



Ok Google, what is SHELTERZ ?

# SHELTERZ

**Accommodation booking service  
with full refunds in the  
equivalent of TERZ tokens**



**TRAVEL TO EARN (T2E)**

Token Ticker: **TERZ**

Contract address: 0xCf3Bb6AC0f6D987a5727e2d15e39c2D6061D5beC

*(please always check the address before you buy the token)*

[token.shelterz.ru](https://token.shelterz.ru)

# REFUNDABLE BOOKINGS

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**ATTENTION:** There is a riddle hidden in this WHITEPAPER, the one who solves it will get 10,000 tokens.  
Send your answers to the Telegram community @shelterz\_token  
Hint: "How many tokens does he have?"  
Answer format: The number and what it's about

# WHITE PAPER KEY FINDINGS ON THE VALUE OF THE TERZ TOKEN (FROM THE END TO THE BEGINNING)

- 1.** The number of tokens is limited, and the project's revenue grows from year to year, the ecosystem supports the demand for the token daily by buying it for users and targeting the project's revenue growth
- 2.** A strong client proposition will increase the organic popularity of the project and its revenue, and consequently the volume of redemption of tokens from the exchange
- 3.** Not a bubble or a HYPE, but fundamentally sound growth: each token is backed by fiat (real money) and by placing on Round 1 at a low price, we are essentially selling an option to repurchase tokens at a higher price by Round 2. Therefore, the token is interesting for long-term holding.
- 4.** Speculative interest - since the market can outbid the ecosystem to grow (make a pump), you can get fast growth, and the "smart pool" will eventually pull up to these levels and start to support them.
- 5.** Future ecosystem expansion

**How did we come to these conclusions? Read below.  
Unless, of course, you are a competitor. Competitors are not allowed to read!**

# INTRODUCTION.

## It all started from hotels..

In 2018 opened our company "Shelter" LLC and started our first hotel.

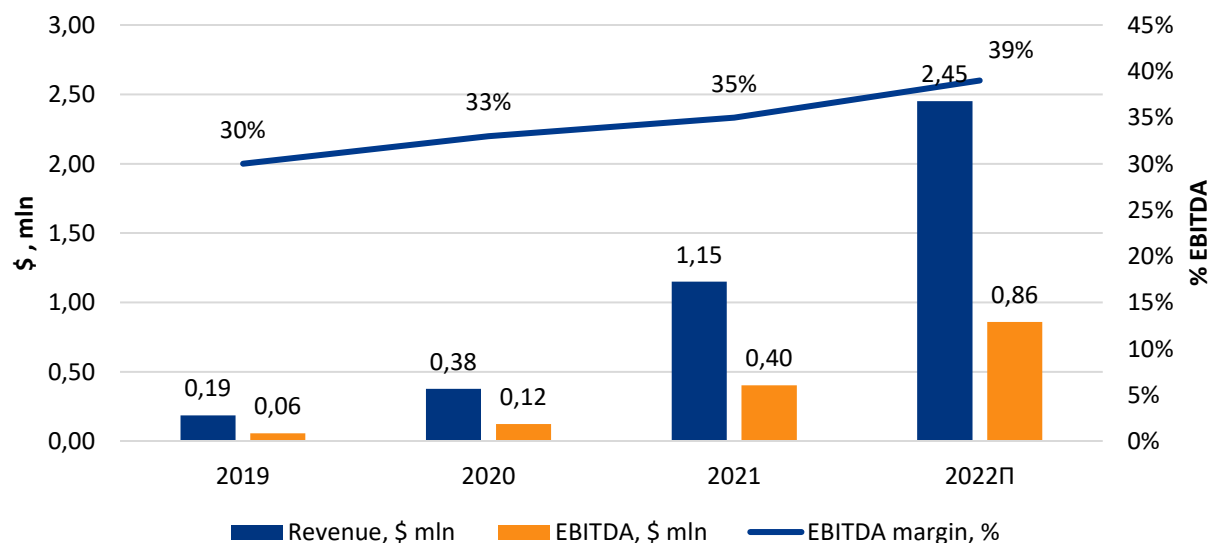
By 2021 we already had **4 hotels** with 396 rooms total.

The company's revenue in **2022** will exceed **\$2 million**.

At the beginning of 2022, when there was a shortage of OTAs (booking services) in Russia, we decided to strengthen our website and tried to figure out how to increase the LTV (return rate) of customers so that they would always book hotels only with us.

We came up with a loyalty system that gives not just a trivial 10-15-20% cashback, but one that will produce a "miracle" effect and return all the money spent to customers. We decided to share the profits with our users and came up with a multi-level system of algorithms, thinking of behavioral factors, elements of the pension system, engagement and activity factors, which distributes points in such a way as to provide 100% cashback to each member in stages. We saw good business results, LTV increased 5 times, and our hotels were fully loaded through our website. So, we decided to turn it into a booking service and connect other hotels there.

### Financial indicators LLC Shelter



### Company details

Name	ID	Bonds ISIN	Site
LLC Shelter	7725498996	RU000A103S55	shelterz.ru

A new subsidiary company is opening for the operational management of the project in Russia.

# TURN BONUSES INTO TOKENS...

We are not from the crypto world, but the idea was right on the surface. We thought, why not make bonus points, which already have value equal to cash equivalent, market value, replace them with tokens, and thus connect real business with the cryptocurrency world. Since in real business we have successfully placed securities on exchanges, and we know how to pay our obligations and avoid reputational risks.

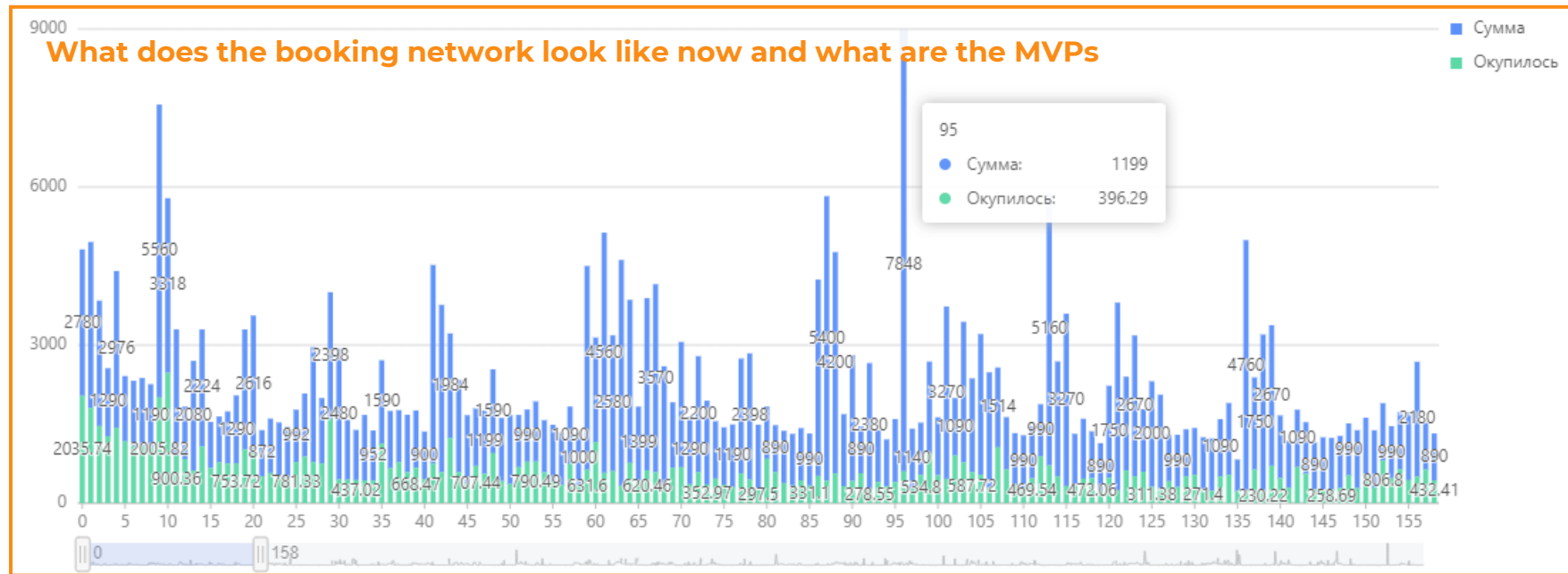
We decided to create the first accommodation booking service, where users can get a full refund of money spent in the form of tokens. In doing so, the increase in the price of the token will accelerate the refunds and, moreover, allow users to earn. That's why we're here.

In other words: using our service users "mine" tokens by taking active actions in a booking network.

The project's algorithms accrue tokens to the user until their cash balance is restored.

Users can spend tokens on new bookings, and when the token price rises, make a profit.

**Today we are not just an idea, we have a working product with a real business behind it.**



Index	For 1 month MVP
Visits	<b>+26 000</b>
Bookings made	<b>+1700</b>
Active users	<b>+1300</b>
Returned bookings	<b>+200</b>

