



**Decentralized Booking Engine
Runs in the BlockChain**

1.Executive Summary

We are in the business of designing and building a decentralized open source booking environment for hotels (the decentralized HEC Ledger).

HotEngine will be one of the first systems whereby people who need to connect to each other, such as end customers or even hotel owners can do so without paying any commission. We will not only stop there, we will also create a HotEngine.co which will be amongst the first applications that will connect with a decentralized blockchain (The HotEngine white label booking agency, HotEngine Booking Engine and HotEngine channel manager, and that's in the beginning); which will hold the HEC booking ledger which is the core of the engine.

The applications that we all know today, are taking fees and commissions from either the end customers or hotel owners (Booking.com, AirBnB, Expedia, hotels etc.). We will ensure that all transactional parameters made on our platform will be decentralized on the Ethereum BlockChain thereby eliminating the need for the middleman, and ensuring a better deal for all participants while guaranteeing maximum transparency and security throughout the deal.

Hotel owner: An easy to use interface and the simplest tools to install will be created which will allow participants to edit their listings in the decentralized HotEngine Ledger (HEC Ledger). This will be for both web and mobile clients. Simple solutions that will enable you to transfer listings from other platforms have been created for your comfort. We have not forgotten the older payment methods (credit cards, Paypal), they will be supported due to the system having built-in algorithms that will at the touch of a button convert external currencies into HEC utility tokens. A simple to use free booking engine will be at your service with no commission and a simple installation with a click of a button.

We will provide an environment for maximum seamless interaction between the HotEngine.co API and the decentralized HEC Ledger which is safe and has the power to compete within the \$500 billion accommodation sector.

Customers: Our purpose has been to design and implement a system which provides a comfortable hotel showroom which is focused on the end user. The overall experience will allow our users to browse through the listings using mobile and web applications, with ZERO commission. Our HEC Ledger will display the lowest rates and this is only possible when the two sides meet in the middle, the end customer and hotel owner deal directly with each other. Users will also be able earn points as real HEC tokens that can be spent in hotels and crypto-exchanges.

The people who do the least work take the maximum profits, by cutting out the middleman; the HEC Ledger as a decentralized solution brings these savings back to you. HotEngine.co will be the first booking agency that is open to anyone and will be serving as a white label hotel booking agency which will only increase the value of the HEC token. We honestly feel that with your support we can change the industry.

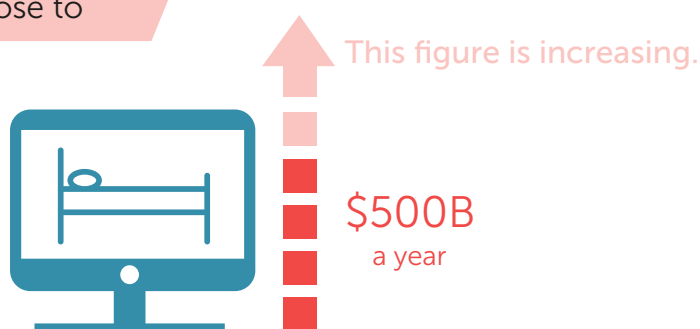
Humanity: This system is open-sourced and anyone who wants to use it can. HotEngines site and the app will be one of the first end-user applications on top of this blockchain platform.

2.Introduction

Crypto-currencies are in their infancy and the technology to support it, BlockChain opens up a world of various other areas where this technology can be applied and by applying it into this sector we can eliminate the unnecessary cost and cut out the middle-man, giving the savings back to you. The first integrated marketplace that uses a decentralized HEC Ledger, HotEngine.co will be a world leader with a ZERO commission policy in the accommodation and hotel booking.

Just to try and put into perspective how big this market is:

Total world hotel revenue is close to



The world of crypto currency is a yet unproven technology fraught with danger but as each passing day goes by the market is expanding, and new players and technologies are moving into the market.

The imbalance between the complexity of the technical aspects of the project and the actual business use of the services are the sole reason we have waited until the market is ready to accept this technology and that businesses will be in a position to adopt this technology.

Our goal was to launch a decentralize booking engine in combination with a user-friendly white label hotel booking agency which is fully integrated into the HotEngine and anyone will be able to use the engine and market their rebranded products to gain value of the HEC token.

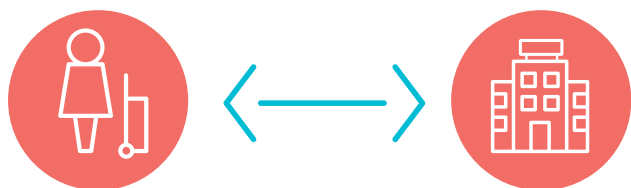
HotEngine's aim is to implement its promise to give the best deals to both the end customers and hotel owners and eliminate the unnecessary middle man. The best deal for everyone at the best possible price in a secure and safe environment.

By utilizing blockchain technology and by integrating this technology with the HotEngine booking agency and white label solutions we or our affiliated partners will compete with the market leaders. We will bridge the gap that exists in current technologies and improve an established business model.

