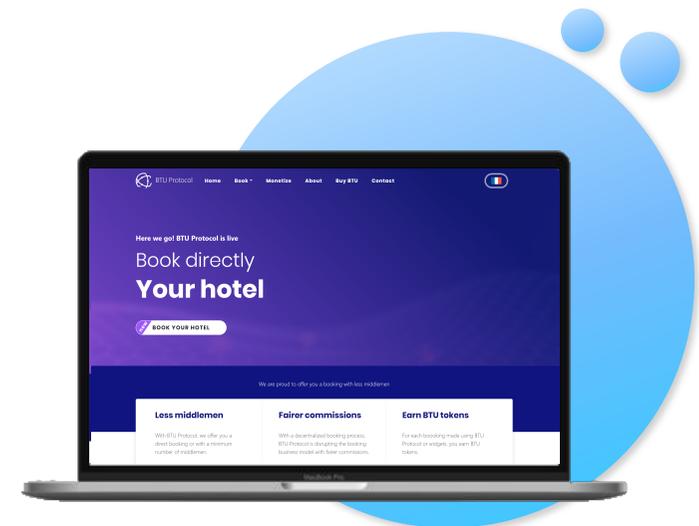




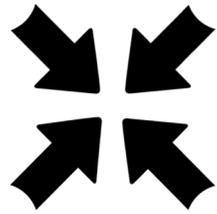
# BTU Protocol, the first peer-to-peer booking protocol

Empowering anyone to become a booking company

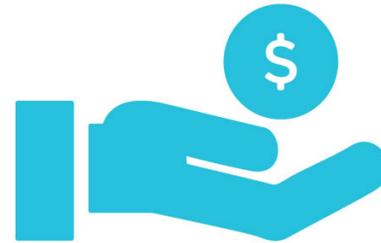


# BTU Protocol

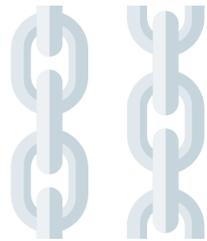
# The main issue – Booking platforms monopolies



