

WHITE PAPER

Guider.travel

Portal

Online Guides and Tours Booking

Russia, 2019

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Section 6. Preliminary business valuation (Gordon model)

Project Summary

Project description	Guider.travel is a high-tech portal for online guides and tours booking
Main target	Ensuring highest possible compatibility of a guide and a tourist, from reviews and rankings to customized recommendations by processing the accumulated and external Big Data neural network
Token name	GDR
Blockchain	ETH
Exchange rate	1 ETH = 10 000 GDR
Investment amount for project implementation*	\$744,000
Project's total planning period	5 years
NPV	\$1,373,000
IRR	79%
Payback period	32 months
Discounted payback period	34 months
The company's cost after 10 years of portal operation**	\$6,119,000

* with 0.55% of the Russian market coverage, or 0.0119% of the world market

** excluding tokens capitalization

Potential market volume (abstract to market analysis)

Russian market

1. According to the forecast, the Russian market volume of online tours and guides booking will reach \$2.6 billion by 2022.

2. The volume of the Guider.travel potential market in Russia, according to analysts' estimates will amount to \$ 9 946 884 per year (based on competitive projects indicators). The Guider.travel market share in Russia will amount to about 0.53% of the total volume of the online tours and guides booking market and 26.18% of the total market of tours with professional guides.

3. With the expansion of the guides offers base, the volume of the Guider.travel potential market in Russia will have a stable tendency to growth of this performance

figure. After an active marketing campaign, we plan to attract another 13.5% of users (according to the segmentation of potential consumers of the Ryan and Gross new product), resulting in the volume of the Guider.travel potential market reaching \$63 656 664 a year (5.3%).

World market

1. According to the forecast, the global market for online tours and guides booking in 2020 will reach \$ 112.2 billion, with the North American market accounting for \$30.9 billion, and the Asia-Pacific market reaching \$45.1 billion.

2. Guider.travel potential market volume at the initial stage of the project implementation according to analysts' calculations will account for \$459 366 180 per year, including the North American market with \$47 459 900 and the Asia-Pacific market with \$111 931 533. Guider.travel's market share in the world market of online tours and guides booking will account for 0.41%, including North America with 0.15%, and the Asia-Pacific region with 0.25%.

3. After an intensive marketing campaign, we plan to attract another 13.5% of users (according to the segmentation of potential consumers of the Ryan and Gross new product), resulting in the volume of the Guider.travel potential market reaching \$2 939 943 552 per year (2,62%).

Financial indicators

Necessary investments	thousand \$	744
NPV	thousand \$	1 373
IRR	%	79%
Payback period	months	32
Discounted payback period	months	34

Section 1. Project Description

In tourism, there are a huge number of intermediaries that make our holidays so expensive. But traveling provides brightest emotions.

Thus, **the main purpose of Guider.travel** is to make the world of tourism easy and affordable for travelers.

Guider.travel niche is providing direct contact of a tourist and a guide under Uber principle.

The main Guider.travel's task is to facilitate and speed up a search for a suitable guide, as well as to fulfill guides potential. Guider allows not only to sell standard package tours, but also to book guide's time in a flexible way, find unique offers for every taste, which are difficult to find on other portals. At the same time, the project aims to ensure maximum compatibility between a guide and a tourist, from reviews and rankings to customized recommendations through neural processing of accumulated and external data.

Guider.travel is all for open borders, for immersion in the environment of local residents, for a new communication experience!

At present, Guider.travel successfully operates in the Russian market. The portal offers 2,000 original tours by 500 Russian-speaking guides around the world. Arrangement of guide services has been one of the few tourist markets actually not represented online, and that opens up the prospect of entering and strengthening the Guider.travel's position in the world market.

The use of blockchain technology ensures that participants comply with the terms of transaction, which is very important in p2p interaction. It will increase the overall credibility of the portal. The internal use of tokens will reduce the commission rates for conversion of various currencies. Investments will ensure the development of personal

recommendations mechanism using a neural network, which will save tourists' time when searching for guides and reading feedback, as well as provide supplementary marketing opportunities for the portal.

The Guider.travel business model has already proved its efficiency both from the perspective of used technologies, and from the point of view of user demand for portal services. Token will be surely in demand, first of all, by existing Guider.travel users, and the users who will be involved in accordance with the project development plan, as well as external investors. The portal mechanism has been designed so that the portal commission rate is appointed in tokens with a significant discount, including a number of unique services available for token holders only.

Thus, it will be profitable for Guider.travel users to purchase tokens, thus creating demand on the exchange. Besides, the tokens you will pay for the rest of the system's commission rate will be burned, thereby reducing the number of tokens being in free circulation, which leads to an increase in their value on the exchange. Unlike other projects, we will not come up with forecast values of tokens after a while. Any forecasts of this kind, as practice shows, have nothing to do with the reality. Token price depends on a large number of factors that cannot be predicted. However, in this Whitepaper we will accurately calculate the financial model of the project and will show its economic efficiency. The project cost can be extrapolated to the token price growth. In the future, all financial operation of the portal will be carried out with the help of tokens.

Guider.travel promotes blockchain technology through one of the basic human needs – the need for freedom of travel!

Table1. The Guider.travel functionality

Implemented	Under development
A user visits the Guider.travel website or opens Android app	A user visits the Guider.travel website or opens Android/IOS app
A user reads a guide biography and looks through the photos taken during tours	The system compares the user's metadata with the external Big Data, finds similar tourists who have already booked guides and left feedback, and recommends to a new user a ranked-high guide.
Guide or tour booking - by a card only	Booking creates a Smart-Contract with possibility of fiat money and tokens payment

After the tour, if everything is ok, the guide receives payment with the portal commission rate deducted.

After the tour, Smart-Contract completes, and the history of a guide is added in the blockchain

Section 2. Market Analysis

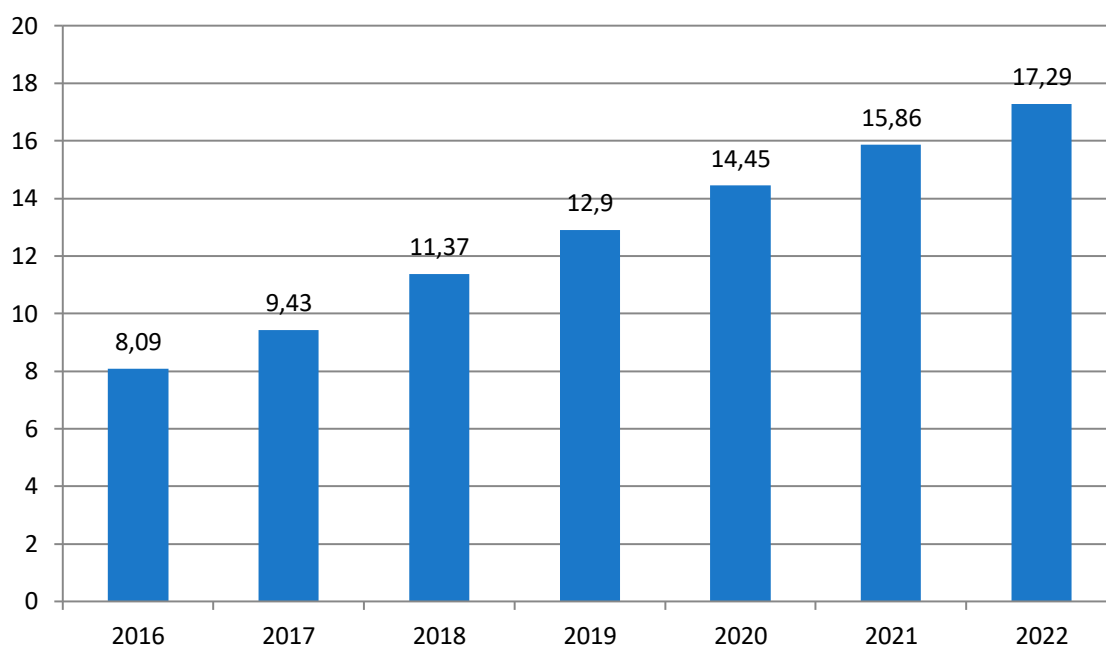
2.1. The Russian Market Analysis

2.1.1. Market volume according to open information sources

According to the World Tourism and Travel Council (WTTC), Russia holds 16th position in the world tourist market, and Moscow accounts for more than a quarter of the country's total tourist revenue.

According to eMarketer, in 2018, the volume of online travel sales in Russia amounted to \$11.37 billion that is 20.5% more than in 2017.

Chart1. Online travel sales*, Russia, 2016 to 2022., bln. \$

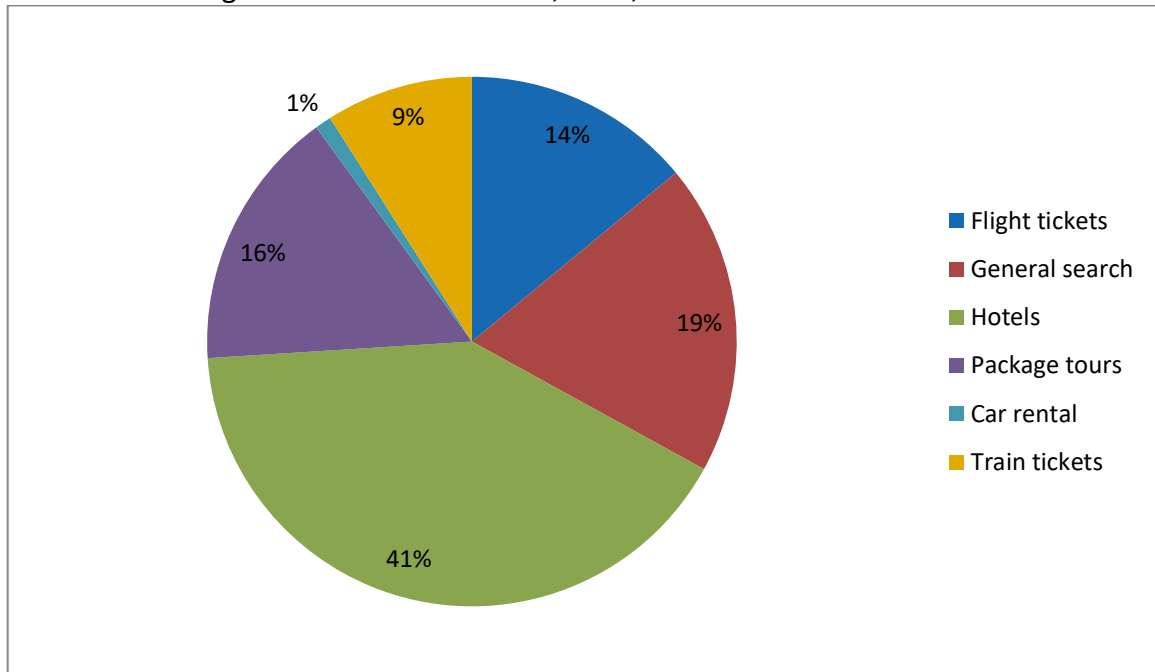


Source: <https://www.emarketer.com/content/digital-travel-sales-in-russia-will-climb-by-more-than-20-this-year>

* includes vacation travel and independent business trips booked online via any device, regardless of the payment method

The most popular eTravel segment of Russia, according to Yandex search engine, is online hotel booking – 41%, search for package tours – 16% with the total search in the online travel sales system accounting for 19%.

Chart2. The eTravel segment structure in Russia, 2018, %



Source: <https://online-marketing-russia.com/2017/08/18/etravel-industry-in-russia/>

/Air tickets General Search Hotel Package Tours Car Rental Railway tickets/

However, the Russians are interested not only in the search for hotels and package tours. Other popular services include online and offline maps, route planners, and tours and guides booking websites (15%)¹.

According to Wordstat, in 2017, the demand for tours increased by 14%, and in 2018 showed 32% growth². The share of walks with non-professional guides accounts for no more than 2% of the tourist market in Russia³.

1 <https://online-marketing-russia.com/2017/08/18/etravel-industry-in-russia/>

2 <https://secretmag.ru/practice/partner-na-milliard-kak-zarabatyvat-v-etravel.htm>

3 <https://www.forbes.ru/svoi-biznes/istorii-uspekha/274737-nestandartnyi-marshrut-kak-servis-tripster-zarabatyvaet-na-gidakh>

The Association of Guides, Interpreters and Tour Managers of Russia registered 1,515 certified guides with foreign language skills⁴.

Based on the volume of the online travel sales market and the popularity of search for tours and guides booking websites, we will present a forecast of the volume of tours and guides booking market of Russia in monetary terms.