Of course we will not cut out legacy payment methods, only improve and add to them at no cost to the end users and hotel owners.

3.The Decentralized HotEngine

The decentralized HotEngine is the core that controls the relationship between customers and hotel owners.



It has built-in rules and its operations are governed by what we refer to as smart contracts. These will be enabled within the Ethereum Virtual Machine.

The HEC Ledger keeps a record of all transactions and regulates the interaction between client and hotel through the use of smart triggers.

The HEC Ledger will run with the native HEC token and any application that wishes to do so can connect to the engine. Additional services such as payment methods can be used and converted into HEC at booking time.

These are a few of the operations the HEC Ledger will oversee:

- Booking placement
- Booking confirmation
- Deposit holding
- Deposit release
- Check-in
- Upgrade
- Dispute terms
- Deposit withhold

An internal algorithm will run and convert currencies or they can be integrated into external exchanges..

The more travel sites that connect to the HEC Engine the higher the adoption of the HEC token and therefore the higher its value will be.

From the paying customers perspective an entirely new front-end that is connected to the HEC Engine will be developed.

The combination of the HEC Ledger with a user friendly front-end is key to the success of this project.

The environment we create will be self-sufficient and not rely on external factors.

Anyone in the market who takes part in the sale of our tokens will be able to spend his/her HEC tokens.

The HotEngine booking agencies will regulate between the hotel and property owners to connect with the decentralized HEC Ledger. They can list their properties and HotEngine booking engine will be added to hotel owner's websites.

Why Blockchain Technology is critical for the success of this project.

The success of the venture depends entirely upon the use of blockchain technology.

User Support.

Speed and user-friendliness of the system combined with reliability

Information contained in the database (listings, content size and quality)

Price

The HEC engine will be viewed and accepted by participants as a "neutral environment", what is meant is that participants will trust it. It is an autonomous application favoring neither side.

The Decentralized HEC Ledger will be the backend:



All of this will be achieved through the use of software which has been programmed to handle the interaction between customer and property host. This relationship has been programmed to handle the complex relationship through its use of native utility token (HEC token).

In the HEC Ledger you have a complex tool through which applications have a functional backend providing a competitive accommodation service, and which they don't have to invest anything in. All they have to do is connect to the decentralized engine and accept the content.

Due to the uniqueness of each of the marketplace's, the shared decentralized data-

base and most importantly the HEC Ledger would grow continually. Each new white label booking agency or list that is added would be included into the database thereby into the decentralized blockchain.

If three different booking agency affiliate added 100 listings each in June, by the end of June, the HEC ledger would hold 300 listings. A newcomer would be added on top of these listings, an attractive prospect.

No integration and no cost would be necessary for the newcomer and from day 0 the newcomer would have built on what already has been listed.

The newcomers will add new properties and get what has already been added in return.

Furthermore the integration is done on a regional level, and the marketplaces can operate in different countries. A European based marketplace and an Asian based marketplace sharing the same database realize significant synergies because they share the same database.

This is only possible if the database is decentralized and autonomous, and if it is not controlled or censored by a central organization in any way.

A decentralized server takes away the risk, imagine server downtime (or other legal reasons) would affect all marketplaces, but the decentralized approach means only a small percentage of the total marketplaces are affected.

A shared accommodation database which is owned by everyone carries less risk as it does not belong to any one person, this is the key to DAO (Decentralized Autonomous Organization).

Look at the model we use and then take a look at the internet. There is a synonymous relationship in that the internet as it is a marketplace which people add content to, just like our model. There is no ownership. The value of the internet depends on the content and what you can achieve with it, like our model. The internet is a neutral environment owned by everyone. As is our model. The value of the internet would decline if there was a centralized dependency, applications and content would be censored. As in our case a decentralized approach increases the value of our model to anyone who participates, because it belongs to everybody.

The HEC Ledger is autonomous uncensored, guided by software rules and most importantly will not charge commission, which of course will lead to lower prices.

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Like the internet, you cannot shutdown this application, free access to all. This is the key to the decentralized HEC Ledger.

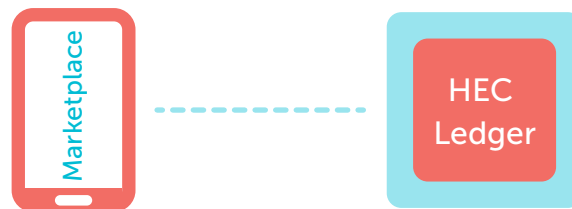
Reliability and speed of transactions are proven aspects of our approach. When you book through one of the other websites, you get confirmation after maybe 24H, because essentially the hotel owner has to check the hotel availability. He also checks the price, because very often there is disconnect between the website and hotels accommodation prices. Payment may take place 24H later, and you may have a problem with cashflow and payment issues may arise. You may be on route to the hotel, and when you get there realize that your booking had not been confirmed.

