





What is Pally	03
ICO	04
PAL Token	05
ICO Dates	06
Token Distribution	07
The Pally Ecosystem	08
Pally Social	09
Pally Adventures	10
Traction	11
Timeline	12
Market Context	13
First Mover Advantage	14
Opportunities Ahead	15
Contact	16



## Decentralised **Social** Travel

Pally is a community and ecosystem that enables its members to have authentic travel experiences

The Pally ecosystem is comprised of Pally Social, an iOS application available in beta on the Apple App Store which connects travellers with like-minded locals in new cities, and Pally Adventures, a community marketplace where visitors can immerse themselves in new cities through unique experiences curated by local hosts



Pally has decided to crowd-fund via an initial coin offering (ICO) and thereby provide an opportunity to our community to become an invested part of the platform and contribute to the further development of our decentralised ecosystem

The Pally ICO will be held at <https://www.pally.co>. The official offering will commence on October 15<sup>th</sup> 2017 and run until November 13<sup>th</sup> 2017 with 50 million PAL Tokens on offer

There will be a pre-sale running from August 25<sup>th</sup> till September 15<sup>th</sup> where 10 million PAL tokens will be on sale. Unpurchased tokens at the end of the ICO will enter the Pally Community Reserve Fund

\*starts at 12:00 am CET, ends at 11:59 pm CET



# PallyCoin

Token Name	PallyCoin
Token Abbreviation	PAL
Tokens Available	100,000,000 (100 million)
Minimum Tokens per user	0.1 ETH
Accepted Cryptocurrencies	ETH



# 1

## Pre-Launch Offering (Aug 2017)

Pally's pre-sale target of 10 million PallyCoins against \$250,000 was hit in 11 minutes on August 25<sup>th</sup>.

Proceedings will go towards further development of Pally's decentralised applications and global marketing ahead of the ICO

# 2

## ICO Token Launch (Oct & Nov 2017)

Our official ICO round will have 50 million PAL tokens for sale. The price-points through the coin offering will be:

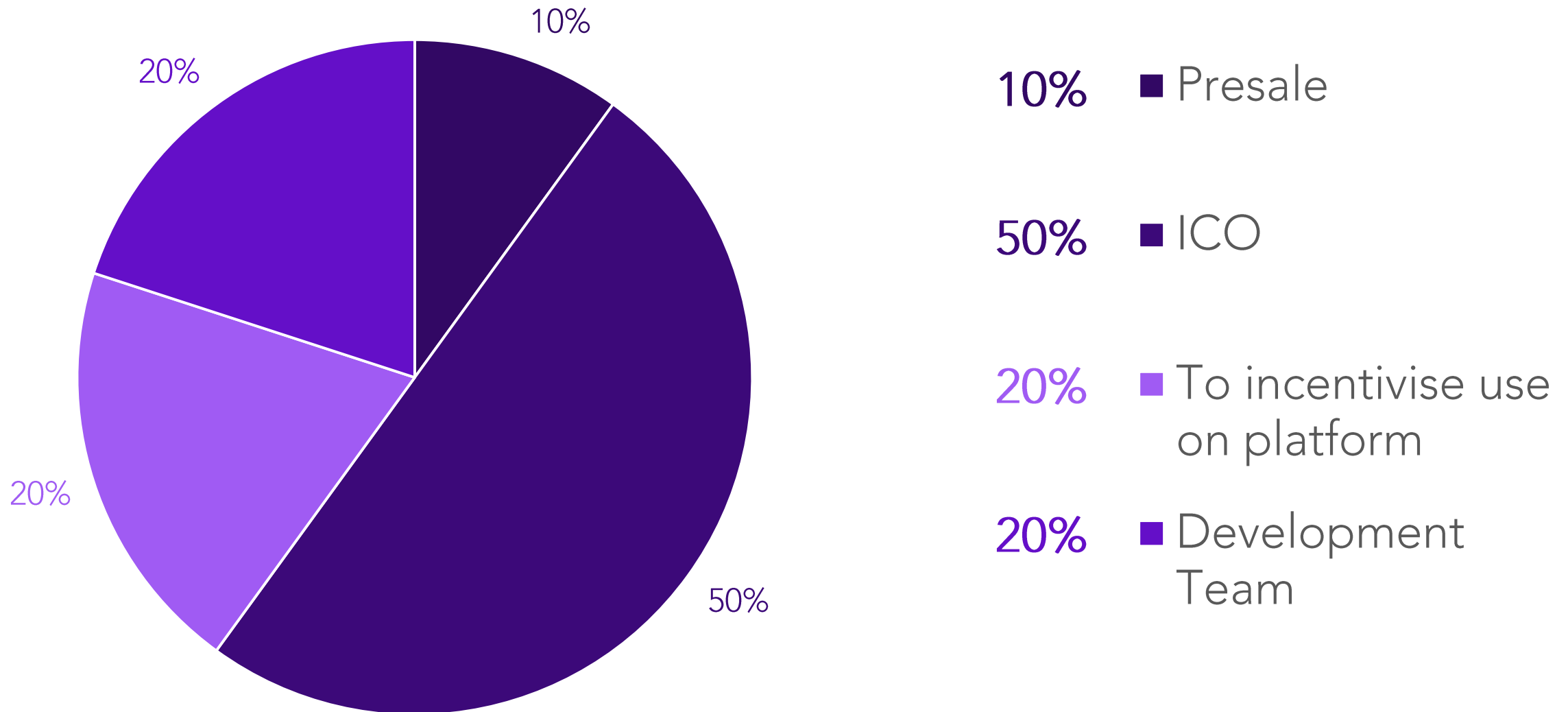
Tier 1: 1 PAL = \$0.075 (12.5 million tokens)