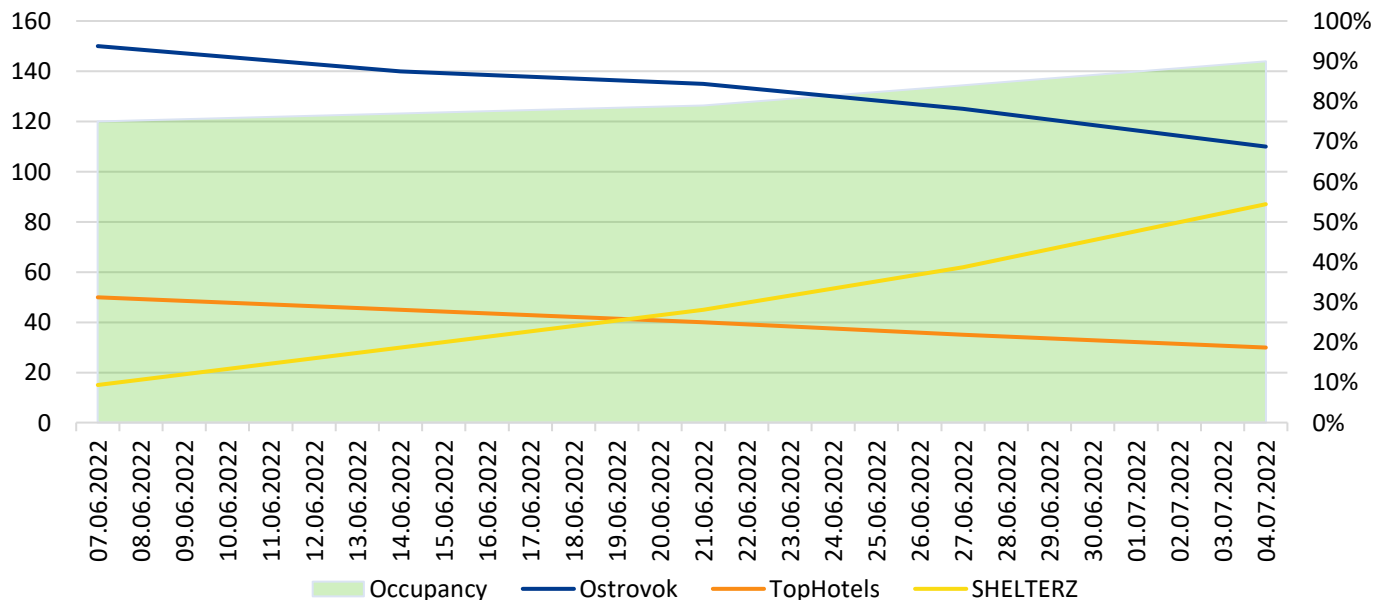
Considering that we are entering a new market and our reputation as a responsible borrower is at stake, our main motto is not to screw up. So we will act cautiously, but purposefully.

**Which means...**

# MARKET VOLUME AND COMPETITORS

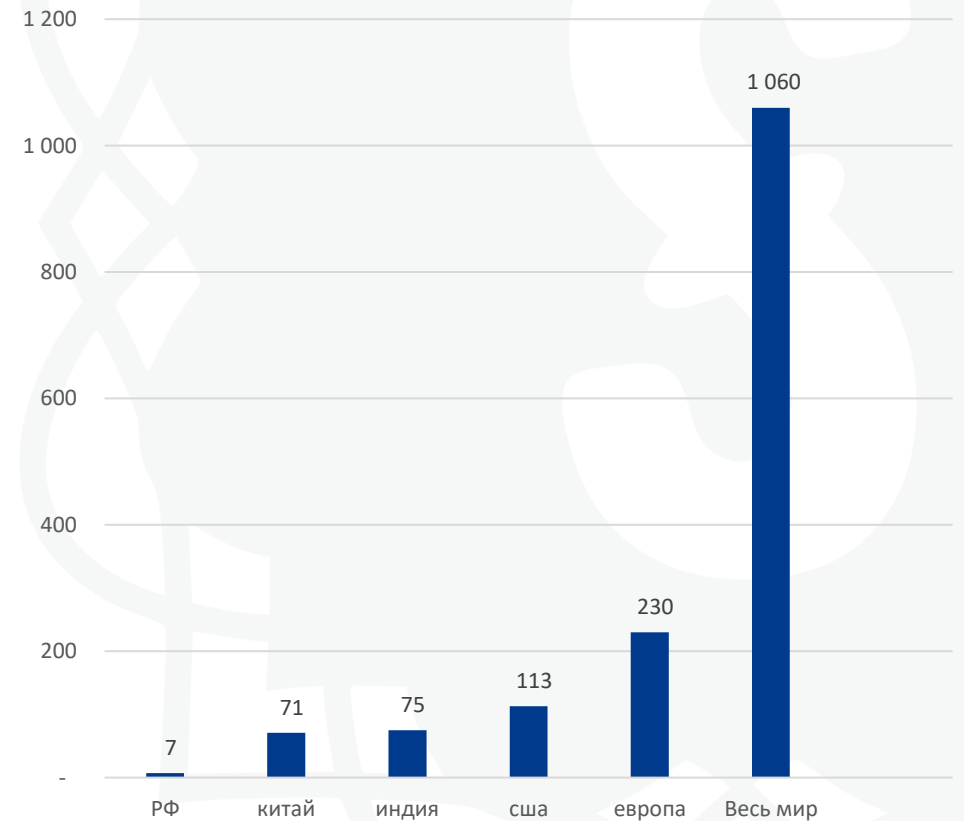
Goal #1 is Russia, and we are already working on it. After the departure of booking.com and AirBNB from Russia, starting from 03.2022 the OTA market was 80% vacant and the top were local players who inherited the traffic (ostrovok.ru, tophotels.ru). We have a strategy to capture the market and it is based on a strong client proposition. We have made a test run on 07.06.2022 of the system on our four hotels and received positive dynamics of conversion of traffic and bookings from external sources to our system. Our hotel occupancy rate increased from 75% to 90%. We are going to scale the results on the connected hotels and plan to occupy not less than 50% of the market in Russia, to reach the revenue of \$150 million a year. Once we achieve the key targets we will proceed to Goal No. 2 - India.

## Booking flow to our system (daily average of bookings)



## Hotel market in the world 2021, (billion, USD)

Post-pandemic market levels are indicated. Before the pandemic, the market was valued at \$3.5 trillion, and we expect it to rebound due to vaccination and the slowing of the virus.



# COMPARING METRICS WITH COMPETITORS



## Nature of object search:

according to statistics more than 70% of users, when they find a suitable hotel on any site, they search for the same hotel on all other sources to find the best offer/conditions. This is where we lock all the traffic on us because we give the best terms - return on money spent, and to remove doubts, we will add a price comparison panel.



## Competitive advantage:

our competitors have no "total" refund system for users, no tokens, and all have standard loyalty systems that give 5 to 10% cashback or discounts on future bookings.



## System advantage:

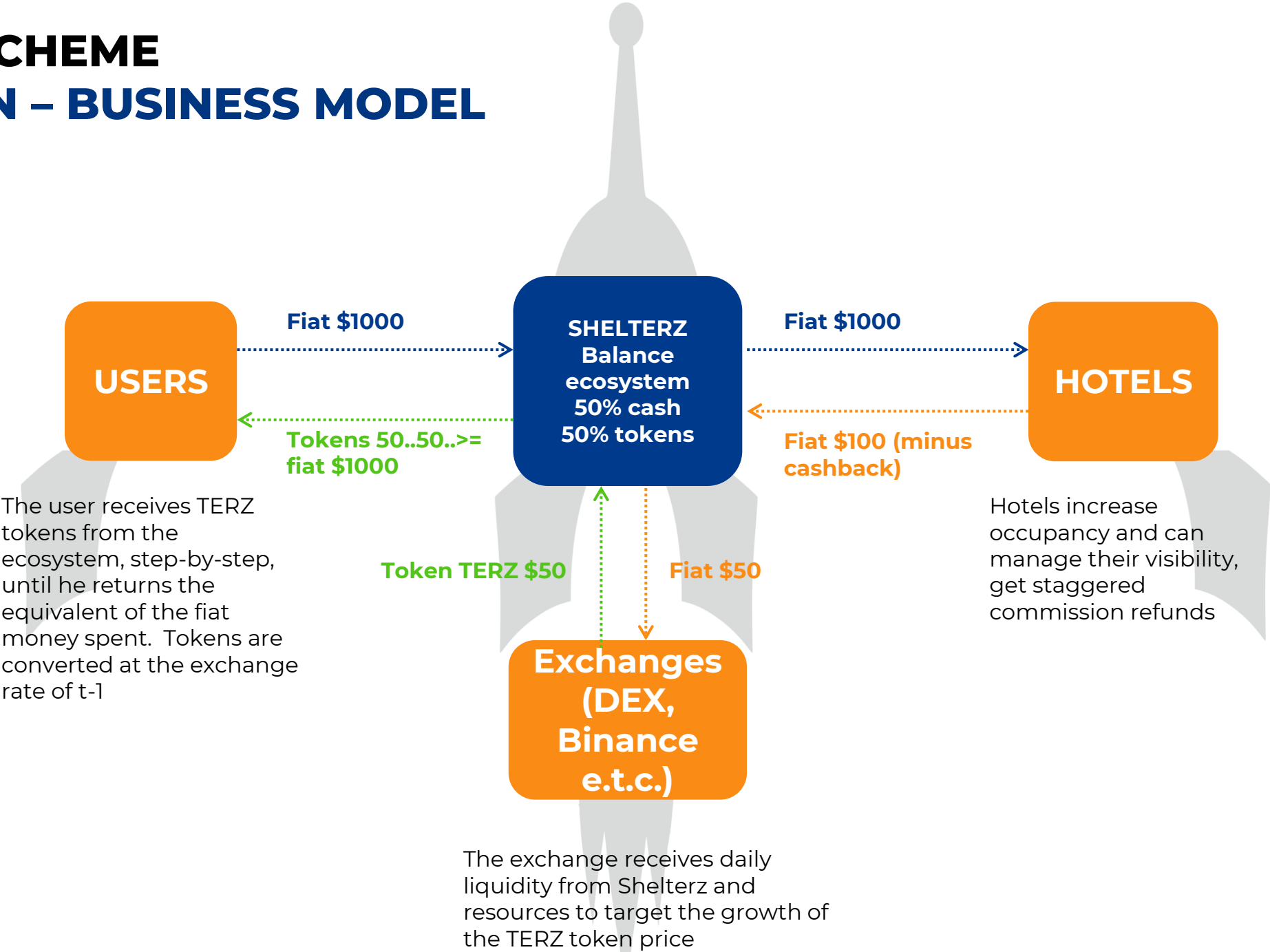
we will take key search engine positions in organic hotel searches by location, as we have better metrics on bounce rates and user return to the site, as well as user engagement.

System	Refusals
Booking	31%
AirBNB	28%
Expedia	38%
Agoda	35%
Ostrovok	25%
Ctrip.com	40%
SHELTERZ	12%

	Prior to the start of the rebate system	One month after return system (MVP) launch
Refusals	30%	12%
LTV	3%	22%
Time on the web page	1,2 min	3,5 min
View depth	1,5 pages	3,2 pages

# WORK SCHEME

## WIN/WIN – BUSINESS MODEL





# WORK WITH ACCOMODATIONS





**1.** Facilities can connect directly or through their PMS APIs. We have already agreed with the leading aggregators (PMS) to add our platform to the ranks of sales channels, and we predict that a large number of hotels will be connected quickly.