Chart3. Forecast of the market volume of online tours and guides booking, 2019-2022, billion \$

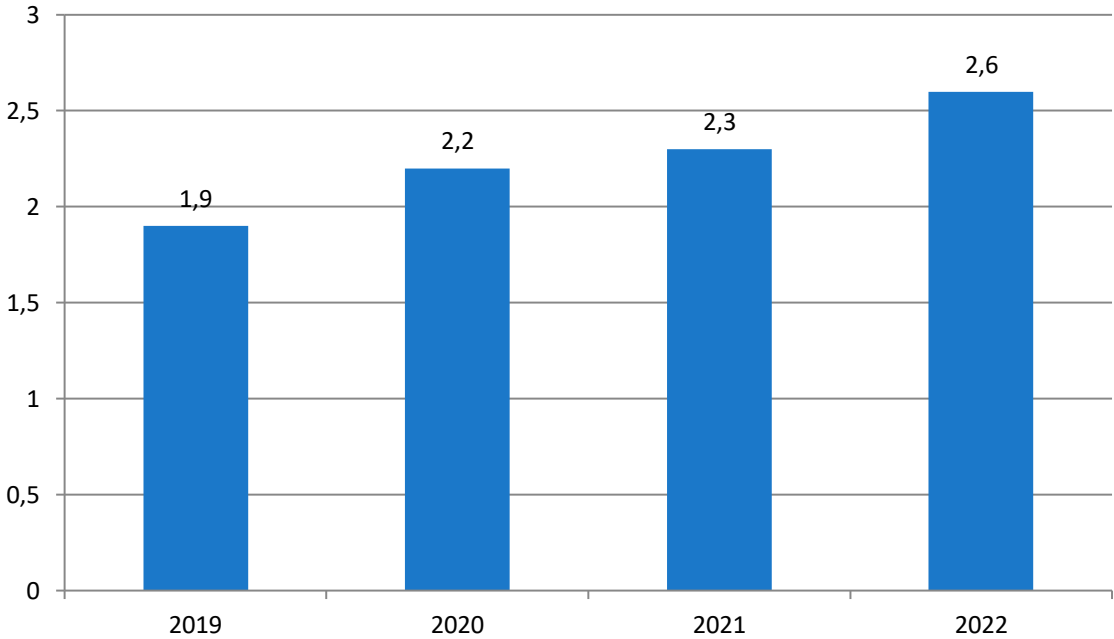
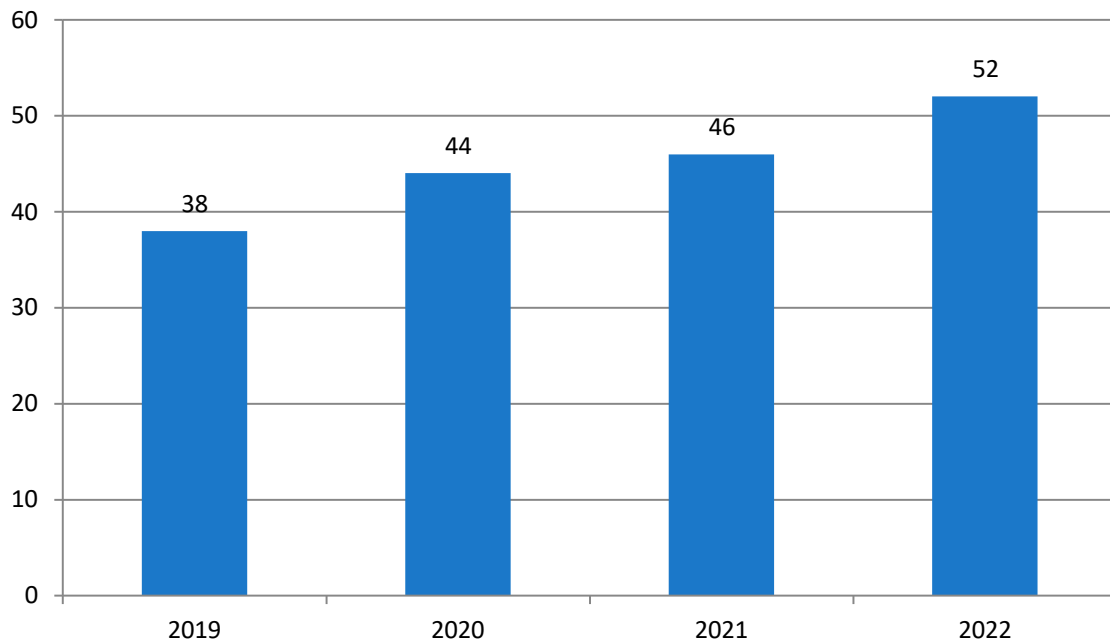


Chart4. Forecast of the market volume of online booking of tours with non-professional guides, 2019-2022, million \$

4 <http://www.agipe.ru>



Thus, the volume of the Russian market of online booking of tours with non-professional guides in 2019 will be \$38 million.

The volume of the Russian market of online booking of tours with non-professional guides (\$38 million) = The volume of the market of online tours and guides booking (\$1.9 billion) x The market share of online booking of tours with non-professional guides (2%)

2.1.2. Guider.travel competitors in the Russian market

Tripster and Sputnik8 portals of online tours and guides booking are the most popular in the territory of Russia today.

Tripster is a website for search and booking of individual and group tours. In 2016, Tripster's tours were ordered by 52,000 people. A traveler is to pay 16% of the event cost in advance, the rest is to be paid on the spot. The cost of tours varies from \$20 to \$600. During high tourist season, Tripster registers about 1500 orders per month at an average price of €90 per tour⁵.

⁵ <https://www.forbes.ru/svoi-biznes/istorii-uspekha/274737-nestandartnyi-marshrut-kak-servis-tripster-zarabatyvaet-na-gidakh>

According to SPARK-Interfax, in 2015, Tripster's revenue doubled to RUB 18 million.⁶

According to data published on the website <https://experience.tripster.ru>, the portal offers tours in 474 cities of 85 countries around the world. In 2018, 210 000 people attended tours. Commission rate for the placement of guide's offer accounts for 20% of the cost.

Sputnik8 is a platform for online booking of tours in Russian language worldwide. According to data published on the website <https://www.sputnik8.com>, the platform offers 3 746 tours in 528 cities of 83 countries accompanied by 781 guides.

Table below shows the competitive projects area of expertise.

Table2. Area of expertise of the major competitive projects, Russia

Name	Tripster	Sputnik8
Website	https://experience.tripster.ru	https://www.sputnik8.com
Number of website visitors, December 2018 - February 2019	2 599 mln.	1 066 mln.
Average number of visitors per month	866 504	355 334
Average time spent on the website	00:03:40	00:03:04
Average number of visits per page	4,14	2,68
% refusals	48,97%	55,20%
% visits from mobile devices	44,19%	50,92%
TOP 5 countries	Russia – 49,01% Ukraine – 8,97% Turkey – 5,75% Greece – 4,75% Vietnam – 3,21%	Russia – 65,25% Ukraine – 5,82% Turkey – 5,06% Greece – 2,70% China – 2,69%
Main channels		
Direct search	37,68%	19,78%
E-mail	11,63%	5,91%
Referral links	19,27	7,69%
Social media	4,44%	5,07%
Organic traffic	16,00%	30,26%
Paid traffic	4,85%	27,71%
Media advertising	6,12%	3,58%

Source: <https://pro.similarweb.com>

Thus, the average number of Russian visitors of online tours and guides booking platforms accounts for 322 934 people per month. Average % of refusals – 47,56%. The major promotion channel is Yandex search engine. We should note very high percentage of paid transitions in Sputnik8.

In addition to the portals presented above, the table below will show indirect projects competitors.

Table 3. Area of expertise of indirect project competitors, Russia

Name	Website	Offers geography	The number guides/tours offers
Tourist Experts	https://experts-tourister.ru/	1 317 cities in 129 countries	26 640 tours
needguide.ru	https://needguide.ru/	116 countries	12 000 tours
GuideAdvisor	https://guideadvisor.ru/	Russia Germany Spain Italy Greece Czech Republic	1 794 tours
LocalGuide	https://www.localguides.ru/	Russia	19 tours
rutraveller	https://www.rutraveller.ru/guides	225 countries	2 909 guides
Tripzaza	https://www.tripzaza.com/	72 countries	1 200 guides
Tourism Niceties	https://tonkosti.ru/	Russia	240 guides

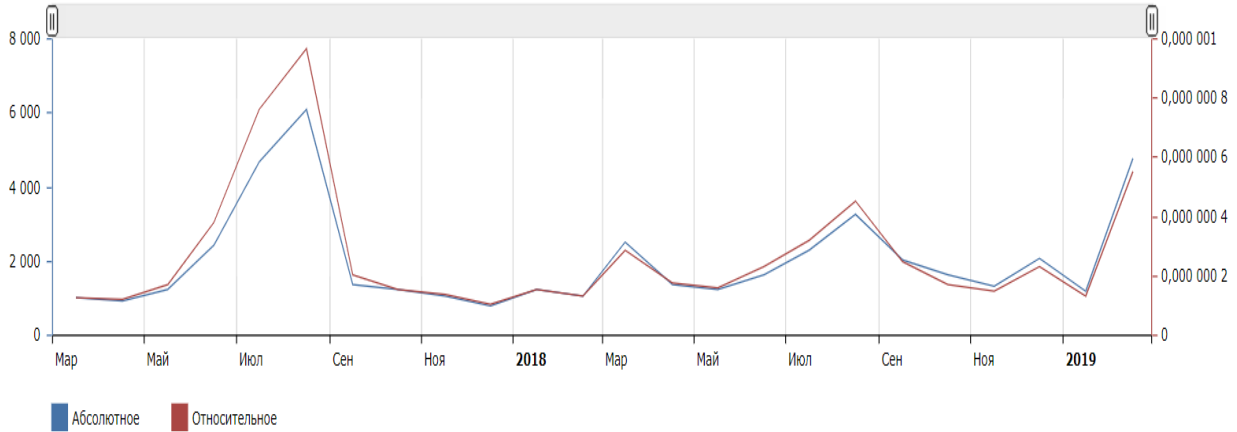
Thus, the Russian market of online tours and guides booking shows a high level of demand for these services, however there is a lack of quality services with a wide geography and a diverse number of offers of professional guides services.

2.1.3. Seasonality of services demand and regional popularity

Wordstat data have been used at the Guide Russia request for the analysis of seasonality and regional popularity.

As the chart below shows, high demand for online guides booking starts from May to September, due to the holiday season. There is also an increase in demand during New Year holidays and on 8 March.

Chart5. Seasonality of online guides booking, Russia



Source: <https://wordstat.yandex.ru>

/Total Relative/

'Regional popularity' is the share that a region takes in appearance of a given word, divided by the share of all search results appearances as for this region. Over 100% popularity means that this region shows an increased interest in this word.

Table4. Regional popularity of Guide Russia search

Region	Value
Republic of Karelia	314%
Nenets Autonomous District	241%
Stavropol Territory	216%
The Kurgan Region	182%
Tomsk region	164%
Moscow and Moscow region	163%
Ivanovo region	152%
Republic of Buryatia	144%
Central Federal District	139%
Republic of Crimea	134%
St. Petersburg and Leningrad region	132%
Altai Republic	129%
Krasnodar region	119%
Tula region	115%
Serbia	934%
Belgium	505%
Lithuania	341%
Italy	295%
Thailand	292%
Bulgaria	273%
Georgia	198%
China	163%

Estonia

146%

Source: <https://wordstat.yandex.ru>

Thus, tourists visiting Russian cities look for guides on the spot. Foreign tourists look for guides in advance. So, tourists in Serbia, Bulgaria and Lithuania are most interested in Russian guides.

2.1.4. Niche market volume calculated by analysts

Based on the above information, we will calculate the volume of the potential market of Guider.travel online booking guides in Russia.

Table 5. The volume of potential market for Guider.travel online guides and tours booking, Russia

No.	Indicator	Formula	Value
1	Average number of users interested in online guides and tours booking (according to Similarweb)	$= (866\ 504 * 0,4901 + 355\ 334 * 0,6525) / 2$ (refer to Table 2)	328 264 people/month
2	According to the potential consumers segmentation of new Ryan and Gross product, innovators who seek to try out the new service account for 2.5%	$= 1 * 0.025$	8 207 people/month
3	Average cost of booking of one guide/one tour	https://www.forbes.ru/svoibiznes/istorii-uspekha/274737-nestandardnyi-marshrut-kak-servis-tripster-zarabatyvaet-na-gidakh	\$ 101
4	Potential market volume, months	$= 2 * 3$	\$ 828 907
5	Potential market volume, year	$= 4 * 12 \text{ months}$	\$ 9 946 884

Conclusions Following the Russian Market Analysis

1. According to the forecast, the Russian market volume of online tours and guides booking will reach \$2.6 billion by 2022 that is by 36.8% more than in 2019.

2. The volume of the Guider.travel potential market in Russia, according to analysts' estimates will amount to \$ 9 946 884 per year (based on competitive projects indicators).

3. The Guider.travel market share in Russia will amount to about 0.53% of the total volume of the online tours and guides booking market and 26.18% of the total market of tours with professional guides.

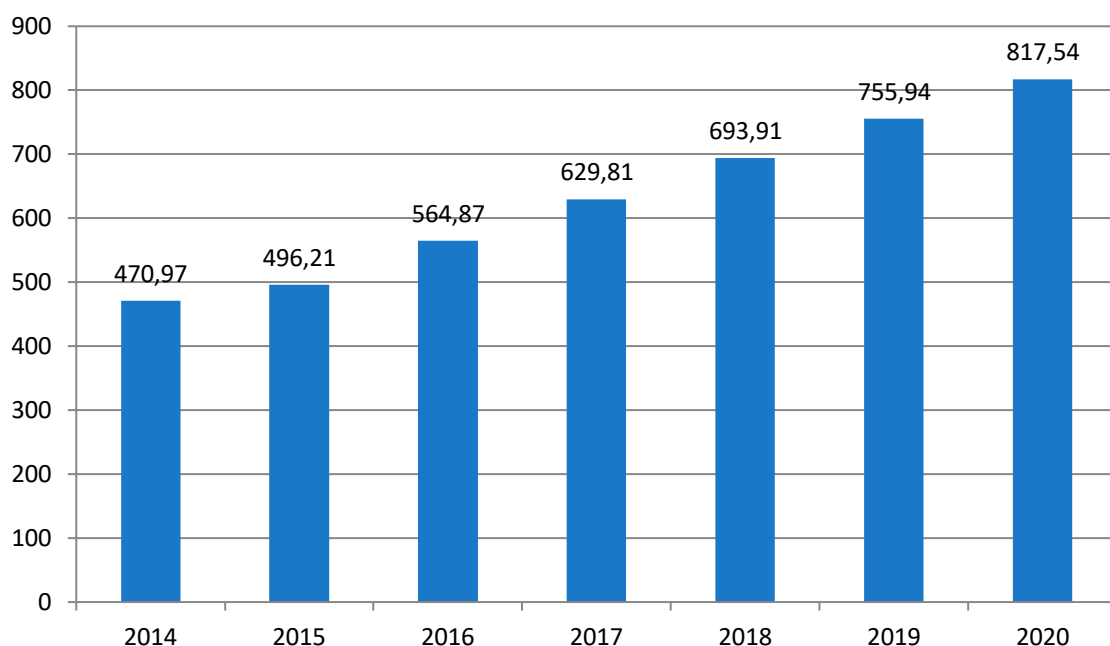
4. With the expansion of the guides offers base, the volume of the Guider.travel potential market in Russia will have a stable tendency to growth of this performance figure. After an active marketing campaign, we plan to attract another 13.5% of users (according to the segmentation of potential consumers of the Ryan and Gross new product), resulting in the volume of the Guider.travel potential market reaching \$63 656 664 a year (5.3%).

2.2. Global Market Analysis

2.2.1. Market volume according to open information sources

According to Statista, global online travel sales in 2018 amounted to \$693.91 billion that 47.3% more than in 2014. According to forecasts, the market volume will reach \$817.54 billion in 2020.