Concentration



High commissions & rates



Data Monopoly



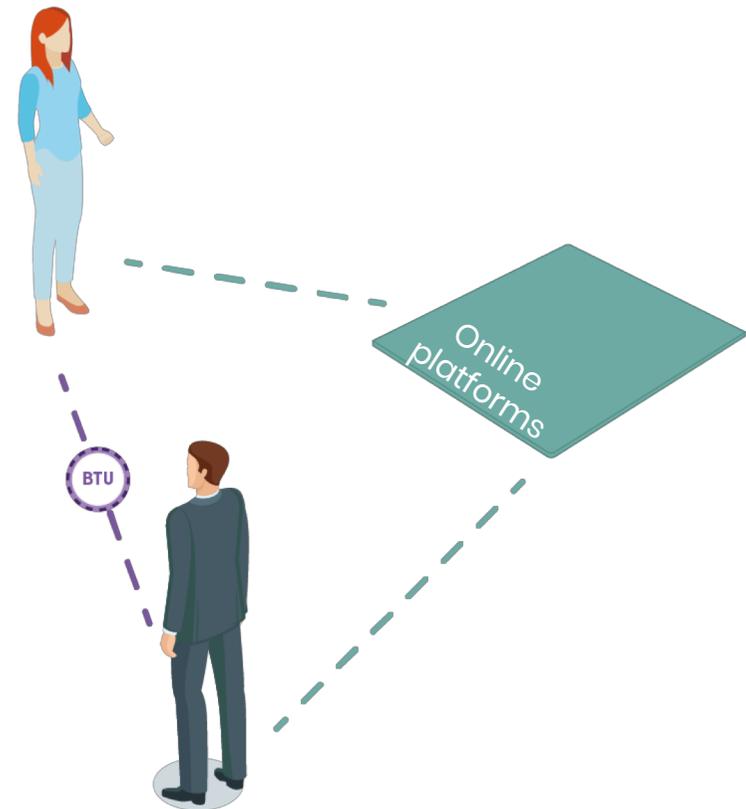
Limited choice for consumers

# BTU Protocol - The short[est] route for booking

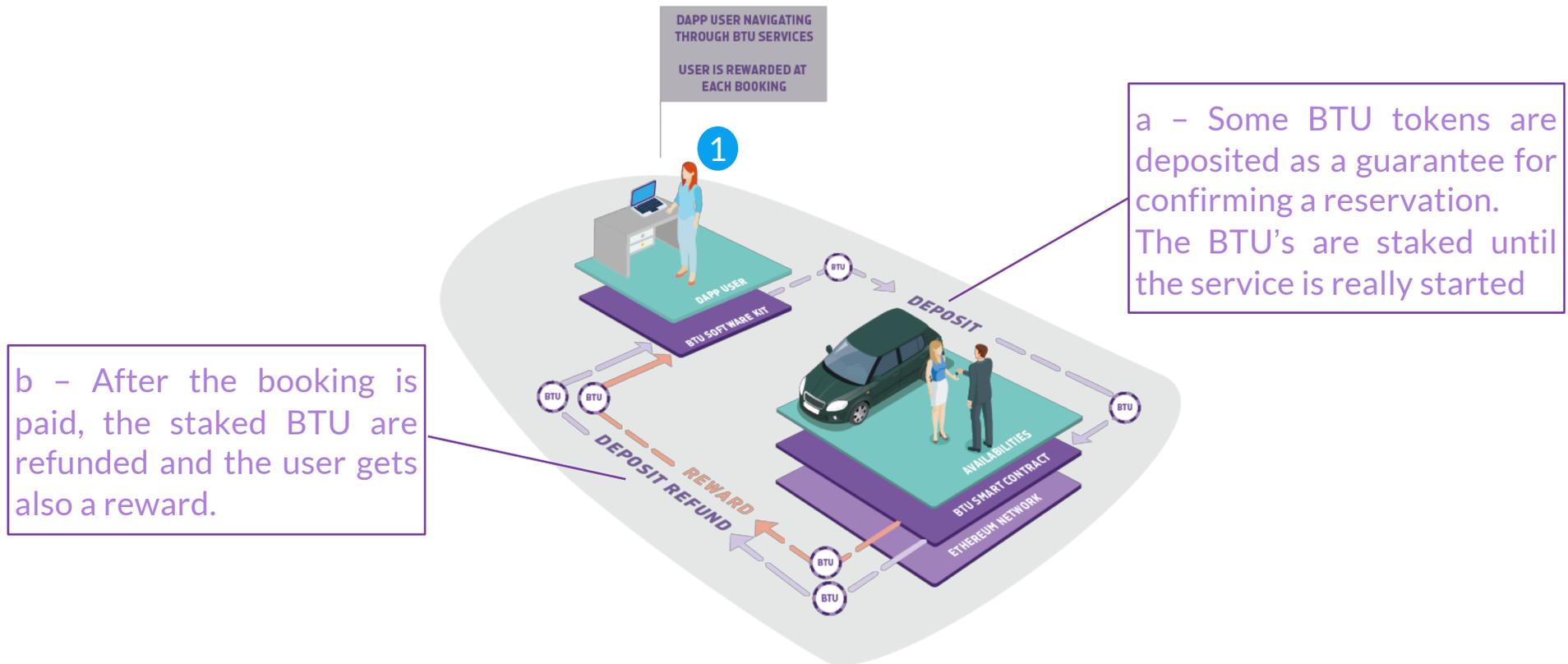
BTU Protocol is the **first peer-to-peer** booking protocol, allowing to connect any service provider to its customers, **reducing the number of (paid) intermediaries**.

The benefits :

- 1 Service providers can sell with a better margin
- 2 Consumers can benefit from a more competitive offer