Blockchain technology takes care of these problems, they cannot occur, not matter there is a transactional delay the transaction will go through.

A combined decentralized booking engine that runs in the blockchain is the key to low prices and quality of service. The HEC Ledger offer unique unparalleled advantages.

4. HotEngine White Label Booking Agency

HotEngine.co's is a white label booking agency and a simple booking engine with a direct connection to the decentralized HEC Ledger.



20,5 cm

Blockchain technology will be the first independent platform which will allow customer and property owners to deal with each other on a zero commission basis, without any other fees.

Existing booking platforms all charge fees, or some sort of commission. The middlemen who are the payment processors end up getting a large fee. All listings and deal parameters on Blockchain will be decentralized on the Ethereum blockchain VM. All middlemen are therefore eliminated. This allows transparent and impartial transactions to take place.

Property owners will have access to an easy-to-use interface that easily allows them to edit or list their property on the Blockchain and will have a very simple booking engine that they will be able to add their website to without any commission. Simple and easy to use one step interfaces where listings from other platforms can be transferred and which supports currently used payment methods.

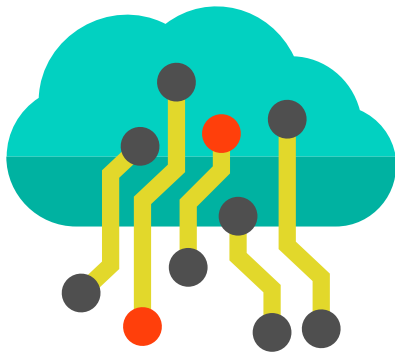
Customers will use both web and mobile apps and have a user-friendly interface in order to browse for a booking. Most importantly is that they can use the interface to initiate a transaction of the decentralized HEC Ledger.

We will ensure that the Hotengine.co is as user centric as can be allowed, because we want the user to get the maximum experience. With the lower rates and no commission we will ensure the user experience to be the best ever.

Why allow the middlemen to take 20%-30%? Rather, offer cheaper rates and give value back to the customer. Essentially the property owners are reducing their costs by 20%-30%, because there are no middlemen, and passing on that saving to the customer.

Blockchain gives power to the consumer by creating a link directly to the accommodation provider. This in turn allows the accommodation provider to lower costs and offer the best deal.

Business Model behind Blockchain



Our aim is to offer the free decentralized blockchain technology so that it can be more useful and reduce the cost by creating free tools to be used with it. We will ensure that our model will transform the current booking model business model into a totally free premium model. All the middlemen costs will be given back to the customer.

There may be some additional payments for extra services and comfort features but those will be selectable for the end customer based upon their needs. Our model will compete directly with the current OTA and will offer better services and costs.

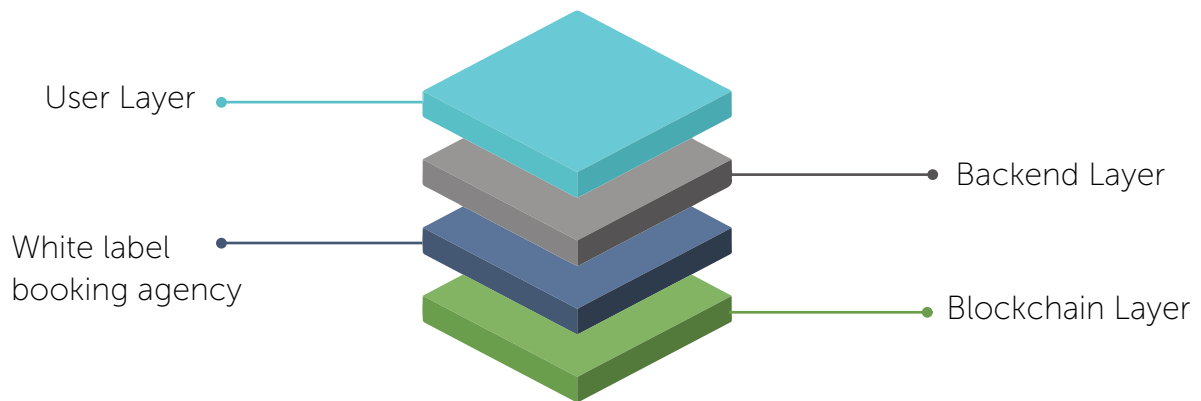
A property owner can list for free, when your property is booked you will get 100% of the money (except the minor validation fee paid to the miners), If you see fit you can pay a small amount for highlighting your listing, or to put your listing in a better position. Extra pictures can also be uploaded at an extra cost. Statistics and dashboards can be utilized to highlight your property and many more extra tools which will add value to your business will be at your service with an extra cost but the core booking engine will always be free of use.

However, paid features will enhance your property but not affect its rating and reviews. Our aim is to provide 100% free service, and optimize trade. Any money given for extra services will only seek to highlight a property. Our aim is fair trade and maximum cost of quality.