Tier 2: 1 PAL = \$0.080 (12.5 million tokens)

Tier 3: 1 PAL = \$0.090 (12.5 million tokens)

Tier 4: 1 PAL = \$0.100 (12.5 million tokens)

The ICO Token Launch will be available for 28 days in October and November 2017 or until the cap is reached





## Introducing a community token within our ecosystem will allow for a deeper level of **integration** between Pally Social and Pally Adventures

A community token will allow us provide direction to the currency and to transfer tokens from the Pally Reserve Fund into users' hands based on stakeholders' efforts

It allows a higher degree of user autonomy than centralised travel platforms do, placing users' needs higher than profitability

It makes it possible to reward Pally miners who bring in new hosts to the ecosystem through a community-driven commodity





Pally Social enables travellers who are visiting new cities to connect with locals of the given city, as well as with other travellers who are exploring the same place. Thus far, Pally Social has received significant public attention with a rapidly growing community of over 25,000 who engage across digital channels



## Pally Social User Benefits

Any conversation with over 10 sent messages will automatically result in free PAL tokens being released into the local's wallet

For any meet-up that a Pally Social Local is a part of, he/she will receive PAL tokens, credited to his/her wallet once the meet up is completed and confirmed by the visiting part



The Pally Adventures marketplace will revolutionise how Millennials explore new cities on a budget. Experiences are hosted by a selection of local hosts with interesting passions in the city they host their experience and who enjoy meeting new people. Visitors are able to access these experiences through our Progressive Web Application and can exchange and pay with PAL tokens



*One of the current experiences available on Pally Adventures*

## Pally Adventure User Benefits

Hosting adventures and receiving direct payment from visitors

Adventure hosts will have the opportunity to earn more tokens the more popular their adventures are.

Every 6 months, the Pally community will nominate the period's highest rated adventure hosts through additional PAL tokens



Pally Community Size

+25,000

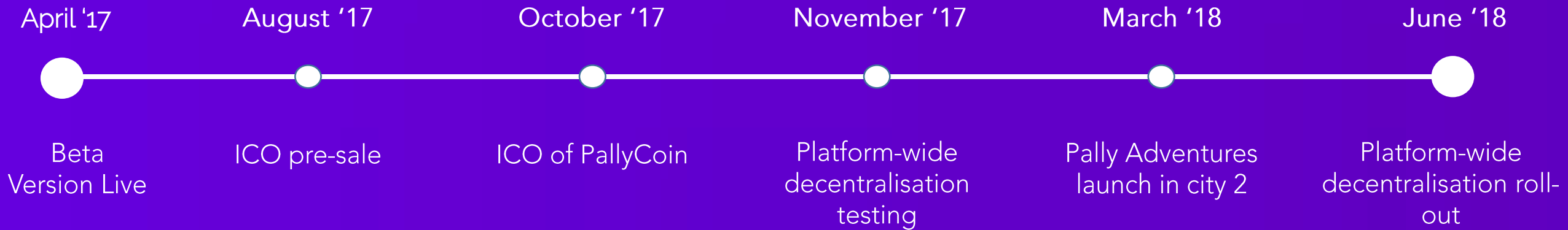
...and rapidly growing

Global expansion – Pally already has a community of thousands of users across **5 continents**: Africa, Europe, North America, South America and Asia