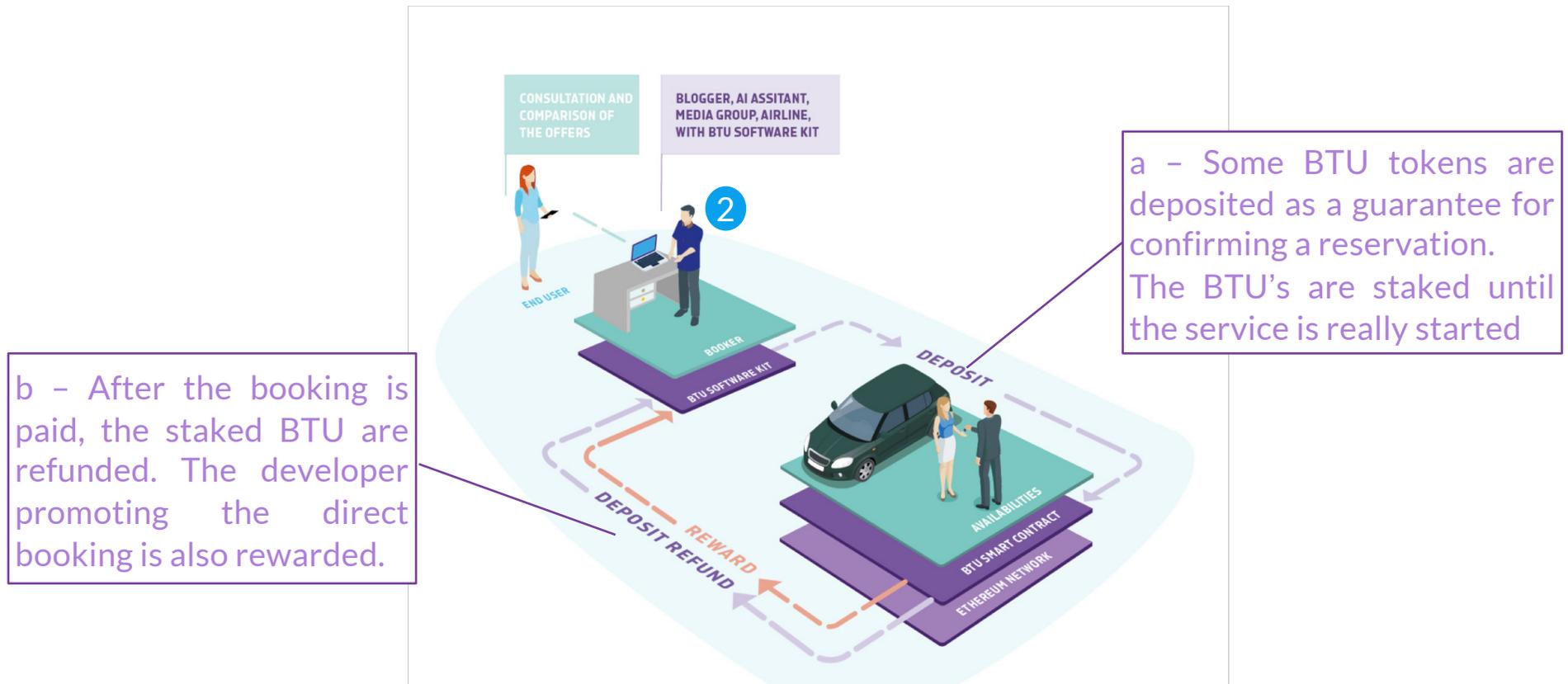
# BTU Protocol for crypto users



## 1 Direct bookers are using the protocol in dapps browsers

In addition to benefiting from the best service price, the protocol rewards direct users for booking in a peer to peer fashion.

# BTU Protocol for non-crypto users



## 2 Developers or businesses that are the gateway to direct booking for their audience.

The protocol incentivizes (rewards) them to offer new booking services for their community or customer base.

# BTU Protocol benefits



## Service providers, Supplier side

**BTU as a new distribution channel**

*A fair distribution channel*

**Less commissions**

*Reduces operational costs*

**Loyalty**

*The BTU rewards are also a reward program*



## Publishers, Influencers

**New Source of Revenue**

*The BTU token given as reward at each booking is a new revenue stream that is more attractive than the traditional affiliation.*

**No Barriers to entry**

*BTU free software and open ecosystem welcomes every developer of company. They can also build new bundles.*



## Consumers

**More attractive offers**

*Price reduction*

**More transparent offers**

*The consumer can choose its preferred "gateway"*

**Packaged offers**

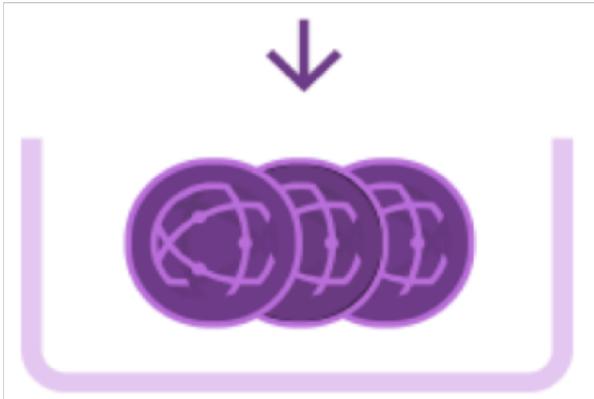
*One stop shop to buy packaged multi-suppliers offers*

# BTU Ecosystem – Service Providers & High traffic sites



**BTU Token**

# BTU token – Guarantee and reward direct bookings



## GUARANTEE BOOKINGS

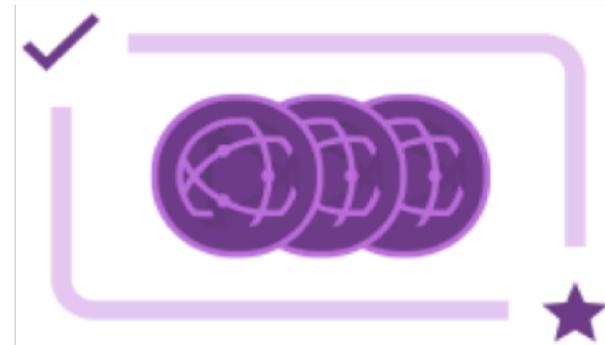
---

### **Booking successfully completed:**

BTU Tokens blocked for warranty are returned to the end user.

### **Reservation not cancelled in time:**

BTU Tokens are transferred to the supplier.



## REWARD BOOKINGS

---

### **Booking successfully completed:**

Once the reservation is successful, the supplier rewards the business provider with BTU tokens

# BTU token legal classification



BTU Protocol is part of the French AMF UNICORN ("Universal Node to ICO's Research & Network") program, a digital-asset fundraising accompaniment and research program aiming to prepare upcoming French regulations on tokens.