By offering these services at no cost, we stimulate the circulatory demand for the native HEC token.

All services will be payable in HEC tokens and you can purchase HEC tokens through conventional payment methods. You will always be using your HEC tokens to buy any premium features.

Blockchain consists of 4 layers:



1) User Layer - Mobile and web apps with for computers and smart phones available on different platforms.

2) Backend Layer - HotEngine will keep pictures and heavy data on a server, and the central backend will maintain a mirror database of the decentralized HEC ledger. All transaction will be executed in the blockchain as the use of the HEC ledger and self-executed smart contracts.

3) White label booking agency - HotEngine booking engine and HotEngine API so many more developers, companies and partners will be creating new applications using HotEngine on top of the blockchain technology.

4) Blockchain Layer - Through the use of Ethereum VM, Blockchain will keep a record of all transactions and listings (payment rules of all property deals). Open sourced and free to everyone. If more applications use it, the HEC token usage scope can also be widened.

We want to take the experience of the current hotengine.co booking agency and add value to it. We need to educate our customers and property owners on what to expect from a prime booking and listing service.

Using HTML5 website and having fluent and responsive design and also adding native applications for IOS and Android mobile devices and tablets. There will serve as the front end for the end user which will communicate with the back end centralized/decentralized Blockchain. Centralized HotEngine.co is based on Django framework, using python language for its operations.

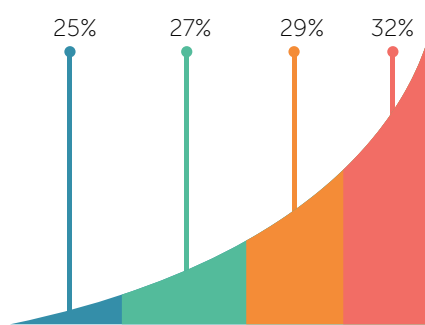
Decentralized HEC Ledger is based on the utilization of the power of Ethereum VM and smart contracts.

The technology we create will be a synergy of current and new technologies, but the focus is on providing an ecosystem that will encourage users to join and be free to the public.

Decentralized HEC Ledger is based on the utilization of the power of Ethereum VM and smart contracts.

4.The Competition

With the advent of the internet, booking sites took advantage of the new technology and created sites which charged commission to hotel owners and hotels. Hotel owners enjoyed the ability to market their property on a centralized site. Commission could be from 15% to 25% on an online centralized booking agency and up to 50% percent loss on offline global booking agencies. In addition a payment processor needs to be engaged to handle the transactions and they also take a commission. Of around 2%-4%. A payment processor is also necessary to handle the transaction and that can also take 2%-3% of the total cost.



What does this mean for the customer? Well it means that he will end up paying 25% or more for each transaction. Now of course they are providing a service, however in today's cost conscious world, a 25% saving is considerable.

You could book directly through the hotel, but the hotels have deals with booking sites whereby they must offer the rooms at the same rate as on the website. The hotels are not happy about this but they have no choice as the business brought from the website is considerable. Every time you book a room you are paying the middleman, 25% for doing what they do. The reason for this is that the company is internet savvy and knows how to use the internet as an advertising tool.

Even when you book at the hotel website the hotel still pays 2%-10% commissions to the booking engine they have on their website. HotEngine's booking engine is free to use and ZERO commissions :)

Companies have taken the role of middleman very seriously and have become monopolies, almost enslaving hotels to list with them. Today the largest booking website does not offer any payment processes, making the hotel and the client manage this, offering less to the hotel than ever before.

They get away with this because they are using internet technology from around 15 years ago, but all this is about to change.

The security of Blockchain technology is unquestionable. It uses shared ledger information via a peer-to-peer network and all the information is near instantly validated. The cost involved is negligible, unlike current client-server computing systems. Older client-server systems store information on many different computers. The current internet technology has not evolved for the last 10 years.

The great thing about Blockchain technology is that it will target the current accommodation and rental sector giants whose advertising and marketing campaigns which you pay for in the long run, will have to evolve and compete with our technology. The current model is not sustainable because it adds a huge cost to the end-user while providing very little service. The pricing strategy maintained is heavily criticized in Europe by consumer watchdogs, who question why such a markup is placed on the prices with so little value added service provided.

HotEngine.co offers what is missing in the industry, eg. Transparency. The transparency shown is what the end user requires. He sees exactly what he is going to purchase at the time of purchase and he is charged exactly what he agreed to immediately. There are not cynical hidden charges or special tactics to get an extra charge. You see what you like, you browse our service through a one-click optimization and make your selection. You select purchase and all that's required is for you to travel to your holiday destination and enjoy your holiday.

The network peer-to-peer nature of this technology must be exploited for everyone's advantage, it is the future, in a safe secure environment. Blockchain's unparalleled security will allow the holiday industry to flourish for the next 20 years, at a greatly reduced cost for everyone.

