



ODYSSEY

WHITE PAPER

A user-driven Web3 personalized travel experience platform
based on blockchain

Preface

With the recovery of the global economy and changes in people's lifestyles, the tourism industry is undergoing a profound change. Especially in the post-pandemic era, travelers' needs for safety, personalization and flexibility have increased significantly. Traditional travel platforms often fail to meet these needs, resulting in poor user experience. At the same time, the rapid development of blockchain technology provides new opportunities to solve these problems.

According to global market research data, the tourism industry has become one of the pillar industries in the global economy. Travel and tourism-related industries, including aviation, hotels, restaurants, retail, etc., constitute more than 10% of global GDP and account for 8% of global employment. The global tourism market is expected to reach US\$13.2 trillion by 2028, with a compound annual growth rate of 5.3%. With the popularity of blockchain technology and Web3.0, the combination of tourism industry and decentralized technology has broad prospects.

Market Research

Analysis of the current status of the global tourism industry

The global tourism industry is one of the important components of the world economy. It promotes cross-border exchanges and cultural dissemination, and is also an important source of global GDP and employment. According to data from the World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC), the total revenue of the global tourism industry reached 8.9 trillion US dollars in 2019, accounting for 10.4% of the global GDP. However, the COVID-19 pandemic in 2020 dealt a huge blow to the global tourism industry, with global tourism revenue plummeting by more than 60%, but the subsequent recovery showed the industry's strong resilience.

Key data and trends in the tourism industry:

- Tourism population:** The number of people traveling worldwide exceeds 1.2 billion each year, mainly concentrated in Europe, Asia-Pacific, North America and other regions, especially the rapid growth of the middle class in China and India, which has driven the rapid development of international tourism.
- Tourism expenditure:** Tourism expenditure has steadily increased, especially in the high-end tourism market, including luxury hotels, personalized tourism customization and other high-value-added services. It is expected that the scale of the high-end tourism market will reach 1.5 trillion US dollars in 2028.
- Post-epidemic recovery:** With the increase in vaccination rates and the lifting of travel restrictions, the tourism industry is recovering rapidly. The global tourism market is expected to return to pre-epidemic levels in 2024 and grow further by 2030.

Online travel market size

According to data from authoritative organizations such as Statista and Mordor Intelligence:

- The global online travel market size in 2022 is about US\$475 billion, and the market has recovered rapidly after the epidemic.
- The global online travel market is expected to reach US\$902.1 billion in 2028, with a compound annual growth rate (CAGR) of about 10.8%.
- The OTA market accounts for about 45% of the global travel market share, mainly driven by accommodation bookings and flight bookings.
- Asia Pacific, North America and Europe are the largest online travel markets, and Asia Pacific is expected to become the fastest growing market in the next few years, benefiting from the strong growth of the Chinese, Indian and Southeast Asian markets.

○ **Derived third-party service industry market**

In addition to traditional core tourism services such as accommodation and transportation, the tourism industry also involves many derivative services, including tour guide services, cultural experience, catering services, duty-free shopping, medical tourism, insurance, etc. These services constitute an important part of the global tourism industry chain.

- a. Cultural experience services: Cultural and experiential tourism services are gradually becoming an important part of the tourism industry. According to data from the Global Cultural Tourism Research Institute, the market size of cultural experience tourism reached US\$600 billion in 2022 and is expected to double to US\$1.2 trillion by 2030. Users in this field prefer uniqueness and personalized services.
- b. Catering and local services: Catering and local services are an important part of the tourism experience, especially in the fields of high-end dining, traditional food experience and local cultural activities. The global tourism catering service market size is expected to reach US\$900 billion in 2028.
- c. Duty-free shopping: Duty-free shopping is popular among tourists around the world, especially at international airports and popular tourist destinations, and has become an important source of income in the tourism industry. It is estimated that by 2028, the global duty-free market will reach US\$125 billion.
- d. Medical tourism: Due to the high medical costs or uneven medical resources in some countries, more and more tourists choose to go to other countries for medical services. In 2024, the global medical tourism market size was US\$60 billion, and it is expected to grow to US\$143 billion by 2027, with a compound annual growth rate of 17.9%.

○ **User behavior changes and trends**

After the epidemic, users' online travel behaviors and needs have changed significantly. These trends have shaped the future direction of the travel market and OTA market:

- a. Mobile booking: According to Expedia's survey, about 70% of travel bookings will be completed through mobile devices in 2023, and this proportion is expected to increase in the future. Mobile users prefer instant booking and personalized recommendations.
- b. Demand for personalized services: Modern tourists hope to obtain personalized recommendations based on personal preferences (such as price, comfort, environmental protection, etc.), and the application of AI and big data analysis in this field is becoming increasingly popular.
- c. Sustainable tourism: With the increasing awareness of environmental protection, more and more tourists want to choose environmentally friendly travel options. OTA platforms attract such users by labeling accommodation and transportation with environmental certifications.