## CHAPTER 590 : VFA ACT

Based on and subject to the foregoing and subject to the Qualifications contained in Part 5 and the Limits of Opinion contained in Part 6 of this Opinion, we are of the opinion that, so far as the laws of Malta as are in force as at the date hereof are concerned and on the basis of the Issuer Responses annexed as Appendix A to this Opinion, the Token qualifies to be categorised as a VFA in terms of the Act.

BTU Protocol has worked with in the Maltese lawyer *Fenech & Fenech Advocates* to classify the BTU Token in the existing crypto-asset Malta framework. The legal opinion obtained classifies the BTU token as a "VFA" (utility token).

# BTU token ecosystem

## Exchanges



## Brokers



## Gift Cards



## ERC-20 Wallets



imToken



## Token Tracker & Apps



CRYPTO



RANK ↗

## Dapp Browsers



## Security Audit



## Legal Partners

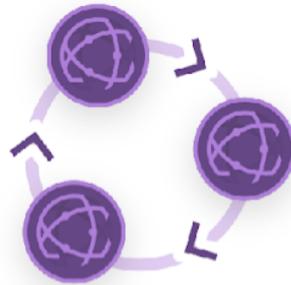


# BTU is already accepted - An outstanding tokenomics



## Escrowed supply

To guarantee the ongoing booking



## Limited total supply

100M BTU, no further token generation



## Multiple use cases

BTU Protocol applies to many industries

# Case Study

# Startup-CE : Building a new revenue stream

Startup CE

<http://startup-ce.com/hotels>

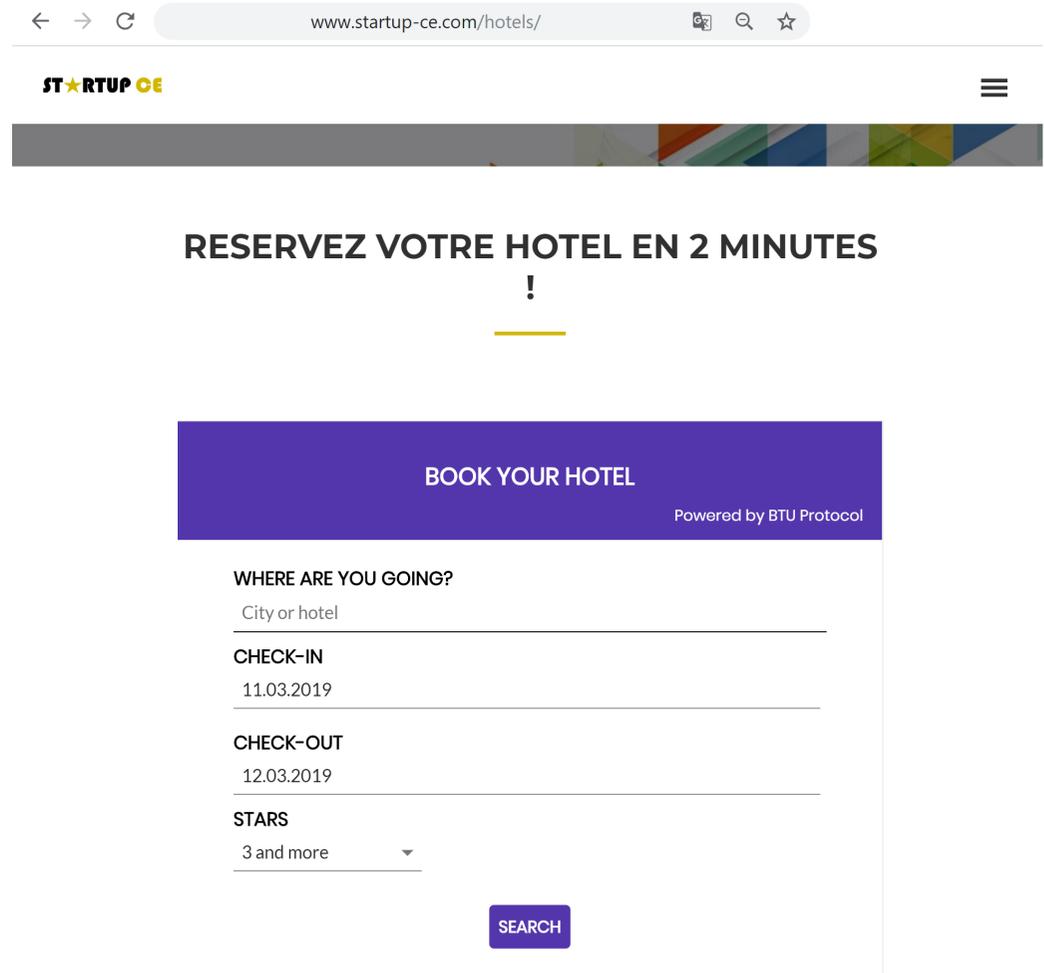
Creation Date : 2016

Employees : 5

Industry : Deals & Coupons

Benefits for joining BTU :