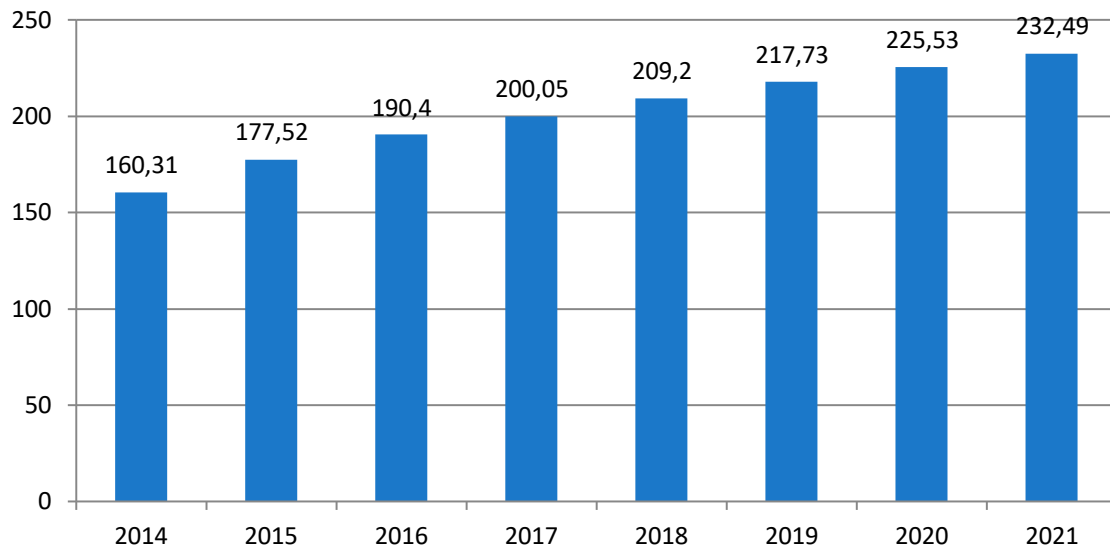
Chart6. The global volume of online travel sales, 2014-2020, in billion \$



Source: <https://www.statista.com/statistics/499694/forecast-of-online-travel-sales-worldwide/>

The market volume of online travel sales in North America in 2018 amounted to \$209.2 billion, and by 2021 it will grow by 11% to \$232.49 billion.

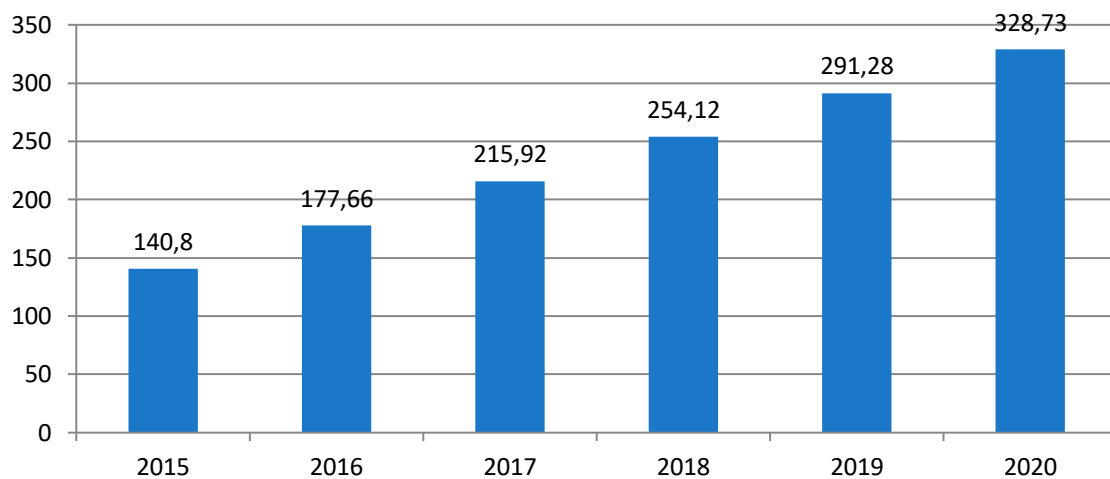
Chart7. Online travel sales volume, North America, 2014-2021, billion \$



Source: <https://www.statista.com/statistics/499708/forecast-of-online-travel-sales-north-america/>

In 2017, the Asia-Pacific online travel booking market surpassed the North American market. This trend is expected to continue in the coming years. Thus, in 2020, the volume of the online travel booking market of the Asia-Pacific region will reach \$328.73 billion, which is 45.8% higher than the North American market.

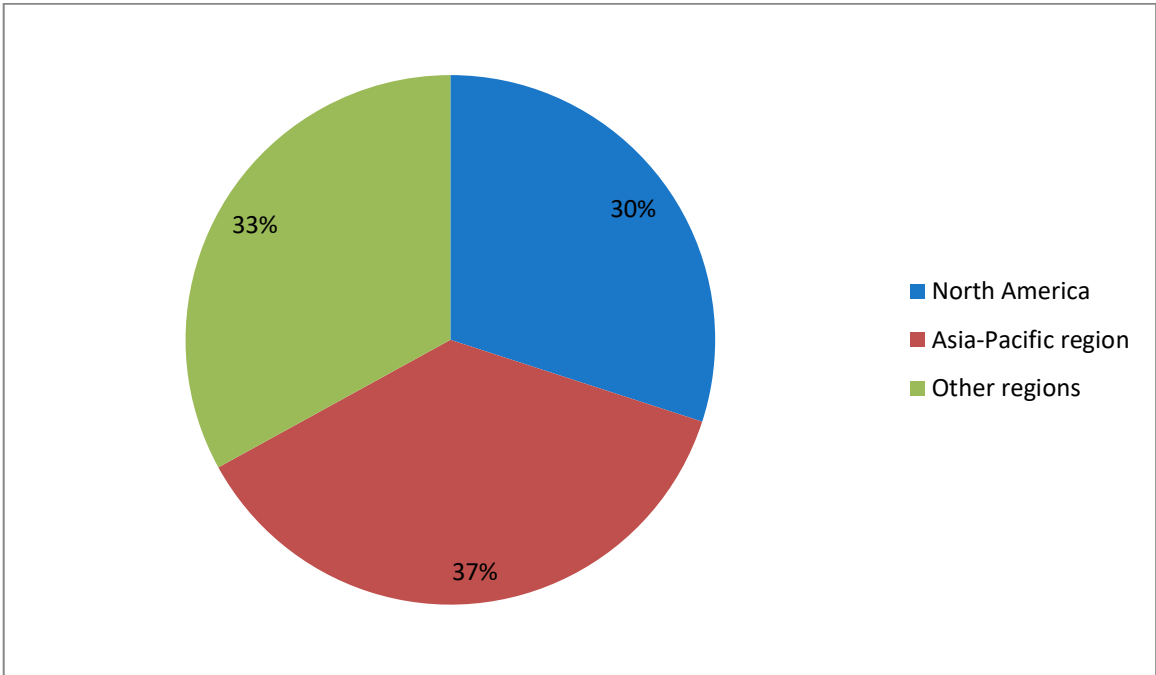
Chart8. The volume of online sales, the Asia-Pacific region, 2015-2020, billion \$



Source: <https://www.emarketer.com/Article/APAC-Set-Become-Worlds-Largest-Digital-Travel-Sales-Market/1014193>

Thus, North America accounts for 30% of the global online travel sales market. And the Asia-Pacific region - for 37%. The total share of these regions is 67% of the total global online travel sales market.

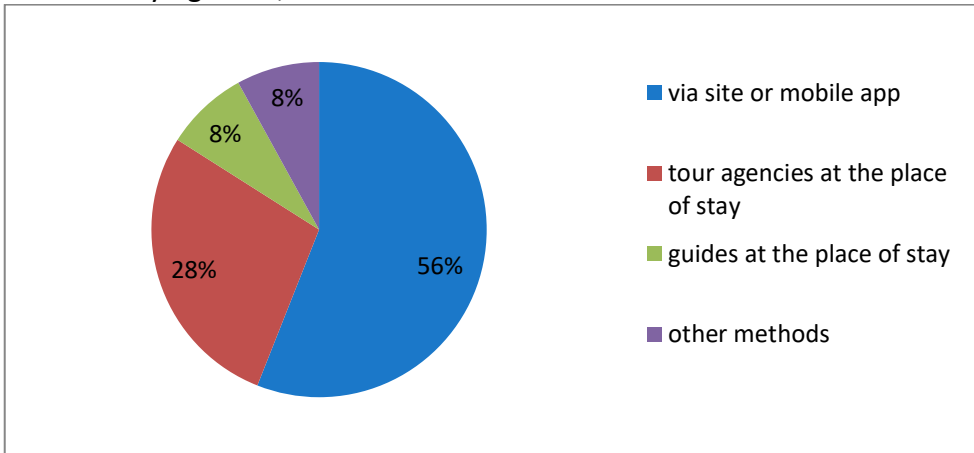
Chart9. Structure of the global online travel sales market by regions, 2018, %



/North America Asia-Pacific region Other regions/

According to analysts of the SunTrust Robinson Humphrey Investment Bank, the segment of tours and guides market accounts for \$160 to \$180 billion.⁷ The chart below shows the methods of buying tours.

Chart10. Methods of buying tours, %



7

<https://skift.com/2018/04/24/why-everybody-now-wants-a-piece-of-the-tours-and-activities-sector/>

Source: <https://skift.com/2018/09/18/tours-and-experiences-the-next-great-untapped-market-in-online-travel/>

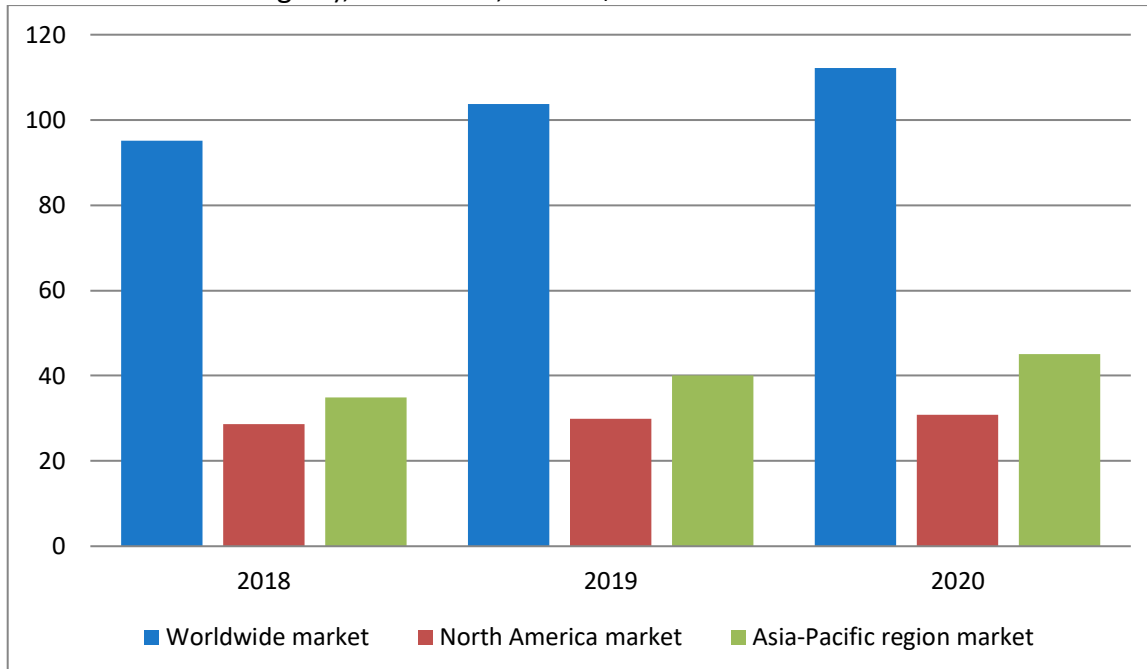
/Via the website or mobile app Tour Agencies on site Guides on site Other methods/

Thus, the market of online tours and guides amounts to \$95.2 billion (13.72% of the total market of online travel sales).

The market of online tours and guides booking (\$95.2 billion) = The market tours and guides segment (\$170 billion) x Share of tours and guides booking via the website or mobile app (56%)

The chart below shows the world market volume, as well as the markets of North America and Asia-Pacific in the segment of online tours and guides booking.

Chart11. The volume of the world market of online tours and guides booking (including North America and Asia-Pacific region), 2018-2020, billion \$



2.2.2. Guider.travel competitors in the world market

The online tours and guides booking market is fragmented and dominated by numerous local operators located in the countries of arrival. However, we may distinguish the following main portals in the market of online tours and guides booking:

- Viator was founded in 1995, in 2014 the website was purchased by TripAdvisor for \$200 million;
- GetYourGuide was established in 2009, it is the fastest growing service in online tours and guides booking;
- Expedia has a separate section Expedia Local Expert focused on online tours and guides booking, it was opened in 2014;
- Klook was established in 2014, it focuses on the East Asian market.

Table6. The world's major competitive projects areas of expertise

Characteristics	Viator	GetYourGuide	Expedia	Klook
Monthly visits	< 9 million	< 6 million	< 66 million.*	< 5 million
Key market	Europe	Europe	Europe	Asia
Number of directions	< 2 000	< 2 500	< 1 000	
Supported languages	11	22	24	22
Supported currencies	8	16	41	8
Number of events	< 60 000	< 33 000	< 25 000	< 40 000
Commission rates	20-30%	20-30%	20-40%	15-25%

* in general as per Expedia

The table below shows the structure of tours and guides offers by geography.

Table7. Structure of tour and guide offers by geography%

Characteristics	Viator	GetYourGuide	Expedia	Klook	Average %
Europe	37%	57%	34%	14%	35,5%
Asia	30%	15%	26%	70%	35,3%
North America	11%	9%	21%	7%	12%
Africa and Middle East	12%	11%	6%	4%	8,3%
South and Central America	7%	5%	7%	0%	4,75%
Oceania	3%	3%	5%	5%	4%

Source: <https://skift.com/2018/03/06/tours-and-activities-race-for-dominance-in-6-charts/>

Europe boasts the largest number of tours and guides offers, that is 35.5%. Asia's share is 35.3% of offers, with Klook being a leader with 70% volume. In total, the Asia-

Pacific region's share is 39.3% of offers. The North American market accounts for only 12% of offers.

In addition, in 2018, startups focused on offering tours and events attracted at least \$80 million. It started in 2017, when GetYourGuide raised \$75 million and Klook raised \$60 million in a tough competition to close the largest venture capital deal in tours history⁸. This fact indicates the popularity and demand for tours and guides booking services.

The closest competitor to Guider.travel with a similar concept is GetYourGuide, but 57% of this portal offers account for Europe, and only 18% for the Asia-Pacific region and 9% for North America.

The above services offer package tours to tourists with guides hired as contractors. These services do not offer direct guides services and the possibility of selecting guides in accordance with tourists preferences.

The main Guider.travel competitive advantage is an offer of individual guided tours, customized in accordance with tourists preferences (neural network).