OTA (Online Travel Agencies) Sector



There is an important industry call the OTA (Online Travel Agency) which is composed of websites that allow consumers to search for any service in the travel industry, accommodation, rentals etc.

The customers use the companies' services to shop around, get special rates and packages, as they are an intermediary. Advertising forms a small part of this equation. The major difference between companies is how much they spend on advertising in order to differentiate themselves from their competitors. A few firms have the advantage with high revenue, high advertising.

The firms in the OTA are varied in size. Major companies own various branded websites. Booking.com is owned by Priceline that offer hotel bookings from commercial businesses, while Opentable is also owned by Priceline offers the end user the ability to make reservations via website or mobile applications. Most of the websites operate like metadata search engines by extracting prices and offers from their network.

Expedia owns 200 travel booking websites in about 75 countries. Its websites, which are primarily travel fare aggregators and travel metasearch engines, include Expedia.com, Hotels.com, Hotwire.com, Trivago, Venere.com, Travelocity, Orbitz, and HomeAway. Each website provider acts as a search engine allowing their specific data to be extracted for listings for that location. In addition Online advertising is also sold.

Revenue, 3 streams for revenue.



Agency Revenue

The prime target for HotEngine, one revenue source we hope to totally eliminate. The website offers no value added service, but essentially increases the cost 25%. The only value is in that the website connects the customer to the property owner. The website owners carry no costs.

HotEngine wishes to eliminate this service and provide the saving to the customer.

Merchant Revenue

In this case the costs are born by the website owner, the cost of transaction processing fees, booking engine fee etc. The website records the transactions. Priceline's Name Your Price falls into this category.

We aim to eliminate these as well, as Blockchain offers trust-worthy seamless transactions over a decentralized network.



Advertising Revenue

The companies display the advertising on their own websites, therefore the associated costs are not that high, unlike google ads etc. Every year the advertising revenue is growing with companies vying to grab market share by increasing their advertising budget. The industry actually benefits from the strong competition among travel providers.

What Blockchain aims to do is completely remove the first and partially remove the second revenue stream.

The reason for not totally removing the second revenue stream is that traditional payment methods have to be included in the equation because the adoption of crypto is in its creation phase. The third method will be transformed from a cost based to totally free. Only a small cost will be incurred when the lister requires additional services, in order to increase his exposure.

The General Trend in the Travel Services industry

The industry is growing, but has taken some hard knocks due to terrorism, short term political instability. If the total amount of bookings continues to increase, the fear of a slowdown will dissipate.

Passenger growth is on the increase and is expected to keep on an upward trend.

Chinese market is strong, and adding more properties in order to increase bookings.

The oil price has stabilized, and recent events in the Middle East have led to less fluctuations. This can only encourage the travel industry, low oil costs means lower ticket prices, or at the very least no price increases.

The online travel industry and the middle men money makers. In some countries where the largest booking agencies officially not in the market (booking.com and Turkey) are getting commissions from hotels where 15%-25% of the tax is paid as commission also. Its true hoteliers in Turkey and some other countries pay at least 15%-25% commission plus a further 15%-25% tax commission.

In 2015, 3 large Australian companies increased their commission rates from 12% to 15% at the same time. Generally standard commission rates from travel agents are 15%, one of these 3 mentioned Australian companies' commission rates is understood to be as much as 25%. In the worst cases, it is not uncommon to hear of 45% commission rates.

Just go on to social media forums and you will see that many hoteliers and property owners are complaining about the excessive commissions. But the OTA does not want you to hear about these practices. Another interesting fact is that these commission rates are applied before the addition additional online transactional charges by credit card companies.

These commissions that you are being charged are stealth charges. You have no idea that they are being applied, as you do not hear of them. The agreement between the OTA and the hotels is of such a nature that they are rewarded if they run a good business, but at the same time, have to pay the OTA more if they want to be promoted. In addition the hotels have to keep their star ratings positive with the help of the website operators. Essentially the hotel owners have become a franchise.

Even if a suggestion was made for a new technology, the payment processors would not be affected, they would still be there to take advantage of the customer.

No-one hears of or can see the hidden charges, and they are kept as secret as possible. The hotel does not know who booked the hotel from which website, therefore cannot predict future sales, and do not know how much commission was taken.

The reason for this is that the travel agent may have all the details about the guest and there payment information, but only supply the hotel the name of the guest. The travel agent may or may not supply the financial information to the hotel.

In some cases, using a specific payment method may actually cause you to be charged even more, punitive charges. You may be charged 5 euros more because you are not using the advertised payment method.

How Blockchain will assist in correcting these malpractices.

The large conglomerate websites prevent the hotels from advertising lower than their rate, through special agreements. This restricts the hotel for offering prices lower than on the website. Booking through the hotel or through the OTA related website, who gets the 25% commission rate?

It doesn't end there, though specially drafted commercial agreements, OTA affiliated websites cannot offer special or better deals, this is in complete conflict with global anti-monopoly laws.

