

## The Idea

Nocturus is a blockchain-based hotel booking system. We provide an open and secure marketplace for hotels to list their room inventories and for customers, travel agents and resellers to search those inventories and book rooms.

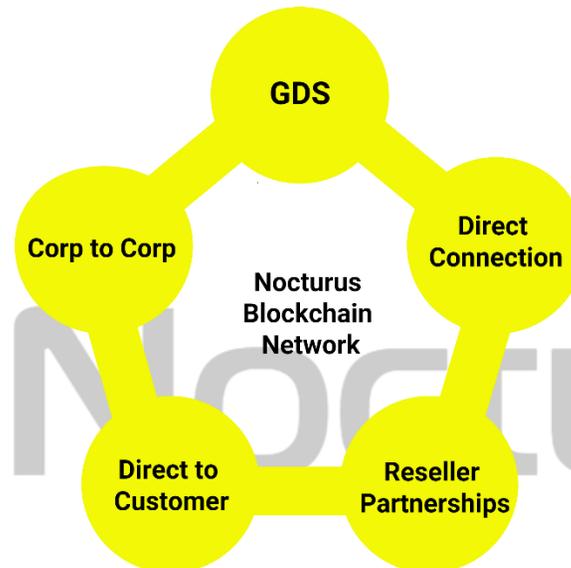
Don't these kinds of systems exist? Why do we need a new one?

Well, there are similar systems to what we're proposing. They're called the Global Distribution Systems (GDS) and they use their middleman position to charge enormous fees. Fees for listings, fees for searching, fees for booking. There's a fee for everything. Worse than this, integrating with them is both expensive and difficult, making it hard for new companies to enter the booking business.

To fight the GDS system and fees, hotels have developed alternate sales channels such as direct contracts with major business travel customers (corp-to-corp), direct connections to major online travel agents, direct to customer sales, or partnerships with resellers. But these types of deals require separate contracts for each new partner which limits them to only the largest chains, and hotel owners rarely have the bargaining power to negotiate fair commissions.

What this all boils down to in the end is enormous distribution costs for hotels. Between 20 and 50 percent of the cost of a hotel room is fees or commissions, depending on the channel.

## The Business Model



Our solution is simple: we will replace all these channels with a unified blockchain based solution than any hotel can use. Legal contracts will be replaced by smart contracts, enforced in code, that any hotel or partner can use without the need for negotiations. And the only fee will be a small 2% flat fee on bookings.

The savings will be enormous. In just the US market our system will save hotels **7.5 billion**

**dollars a year in GDS booking fees alone**, not even counting listing, searching, or all the other GDS fees. At the same it would generate **2.2 billion dollars of revenue for Nocturus**.

On top of this direct savings, we expect our software will further reduce commissions paid to resellers by reducing the barriers to entry to the market and enabling small innovative players to price compete with the larger resellers.

What we plan to build:

1. **GDS** – a free to list, free to search middleware that any hotel or travel agency can use.
2. **Direct Connections** – smart contracts to allow hotels to offer special rates to high volume travel agencies
3. **Reseller Partnerships** – smart contracts to allow hotels to offer special sale terms such as group discounts
4. **Corp-to-Corp** – smart contracts to allow corporations to make business travel arrangements with chains or individual hotels
5. **Direct to Customer** – allows customers to book directly from the hotel, via our Android and iOS apps or hotel websites

## The Team

One of the key differences between Nocturus and other blockchain companies is our founding team. We recognize that the hotel industry isn't Microsoft. You need more than just a bunch of tech guys. You need someone who understands the industry and can work with hotel partners as a peer.

That's why our CEO, Eric Reynolds, has over 25 years' experience in the hospitality and positions ranging from General Manager to corporate level management, Eric knows the hotel industry. Before co-founding Nocturus, Eric was in charge of hotel performance and revenue growth in the Central and South American region for Intercontinental Hotel Group, the largest hotel group in the world.

Of course, you also need technical expertise, which is why our second founder is Dr. Charles Fleming an Associate Professor of Computer Science at XJTLU in Suzhou, China with Ph.D. in Computer Science from UCLA and twenty years of experience with tech startups, both in the US and China.

We have many other talented team members. You can see the rest on our website at:

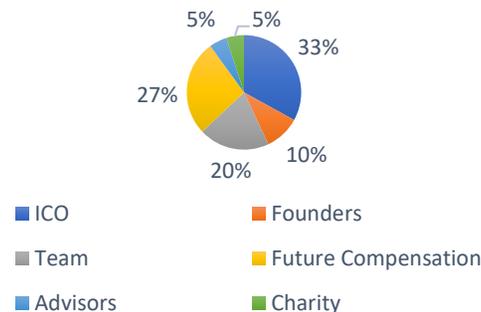
<https://www.nocturus.com/#team>

## The Token

Hotels or online travel agents will need to own an amount of our Noct Tokens proportional to the dollar value of the transactions they want to make, in order to list or make bookings on our system. We are releasing a fixed number of tokens, and no new tokens will ever be created. Thus, as new hotels or agencies join the system, they will need to purchase sufficient tokens from existing token owners via token exchanges.

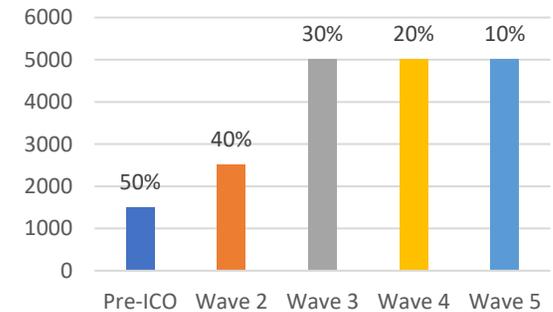
In order to fund the continued development of our software, we are selling a percentage of the tokens now. Team and founder tokens will vest over a 4-year period, to insure continuity and commitment to the company.

### Token Distribution



## Token price

1 Ether = 138947 Noct Tokens + Wave Bonus



## The Partners

Our hotel industry experience gives us strong advantage in that we have a large number of existing contacts and connections to potential business partners. Our US pilot program will start in August 2018, and we have commitments from both the Doubletree (Hilton) and Ritz-Carlton (Marriott) to deploy our pilot in select hotels, starting in the Florida region. While our Chinese pilot is further out, we have already signed up the Suzhou Renaissance Hotel (Marriott) to participate. We're working hard to develop relationships and are announcing new partnerships every week. Check our full partner list at <https://www.nocturus.com/#partners>.