The possibility of large order of individual tours is not available in the market, the service is available to the rich or persistent people, there is no large-scale and technological implementation

2.2.3. Niche market volume calculated by analysts

Based on the above information, we will calculate the potential market volume of Guider.travel's online guides and tours booking in North America and Asia-Pacific region.

Table8. The volume of Guider.travel's potential global market of online guides and tours booking

No.	Indicator	Formula	Value
1.	Number of tourists, including:	https://www.e-unwto.org/doi/pdf/10.18111/9789284419876	1 326 000 000 people/year
1.1.	North America	https://www.e-unwto.org/doi/pdf/10.18111/9789284419876	137 000 000 people/year

1.2.	Asia-Pacific region	https://www.e-unwto.org/doi/pdf/10.18111/9789284419876	323 100 000 people/year
2.	% online-booking of guides/ tours	refer to clause 2.2.1.	13,72%
3.	Number of tourists booking online guides/tours, including:	= 1*0,1372	181 927 200 people/year
3.1.	North America	= 1.1.*0,1372	18 796 000 people/year
3.2.	Asia-Pacific region	= 1.2.*0,1372	44 329 320 people/year
4.	According to the potential consumers segmentation of new Ryan and Gross product, innovators who seek to try out the new service account for 2.5%	= 3*0.025	4 548 180 people/year
4.1.	North America	= 3.1.*0,025	469 900 people/year
4.2.	Asia-Pacific region	= 3.2.*0,025	1 108 233 persons/year
5.	Average cost of booking of one guide/one tour	https://www.forbes.ru/svoi-biznes/istorii-uspekha/274737-nestandartnyi-marshrut-kak-servis-tripster-zarabatyvaet-na-gidakh	\$ 101
6.	Potential market volume, year	= 4.*5.	\$459 366 180
6.1.	North America	= 4.1.*5.	\$47 459 900
6.2.	Asia-Pacific region	= 4.2.*5.	\$111 931 533

Conclusions Following the Global Market Analysis

1. According to the forecast, the global market for online tours and guides booking in 2020 will reach \$ 112.2 billion, with the North American market accounting for \$30.9 billion, and the Asia-Pacific market reaching \$45.1 billion.

2. Guider.travel potential market volume at the initial stage of the project implementation according to analysts' calculations will account for \$459 366 180 per year, including the North American market with \$47 459 900 and the Asia-Pacific market with \$111 931 533. Guider.travel's market share in the world market of online tours and guides booking will account for 0.41%, including North America with 0.15%, and the Asia-Pacific region with 0.25%.

After an intensive marketing campaign, we plan to attract another 13.5% of users (according to the segmentation of potential consumers of the Ryan and Gross new product), resulting in the volume of the Guider.travel potential market reaching \$2 939 943 552 per year (2,62%).

Section 3. Project Development Plan

3.1. Development Stages

Table9. Project road map

Terms	Description
1st quarter of 2017	Market research of tours/guides market Concept confirmation
2nd quarter of 2017	Concept development UI/UX design
3rd quarter of 2017	Backend development launch Search and partnership with guides
4th quarter of 2017	Web and mobile interface Testing of all systems
1st quarter of 2018	Guider.travel release Guides platform presentation
2nd quarter of 2018	Android App Guides requests implementation
3rd quarter of 2018	Affiliate Program release API launch
4th quarter of 2018	Business partners integration Token design
1st quarter of 2019	Preparing for IEO White Paper writing
2nd quarter of 2019	Tokens issue and sale Platform integration with blockchain and payment via fiat and cryptocurrency
3rd quarter of 2019	IOS App and ASO Neural network launch for selection of a personal guide and tour recommendations
4th quarter 2020	AR-tours listing for sale by guides Extension of supported tours

Based on the results of the portal permanent loyal audience generation and positive experience in selection of guides and tours, we plan to offer related partner services (hotels, tickets, etc.)

Table10. Token overview

Token name	GDR
Blockchain	ETH
Soft Cap	1 000
Hard Cap	7 000
Exchange rate	1 ETH = 10 000 GDR
Minimum purchase	0.1 ETH
Payment method	ETH

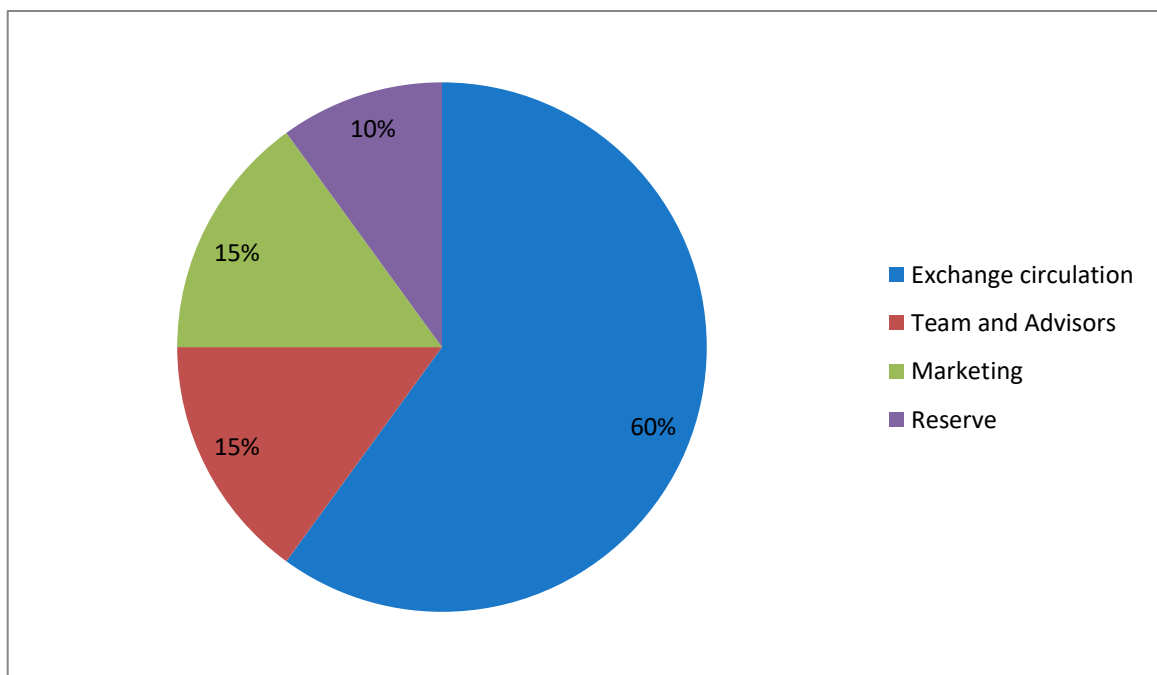
All unsold and unallocated tokens will be burned as part of the smart contract.

Additional token issuance is impossible.

GDR distribution is to be as follows:

- 60% will be allocated for exchange circulation;
- 15% will go to marketing (including Bounty-program);
- 15% will be distributed among the project consultants team;
- 10% will be reserved.

Chart12. GDR distribution



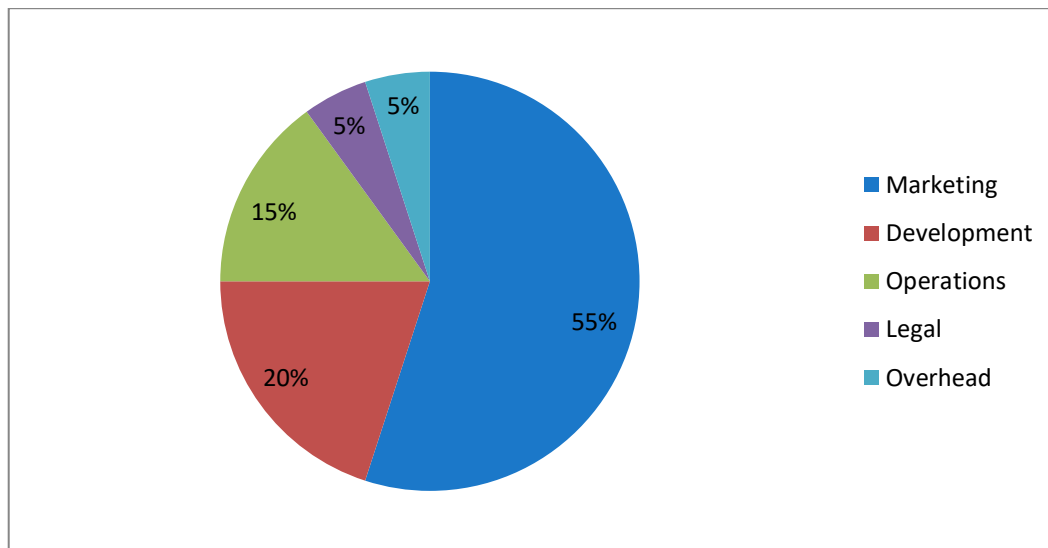
/Reserve Marketing Team and advisors Exchange circulation/

The funds received through the issuance of tokens will be distributed as follows:

- service development and improvement (elaboration) – 20%;

- marketing – 55% (including token Market making);
- operating expenses – 15%;
- legal support – 5%;
- overhead costs – 5%.

Chart13. Distribution of funds obtained through the issuance of tokens



/Legal support Operating expences Development Marketing Overhead costs/

3.2. Token Functionality

The problem with 95% of projects is that they lack Operation Cash Flow, and at some point, no matter how much money the project has raised and how it has used it, the money run out. It means that there will be no money for financing further product development and support. Nowadays, even major projects face this problem, when capitalization is large, but there is no ready money. It means that the only way for projects is to receive another tranche, in other words - another ICO or an additional issue of tokens. Thus, in order for the project to be successful and profitable to all, it needs Cash Flow, and Guider has it.

Tokens will be used directly on the platform to purchase project services under special conditions. Service commission rate and project services are nominated in 2

currencies: 1 – in fiat currency – USD, 2 – in Guider tokens, which in turn are nominated in ETH and have their own exchange rate.

Basic services are available to token holders with a significant discount of up to 50%.

After tokens services payment , 100% tokens aimed at purchasing are burned through a smart contract. This mechanism reduces the number of free circulation tokens that leads to an increase in their value on the exchange and gives investors an opportunity to make profit. The more popular the Guider service is, the higher will be the demand for tokens from the audience that grows.

When purchasing the service for tokens, the user having no tokens will be re-directed to a page with a list of exchanges where he or she can buy a token.

3.3. Legal Information

Guider.travel fully supports national legislation in regulating the access of guides and tourists to certain sites.

If in a particular country the professional activity of guides on certain sites is regulated and requires a state license (or similar document), Guider.travel shall not violate these rules and shall not allow guides to conduct tours on these sites without permission.

Guider.travel does not support events (activities) that violate the law, for example, bar tours for minors or sex services. Everything forbidden in one country or another, will be banned by Guider.travel as well.

Any tours (activities) with a high risk of injury or harm to a tourist's life or health are to be regulated on the basis of practice established in a particular country and the world, such as insurance, certificate for skills and rights of guides to conduct such activities, etc.

3.4. Marketing Strategy

A comprehensive marketing strategy must be used to expand a significant market share. The first stage of the advertising campaign will be aimed at creating user demand. For this purpose, we will use wide-ranging advertising tools (smart-TV, OLV) and cooperate with opinion leaders (bloggers, news portals). At the second stage, the generated demand is converted into sales using performance channels and lead generation (context, social media, RTB, CPA). Delayed demand will catch up through retargeting and remarketing. At all funnel stages, high-quality end-to-end analytics that allow for real-time scaling of conversion channels and cutting off inefficient ones will be an important element. Analytics construction is to be conducted on the basis of Google BigQuery with dashboards visualization in Power BI or Data Studio.

Through the study of UX A/B testing and webvisor, the UI portal will be optimized to improve usability.

In addition, a referral program for professional webmasters, with a set of plug-ins and creatives, and a simple affiliate program to attract friends via the promotional code will be of great support.

Table11. Marketing strategy (some tactical tools)

Tools	Description	Applicability
Website	We publish information about the portal, its principal functions and advantages.	It will make a user to perform the target action as efficiently as possible.
Information articles	Development of creative articles and their publication on thematic platforms.	A user typing in the portal name in the search engine will be able to read about it not only on the website, but also on third-party resources.
Placement of application in the App Store and Google Play with following optimization	It takes no more than 7 days to make it to the TOP. But it is better to get to the TOP earlier. The best time is 5 days the last 24 hours of which are crucial.	After entering the TOP 25, organic installs will provide significant support for the promotion.
Writing reviews	Placing feedback in the App Store, Google Play and on the website.	The user interested in the portal will be able to get acquainted with the loyal reviews.

Contextual advertising	The work is carried out by CPC - payment per click and subsequent transitions.	Portal promotion, increase in traffic and increase in sales.
PR articles	Articles about portal advantages in press release format or as an interview with the project founders.	Finding articles on popular and authoritative resources will create the impression of a reliable portal.
Targeted advertising in social networks (Facebook, VK, Instagram)	Traffic from social networks is adjusted to the audience interests, their age, solvency and other parameters. Targeting users from competitors groups in order to attract their attention.	The possibility to display ads in the user-friendly format (similar to friends posts in the feed or in the form of small text-and-graphic blocks).
Bloggers	Placement in issue-related bloggers accounts in the native format (mainly travel bloggers are to be considered).	The bloggers will tell about the portal to their followers in an intelligible form, while maintaining the blog style.

Section 4. Financial plan

4.1. Assumptions, which were taken for calculations

Parameter	Assumption
Forecast period	<p>The forecast period is 5 years: from May 2019 to April 2024.</p> <p>Financial indicators are calculated taking into account the forecast period.</p> <p>Forecasting interval: 1 month.</p> <p>The financial model includes monthly values of cash flows and aggregated annual values.</p> <p>Calculation of financial indicators of the project was conducted on the basis of annual values of cash flow.</p>
Currency of the project	<p>Cash flow can be built in any currency, applicable discount rate should be calculated in the same currency as cash flow.</p> <p>The forecast of cash flow of the project was made in \$.</p>
Continuity of activity	<p>The forecast was built with the assumption that the Initiator of the project will continue operational activities in the future on his specialization. The forecast does not consider the possibility of changing the specialization or technology, as well as the termination of activity in any period after the implementation of the project.</p>
Sources and conditions of financing	<p>Investment funds in the amount of thousand \$ 744.</p>
Sequence of financial planning	<p>Assumptions.</p> <p>Prices.</p> <p>Seasonality.</p> <p>Sales volume.</p> <p>Revenue.</p> <p>Staff.</p> <p>OpEx.</p> <p>Taxes.</p> <p>Investments.</p> <p>CapEx.</p> <p>Profit and Loss Statement</p> <p>Calculation of discount rate.</p>

Cashflow.
 Financial indicators.
 Terminal value of the company (Gordon model).
 Sensitivity analysis.
 Breakeven point.