**3.** Watch over object prices to ensure parity with other sites

**2.** Commissions for objects are the same as for competitors about 10% of the booking amount

**4.** The ability to manage the loading of the object through an increase of views in the system for an additional fee, creation of special offers

## One more time about work scheme:

-  payment to facilities is executed in fiat currency,
-  the system receives commissions from facilities also in fiat currency
-  Profits are sent to a "smart pool" that balances the ecosystem: 50% fiat, 50% TERZ tokens.
-  Tokens are credited to users as part of the refund spent, and partially to the hotels, as part of the refund commissions.

**The key motive for facilities to use the system: getting a step-by-step return on their commissions, as well as motivated demand for their facility, with more engagement, return guests, stabilize occupancy and manage visibility in the system.**

This will allow facilities to win external competition with other facilities, on location, but outside of the system. Competition within the system is implemented through price/quality, reviews, and the top places in the rating of the issuance, which you can buy. Also, SHELTERZ will arrange "mega" discounts from its budget and help to load objects (following the example of discounts on marketplaces by the aggregators themselves) by setting discounts over 50%.

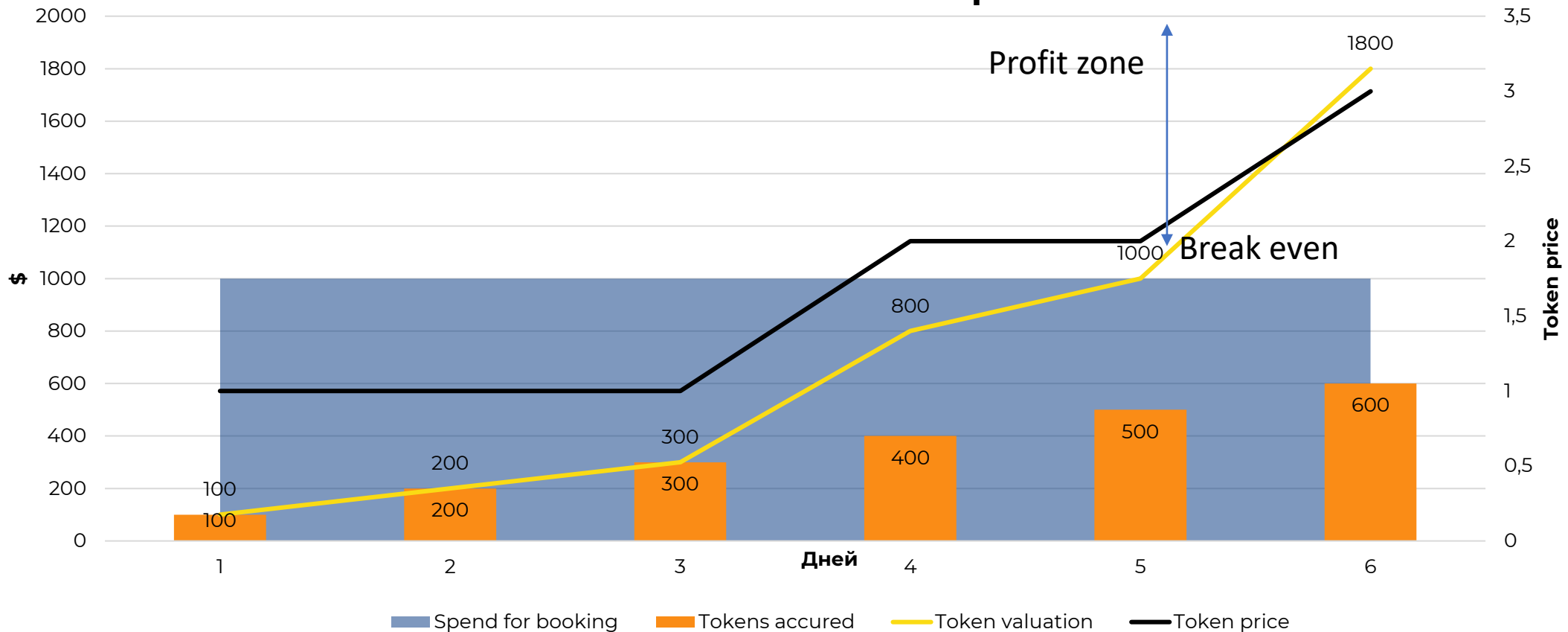
# WORK WITH SYSTEM USERS

SHELTERZ shares its profits with customers, buys TERZ tokens on DEX/exchanges and credits them to users' accounts according to the system algorithms

Day-to-day contributes tokens to customers until their spending balance is restored to the current token prices to the initial level.

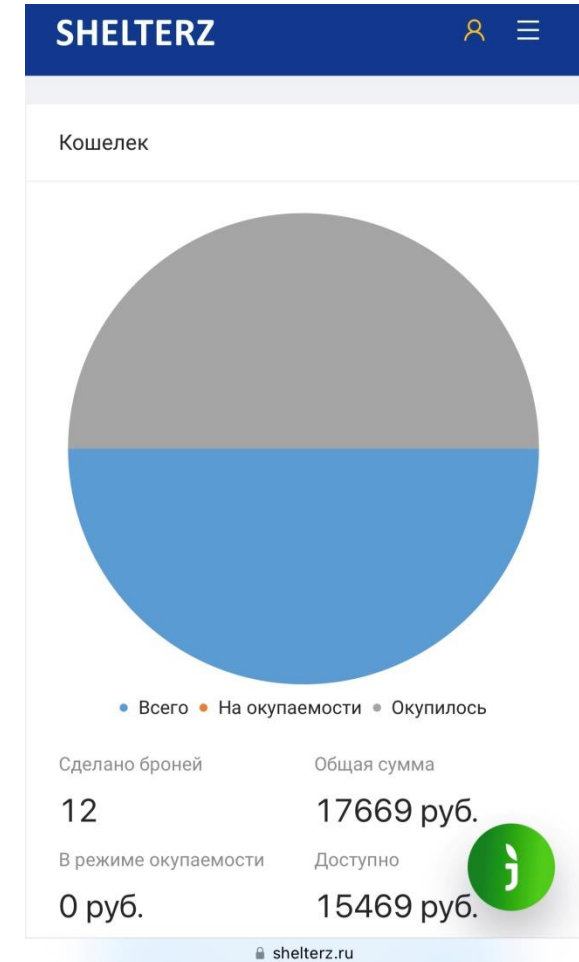
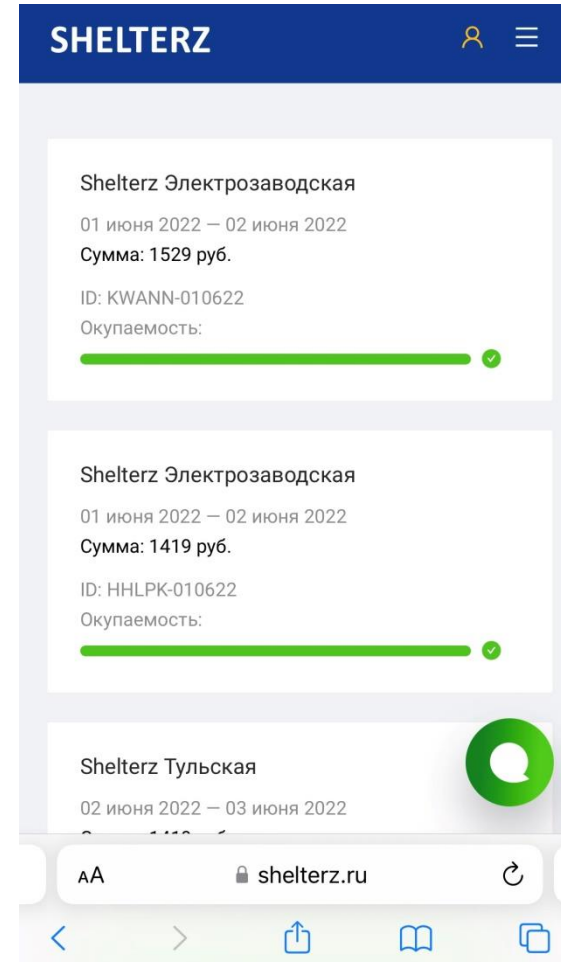
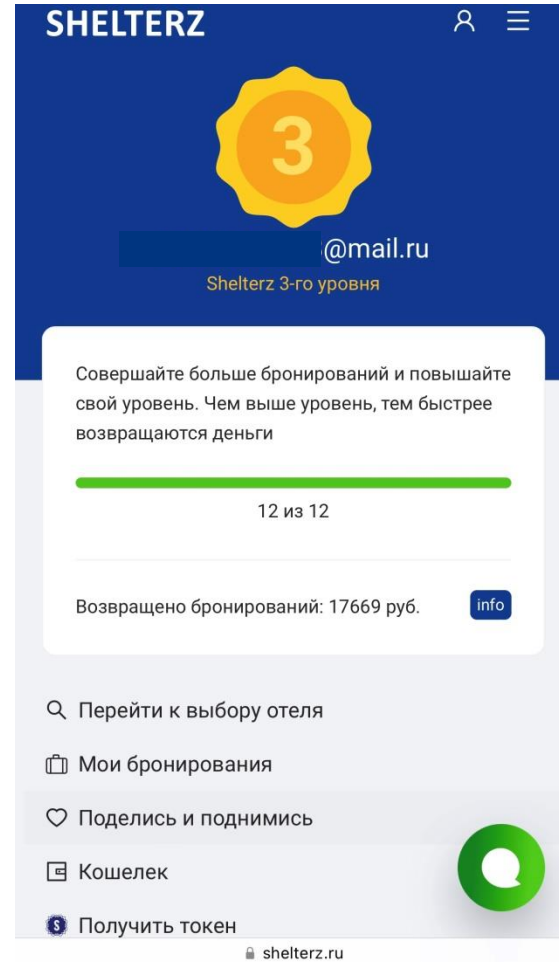
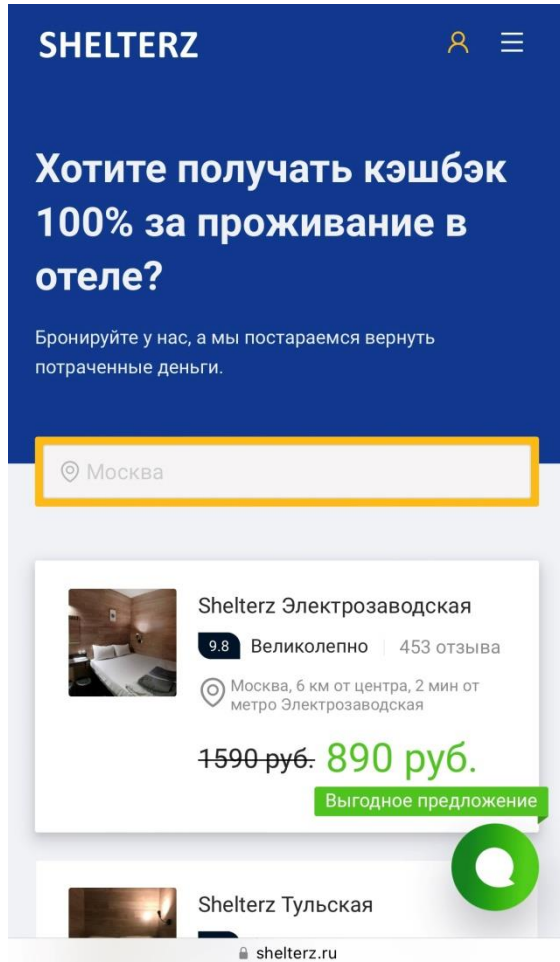
The increase in the price of the token will accelerate the return and further begin to generate revenue for users..