Hotels are starting to fight back because they realize just how dangerous and harmful these practices are. Hilton offered a 'Stop Clicking Around' program, while even the Marriott offers a loyalty program for those who did not book via an OTA. Spending on advertising however comes at a cost. Attempting to make customers aware of these practices costs advertising money. OTA's spend a huge portion of their budget on advertising whereas hotels as little as 5% of their budget.

Recently in the EU, both the German and French tribunals ruled that clauses contained in websites run by the OTA giants were anti-competitive and prevented them from using certain 'best price' clauses.

Blockchain will offer 3 opportunities to the hotel owners:

Direct – Property owner gets the exact amount of money he wants at the moment of booking. No cancellation, no further guarantees pre-booked..

Cancellation option – Property owner can allow cancellation of booking and return funds. They can decide the percentage to return, and a deadline date. Conditions and HEC are kept in the Blockchain which guarantees 100% execution of rules for the property owner and the customer.

Deposit Guarantee – – If the owner is concerned about a possible breach of contract he can request an additional amount of HEC to kept as a deposit. The deposit will be released if there is no problem, again everything done on the Blockchain, in transparent transactions.



This model is a win for all parties. Blockchain will create a new standard of service in the industry.

By changing the standards and putting the commissions aside Blockchain will set the stage for at least 20% decrease in prices. This value will be offered to the consumer. Everyone wins.

5.The HEC Token

The tokensale of our HEC token sales will be launched on 01-05-2018

The HEC token is part and parcel of our ecosystem and gives both the client and the property owner access to the decentralized HEC Ledger. When you buy an HEC token you get full access to all the aspects of the decentralized booking environment.

It will be the key for booking hotels. The property owner accepts this form of crypto-currency payment and can withdraw it from the HotEngine.co or any other marketplace which is integrated with the decentralized HEC Ledger.

From a clients position, he never realizes that he has purchased any HEC tokens, because the built-in algorithms automatically converts external currencies into HEC tokens at the time of payment. Any use of other crypto-currencies may incur a 1%-3% cost. Over time we hope to integrate more functionality.

By launching HEC tokens and the HotEngine.co website and booking engine we hope to finally free the hotel owners from their predicament and allow them to pass the savings on to the consumers. We hope to make online bookings transparent and retain the speed and convenience. All the while we will offer greater security. Blockchain solves a problem which has been plaguing hotels for years.

The OTA offers an unfair monopoly to its members, and causes an unnecessary increase in prices with no value added services offered. Removal of these commissions are good for everyone.

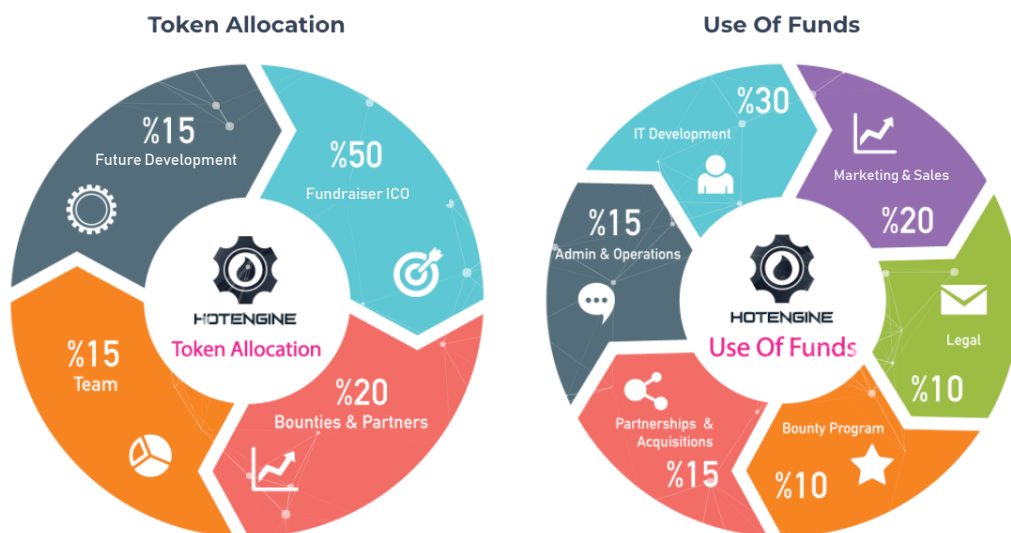
The Blockchain platform benefits all those who take part. If you are in the industry and are aware of these charges in the accommodation industry, you certainly don't want the end-user to find out. They believe that the money for their holiday is going to the hotel, who deserve the money, instead 20% or more goes to booking agents who do very little to deserve such a fee.

This monopoly must end, the hotels must be able to set their own prices and customers offered the best deal possible.