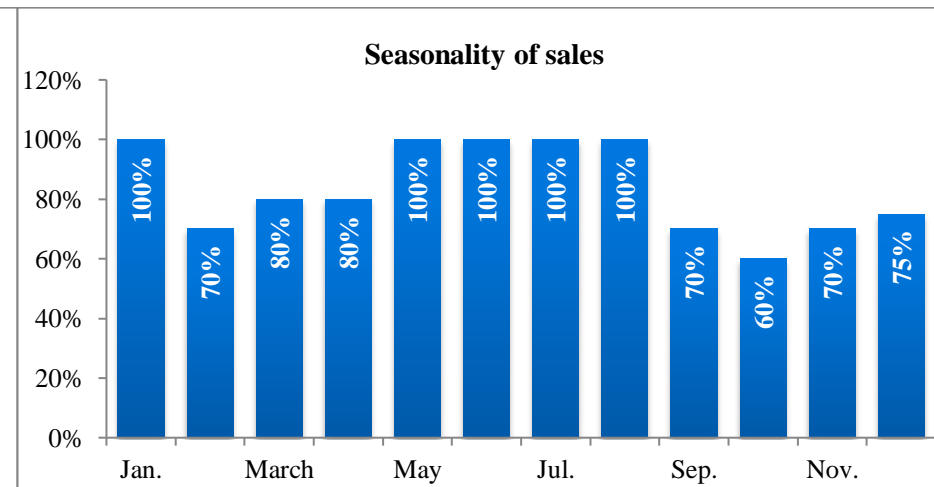
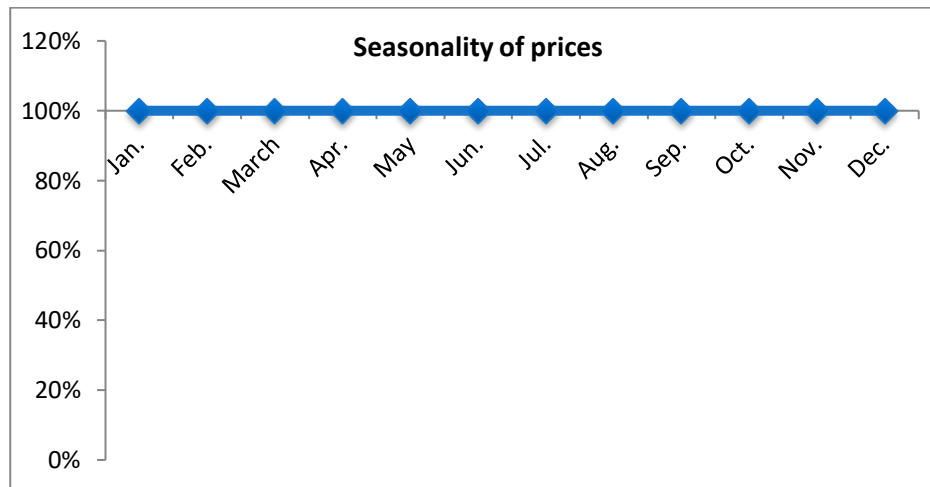
Title	UM	Value
Sales volume		
Number of excursions	order/month	8 500
Banner ad orders	order/month	50
Orders for related services	order/month	600
Prices		
The average cost of the tour	\$/order	101
Advertising cost	\$/order	150
Average cost of related services	\$/order	150
Expenses		
Advertising from bloggers, smart TV	\$/month	11 410
Lead generation	\$/month	5 846
Other types of advertising	\$/month	4 564
Office rent	\$/month	3 000
Communication services	\$/month	150
Accounting services	\$/month	350
Legal services	\$/month	350
Server rent	\$/month	2 500
Other assumptions		
Percent for bank services	%	2%
Percent for other expenses	%	3%
Percentage commission from the guide	%	15%
Percentage of fees for related services	%	10%
Referral system	%	10%
Percentage of clients from advertising	%	85%
Percentage of clients from referral system	%	15%
Tax payments	%	6%
Percent of tax deductions for employee salaries	%	30%
Annual discount rate	%	15%

4.2. Prices

Year	UM	2019	2020	2021	2022	2023	2024
Selling price							
The average cost of the tour	\$/order	101	104	107	110	114	117
Advertising cost	\$/order	150	155	159	164	169	174
Average cost of related services	\$/order	150	155	159	164	169	174
Macro Indices							
Average annual inflation		3,0%	3,0%	3,0%	3,0%	3,0%	3,0%
Price index relative to the start of the project		1,0000	1,0300	1,0609	1,0927	1,1255	1,1593
Cost price							
Advertising from bloggers, smart TV	\$/month	11 410	11 752	12 105	12 468	12 842	13 227
Lead generation	\$/month	5 846	6 021	6 202	6 388	6 580	6 777
Other types of advertising	\$/month	4 564	4 701	4 842	4 987	5 137	5 291
Office rent	\$/month	3 000	3 090	3 183	3 278	3 377	3 478
Communication services	\$/month	150	155	159	164	169	174
Accounting services	\$/month	350	361	371	382	394	406
Legal services	\$/month	350	361	371	382	394	406
Server rent	\$/month	2 500	2 575	2 652	2 732	2 814	2 898

4.3. Seasonality

Month	Jan.	Feb.	March	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Loading of production, % of the maximum for the year												
Seasonality of sales	100%	70%	80%	80%	100%	100%	100%	100%	70%	60%	70%	75%
Average check, % of the maximum for the year												
Seasonality of prices	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



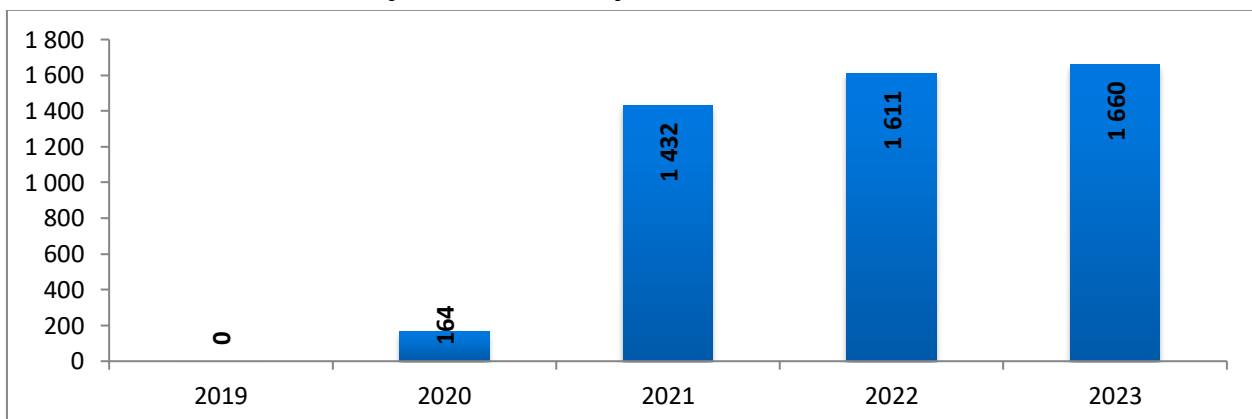
4.4. Sales Volume

Year	UM	2019	2020	2021	2022	2023	2024
Number of excursions from advertising	tours	0	7 768	66 471	72 613	72 613	23 843
Number of excursions from the referral system	tours	0	1 372	11 731	12 815	12 815	4 208
Banner ad orders	orders	0	75	550	600	600	200
Orders for related services	orders	0	645	5 520	6 030	6 030	1 980

4.5. Revenue

Revenue	2019	2020	2021	2022	2023	2024
Revenue, thousand \$						
Excursions from advertising	0	121	1 068	1 202	1 238	419
Excursions from the referral system	0	21	189	212	219	74
Banner ad orders	0	12	88	98	101	35
Orders for related services	0	10	88	99	102	34
Total	0	164	1 432	1 611	1 660	562

Project revenue dynamics, thousand \$



4.6. Staff

Year	2019	2020	2021	2022	2023	2024
Payroll fund, thousand \$						
Production personnel	106,4	162,8	166,0	169,4	172,8	58,7
Back-end developer	12,0	18,4	18,7	19,1	19,5	6,6
Front-end developer iOS	16,0	24,5	25,0	25,5	26,0	8,8
Front-end developer Android	16,0	24,5	25,0	25,5	26,0	8,8
Front-end developer Web	16,0	24,5	25,0	25,5	26,0	8,8
Data scientist	16,0	24,5	25,0	25,5	26,0	8,8
User support	16,0	24,5	25,0	25,5	26,0	8,8
UI/UX designer	14,4	22,0	22,5	22,9	23,4	7,9
Commercial personnel	16,0	24,5	25,0	25,5	26,0	8,8
Marketing manager	16,0	24,5	25,0	25,5	26,0	8,8
Total	122,4	187,3	191,0	194,8	198,7	67,6
Wage, thousand \$						
Production personnel	31,9	48,8	49,8	50,8	51,8	17,6
Back-end developer	3,6	5,5	5,6	5,7	5,8	2,0
Front-end developer iOS	4,8	7,3	7,5	7,6	7,8	2,6
Front-end developer Android	4,8	7,3	7,5	7,6	7,8	2,6
Front-end developer Web	4,8	7,3	7,5	7,6	7,8	2,6
Data scientist	4,8	7,3	7,5	7,6	7,8	2,6
User support	4,8	7,3	7,5	7,6	7,8	2,6
UI/UX designer	4,3	6,6	6,7	6,9	7,0	2,4
Commercial personnel	4,8	7,3	7,5	7,6	7,8	2,6
Marketing manager	4,8	7,3	7,5	7,6	7,8	2,6
Total	36,7	56,2	57,3	58,5	59,6	20,3
Macro indices						
Real wage growth	2,0%	2,0%	2,0%	2,0%	2,0%	2,0%
Real wage growth index	100,0%	102,0%	104,0%	106,1%	108,2%	110,4%

4.7. OpEx

Year	2019	2020	2021	2022	2023	2024
Cost price, thousand \$						
Payroll fund	106	163	166	169	173	59
Payroll taxes	32	49	50	51	52	18
Referral Payments	0	2	19	21	22	7
Banking services	0	3	29	32	33	11
Other costs	4	7	8	8	8	3
Total	142	224	271	282	288	98
Commercial expenses, thousand \$						
Payroll fund	16,0	24,5	25,0	25,5	26,0	8,8
Payroll taxes	4,8	7,3	7,5	7,6	7,8	2,6
Advertising from bloggers, smart TV	0,0	94,0	77,5	44,9	46,2	15,9
Lead generation	0,0	48,2	39,7	23,0	23,7	8,1
Other types of advertising	0,0	37,6	31,0	18,0	18,5	6,3
Other costs	0,6	6,3	5,4	3,6	3,7	1,3
Total	21,4	218,0	186,0	122,5	125,8	43,1
Administrative expenses, thousand \$						
Payroll fund	0,0	15,5	38,2	39,3	40,5	13,9
Payroll taxes	0,0	0,8	1,9	2,0	2,0	0,7
Office rent	0,0	1,8	4,5	4,6	4,7	1,6
Communication services	0,0	1,8	4,5	4,6	4,7	1,6
Accounting services	0,0	12,9	31,8	32,8	33,8	11,6
Legal services	0,0	1,0	2,4	2,5	2,6	0,9
Total	0,0	33,7	83,3	85,8	88,3	30,3
Total:	163,9	475,2	540,6	490,1	502,2	171,3

4.8. Taxes

Year	2019	2020	2021	2022	2023	2024
Taxes, thousand \$	0	10	86	97	100	34
Payroll taxes, thousand \$	37	56	57	58	60	20

4.9. Investments

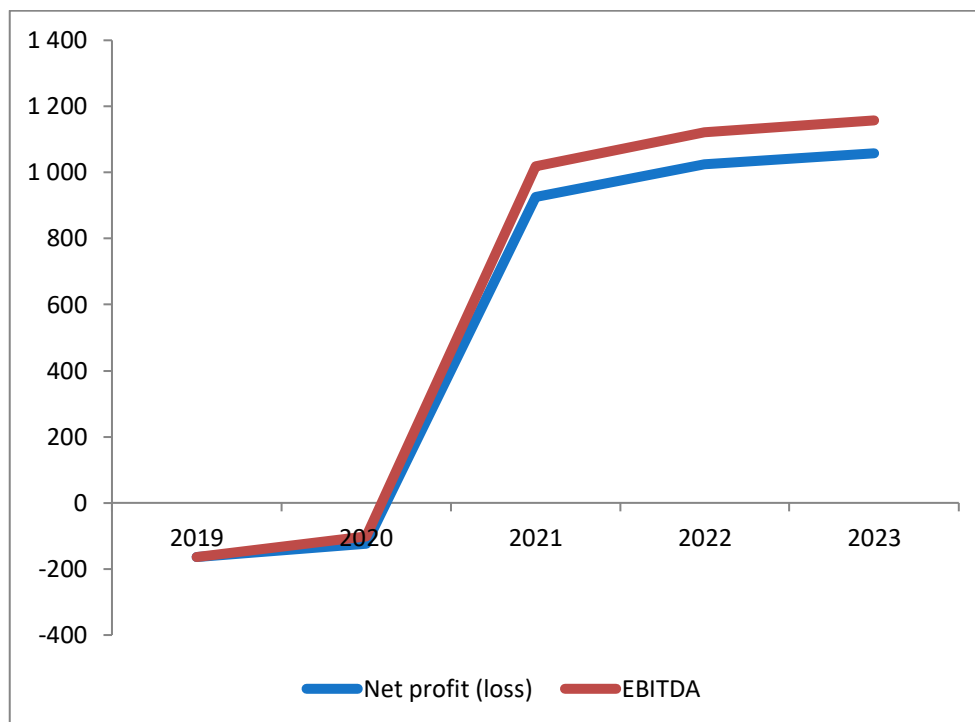
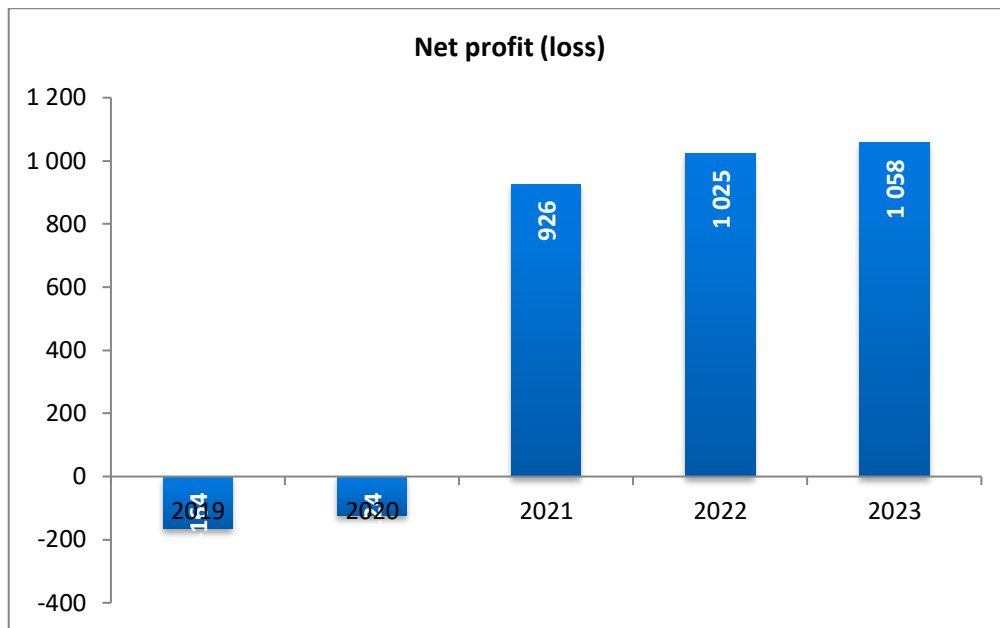
Title	Cost of unit, \$	Quantity	Total, \$
Прочие подготовительные расходы			
Office equipment	900	9	8 100
All-in-One Printer	400	1	400
Whiteboard	100	1	100
Service Development	250 000	1	250 000
Total			258 600