- Create a new revenue stream
- Offer new services to existing customers
- Offer best prices for end users
- Positive impact for the hotels
- Without new IT developments



The screenshot shows a web browser at the URL [www.startup-ce.com/hotels/](http://www.startup-ce.com/hotels/). The page features the Startup-CE logo and a navigation menu. The main heading reads "RESERVEZ VOTRE HOTEL EN 2 MINUTES !" with a yellow underline. Below this is a purple button labeled "BOOK YOUR HOTEL" with the text "Powered by BTU Protocol" underneath. The form contains the following fields:

- WHERE ARE YOU GOING?** (City or hotel)
- CHECK-IN** (11.03.2019)
- CHECK-OUT** (12.03.2019)
- STARS** (3 and more)

A purple "SEARCH" button is located at the bottom right of the form.

# PARISCityVISION: Building a new distribution channel

PARISCityVISION

<https://www.pariscityvision.com>

Creation Date : 1929

Employees : 100+

Industry : Tours & Experiences in Paris

Benefits for joining BTU :

- Create a new distribution channel while controlling the margin
- Address new end-customers
- More visibility



## Visite de la Tour Eiffel

Durée : 2 heures

Langues : Français, Anglais, Chinois

[Réserver dès maintenant !](#)



## Visite du Louvre - accès prioritaire

Durée : 2 heures

Langues : Français, Anglais, Chinois

[Réserver dès maintenant !](#)

# BTU Protocol entered the EIP process with EIP-808

GitHub, Inc. (US) | <https://github.com/appyhour770/EIPs/blob/master/EIPS/eip-808> | 110% | ... |  |  |  | 

## Preamble

# Ethereum EIP 808

EIP: [EIP-808](#)  
Title: Bookable Resource Reservation Protocol Standard  
Author: vidalchiqui <[vidal@btuprotocol.com](mailto:vidal@btuprotocol.com)>  
Type: Standard  
Category: ERC  
Status: Draft  
Created: 2017-12-26  
Requires: 20

## Abstract

The following describes standard functions for a decentralized booking protocol that can be used to reserve any kind of resource (hotel room, concert ticket, restaurant table). The protocol involves the following participants :

# BTU Protocol in the *Ethereum Improvement Process*

GitHub, Inc. (US) | <https://github.com/appyhour770/EIPs/blob/master/EIPS/eip-808.m> 110 %

## Preamble

EIP: 808  
Title: Booking Token Unit protocol, a decentralized booking protocol standard  
Author: Vidal Chriqui <vidal@btuprotocol.com>  
Type: Standard  
Category: ERC  
Status: Draft  
Created: 2017-12-26  
Requires: 20

## Abstract

The following describes standard functions for a decentralized booking protocol that can be used to reserve any kind of resource (hotel room, concert ticket, restaurant table). The protocol involves the following participants :

# 3 main components defined in the EIP-808 standard



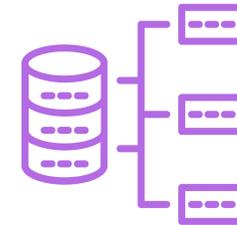
## **BTU.sol**

Smart Contract defining the BTU token, supply and allocation.



## **RES.sol**

Escrow smart contract for users to stake BTU in order to guaranty bookings



## **Inventory DB**

Off-chain component for keeping track of inventory and booking information

## Three options to build an app on top of BTU Protocol

1  
Widget

2  
BTU.js

3  
BTU libs

# API for Developers



COMING SOON

COMING SOON

# 3 options to build an app on top of BTU Protocol

1

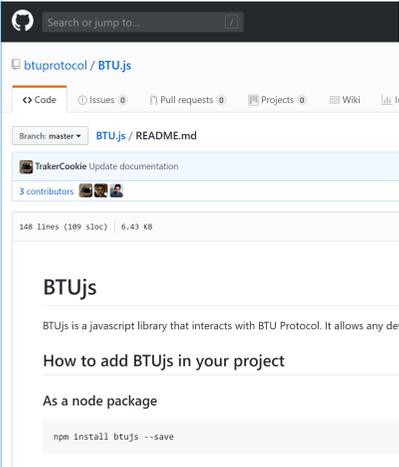
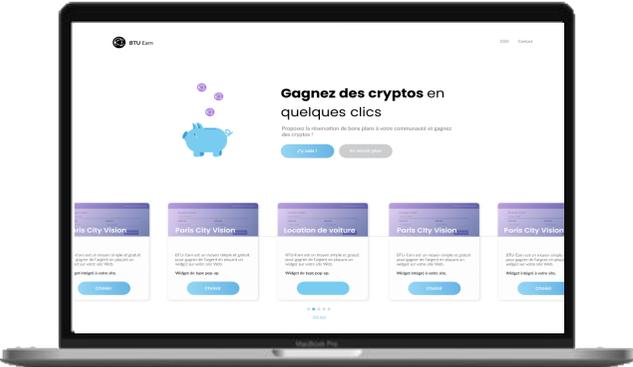
BTU-earn.com