## Client deal example



# Users will be able to use the system interface to:

1. Find and book accommodation (first in Russia, then worldwide)
2. Pay online in fiat or TERZ tokens (by converting to fiat)
3. Through a personal account track the recoument of your bookings
4. See your wallet balance, how many tokens came in and what is their value in fiat
5. Use tokens to pay for new bookings or accumulate them for investment purposes



# USER REASONS TO UTILIZE SHELTERZ

**The user is credited with tokens in installments according to algorithms :**

1. Algorithm of the pension system
2. Behavioral factors
3. Involvement level
4. Lottery effect
5. Neural network (AI) constantly rebalances coefficient weights to target return efficiency

**USER'S KEY REASON :**



- Ⓢ **The more active a user is, the faster his tokens are credited.**
- Ⓢ **The more and faster the company's revenue grows, the more accruals and the faster the payback for all users.**
- Ⓢ **Added to this is the effect of token price growth, which not only helps to speed up the payback, but also gives the user an opportunity to earn money.**



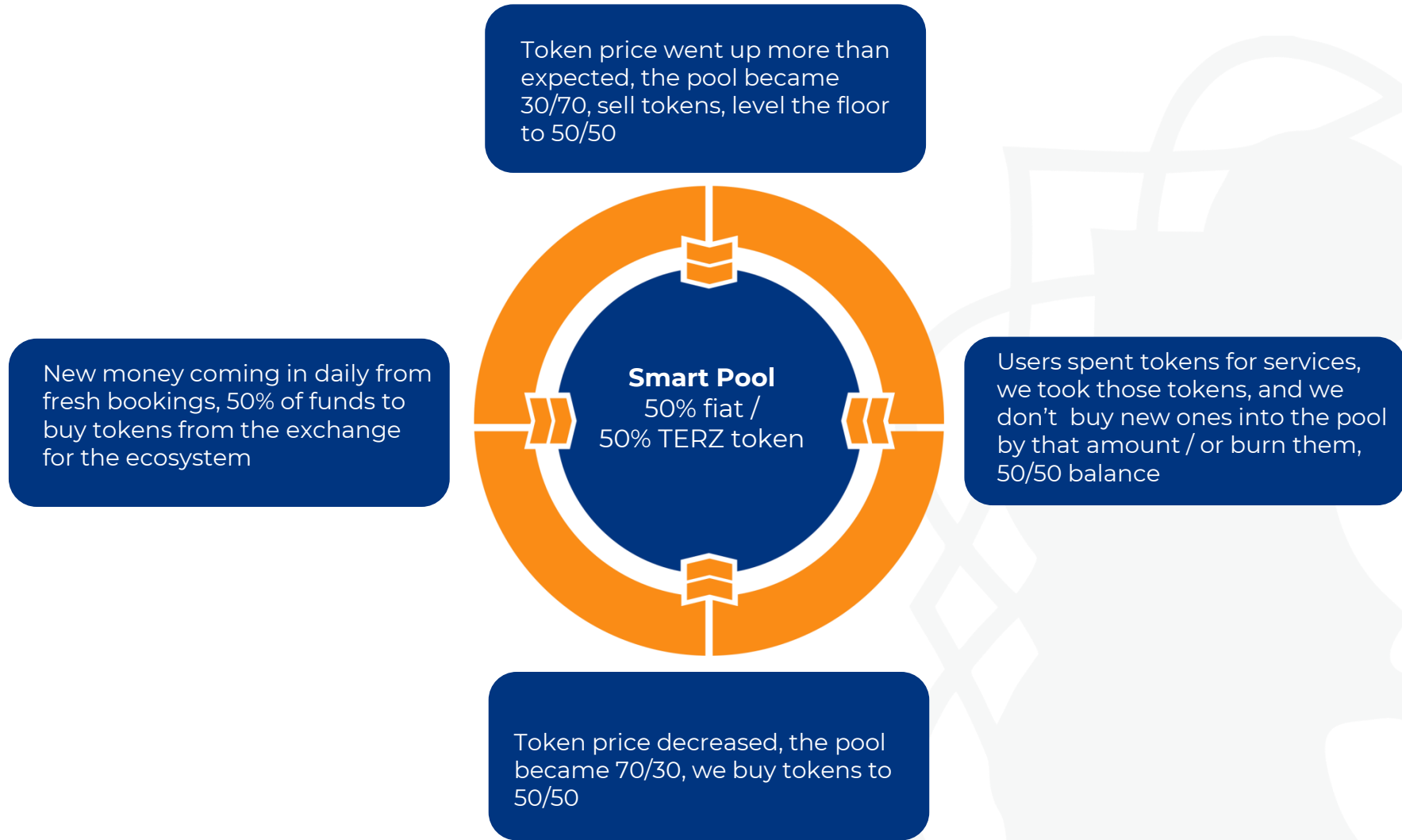
**Get accommodation service at market value and get a full refund over time, and on top of it all - earn from the rise in the price of the token.**



**The alternative: use another booking system and get a 10% cashback or get nothing.**

# SMART POOL -

All transactions between clients and objects go through the smart pool.  
The ecosystem smart pool balances itself and provides liquidity to the market by acting as a market maker and combining the two worlds (real and crypto)

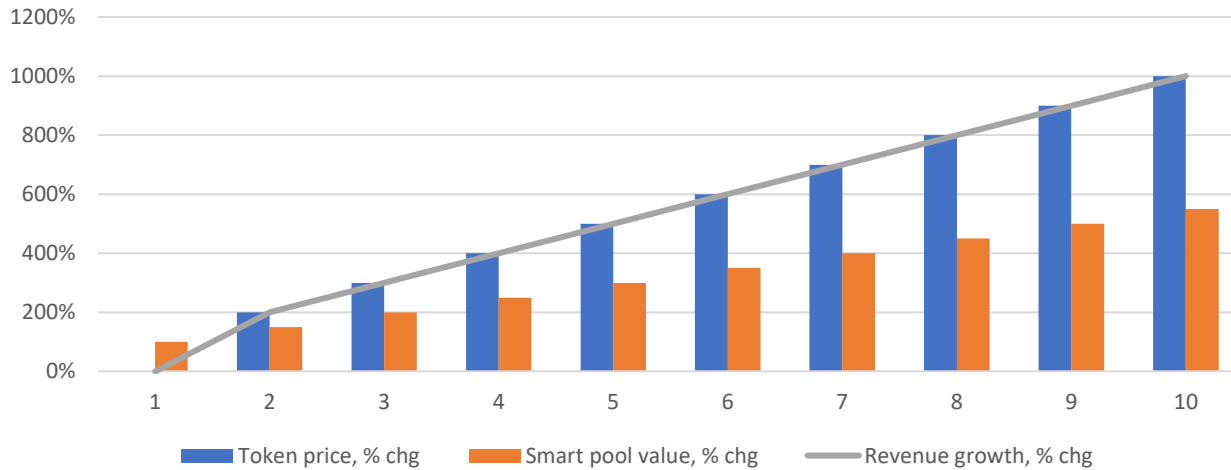


**In the basic scenario, the token price should replicate the revenue growth rate, and the smart pool is set up that way. But it is ready to fight market inefficiencies and balance itself. Take a look how...**

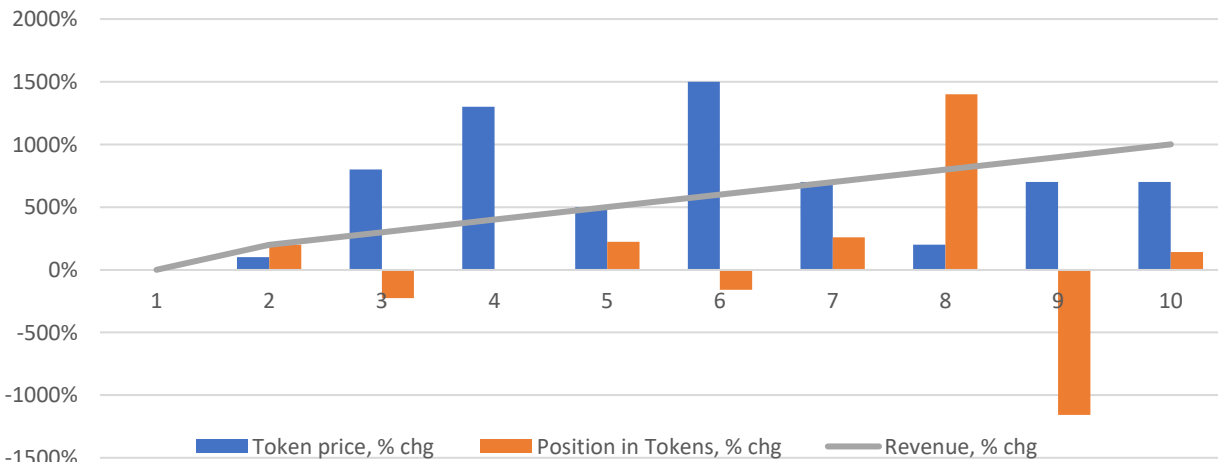
The smart pool has been modeled on billions of simulations and tuned to target the price of the token in line with project revenue growth and to keep the ecosystem in balance