- d. Flexibility and cancellation protection: After the epidemic, tourists pay more attention to the flexibility of booking, and the risk-free cancellation policy and change options provided by OTAs have become key factors in user choice.
- e. Experience and activity booking: In addition to traditional air tickets and hotel bookings, tourists' interest in destination experiences has increased significantly, especially cultural experiences, adventure travel and local activities.

Growth drivers

The growth of the global tourism market and the online tourism market is driven by the following factors:

- a. Digital transformation: With the increase in Internet penetration and mobile device usage worldwide, more and more consumers choose to book travel services through online platforms. Especially in developing countries, the popularity of smartphones has driven the rapid growth of mobile travel applications.
- b. The growth of the middle class: The expansion of the middle class in emerging markets represented by China, India and Brazil has driven the demand for travel in these regions. Especially in the Asia-Pacific region, the tourism industry has grown rapidly.
- c. Price sensitivity and comparison functions: OTA provides powerful price comparison tools to help users get travel products at the best price, which is also an advantage that traditional travel agencies cannot match.
- d. The rise of emerging markets: Emerging markets in Asia-Pacific and Latin America have become the main driving force for OTA growth. The Internet penetration rate in these regions has increased rapidly, and consumers' demand for online booking has increased significantly.

Challenges facing the tourism market and third-party derivative service market

- a. Intensified platform competition: Competition among giants such as Booking, Expedia, and Airbnb has become increasingly fierce, and small and medium-sized platforms have difficulty gaining market share. Competition has led to huge marketing expenditures and pressure to reduce commissions.
- b. Policy and regulation: Countries are increasingly stringent in regulating tourism services, especially in terms of data privacy and user protection. For example, the EU's GDPR regulations have placed higher requirements on OTAs' data management.
- c. User loyalty: OTA platforms face challenges in gaining user loyalty, and many consumers choose to book based on price rather than platform, resulting in relatively low user loyalty on the platform.

- d. Security and privacy issues: Traditional travel platforms have great security risks when processing user data, and users' personal information leakage and privacy issues frequently occur, resulting in reduced trust.
- e. Lack of personalized services: Most travel platforms provide standardized travel products, which cannot meet consumers' demand for personalized and customized travel experiences. This model limits the user experience and cannot attract high-end users and the younger generation.
- f. High intermediary costs: Traditional travel platforms act as intermediaries and charge high commissions, which increases users' travel costs. This problem is particularly prominent in cross-border travel.
- g. Lack of transparency: The prices and terms of service of many travel platforms are not transparent enough, resulting in poor user experience and reduced trust.
- h. Fragmented user experience: The services in the tourism industry are relatively fragmented. Travelers usually need to book hotels, flights, car rentals, activities, etc. through different platforms separately. This fragmented experience makes it difficult to form a seamless overall process.