4.10. CapEx

Period	May 19	June 19	July 19	Aug. 19	Sep.19	Oct.19	Nov.19	Dec.19	Jan.20	Feb.20	Mar.20	Apr. 20	May 20	June 20	July 20	Total
Investment schedule, %																
Other investments	10%	10%	10%	10%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	10%	100%
Capital expenditures, thousand \$																
Other investments	25,9	25,9	25,9	25,9	12,9	12,9	12,9	12,9	12,9	12,9	12,9	12,9	12,9	12,9	25,9	258,6
Итого	25,9	25,9	25,9	25,9	12,9	12,9	12,9	12,9	12,9	12,9	12,9	12,9	12,9	12,9	25,9	258,6

4.11. Profit and loss statement

Year	2019	2020	2021	2022	2023	2024	Total
Profit and loss statement, thousand \$							
Revenue	0	164	1 432	1 611	1 660	562	5 430
Cost of sales	-142	-224	-271	-282	-288	-98	-1 305
Gross profit (loss)	-142	-59	1 161	1 330	1 372	464	4 125
Commercial expenses	-21	-218	-186	-123	-126	-43	-717
Administrative expenses	0	-34	-83	-86	-88	-30	-321
Profit (loss) from sales	-164	-311	892	1 121	1 158	391	3 086
<i>Profit from sales/Revenue, %</i>	0%	-189%	62%	70%	70%	70%	57%
Interest payable	0	0	0	0	0	0	0
Profit (loss) before taxes	-164	-311	892	1 121	1 158	391	3 086
Taxes	0	-10	-86	-97	-100	-34	-326
Net profit (loss)	-164	-321	806	1 025	1 058	357	2 761
<i>Net profit/loss, %</i>	0%	-195%	56%	64%	64%	64%	51%
Depreciation	0	0	0	0	0	0	0
EBITDA	-164	-311	892	1 121	1 158	391	3 086
EBITDA/Revenue, %	0%	-189%	62%	70%	70%	70%	57%



4.12. Calculation of the discount rate

For calculation of the indicators of the project efficiency cash flow of loan capital was built, discount rate is a weighted average cost of capital (WACC).

Weighted average cost of capital takes into account all the risks which are associated with the financing of investments in enterprises, both from own sources of financing, as well as borrowed

funds. The cost of financing investment of the project at the expense of equity (cost of equity) reflects all risks, while the cost of financing at the expense of borrowing is reflected in the interest rate at which the project receives credit resources.

Weighted average cost of capital is calculated using the following formula:

$$WACC = Dd \times Wd \times (1 - t) + De \times We,$$

where Dd – cost of debt;

Wd – weight of debt;

t – tax income rate;

De – cost of equity;

We – weight of equity.

Indicator	Description of the indicator	Source of information	Value
Risk-free rate, (Rf), %	Profitability of 30-year Treasury bonds of US Government at the current date	http://www.economagic.com/em-cgi/data.exe/fedbog/day-tcm30y	2,86%
Equity risk premium, (Rm-Rf), %	ERP (equity risk premium)	http://www.stern.nyu.edu/~adamodar/pc/implyprem/ERPbymonth.xls	5,36%
Adjusted coefficient "beta"	$Brl=Bmu \times (1+(1-t) \times (D/E))$	расчетно	0,95
Corporate tax rate (USA), %		http://www.andersen-bs.ru/index.php?id=98	34%
Coefficient "beta"	Bmu=Unlevered BETA	http://pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/Betas.html	0,77
	D=debt funds share	расчетно	27%
	D/E	http://pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/Betas.html	36,32%
Country risk premium (S1), %	E=equity funds share	расчетно	73%
	Risk premium of receiving less incomes (on the basis of Russia's credit rating and differences in profitability of bonds)	http://pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/ctryprem.html	3,47%
Premium for small capitalization (S2), %		2016 Valuation Handbook – Guide to Cost of Capital	3,58%
Specific risk premium (S3), %	Additional risks which are associated with investing in the company	Методология компании «Deloitte&Touche»	2,00%
Equity capital value, %		$Rf+Brl \times (Rm-Rf)+S1+S2+S3$	17,03%
Borrowed capital value, %	Bank of Russia Statistical Bulletin №2 (309) 2019 table 4.3.7.	На основе исследования рынка кредитования России	7,79%
Income tax rate, %			0%
Cost of borrowed funds (after taxes), %		Стр. 17×(1-стр. 18)	7,79%
WACC, %		$WACC=Dd \times Wd \times (1-t)+De \times We$	14,57%

4.13. Cashflow statement

Year	2019	2020	2021	2022	2023	2024	Total
Cashflow, тыс. \$							
EBITDA	-164	-311	892	1 121	1 158	391	3 086
Taxes	0	-10	-86	-97	-100	-34	-326
Capital expenditures	-155	-103	0	0	0	0	-259
FCFE	-319	-424	806	1 025	1 058	357	2 502
Cash at the beginning of the period	0	0	1	807	1 831	2 889	
Investors fund	319	425	0	0	0	0	744
Cash at end of period	0	1	807	1 831	2 889	3 246	

4.14. Financial indicators

Net Present Value

Net present value (NPV) is the most important indicator, and decisions about the advisability of investing in the project are made considering it. For calculation of NPV, the monthly financial flows of the project were forecasted and reduced to a common denominator for possibility of comparison in time.

If the result of calculation is $NPV > 0$, from a financial point of view, the project should be accepted. Obviously, NPV is sufficient margin of safety, which is intended to compensate for a possible error at the forecasting of cash flows.

Internal rate of return

Internal rate of return (IRR) is a discount rate, under which the accumulated present value of incomes from investment is equal to the value of this investment.

Internal rate of return identifies the maximum value of attracted capital, under which the investment project is still effective. In other words, this is an average income

for the invested capital, which is provided by this investment project, i. e. the effectiveness of invested capital in this project is equal to the effectiveness of investing at IRR percent in any financial instrument with an uniform income.

IRR is calculated as the value of discount rate, at which $NPV = 0$. However IRR not always can be calculated correctly from the equation $NPV = 0$. At the certain cash flows, this equation has not a solution. In such cases, IRR of the project is considered as the undefined.

Internal rate of return has an economic sense that it is such rate of return on investment, at which an enterprise with uniform effectiveness can either invest in any financial instrument or make the real investment, which generate a cash flow, each element of which, in turn, is invested at IRR percent.

Payback period of investment

Payback period (PP) is a term, for which the initial investment are returned due to the net incomes.

Usually two payback periods are calculated. The first of them is statistical, for calculating of which the absolute value of cash incomes are used, without taking into account of the time value of money. The second of them is discounted payback period.

A statistical payback period shows the simple covering of invested funds by net incomes.

Discounted payback period

Discounted payback period (DPP) eliminates the disadvantage of statistical method of payback period of investment and consider the time value of money.

Discounted payback period shows the covering of project investment with taking into account of their time value.

At the use of PP and DPP criteria in the estimation of investment projects, the decisions could be made considering the following conditions:

a) a project is accepted, if a payback have a place;

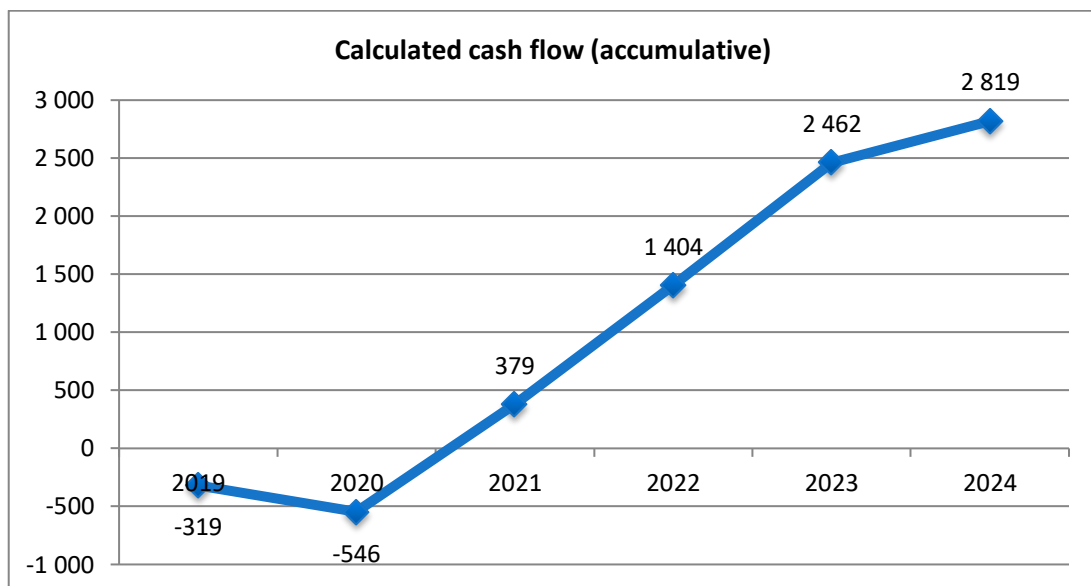
б) a project is accepted only in that case, if the payback period does not exceed the time established for the certain company.

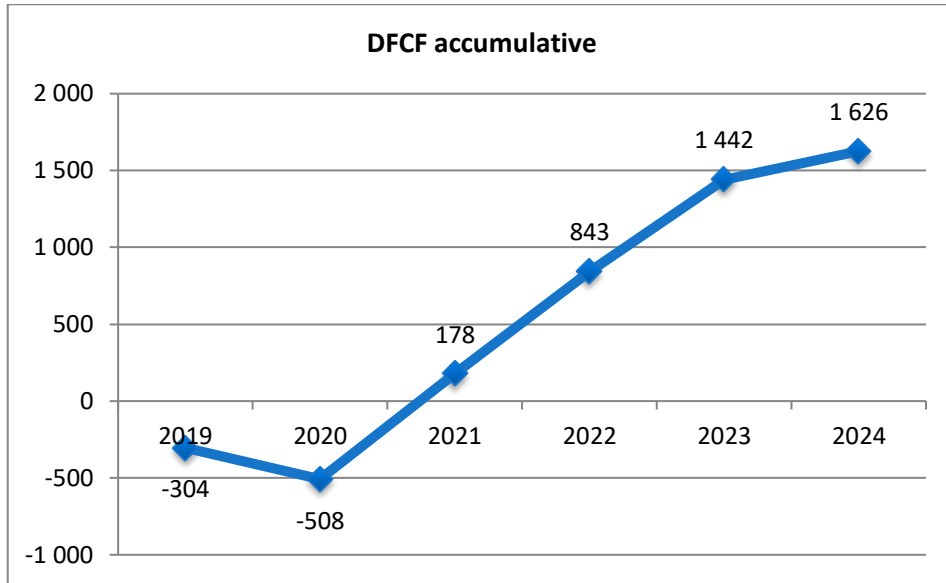
In general, the determination of payback period is auxiliary in comparison with the net present value of the project of the internal rate of return.

During the estimation of this investment project, its compliance with the different acceptance criteria was checked and also its main parameters and variants were analysed.

As a result, it is possible to make the following conclusions (represented in the table below).