1. Ideal scenario, token price growth equals revenue growth

Reference scenario

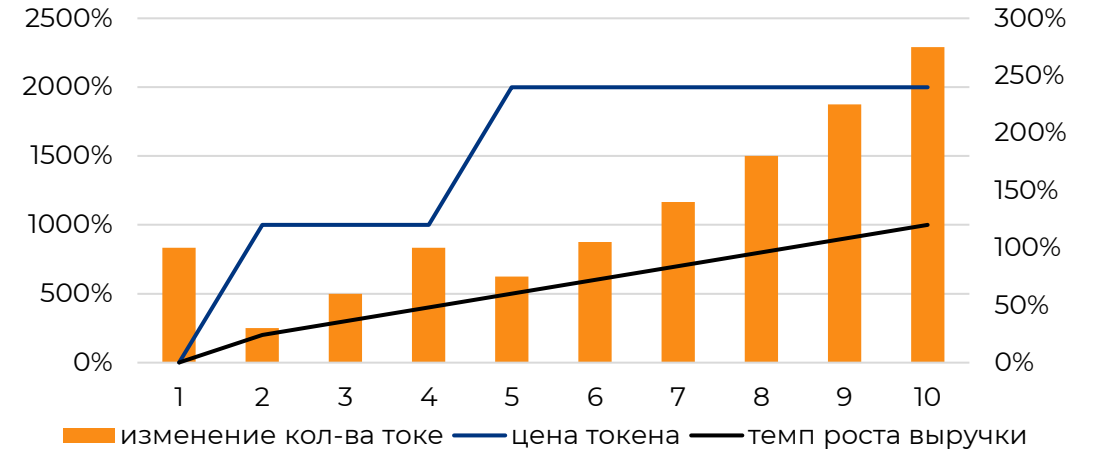


2. How smart pool fights market irregularities. It buys more if the price is lower than the target price, less if it is higher. Sells tokens for balancing at strong growth, buys at strong decline.



Smart pool can be outplayed by big players on the rise, and it will already act as support for high levels. As you can see from the chart, the pool first sold to rebalance, but the market held out and then the pool began to buy tokens at higher prices.

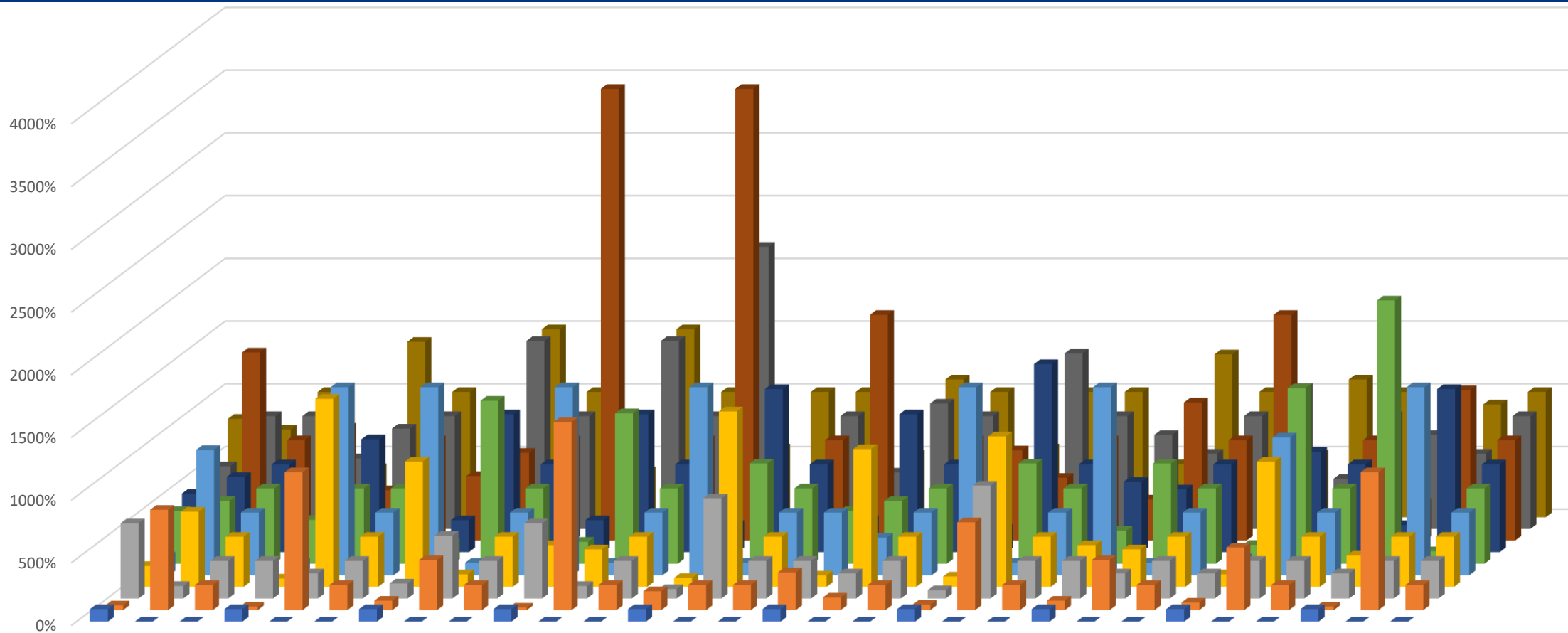
Pump scenario



As of WHITE PAPER writing, the smart pool is not yet buying up tokens, and standard points apply to the system. The smart pool will be launched once the token is placed on DEX. Upon completion of the IDO, the smart pool will take the price of the token on the exchange, which will be set in 10 days of trading, as the initial price. **This is how we create a Buy opportunity on the secondary market**

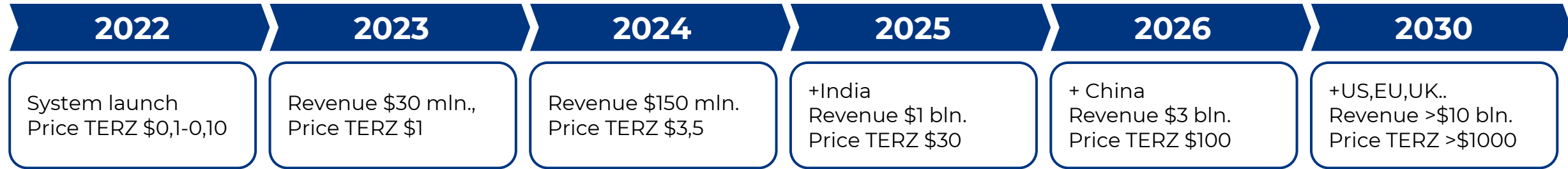
# TESTING OF SMART POOL ALGORITHMS AND SCENARIO RISK ANALYSIS

Testing was held on billions of simulations to verify the correctness of the developed algorithms for smart pool rebalancing. Various combinations of changes in token prices and project revenues were considered, and the "tightness" of the system and its efficiency were confirmed.

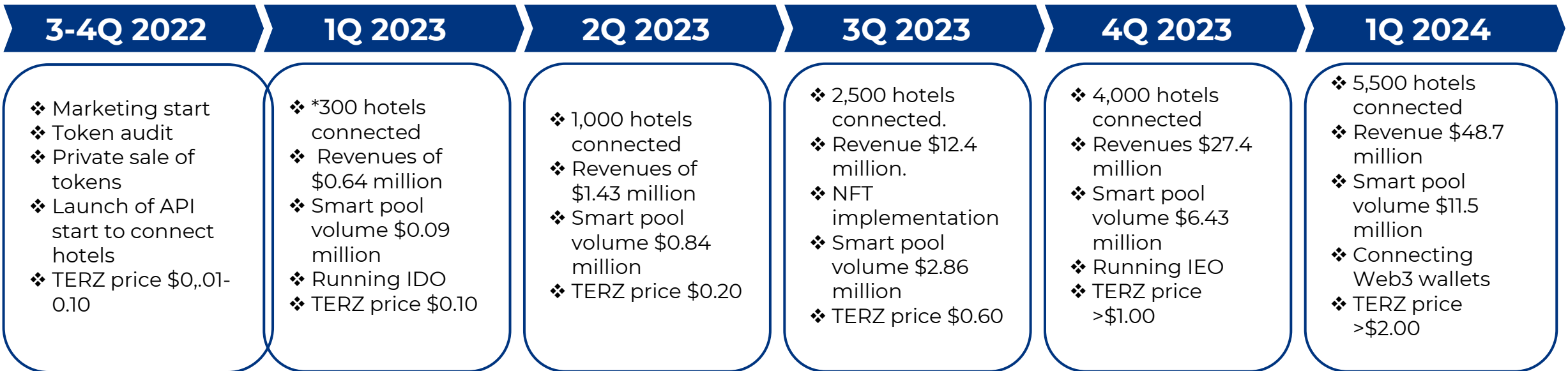


# ROADMAP

## Long-term outlook



## Short-term outlook





# REVENUE AND TOKEN PRICE FORECAST, FINANCIAL MODEL

- Calculations are done based on real SHELTERZ data + input data from the hotel market, market volume of target requests and cost of paid target visits.
- The financial model describes the way to achieve the goal #1 - to occupy the Russian market.
- Total of 21 000 hotels with 756 000 rooms in Russia, the goal is to connect 10 000 hotels in 24 months and reach \$30 mln in 1 year and \$150 mln in 2 years.