2

BTU.js & libs

3

BTU API's

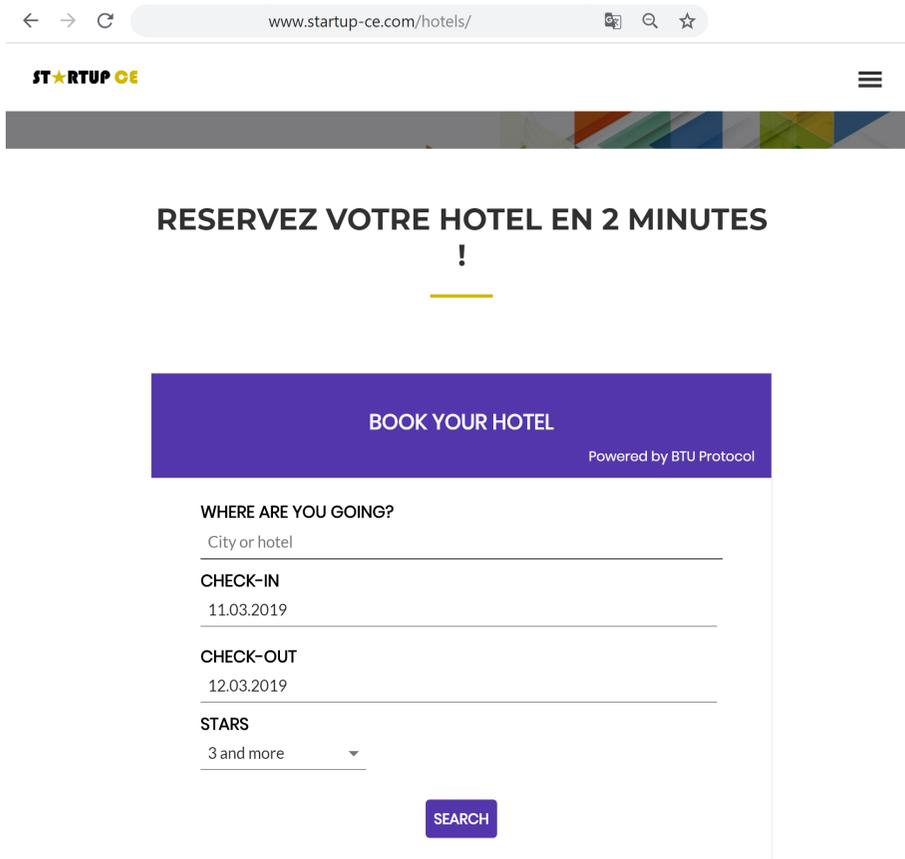


{ REST }

<https://github.com/btuprotocol/BTU.js/blob/master/README.md>



# BTU-earn program : 1 minute integration



The screenshot shows a web browser at the URL [www.startup-ce.com/hotels/](http://www.startup-ce.com/hotels/). The page features the Startup CE logo and a navigation menu. The main heading reads "RESERVEZ VOTRE HOTEL EN 2 MINUTES !". Below this is a purple button labeled "BOOK YOUR HOTEL" with the text "Powered by BTU Protocol" underneath. The form includes the following fields:

- WHERE ARE YOU GOING?** (City or hotel)
- CHECK-IN** (11.03.2019)
- CHECK-OUT** (12.03.2019)
- STARS** (3 and more)

A purple "SEARCH" button is located at the bottom of the form.

Example of copy & paste snippet (code) to install BTU widget on any website. The integration process is similar to installing a Youtube widget.

```
<iframe name="BTUprotocol"
frameborder="0" scrolling="no"
height="500px"
width="640px"
src="https://multi.btu-
hotel.com/?walletAddress=0x83fEaB1F3fE4
6403F9Fe21bf89
Db1CCaFE8FB721"></iframe>
```

# BTU.js – Full Javascript API for advanced integration

## **addResource(resourceType, body)**

Add a resource and items to global searchable inventory

## **deleteResource(resourceType, resourceId, body)**

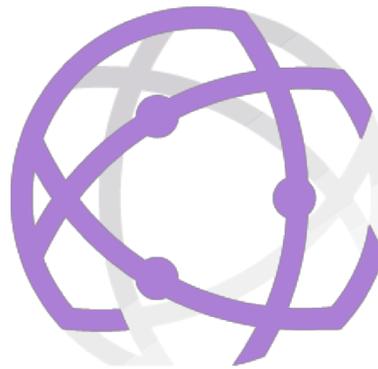
Remove a resource and items to global searchable inventory

## **addAvailability(resourceType, resourceId, body)**

Add an availability to a given resource

## **removeAvailability(resourceType, resourceId, body)**

Remove an availability to a given resource



## **searchResources(resourceType, body)**

List resources matching a search query and a resource type

## **getResource(resourceType, resourceId, body)**

Retrieve detailed information on a specific resource

## **getResourceItem(resourceType, resourceId, itemId, body)**

Retrieve details information about an item related to a specific resource  
(example : a room for an "hotel" resource)