Financial indicators of the company	UM	Value
Necessary investments	thousand \$	744
NPV	thousand \$	1 373
IRR (per year)	%	79%
Payback period	months	32
Discounted payback period	months	34





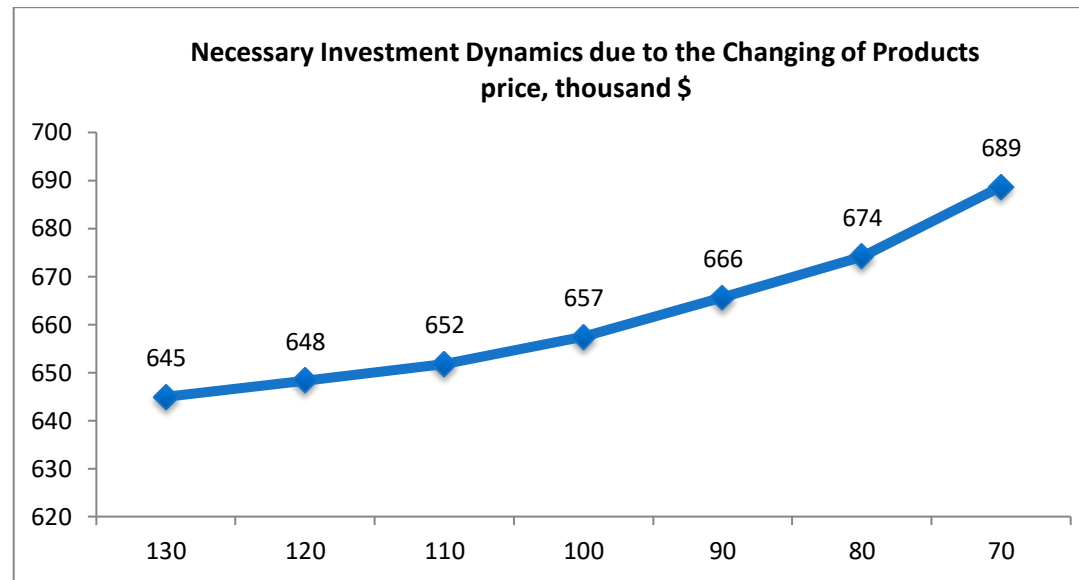
Section 5. Project risk's analysis

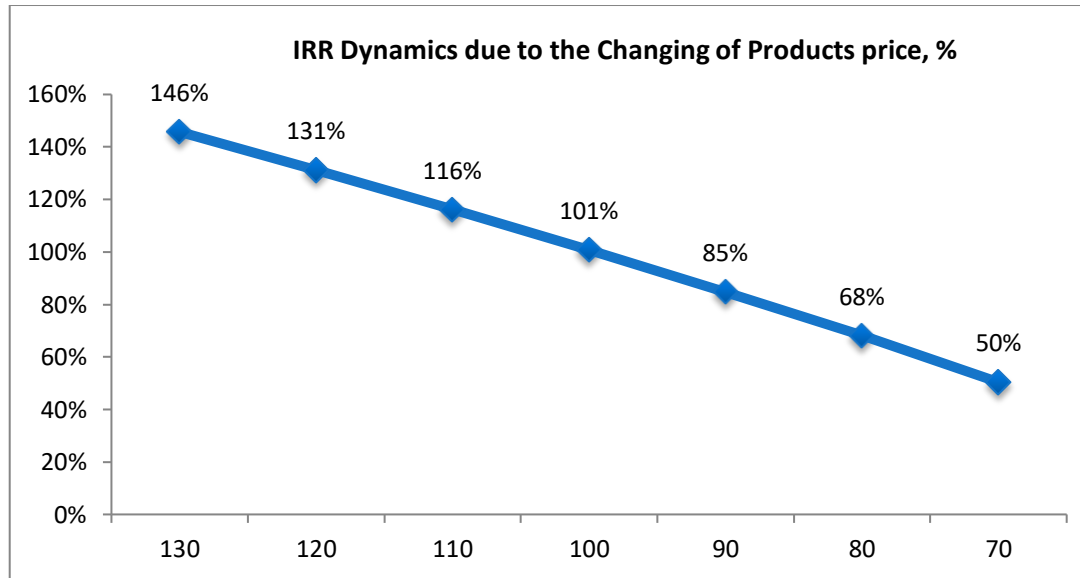
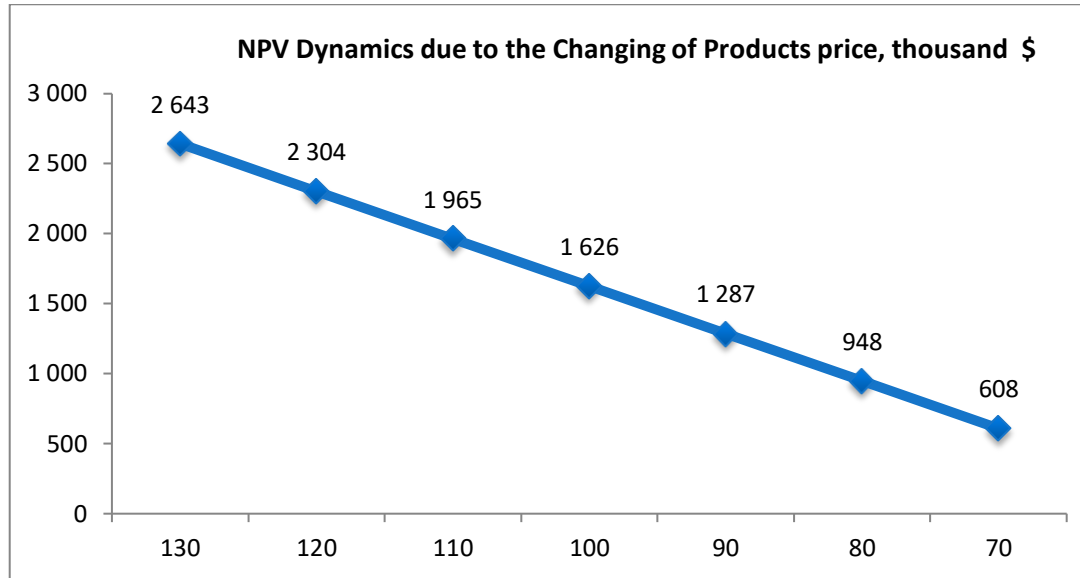
5.1. Sensitivity analysis

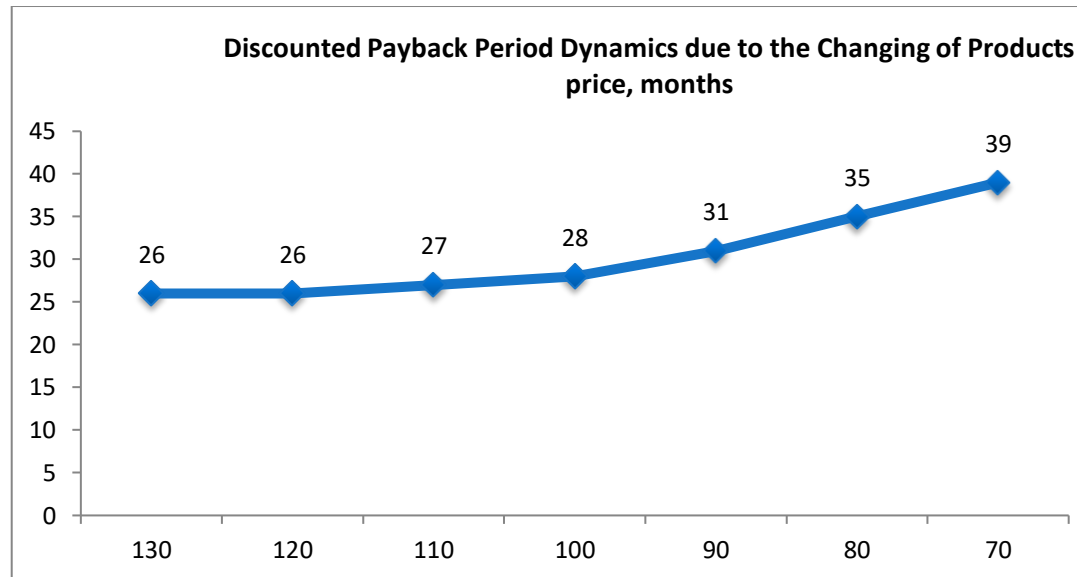
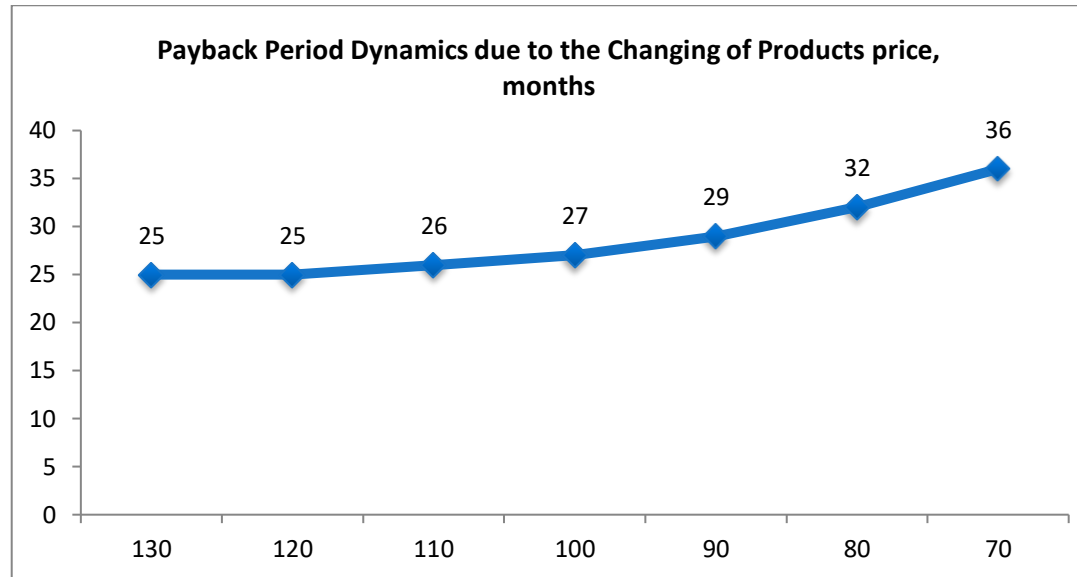
As part of the project development a sensitivity analysis of its financial results to changes in the basic data: the value of the services, the level of costs and discount rates of the project was made.

Sensitivity analysis to changes of product's price

Product's price, %	100	130	120	110	100	90	80	70
Necessary investments	744	715	725	735	744	758	773	788
NPV	1 373	2 314	2 000	1 686	1 373	1 059	745	431
IRR	79%	113%	102%	91%	79%	66%	52%	37%
Payback period	32	28	28	30	32	33	36	39
Discounted payback period	34	29	30	32	34	36	39	45

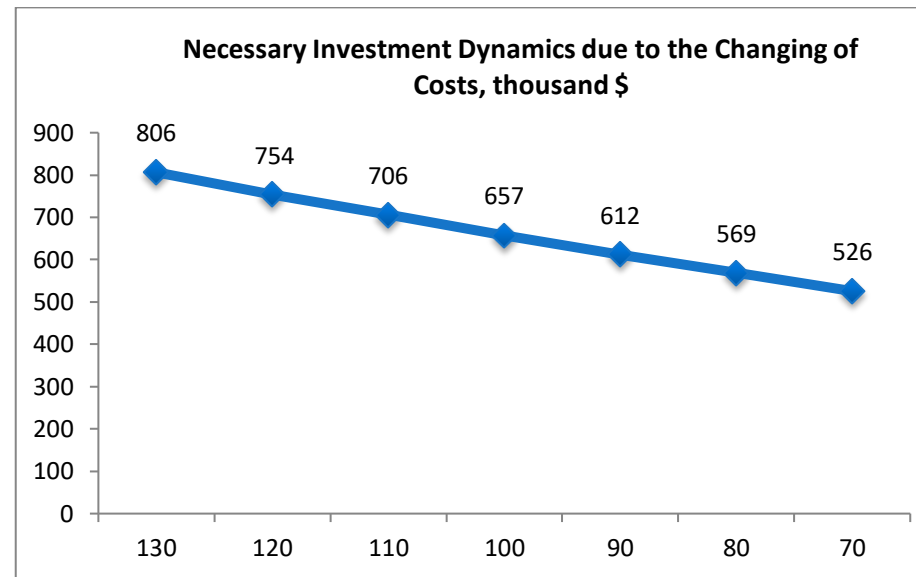


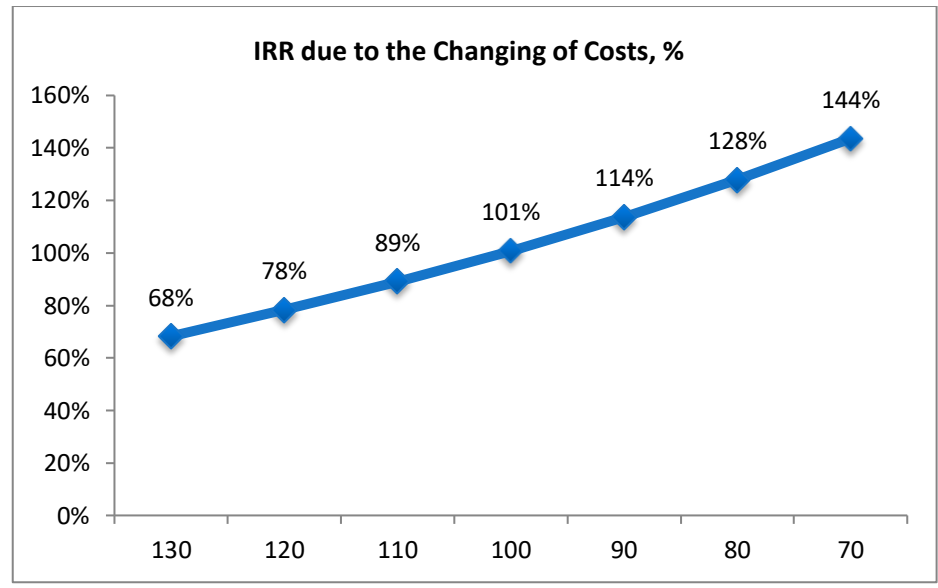
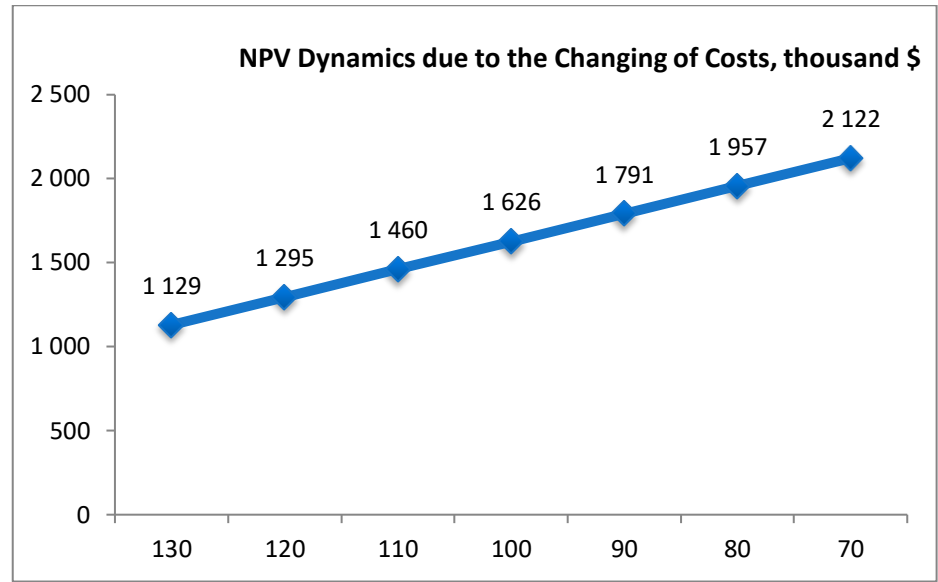