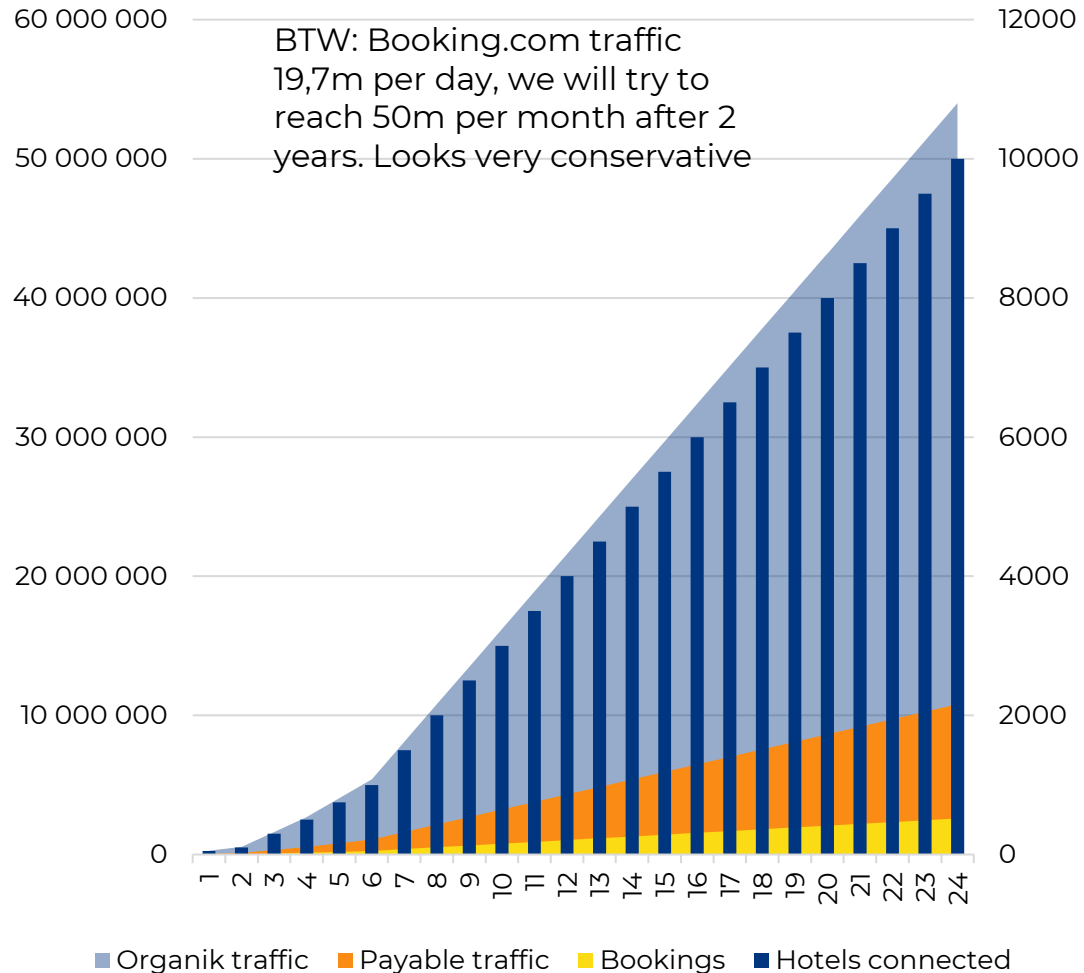
Input data for financial model	
1 hotel organic traffic per day	150
LTV	1,22
Median room price per 1 night	\$55
Median rooms in hotel	36
Payable traffic per goal click	\$0,5
Number of requests by key words "find hotel", per day	300k
SHELTERZ conversion	4%

UNIT economy	
LTV	22%
Price of 1 booking (include payable traffic, marketing and office costs)	\$1,89
Revenue from 1 booking	\$5,5
EBITDA margin, %	65%
Net income, %	51%

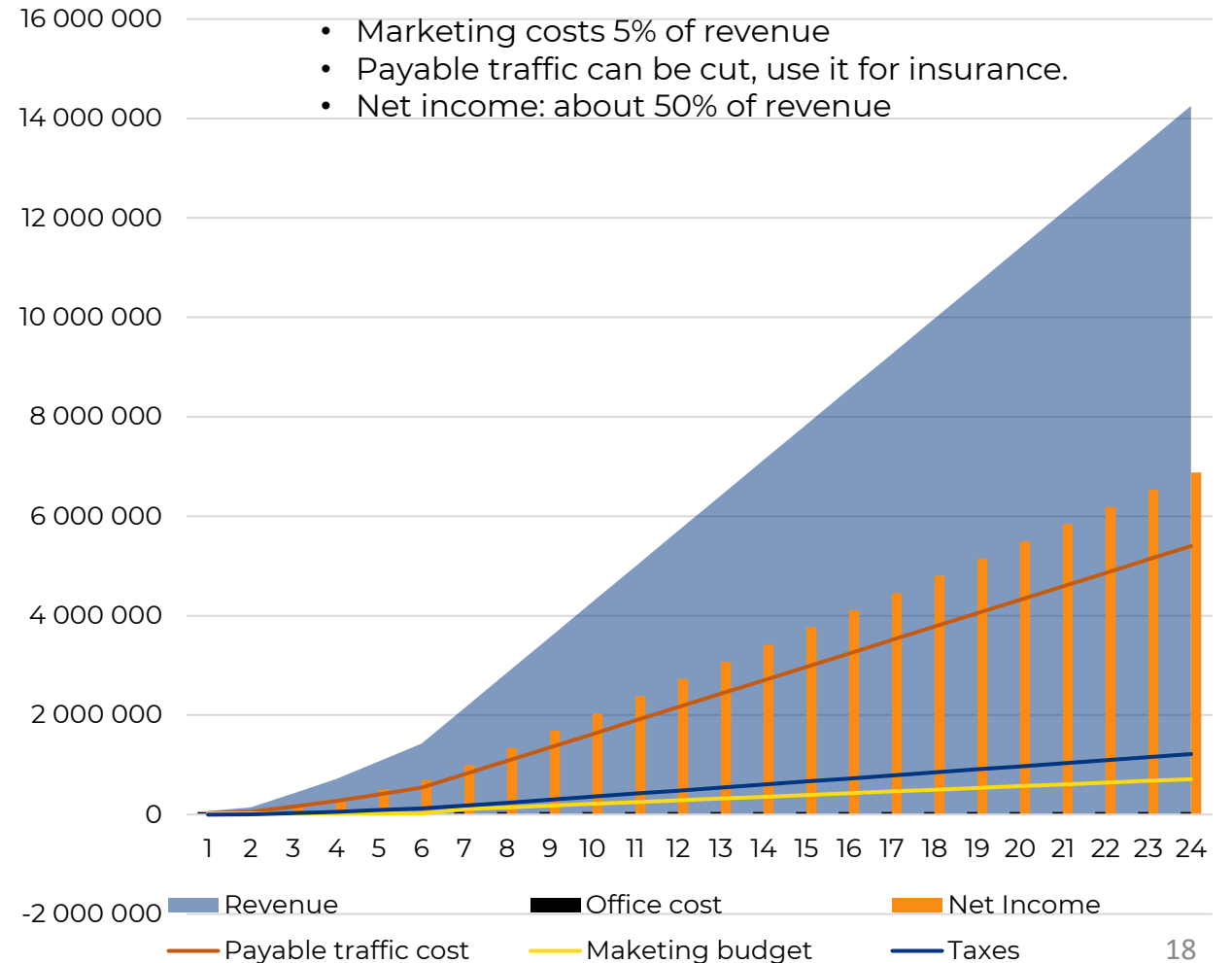
# FINANCIAL MODEL -

IS BASED ON A CONSERVATIVE, CALCULATED ESTIMATE, AND LET'S HOPE THAT IN REALITY THE GOALS WILL BE ACHIEVED FASTER.

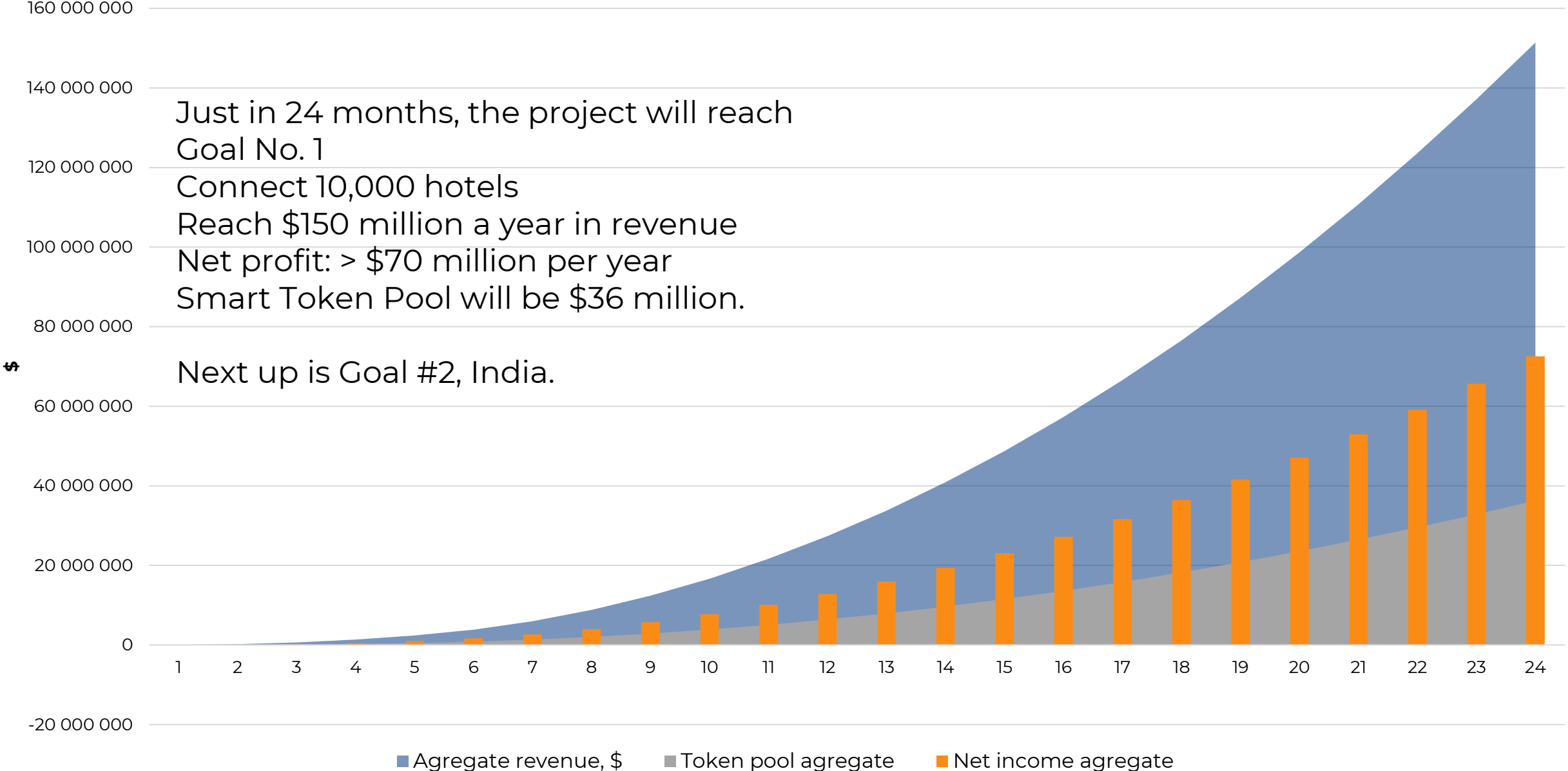
### Forecast of monthly operating indicators for Goal No. 1