The HEC token will be issued

- ✓ The HEC token will be issued
- ✓ Build the marketplace environment (web and mobile)
- ✓ Launch the decentralized HEC Ledger
- ✓ Enable the support of bookings by integrating the decentralized engine to the engine
- ✓ Add properties by the end of 2018 so that users can test the platform
- ✓ Advertise and attract as many property owners as possible
- ✓ Advertise and attract software integrators to list their clients
- ✓ Offer best prices possible to attract attention worldwide
- ✓ Offer attractive loyalty packages to attract and keep current customers
- ✓ Cause maximum frustration to the booking monopoly and begin to change the way people think about booking
- ✓ Find applications which can connect to the decentralized HEC Ledger and establish as many connections as possible

USE OF TOKENS



Key Points:

The Blockchain phenomenon needs to be explained to the booking community (hotels and property rentals), in order for them to believe that this is the way forward for the industry

Cause maximum disruption to the current booking industry by offering better deals, give the 25% saving back to the customer

Blockchain promises to revitalize the industry, so ensure that it gives exactly what it offers, transparent booking, with no hidden charges, loyalty to the customer and above all excellent service and security, which has been sorely missing in the industry

Attract property owners with great offers, make them believe in what we are doing, create great teamwork potential with property owners with a single click of the mouse, we can merge their businesses with our environment in order to maximize profitability for themselves and maximum saving for their customers

Allow property owners to connect at any time free of charge and have at their disposal a tool which enables them to easily advertise their properties

5.The Team



Kazım Akgül

Founder

Kazım Akgül is an entrepreneur and he has passion about building projects that keep his mind calm. He is founder and CEO of HotEngine project. The most important thing about him is he does follow the future tech and he uses the latest tech in his projects.

He works on decentralization and blockchain development recently. Founder of shakymonkey.com, appgaraj.com also co-founded clone.gs and GeyikApp



Nimet Kurt

Project Manager and Coordinator

Nimet Kurt is Project Manager and Press Release Coordinator of HotEngine project. She has 7 years of experience about software project management in retail industry. Also, she is a computer scientist.



Ahmet Akın Kök

CTO

CTO and founder of CodingPanda games. Co-founder steeling.com. Akın's career spans over almost 10 years of hard working in top internet companies of Turkey and Switzerland including markafoni.com of Turkey.



Levent Uslu

Business Development

Levent Uslu is Crypto Exchange and E-Commerce Director of HotEngine project. He has over 7 years of experience in digital marketing and e-commerce.



Enes Yılmaz

Blockchain Developer

Enes Yılmaz is a software engineer and blockchain developer of HotEngine project. He is also a computer scientist and a focus driven coder. His expertise area contains telecommunications and banking industry development for about 10 years.



Ergin Yavaş

Frontend Developer

Ergin Yavaş is Graphics Designer of HotEngine project. He is a multi-talented graphic designer with more than 7 years of experience. His designs are useful, clean and inspiring.

5.Advisors & Supporters



Mustafa Acet

Advisor

Mustafa Acet has been closely interested in web technologies since 1998. During his university studies he founded Circus Interactive, a digital agency which has won Golden Spider - Marketing and Communication category 1st prize in 2007. He founded the e-commerce site, which started broadcasting in March 2007 under the name of bendeistiyorum.com, was invested by the founding partners of Gittigidiyor.com in 2010 than he founded indirdik.com and and won Global Student Entrepreneur Awards (GSEA) in 2011 and represented Turkey in Entrepreneurs' Organization in New York. He is running his startup sukolay.com in Turkey now.



Timur Tandoğar

Advisor

Timur Tandoğar is the general manager of Malzemem Yapı A.Ş. He is also the co-founder and CEO of evideo.com which has reached a valuation of \$50M with its recent investments round in 2015. Evideo is Turkey's leading and the largest furniture and home decoration products ecommerce website since 2008.



Ali Seyhun

Advisor

Ali Seyhun, embarked on his career as a computer scientist and having acquired enough expertise in the field. Than he jumped into investment / entrepreneurship. Blending his knowledge in technology with his job, he achieved to become the owner of Great Fortune hotel chains and one of the biggest health tourism companies of Turkey. He takes no days off and always open-minded to new ideas



Suat Akgül

Advisor

Suat Akgül is the Co-founder and Chief Executive Officer (CEO and Managing Director) at The Faros Group. He is also one of the first investors in HotEngine project. His vision about accommodation sector is leading us to build the project for the need of the hoteliers and customers both.



Selçuk Gündoğdu

Advisor

Selçuk Gündoğdu is a specialist at SEM and SEO and he is also a visionary entrepreneur and investor. Founder Of GLOBALTECH at Globaltech BTM, Computer & System Engineers at Microsoft, Founder & CEO at Global Haber Ajansı. Past: National Computer Services and Koç University



Yunus Aydın
Advisor

Yunus Aydın is a crypto mining specialist. He has been working on cryptocurrency mining/production since 2011. He also works on projects about building mining farms for 4 years and he already completed some projects which are between \$50K - \$500K budget in Turkey.