## **searchAvailableResources(resourceType, body)**

Retrieve all available resources matching a criteria including the target dates

## **getResourceAvailabilities(resourceType, resourceId, body)**

Retrieve all available items of a given resource matching a criteria including the target dates

## **bookResource(resourceType, resourceId, body)**

Request a booking for a given availability

<https://github.com/btuprotocol/BTU.js/blob/master/README.md>

# BTU.js packaging – npm package

## Install BTU.JS

```
npm install btujs --save
```

## Instantiate BTU.JS

```
const btujs = require('btujs');  
  
const myBtujs = new BTUjs();
```

### searchResources()

Search for resources regardless of their availabilities.

### Prototype

```
myBtujs.searchResources(String resourceType, Object body, Function callback)
```

### Parameters

- **resourceType**: the type of resource you are looking for.
- **body**:

parameter	mandatory	description
searchType	true	String 'query' or 'location'
options.searchQuery	only for query searchType	String search query (ex: hotel name)
options.location.latitude	only for location searchType	Float latitude coordinate
options.location.longitude	only for location searchType	Float longitude coordinate
options.distance	only for location searchType	Integer distance around location

- **callback**: standard callback function, e.g. `callback(err, res) { ... }`.

**BTU Hotel**

# Demo Dapp on btu-hotel.com



A screenshot of the BTU Hotel mobile application interface. The top navigation bar is dark blue with the BTU Hotel logo on the left and the text "Earn BTU tokens when booking hotels !" on the right. The main content area has a blurred background of a city at night. It features a search form with the following fields: "WHERE ARE YOU GOING?" with a text input containing "City or hotel"; "CHECK-IN" with a date input containing "04.03.2019"; "CHECK-OUT" with a date input containing "05.03.2019"; and "STARS" with a dropdown menu showing "3 and m...". A purple "SEARCH" button is located to the right of the stars dropdown. In the bottom right corner, there is a blue circular chat icon. At the very bottom, a small purple footer contains the text: "Who are we? Copyright © 2019 - 808 Labs SAS - 10 rue de Penthièvre 75008 Paris France - RCS 835 138 181 ParisDisclaimer".

# Demo Dapp – BTU Hotel

BTU Hotel Earn BTU tokens when booking hotels !

WHERE ARE YOU GOING?

berlin

- Berlin, Berlin, Germany
- Hessenwinkel, Berlin, Germany
- Wilhelmshagen, Berlin, Germany
- Berlin, Connecticut, United States of America
- Hotel Berlin, Berlin, Berlin, Allemagne
- Hotel Berlin, Berlin, Berlin, Allemagne
- Inn-berlin, Berlin, Allemagne
- Teikyo Berlin, Berlin, Allemagne
- Cityrentals Berlin, Berlin, Allemagne
- Romantica Berlin, Berlin, Allemagne

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BTU Hotel Earn BTU tokens when booking hotels !

BERLIN : Searching ...

To thank you for booking with BTU protocol, you will receive **BTU tokens** once your reservation has been paid.

We're finding the hotels you are looking for at the best price...

NOVOTEL  
HOLIDAYS & RESORTS

Holiday Inn  
UN HOTEL INHP

Hilton

RENAISSANCE  
HOTELS

Marriott  
HOTELS & RESORTS

SOFITEL  
HOTELS & RESORTS

MERIDIEN

B&B

Who are we? Copyright © 2019 - 808 Labs SAS - 10 rue de Penthièvre, 75008 Paris France - RCS 835 138 181 Paris Disclaimer

BTU Hotel Earn BTU tokens when booking hotels !

Arrival Tue. 19/3 Leaving Wed. 20/3 Stars 3 and more

MODIFY

Berlin : 10 best deals found at these dates



Ibis Berlin Neukoelln ★★★

Quietly situated in the Britz area of Berlin, this hotel offers soundproofed rooms, a 24-hour bar and free WiFi in all areas. It is 1 minute from Berlin's A100 motorway and a direct bus ride

Read more

Show on map

For 1 night : **81.67 US\$**  
Reward : 4.08 US\$ in BTU

VIEW ROOMS

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Berlin - Get the best deals  
Great location - Show on map

FREE WiFi

Quietly situated in the Britz area of Berlin, this hotel offers soundproofed rooms, a 24-hour bar and free WiFi in all areas. It is 1 minute from Berlin's A100 motorway and a direct bus ride from Schönefeld Airport. All rooms at the

Read more

CHECK-IN  
19.03.2019

CHECK-OUT  
20.03.2019

Best rate found for this room and the selected period.

Twin room

- ✓ Non-refundable
- ✓ Free WiFi
- ✓ General conditions : Non-refundable – Prepayment needed. Please note, if cancelled, modified or in case of no-show, the total price of the reservation will be charged. You will be charged a prepayment of the total price at any time.

