewsRepublic, Mango Mobile/Omnicom, Associated Press, Cellfire, Bling, etc.

<https://www.linkedin.com/in/apierreyurow/>

Ryan Schefke

Entrepreneur
USA

Ryan is an entrepreneur with almost 20 years of strong sales and business development experience. Throughout his career he has worked with startups, small-to-medium businesses, and fortune 500 companies. Ryan has been Director of Sales in Enea AB and Arxan Technologies Inc and now he works as a Revenue Performance Specialist in Lead Liaison - a company that provides cloud-based marketing and sales automation solutions to companies of all sizes and focuses. As an advisor of MeetnGreetMe, Ryan helps us drive global sales and marketing.

<https://www.linkedin.com/in/ryan-schefke-2b22662/>

Imaguru

International Startup Hub
Spain & Belarus

Imaguru is an international startup hub for startups, investors, corporates, and coders with offices in Madrid, Spain and Minsk, Belarus. Imaguru organizes hundreds of various events including a blockchain school and blockchain hackathon. Since opening its first space in 2013, 200+ startups started their operations and accelerated their growth at Imaguru with MSQRD being one of the most successful projects founded at a hackathon at Imaguru.

Thanks to Imaguru, MeetnGreetMe gets access to their broad network and deep expertise in many IT spheres.

<https://imaguru.co/>

21. Publications about MeetnGreetMe

[The Wall Street Journal](#)

[The Telegraph](#)

[USA Today](#)

[Reuters](#)

[World Summit Awards](#)

[Business Insider](#)

[TEDx](#)

[CoFounder](#)

[ProductHunt](#)

[TechCo](#)

[Killerstartups](#)

[Startuplife](#)

[Travelmassive](#)

[FitSmallBusiness](#)

[Milanweek](#)

[vc.ru](#)

[Prowomen](#)

[34Travel](#)

[Kyky](#)

[Belarusbezgranic.by](#)

22. Contacts

General Business Contact Information

Registration:

MeetnGreetMe OÜ,

Liikuri 10 - 107,

13618 Tallinn, Estonia

[ICO website](#)

[Corporate website](#)

[Email](#)

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23. Glossary

API (Application Programming Interface) is a set of subroutine definitions, protocols, and tools for building application software. API simplifies developing a computer program by providing all the building blocks that are then put together by a programmer.

Big Data is a set of tools, approaches and methods to process large or complex data that traditional data processing application software is inadequate to deal with.

Blockchain is distributed database that contains a continuously growing list of blocks with information which are linked and secured using cryptography.

Concierge service is any service taken by a concierge that their clients are too busy to get done themselves.

Cryptocurrency is a digital asset working as a medium of exchange using cryptography to secure the transactions and to control the creation of additional units of the currency.

Fiat money is a currency established as money by government regulation or law.

ICO (Initial Coin Offering) is a means for raising funds through token sales using either cryptocurrency or FIAT currencies.

Lifestyle management is the outsourcing of personal tasks for people who are unwilling or unable to carry them out to commercial firms or individuals (lifestyle managers).

MeetnGreeter is an individual who is responsible for being a local personal concierge in order to assist and support MeetnGreetMe customers and provide the agreed concierge services.

P2P (peer-to-peer) is a distributed application architecture that partitions tasks or workloads between peers. A peer-to-peer platform is an online platform where one peer provides another peer with resources he/she has (e.g. accommodation, vehicle, knowledge, time, etc.).

Smart-contract is a computer protocol which facilitates, verifies, or enforces the negotiation or performance of a contract.

Token is a digital unit of value issued by a private entity.

Whitepaper is a document prepared by a company prior to launching an ICO. It contains commercial, technological and financial details about their launched currency, the company, and the industry it operates in.

24. Disclaimer

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