Uğur Sevgili is an Attorney at Law currently practicing in Istanbul/Turkey. Prior to establishing his own law office(USHUKUK) he worked for an international organization in the Netherlands. He also holds Master of Laws (LL.M) degree from Germany on EU & International Law. Throughout his career of more than 10 years he has provided legal consultancy to local and international clients in various sectors including transportation, pharmaceuticals, media, and textile industries with respect to all regulatory matters and has participated in large-scale public tenders.



Uğur Sevgili
Legal Advisor

Notification of Legality

Read the below sections entitled 'Disclaimer of Liability', 'Warranties', 'Representations', 'Future Statements', 'Market and Industry Representation', 'Terminology', 'Non-Consent', 'No Advice', 'No Further Information or Update', 'Restrictions', 'Dissemination', 'Non Offer of Security', 'Registration', 'Risks'.

Read these sections carefully and decide on the course of action you need to take, consult your legal advisor or financial advisor if you deem it necessary.

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If you intend to have purchases HEC Tokens you confirm that you are buying ERC20 Software Token that has not expiration date and you confirm that the sole purpose of the utility token is for granting access to the accommodation services which the Distributor is selling.

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in no way states or intends to state that the this document complies with applicable law in your jurisdiction.

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To the full extent as permitted by the law and regulations Blockchain shall not be held liable for any direct or indirect, special, incidental, consequential or any other type of loss of any kind, pertaining to the loss of revenue which could arise out of the afore mentioned circumstances.

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Blockchain does not purport to make any representations to any entity or person in relation to the truth accuracy set out in this document.

'Warranties',

Blockchain does not purport to make any warranties to any entity or person in relation to the truth accuracy set out in this document.

By accessing this document and the information therein you represent and warrant to

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- You agree that this document does not constitute a prospectus, or offer documents and that this document is not an request for investment
- You are not bound to enter into any legal binding commitment and no cryptocurrency or any other form of payment is to be accepted on the basis of this document
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- You agree that this document and the completion of the Blockchain Token sale or the possible future trading of the HEC Tokens shall not be construed as an indication as to the merits of the Blockchain or HEC Tokens as such.
- You agree that this document must not be transmitted to any country where the distribution of of such documents is prohibited and that you have complied with such restrictions as applicable.
- You agree that in the case that you wish to purchase any HEC Tokens they are to be treated or construed as
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- Rights options or derivatives In respect of such debentures, shares or stocks
- Rights under a contract for differences pretended purpose for profit or loss

- Units in a collective scheme
- Units in business trust
- Derivatives of units in business trust any other securities of class thereof
- You are a citizen or a resident (Tax or non) or even a green card holder of a state where the HEC token is regarded as a form of security, you are not eligible and you should not purchase any HEC tokens
- You are fully aware of the risks and uncertainties associated with Blockchain and its respective businesses (HEC Tokens, Token Sales).
- That you acknowledge that Blockchain shall not be held liable for any direct or indirect, special, incidental, consequential or any other type of loss of any kind, pertaining to the loss of revenue which could arise out of the aforementioned circumstances.

All of the above representations are true complete and accurate and are not in any way misleading from the time you accessed this document or your acceptance of it.

'Future Statements',

All claims and statements in this document or ones made in the press releases or in any public area are not statements of historical fact, but rather what is envisaged for the future of Blockchain. All statements regarding Blockchain's financial position, business strategies, plans, prospects are all future forward looking statements. The matters discussed in this document are not historical merely predictions based on technology updates. These future statements involve risks and uncertainties and may differ from actual future results.

These future factors may include and are not only limited to;

- a) Changes in political, social, economic or even environmental conditions, cryptocurrency market conditions and regulatory environment in which Blockchain conducts itself
- b) The risk that Blockchain may be unable to execute its strategies or business plans in the future
- c) Changes in interest rates and exchange rates for cryptocurrencies
- d) Changes in the growth strategies and internal growth of Blockchain
- e) Changes in the availability and fees payable to Blockchain in respect to business ventures and operations
- f) Changes in the availability of persons who work for Blockchain who are required to operate their respective business and operations
- g) Changes in customer preferences for Blockchain
- h) Changes in the competitive environment in which Blockchain finds itself
- i) The availability of funding and investment to the fund Blockchain
- j) War or internal strife
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- l) Acts of God
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Given the market volatility of cryptocurrency and the economic outlook in general, future statements by Blockchain regarding their operations are specifically addressing the aforementioned factors.

'Market and Industry Representation',

This document includes information taken from the market industry, reports and studies which are available in the public forum. These sources are believed to be reliable but there can no assurance as to the accuracy or completeness of the information. Blockchain has not conducted any external research projects

'Terminology'

The terms and descriptions used in this document for the technology used may not be the industry standard terminology, and these meanings and descriptions should not be treated as being definitive of their meanings. The words used were to facilitate the better understanding of Blockchain.

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'Risks',

There are risks and uncertainties associated with Blockchain and its respective businesses (HEC Tokens, Token Sales). If any of the predicted risks as set out in this document become certainty you may lose all or part of your HEC tokens.