Room information

Rate for 1 night

Total : **73.73 US\$**  
Reward : 3.69 US\$ in BTU

SELECT

**BTU team**

# BTU Executive Team



CEO

**Hervé Hababou** began his career designing software and conducting multi-million dollar consulting projects in the United States and the United Kingdom for Blenheim. As an entrepreneur, he founded the leading French company in SAP certified software (Invature). He is also an investor in 10+ companies. Hervé graduated from ENS IIE and London Business School.



CTO

**Vidal Chriqui** specialized in distributed systems, which led him to take early interest in Bitcoin & Ethereum from 2012. He launched "Blockchain Revolution", the first french-speaking free web series about bitcoin and has been advising several blockchain projects. He is a regular speaker at blockchain conferences. Vidal graduated from Ecole des Mines de Paris.



Sales Director

**Bernard Molle** has spent his entire career in the tourism industry. Formerly Head of Sales at Amadeus and then Sales Director at Sabre Travel Network, he managed the largest travel agency networks in France: Selectour, Manor, Tourcom, Leclerc Voyages and Carrefour Voyages.



Product Director

**Ryzwan Taherally** turned early to entrepreneurship and the startup world. He has worked for 3 entrepreneurial projects in various industries. He is the getaway between the technical teams and the operational teams. Ryzwan is an engineer from UTC Compiègne.

# **BTU & the Media**

# BTU Protocol ranked in the top10 CES2019 innovations

Bloomberg  
Businessweek

ios下載

android下載

## 10.不抽佣金酒店預訂服務BTU

去年初，一場澎湃的虛擬貨幣升浪急速退潮，然後就如股神巴菲特所言，大家就會看到沒有穿褲子的人。雖然很多打著區塊鏈及虛擬貨幣名號的企業被巨浪捲得片甲不留，但將區塊鏈進行實質應用的企業卻看到機會。來自法國的Vidal Chriqui利用區塊鏈技術，推出o佣金酒店預訂平台。他解釋：「我們的收入來源並非來自佣金收入，而是BTU貨幣未來升幅帶來的利潤。客戶可以在BTU平台中直接向酒店訂房，雙方都可免去一般中介抽取約15%至30%的費用。顧客下單後以信用卡支付訂金時，我們會自動利用這筆訂金買入BTU貨幣，並支付予酒店，雖然我們不會直接出售貨幣，但用戶間接地必須使用我們的BTU貨幣，為這個貨幣保持需求。另一邊廂，貨幣將會於交易所進行交易，我們持一定數量的貨幣儲蓄，當貨幣流通時，我們便可透過貨幣升幅而獲得利潤。」去年3月至6月，BTU已完成第一階段ICO，出售了1億個BTU貨幣，買家主要為大型商業機構。同時，BTU平台上已可預約全球200萬家酒店，第二階段將會將貨幣放於貨幣交易所。——鄧詠筠 

<http://hk.bbwc.cn/a42rbf.html>

Bloomberg  
Businessweek

ios下載

android下載



## 10 major technology creative products in 2019

Technology is developing at a high speed every day, and innovative inventions continue to break everyone's imagination, change lives, and even change society. What will be the latest technology wave in the coming year?

Google Translation

# BTU on TV

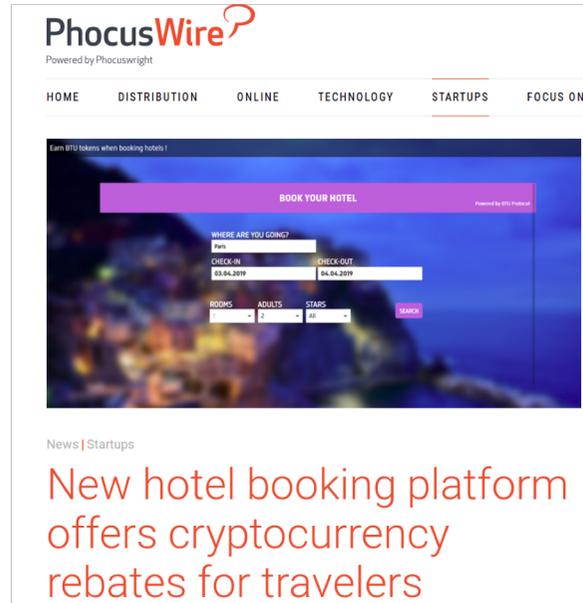


<https://www.youtube.com/watch?v=w8gIZuSjaE>



<https://youtu.be/Pz0NDuoYoRs>

# BTU in the online press



From

*« Every company is a tech company »*

(WSJ)

# Conclusion

To

*« Every company can be  
a booking company »*

**From**

**« *Every company is a tech company* »  
(WSJ)**

**To**

**« *Every company is a booking company* »  
(BTU Protocol)**

# Contact us to onboard the BTU ecosystem

