



## **Light Paper v1.0 - June 2018**

We are a platform that allows you to book curated trips in minutes. We bridge the gap between the decentralised, traditional and sharing economies. You can book with your voice, use digital currencies and earn rewards.

[www.please.com](http://www.please.com)

Investors & Partners Contact:

Romain Barissat, CEO

[romainbarissat@please.com](mailto:romainbarissat@please.com) or join our [Telegram community](#)

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## The Problem

The sharing economy took the **\$2.5 trillion travel industry** by storm: AirBnB has more rooms than the world's top five hotel brands put together. But beyond accommodations, travel hasn't gotten into the sharing economy mode, it's still supplier-centric, driven by "who is providing the service" instead of "who is buying the service".

Truly customer-centric services are very tough to design and change is not easy, especially in an industry with highly siloed services and processes.

A traveler looking to book a complete trip can do so relatively easily with a travel agent or one of its resellers but there are some major trade-offs:

- A trip only contains services inherited from the classic side of the industry like hotels, restaurants and activities organised by businesses. Trips like these very rarely include services from the sharing economy.
- Services contained in a trip may not be the best quality for the price, instead they are likely to be chosen among business partners offering the best commission to a travel agent.
- A considerable premium is applied to the overall price of a trip so that a travel agent and each level of reseller can take a commission fee.
- A trip is designed as a "one-size fits all" and customisation is usually limited.
- Travel agent designed trips do not give the "Live Like a Local" experience that people are looking for.

As a result, travellers, end up **spending 30 hours on research** on average, before they finally book a trip.

***Booking a trip is just as time consuming today  
as it was fifteen years ago***

# Our Solution

Please.com is a new generation travel platform with a unique approach that fundamentally changes the way people book their travel, saving them time and money, and giving them more control and a more customised experience, while opening the travel industry to the sharing economy.

## **Our approach Includes:**

- A range of comprehensive, pre-designed, customisable trips created by our users **with local knowledge of the intended destination**. Trips are suggested based on the **traveler's interests or occasion for traveling**.
- A range of services including **both sides of the travel industry** such as hotels & home rentals, restaurants & amateur chefs, professional tour organisers & local hobbyists, taxis & local drivers. Services can be organised into trips or booked separately.
- A **voice** feature to allow travelers to find trips with a voice command or a single click.
- A cryptocurrency-based model to **reward active users** of the platform.
- **1-click smart contract deployment on multiple blockchains** thanks to our hybrid architecture.

## **Examples of the types of trips include:**

- A romantic weekend in Paris
- A birthday in New York
- A girls' getaway week in London
- A chocolate lover's tour of Switzerland

An entire trip, with all its accommodation, transportation, activities and meals can be planned, booked and paid for ahead of time, without the hours of agonizing research and scouring multiple websites. This allows the traveller to relax and enjoy their trip, because all the decisions are already made, and everything is already planned.

***Please.com takes the time, research and pain out of booking an amazing, memorable trip by using local knowledge to integrate the disconnected elements of booking travel***

Please.com is a **hybrid platform** that supports both centralised and decentralised computing, allowing us to prosper in today's centralised environment, and to transition seamlessly as the world moves to a fully decentralised model.



## Competition

While there are several trip booking sites that appear to be similar to Please.com, they are all variations of the old do-it-yourself model. That is, the user still has to spend time looking at options, making choices, and then individually booking the different elements of his trip. These sites offer itineraries in varying degrees of completeness - none are 100% - but these itineraries are created by the platforms, not by knowledgeable locals. All the trip elements are pulled from the booking sites and tour services that are the partners of the platforms. So the traveler is getting an itinerary designed to make the most money for the site, not to give the traveler the best experience.

In contrast, Please.com gives travelers complete itineraries based on local users or avid travelers' direct knowledge that can be booked under three minutes or easily customised.

**Please.com offers a comprehensive travel service, that is not available on any other travel booking site.**

It is possible that a major travel booking site could pivot into user-created trips, but it's not likely since they already have about 60% of online booking traffic, and so have little to gain. The possible exception is Airbnb which is trying to expand from just offering rooms to offering other services, like restaurant reservations and local experiences. But Airbnb has a number of issues that make adding complete trips very difficult for them, from their reputation to the limited types of accommodation they offer.

## Tokenomics

Please tokens, known as PLS, are used throughout the site **to reward and incentivise** the actors of our ecosystem, including travellers and service providers. PLS can be used to pay for trips, and can be traded on cryptocurrency exchanges for other crypto/fiat currencies.

For most users who are not cryptocurrency savvy, PLS tokens are represented on Please.com as “points”, like airline frequent flyer miles, that users accumulate and can use on the site.

A fee of 5% of the value of each transaction must be paid in PLS. If a user doesn't have PLS in his account, we will purchase them on his behalf, transparently, **at market price, on a cryptocurrency exchange.**

***We create organic demand for PLS within Please.com and that demand grows as the platform grows***

## Team

### **Romain Barissat - CEO ([Linkedin](#))**



Romain's career spans for over 15 years in the digital space where he quickly progressed through many roles ranging from engineering to marketing. Prior to starting Please.com, Romain worked with various top-tier enterprises including the likes of American Express, Technicolor, Blackberry, Sony Playstation, Atos, and helped with their digital marketing, social media and digital transformation.

### **Vladimir Kokovic - CTO ([Linkedin](#))**



Vlad has over 11 years experience in managing and developing various technologies. He got involved with blockchain in 2015 and immediately immersed himself into the technology. Vlad founded CoinView, a platform that thrives by solving the cryptocurrency tracking problems for high-frequency traders. He greatly appreciates the open source community, where his contributions can be traced as far back as 2007.