### Forecast of monthly financial indicators of the project



# Forecast of aggregate financial indicators under Goal #1



# TOKENOMICS

WE BUILD TOKENOMICS, BASED ON REVENUE AND TOKEN VALUE PROJECTIONS, :

1 >

At the initial stage, we plan to gather a community, start an advertising campaign, find partners (foundations, lunchpads), while strengthening the development of the project

2 >

As a next step, we will hold a Private sale and will prepare for the IDO, we will select several sites, after placing the initial price will protect and launch a smart pool, which will start buying tokens from DEX

3 >

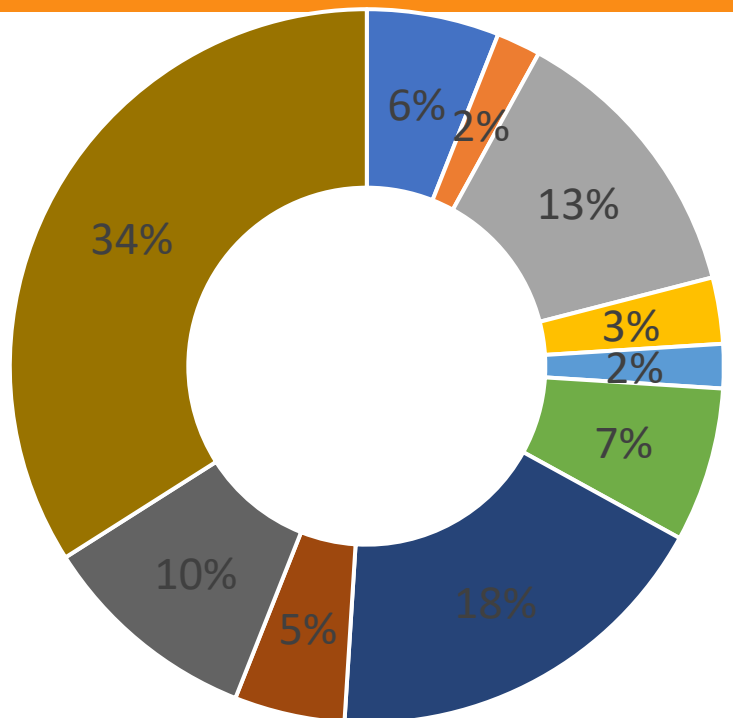
After the "smart pool" reaches the equivalent of \$5m in tokens (in 12m), we will begin launching IEO on centralized sites  
Tokenomics

4 >

The remaining tokens will be issued when the target conditions are reached (the smart contract controls that a new round will start after the previous one, given the volume of the smart pool)

5 >

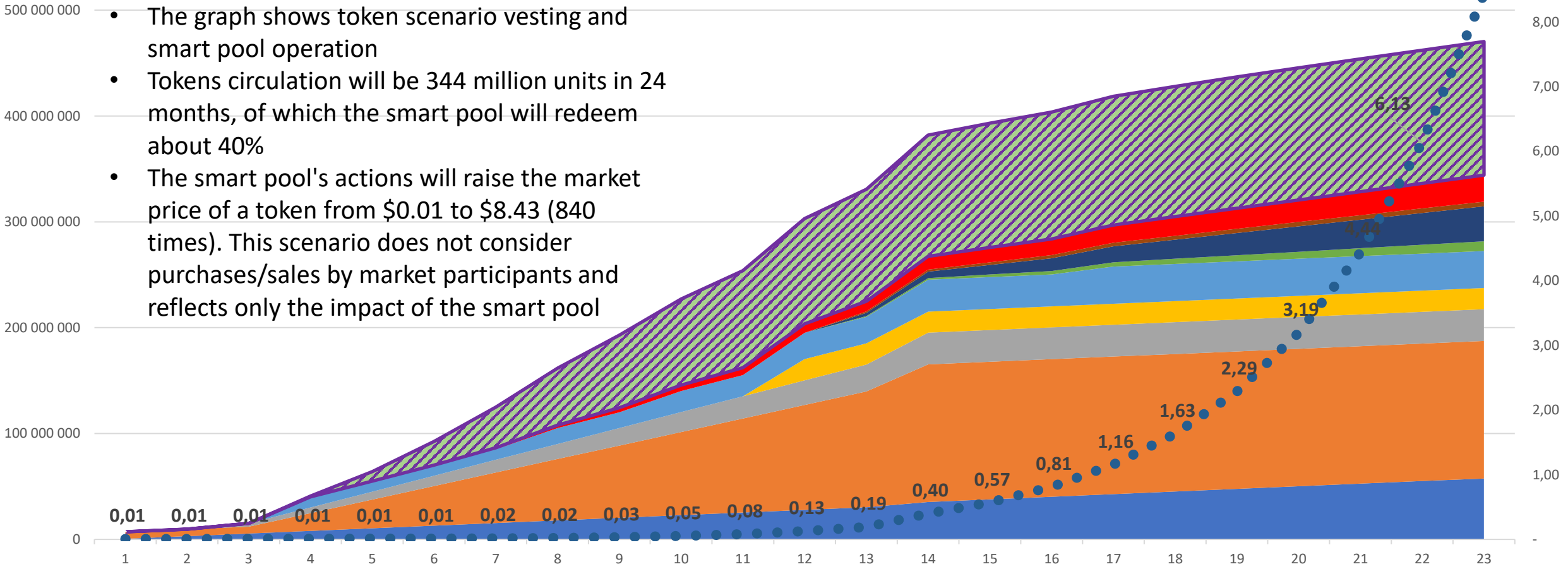
If necessary, "smart pool" token burning procedures can be applied to stimulate price growth.



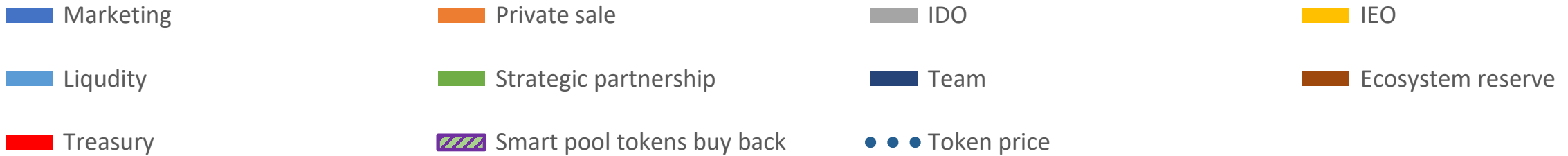
- Marketing
- Private sale
- IEO
- Team
- Ecosystem reserve
- Strategic partnership
- IDO
- Liquidity
- Treasury
- Reserve for VCs

Distribution	Tokens, %	Price, \$	Comment
Marketing	6%	-	<b>TGE 1%, 24m linear vesting</b>
Strategic partnership	2%	-	<b>TGE 2,77%, 36m linear vesting</b>
Private sale	13%	0,005-0,010	<b>TGE 5%, 2m cliff, 12m linear vesting.</b> Round will include several mini rounds and price each of them will be higher. 10% of raised funds will be spend for support token price after IDO
IDO	3%	0,017	<b>TGE 33%, 3m linear vesting.</b> 30% of raised funds will be spend for support market price and Token Liquidity
IEO	2%	0,10	IEO will start after 12m or when smart pool value will be more than \$5 mln. 30% of raised funds will be spend for support market price and Token Liquidity
Liquidity	7%	-	DEX, CEX Liquidity + additional Liquidity for support market price
Team	18%	-	<b>TGE 0%, cliff 12m, 60m linear vesting</b>
Treasury	5%	-	<b>TGE 0%, 6m cliff, 36m linear vesting.</b> Tokens will use for Staking/Farming rewards and credit products funding
Ecosystem reserve	10%	-	Project insurance fund. Will be filled with smart pool operations (1/5 of the smart pool trade volume) will start after 12m from Public sale
Reserve VCs	34%	1,00	When smart pool buys more than 50% of the token circulation, the smart contract will launch a new round of token sales. In this case, the market price of the token will be much higher than \$1. Conditions: <b>TGE 5%, 24m linear vesting</b>
Total	<b>100,0%</b>		<b>1 000 000 000 TOKENS</b>

# Vesting Schedule & Smart Pool Tokens Buy Back



- The graph shows token scenario vesting and smart pool operation
- Tokens circulation will be 344 million units in 24 months, of which the smart pool will redeem about 40%
- The smart pool's actions will raise the market price of a token from \$0.01 to \$8.43 (840 times). This scenario does not consider purchases/sales by market participants and reflects only the impact of the smart pool