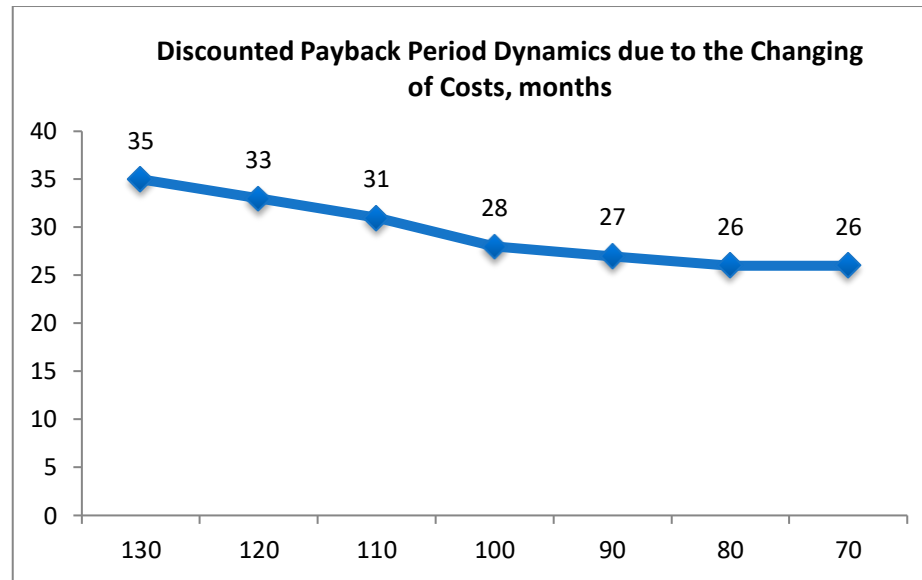
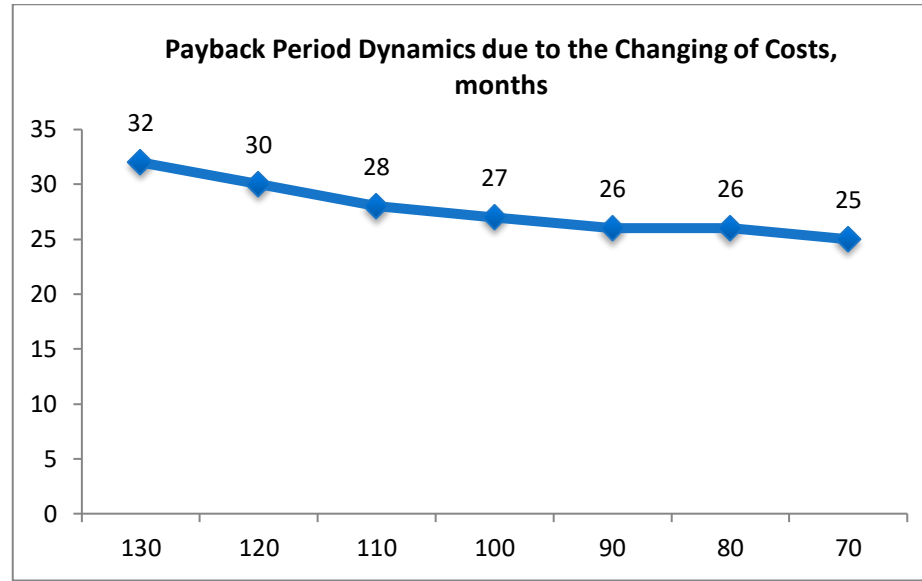


Sensitivity analysis to changes of costs

Costs, %	100	130	120	110	100	90	80	70
Necessary investments	744	935	871	807	744	686	627	572
NPV	1 373	879	1 043	1 208	1 373	1 537	1 702	1 866
IRR	79%	52%	60%	69%	79%	89%	100%	113%
Payback period	32	37	35	33	32	30	28	27
Discounted payback period	34	39	37	36	34	32	30	28

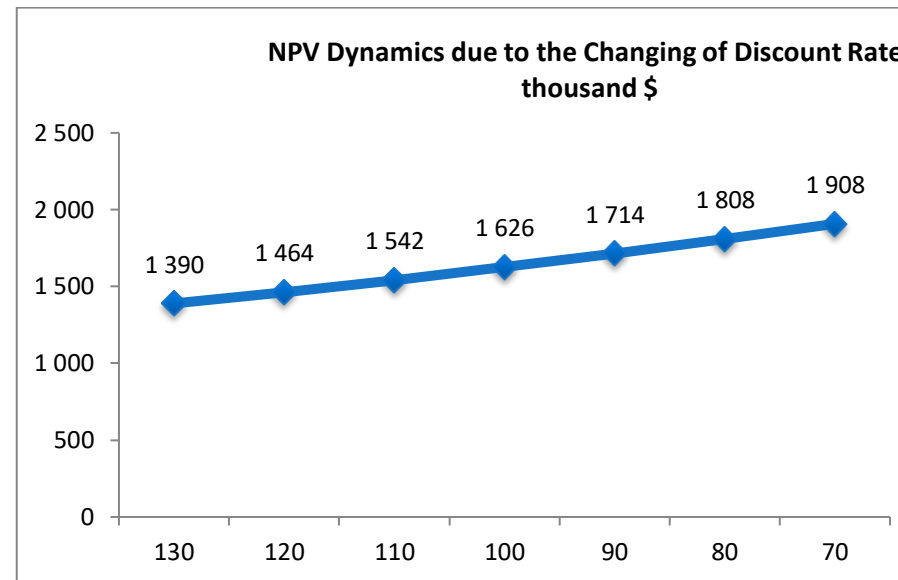


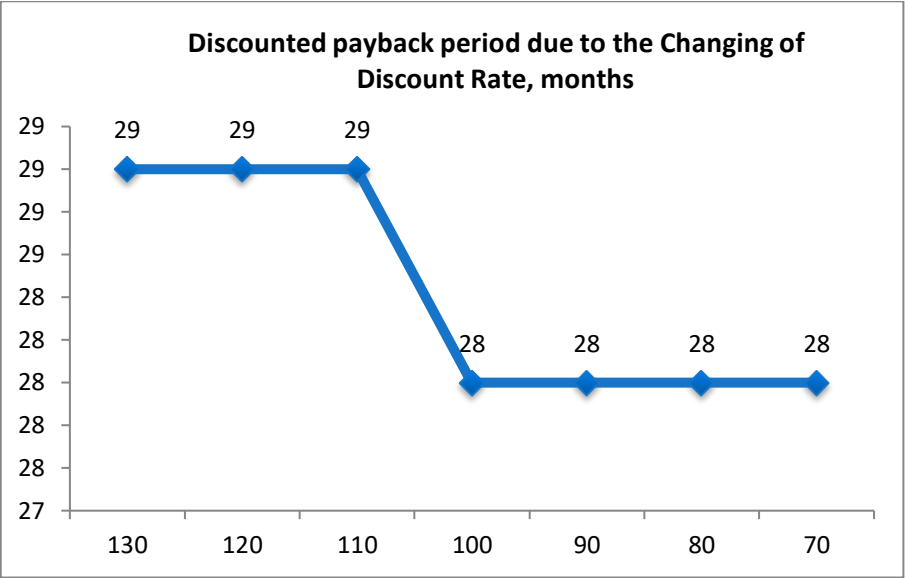




Sensitivity analysis to changes of the discount rate

Discount rate, %	100	130	120	110	100	90	80	70
NPV	1 373	1 152	1 221	1 294	1 373	1 456	1 544	1 638
Discounted payback period	34	34	34	34	34	33	33	33





5.2. Break-even analysis

Break-even analysis is the analysis of the possible results of the business on the basis of a mathematical model, often presented in the form of a graph, which allows to determine the amount of income and costs at different levels of economic activity depending on the volume of production, sales; allows to calculate, show on the graph the breakeven point as the minimum volume of production, in which the revenue from the sale of products is exactly equal to the sum of fixed and variable costs, that is the point at which the received income exactly covers the costs.

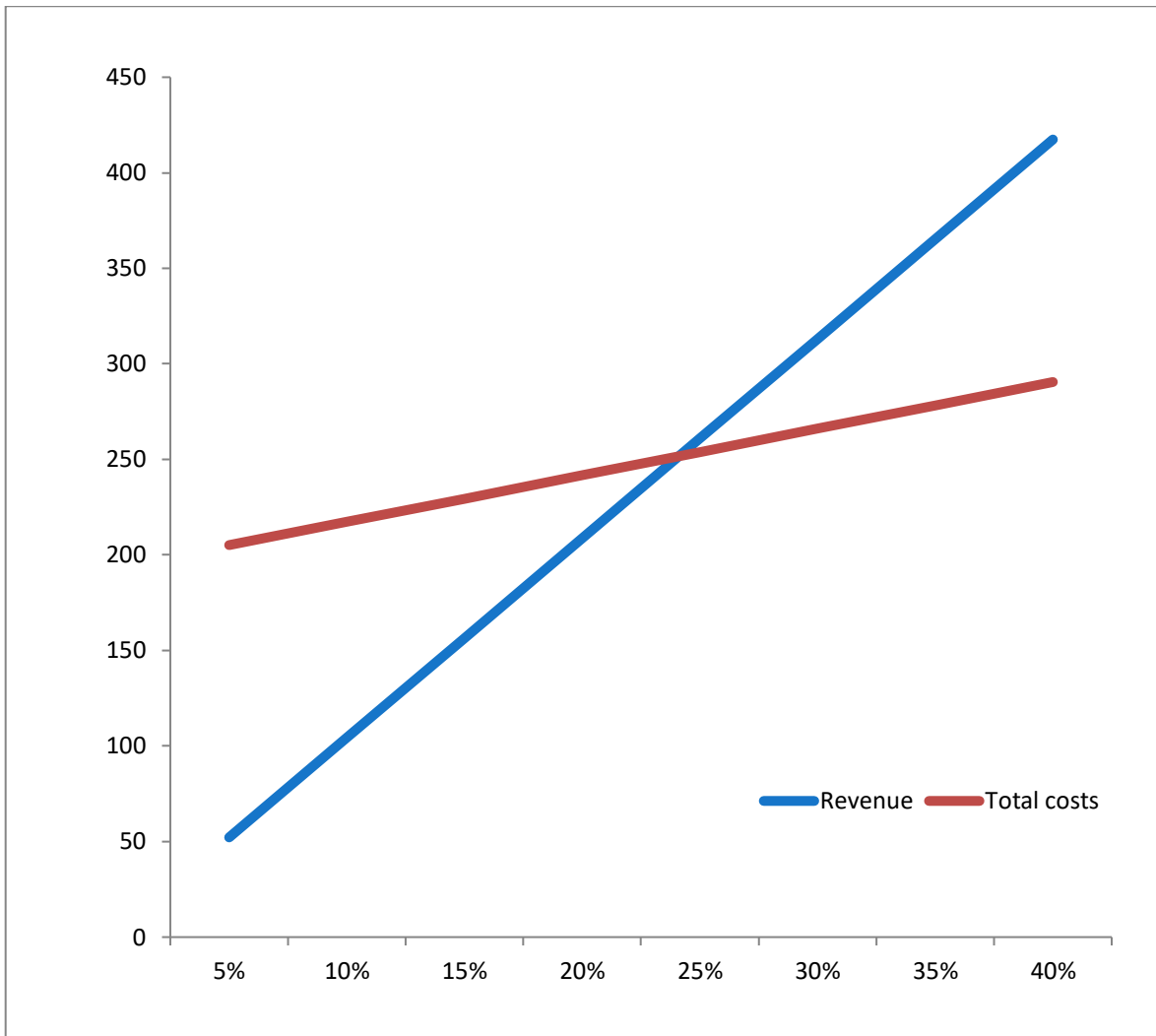
Break-even point is the minimum level of production or other economic activity, in which the amount of the revenue, which is generated from the sale of a products and services, equals the cost of production and handling of these products. To get a profit, the company's must produce a quantity of the products which excesses an amount corresponding to the breakeven point. If the volume is below the corresponding to this point, the activity becomes unprofitable.

Calculation of the breakeven point was conducted for this project, it is presented in the table below.

**Break-eve
point, thousand
\$**

Initial value	Step							
10,0%	5,0%							
Percent of loadin	10%	15%	20%	25%	30%	35%	40%	45%
Revenue	97	146	195	243	292	341	389	438
Variable costs	24	36	48	60	72	85	97	109
Fixed costs	193	193	193	193	193	193	193	193
Total costs	217	229	241	253	265	277	290	302
Profit / Loss	-120	-83	-47	-10	27	63	100	136

As it can be seen on the graph below, crossing of total costs and revenue is the break-even point. For this project it is 25% from the maximum amount of revenue.



Section 6. Preliminary business valuation (Gordon model)

The value of the business is calculated as the sum of discounted cash flows for the forecast period and the enterprise value in the post-forecast period (terminal value) discounted at the analysis date, as well as assets (and liabilities) whose cost was not taken into account when forecasting cash flow.

This calculation scenario is a classic when calculating the value of the enterprise. The calculation is based on the premise of ongoing business after the end of the forecast period, which usually leads to a higher terminal value. However, such a calculation scenario requires that capital investments in the maintenance of Fixed Assets and Intangible Assets be taken into account during the forecast period in order for the enterprise to be able to continue to function as an operating business upon its completion.

When calculating the value in the post-forecast period, it is assumed that the activity will stabilize in the last three years of the forecast period.

The terminal value of the enterprise in the post-forecast is calculated using the modified Gordon formula:

$$FV = \frac{CF_{n+1} \times \left[1 - \frac{(1+g)^n}{(1+R)^n} \right]}{R - g},$$

FV – the value of the enterprise in the post-forecast period,
 CF_{n+1} – cash flow in the first year of the post-forecast period,
 R – is the discount rate,
 g – the expected growth rate of the cash flow in the post-forecast period,
 n – is the number of years in the post-forecast period.

The growth rate in the long term is justified by the fact that it corresponds to the inflation index in the last year of the forecast period.

The post-forecast cash flow is defined as the cash flow of the last year of the forecast period, accumulated by the value of the long-term growth rate.

The calculation of the terminal value is given in the table below, the value of the company after 10 years of operation of the portal will be \$ **6,119 thousand**.

Terminal value of the company (Gordon Model)	UM	Value
Growth rate in the post-forecast period	%	10,0%
The number of years in the post-forecast period	years	5
Cash flow in the last forecast period	thousand \$	1 071
Cash flow in the first post-forecast period	thousand \$	1 178
The discount rate in the post-forecast period	%	15%
Terminal value of the company	thousand \$	4 746
Total company value (discounted cash flow method)	thousand \$	6 119

Thus, for each invested \$ 1 in the project, the investor will receive in 10 years \$ 8.22 (multiply his capital more than 8 times, taking into account the depreciation of the US dollar).

This forecast does not reflect the possible increase in the cost of the token, but confirms the uptrend. Taking into account the limited emission of tokens and planned burning, as well as the characteristics of the cryptomarket, the cost of the token can show exponential growth.