### **Kristi Brown, Marketing Director ([Linkedin](#))**



Kristi has over 15 years of marketing and communication experience, which includes leading team for well-known companies like The Disney Companies, MGM Grand and Living Social. Prior to joining the Please.com team, Kristi founded a boutique digital marketing agency, which she grew to just under \$4 million in revenue in 4 years.

## Sarper Horata - Product Manager ([LinkedIn](#))



Sarper is a travel industry veteran and takes care of product development at Please.com. His 10 years of product management includes working with reputable and successful companies such as HotelsPro and The Coca-Cola Company. This experience has taught him exactly how to make Please.com a rockstar product.

## Jaydeep Solanki - Full-Stack Engineer ([LinkedIn](#))



Jaydeep brings 5 years of development experience and his vast Node.js and Cloud knowledge to Please.com team. He achieved early success as he was selected for Google Summer of Code program in college and was also the 2nd place winner in Google's Cloud Developer Challenge.

## Anna Krol - Community Manager ([LinkedIn](#))



Anna is a community and social media specialist with 6 years of experience. She's led communications for various companies in travel and blockchain industries. Anna believes having a constant dialogue and keeping your followers interested is key to building a larger community and loyal fans.

## Anupam Varshney - Content Marketing Strategist ([LinkedIn](#))



Anupam is a content marketing strategist. His career spans just over 5 years and includes working for Blockchain-centered companies like IBC (International Blockchain Consulting). He's also assisted several ICOs in raising funds (private and public). Before joining Please.com he co-founded BitcoinPrice.com, a site where Bitcoin price is compared with traditional assets like Gold and Silver.

## Olivier Ducroux - Full-Stack Engineer ([Linkedin](#))



Olivier is a self-taught full stack developer. He's profoundly skilled in C, Python, React js, Wit.ai, Angular js, Python, Java, Scala and the list goes on. Whether it be front-end or back-end, he's successfully donned many hats as a developer in his decade long development career.

## Denis Zabelin - UX Designer ([Linkedin](#))



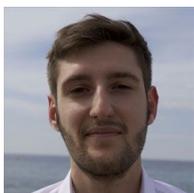
With 5 years of experience, Denis successfully analyses user behaviour to decide how to build successful UX processes and stunning designs. His expertise lies in scaling the products' user interface with the help of key metrics like user success and engagement rates.

## Nicolas Girardot - Solidity Developer ([Linkedin](#))



Nicolas is a Solidity developer with more than 4 years of experience in Android and Java. He had the opportunity to be part of a team that built a VR bike game that was displayed during an exhibition at the National Museum of Sports in Nice, France.

## Antoine Garcia - Full-Stack Engineer ([Linkedin](#))



Antoine has three year experience as an developer with skills and knowledge in various technologies including Solidity, Swift 2/3, C, C++, and C#. His high performance and unparalleled work ethic makes him stand out as a developer.

## Partners

Please.com is in discussions with many different partners, including a range of service providers to make their services available on the platform for inclusion by users into their trips, including hotels, restaurants, attractions, event promoters, and so on. These providers give Please.com direct access to their booking platforms, as well as marketing support.

Please.com works with the users (Trip Creators) who create Please Trips, and with the Service Providers, like hotels and restaurants, whose services are the building blocks of a Please Trip, including:

- Hotels, B&Bs, booking and sharing platforms like Hotels.com and Couchsurfing
- Taxi companies and ride sharing platforms like Lyft and BlaBlaCar
- Restaurant booking platforms, restaurant chains, local restaurants, bars, amateur chefs communities
- National attraction chains like Universal, Disney World, local attractions
- Major events, national and international sports championships, event promoters
- Ticket sales platforms like Studhub, GETMEIN!
- Guide book publishers and guide communities
- Channel Managers
- And many others...

# Roadmap

- July 2017 - The idea
- September 2017 - February 2018 - PoT (Proof of Technology) Development
- March 2018 - Begin MVP (Minimum Viable Product) Development
- June 2018 - Raise awareness about the project
- July 2018 - Private investment round
- July 2018 - Partnerships development
- Fall 2018 - “Trips” launch
- Winter 2018/2019 - “Ethereum” launch
- Summer 2019 - “EOS” launch
- Fall 2019 - Big launch with events for Christmas holiday season
- Fall 2020 - Addition of Transport services

## Final Notes

We are launching with a unique solution for the travel industry, but the ultimate goal of the Please.com platform is to become a major decentralised marketplace for the services industry.

Our vision is to become the “Amazon” of services in a decentralised future, in which voice, cryptocurrencies and smart contracts are the de facto technologies.

Please’s strategy is to build a platform that can not only survive whatever changes come in the future but thrive with them.

While no one can predict the future, we can look at emerging trends and prepare to work with them. The reason so many companies and industries are prone to Creative Destruction<sup>1</sup> and eventually become irrelevant and fail, is that they become static and are not open to what’s new and changing.

Recognizing this, Please.com is built in a very different way. From the beginning, Please has been designed around flexible, hybrid models, integrating centralised and decentralised computing, fiat and crypto currencies, closed and open source development, so that it can change and grow as technology, consumers, and business models evolve.

While we believe that the world is moving toward a decentralised model as described throughout our strategy, Please.com has in its DNA everything it needs to succeed and thrive under a different business model if things evolve in a different direction.

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<sup>1</sup> Investopedia, What is “Creative Destruction” <https://pls.cm/4e87c750>