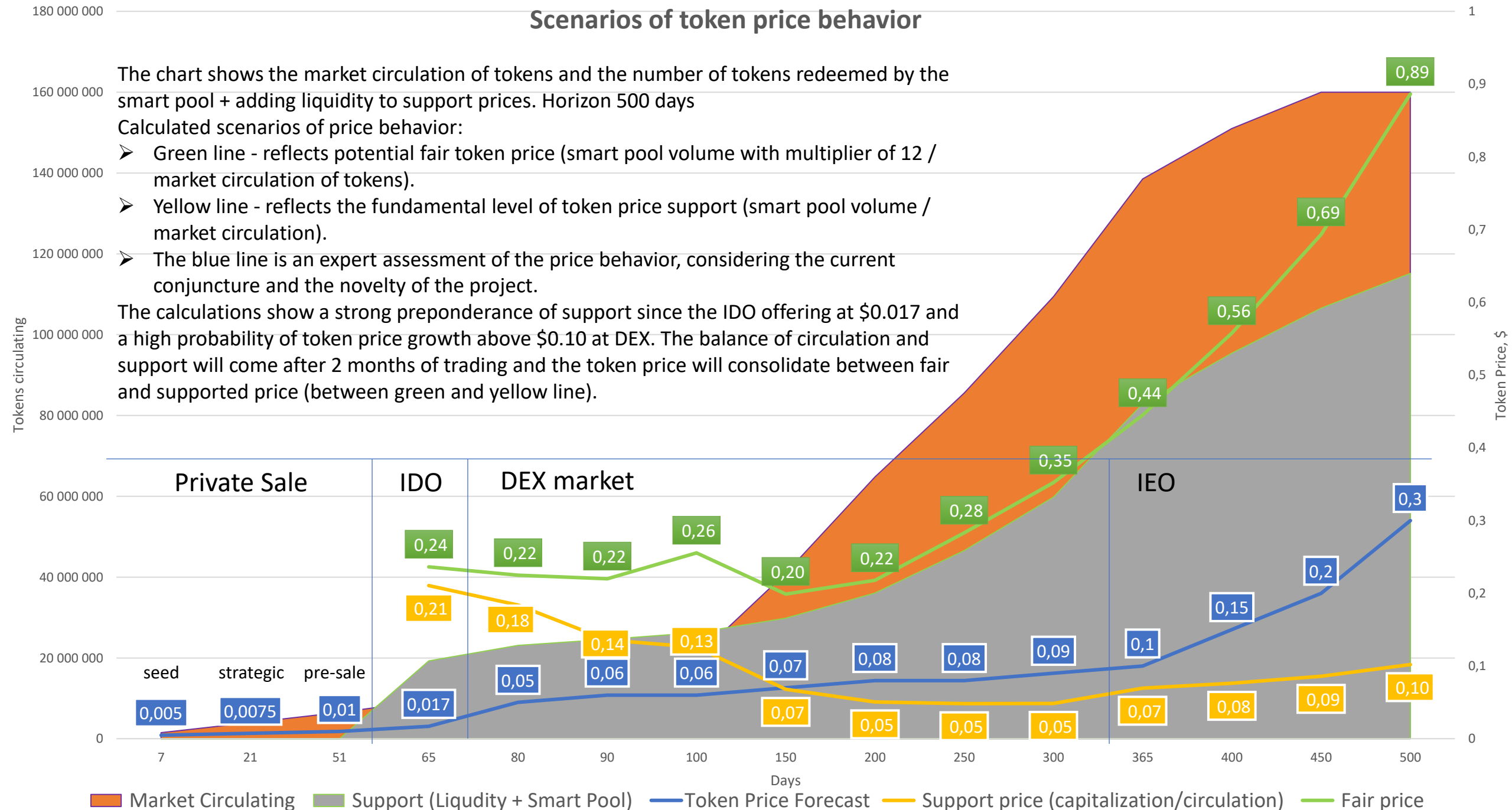
# Scenarios of token price behavior

The chart shows the market circulation of tokens and the number of tokens redeemed by the smart pool + adding liquidity to support prices. Horizon 500 days

Calculated scenarios of price behavior:

- Green line - reflects potential fair token price (smart pool volume with multiplier of 12 / market circulation of tokens).
- Yellow line - reflects the fundamental level of token price support (smart pool volume / market circulation).
- The blue line is an expert assessment of the price behavior, considering the current conjuncture and the novelty of the project.

The calculations show a strong preponderance of support since the IDO offering at \$0.017 and a high probability of token price growth above \$0.10 at DEX. The balance of circulation and support will come after 2 months of trading and the token price will consolidate between fair and supported price (between green and yellow line).



# BASIC IN TERMS

**PROJECT:** The travel sphere belongs to the category of necessary and renewable. The T2E (Travel to Earn) format is new and attractive to users. SHELTERZ has strong competitive advantages and a good chance to capture the market quickly.

**TOKEN VALUE:** The number of tokens is limited, but the company's revenue is not limited, the "smart pool" will get bigger every day and increase the volume of tokens purchase from the exchange. In essence, we are selling the market participants an option - to take cheaper now and sell more expensive when the project's revenue grows.

### TOKENOMIKS:

- We have a long-term strategy and will maintain the fundamental value of the token (growth following revenue) and place new tokens in installments as we achieve our strategic goals.
- We will try to maintain a token price growth rate of 10x per year until we place all tokens.

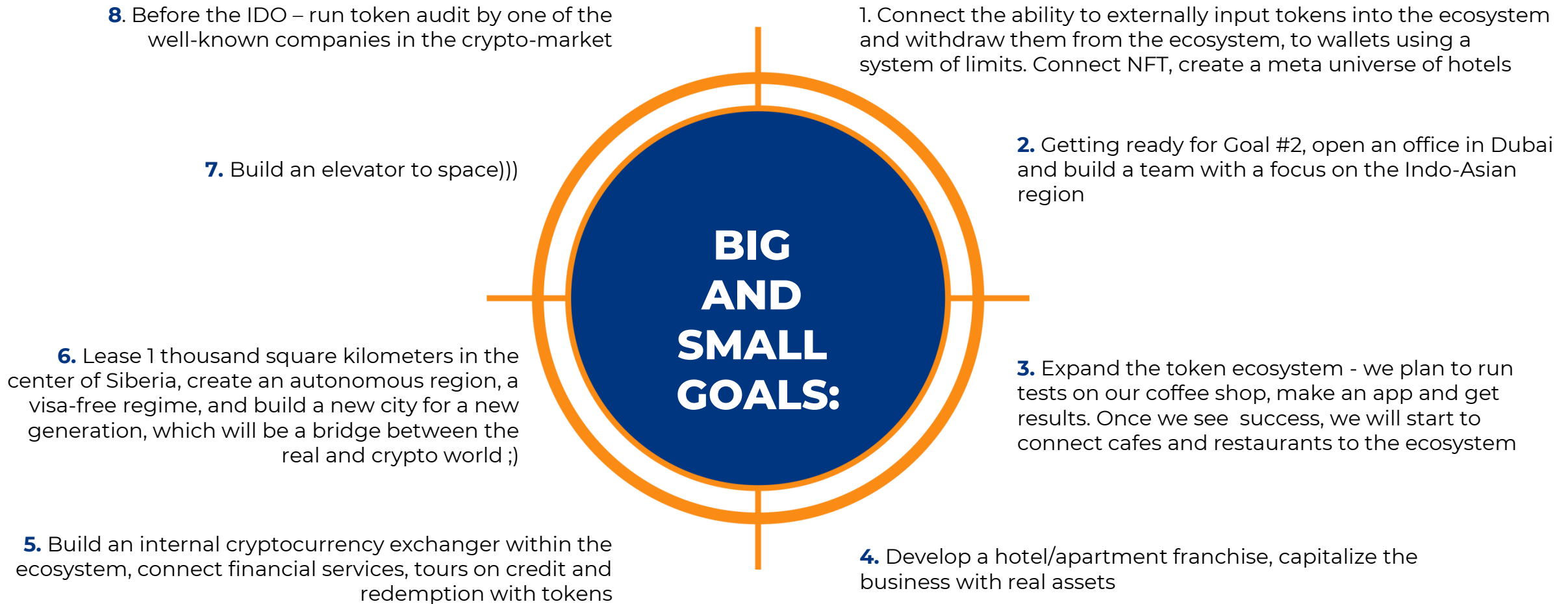
**GOAL TO RAISE MONEY FOR THE PROJECT:** buy out time, accelerate the growth of the project by investing in marketing and the team.

**RESULTS CHECK UP:** A dashboard section will be created on the project website, which will reflect on a weekly basis the dynamics of operational indicators, revenue, smart pool volume, how many tokens are in circulation / frozen, the estimated target levels for the price of a token, how well the roadmap targets have been achieved or exceeded. Financials can be checked against official quarterly reports.

**PROJECT MANAGEMENT STRATEGY:** project development and management, setting goals and objectives to achieve them, putting work teams together and HR policy is based on the principles of **KAIZEN**.

**CODING:** MVP - isomorphic SPA on nodeJS. Combat version - .netFramework (C#), nodeJS, React, TypeScript, MySQL.





**We hope that most of the above will be achieved, and maybe all of it ;) Either way, we're having fun with the process, and it's cool to do a project like this.**

# TEAM SHELTERZ



**Vadim Suvorikov** – CoFounder, CEO . Responsible for project development, strategy and achievement of key KPIs  
2008-2014 - VEB.RF state corporation, Russian Pension Fund portfolio manager  
2014-2020 - NPFB head of trust management division  
2018-present, CoFounder LLC Shelter



**Leonid Tronov** – CoFounder, CFO. Responsible for operations, finances, KPIs.  
Extensive years of experience in business engineering, crisis management and hotel business.  
2018-present CoFounder and CEO of Shelter LLC



**Anton Minin** – CTO. Responsible for the technical architecture of the ecosystem, design and management of the IT department. He has extensive experience as Head of Development at the largest media holding company, Aktion.



**Yana Fedoseeva** – Responsible for marketing, bringing in corporate clients, and connecting facilities to the ecosystem.  
She has extensive experience in corporate finance and digital marketing.



**Natalia Tronova** – Responsible for HR and legal support of project activities.  
She has extensive experience in legal, corporate governance and HR issues.



**Alphia Mansurova** – Executive Director. Responsible for budgeting and financial reporting, ensures operational activities.

# NO MORE TIME FOR TALKING, TIME TO DO BUSINESS!



[token@shelterz.ru](mailto:token@shelterz.ru)  
For talent IT engineers [hr@shelterz.ru](mailto:hr@shelterz.ru)

## CONTACTS



Telegram community RUS [@shelterz\\_token](https://t.me/shelterz_token)  
Telegram community ENG [@shelterz\\_token\\_eng](https://t.me/shelterz_token_eng)



Project address: [shelterz.ru](https://shelterz.ru)