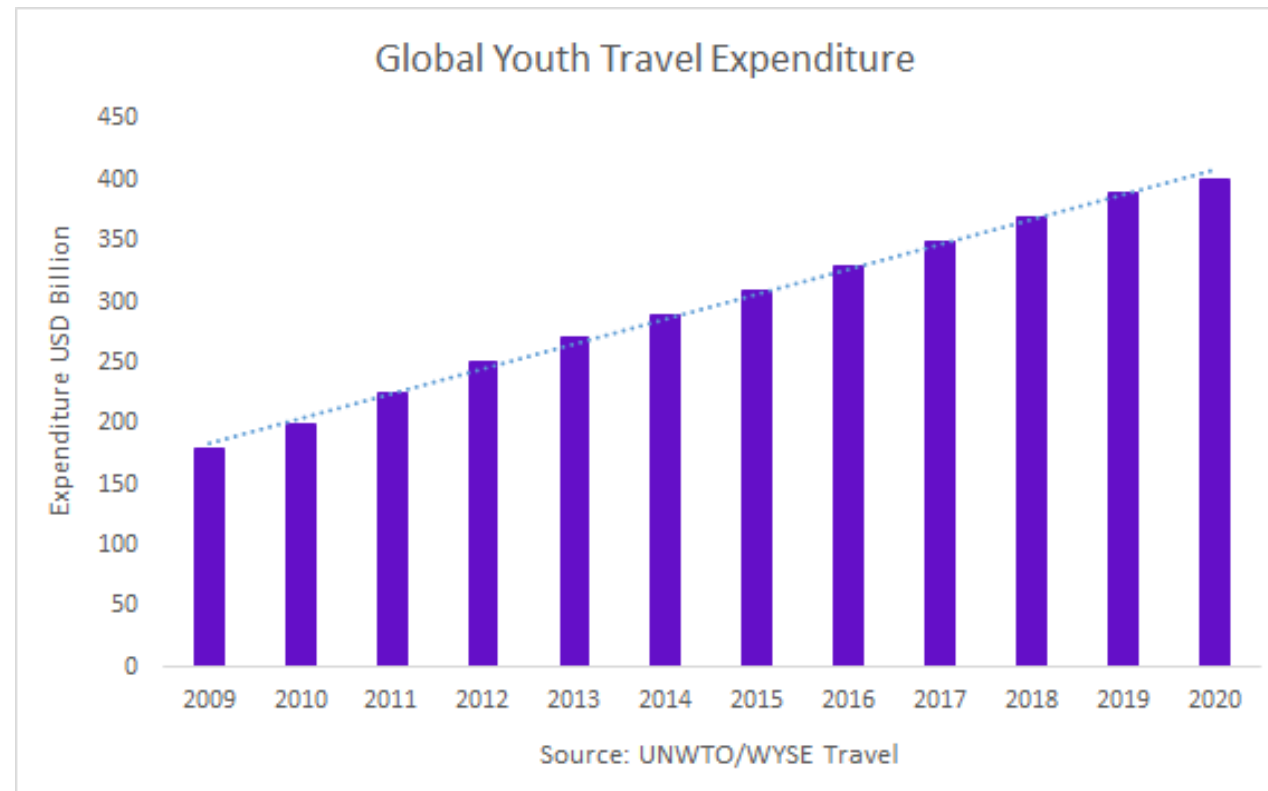
# Pally's major milestones





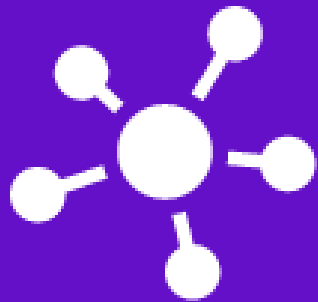
Over **60%** of Millennial travellers desire social interactions with local people in a similar age bracket, a marked difference from older generations

The average millennial is now taking 4.2 trips a year, which is 30% more than their parents. By 2020, there will be around **370M** youth travellers, accounting for 25% of all international travellers





Centralised players take a large cut of every transaction, in turn resulting in much higher end-user prices, meaning that the margins benefit a third party who does not play a direct role in the experience



There is no incentive and no direct involvement for the user base and the public to help improve the platform on centralised systems

Tight control on supply and pricing of experiences in order to sustain high revenues. The centralised model incentivises expensive and provider-centric experiences as opposed to affordable experiences that focus on quality and on the community





There is a market of **370 million** travelling Millennials to be captured - Pally is up for the challenge

First-mover advantage for decentralised social travel platforms which we plan to leverage to establish ourselves with a **dominant market position** in the travel experience space

# Pally – Decentralised Social Travel.

Join the hype!

[www.pally.co](http://www.pally.co)

General inquiries:

[info@pallyapp.co](mailto:info@pallyapp.co)

Press inquiries:

[press@pallyapp.co](mailto:press@pallyapp.co)