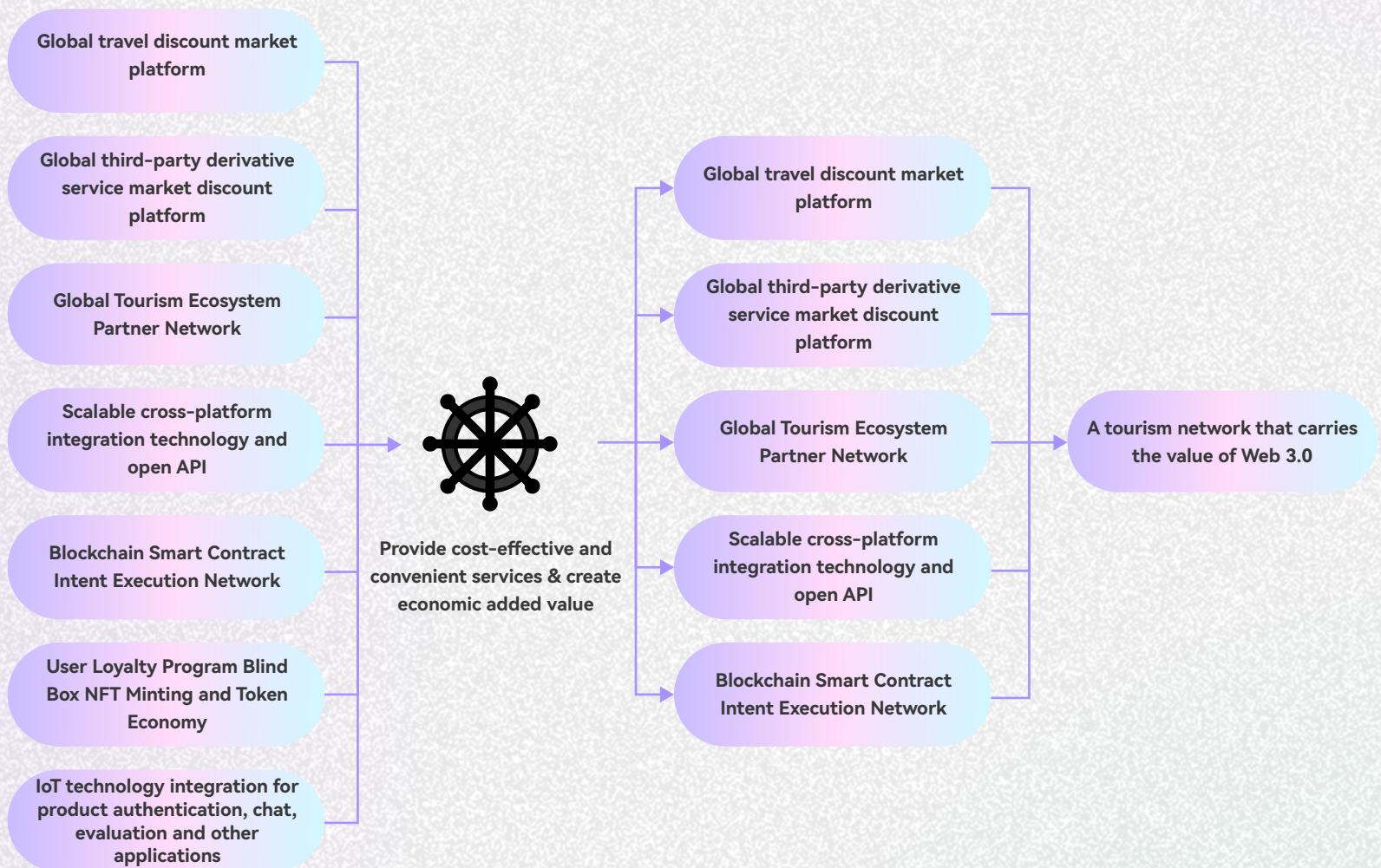
ODYSSEY's Goal

ODYSSEY

It is a user-driven Web3 personalized travel platform based on blockchain technology, dedicated to providing safe, personalized and dynamic travel services to global travelers in a decentralized manner. The platform integrates the privacy protection of blockchain, the automated execution of smart contracts, and the innovative application of NFT and crypto token economy to bring users a new travel experience.

ODYSSEY's Goal

The Odyssey project aims to combine blockchain technology, integrate the tourism and leisure industries with the value of Web 3.0, and enrich and enhance the user's life experience. Users can not only enjoy various travel and leisure activities through Odyssey NFT, but also obtain additional economic benefits through digital assets.



ODYSSEY's Mission Statement

Odyssey's mission is to guide more people to participate in the travel network full of Web 3.0 values and concepts of "adventure and experience" and share mutually beneficial asset appreciation opportunities. Provide participants with more convenient and diverse travel and leisure services to enhance a happy and affluent lifestyle.

Odyssey is committed to building a virtuous cycle business ecosystem based on blockchain, becoming a pioneer in the Web 3.0 travel network across time and space, and achieving sustainable growth and expansion.

ODYSSEY'S SOLUTION

Decentralized travel market

Odyssey will connect global hotels, airlines, and travel activity providers directly to users through a decentralized travel market platform, eliminating the high commissions of intermediary platforms such as OTA. All transactions are based on smart contracts to ensure transparent prices and automatic execution of transactions.

- a. Transparent prices: Through smart contracts and blockchain technology, Odyssey ensures that the prices of all travel products are open and transparent, eliminating price differences caused by platform commissions.
- b. Smart matching: Using AI and user data on the blockchain, the platform can intelligently recommend travel packages or activities suitable for users to improve user experience.

Growth opportunities in personalized travel services

The Odyssey platform will use big data analysis, artificial intelligence (AI) and blockchain technology to provide users with personalized travel advice, itinerary planning and services:

- a. Data-driven user insights: By analyzing users' historical travel data, preferences, interests and behaviors, Odyssey can customize personalized travel plans for each user, including customized destination recommendations, activity arrangements and hotel selections, to improve user satisfaction.
- b. AR/VR technology enhances experience: Odyssey uses virtual reality (VR) and augmented reality (AR) technology to help users experience destinations and hotels in person before booking, further enhancing the user's decision-making experience. This not only increases customer expectations, but also makes the personalized travel experience more interactive and immersive.
- c. Blockchain smart contracts: Through the application of blockchain technology, users can make personalized travel service reservations through smart contracts to ensure transparent, trustworthy and efficient transactions. Travel service providers can adjust the services provided in real time according to user needs and travel conditions to make them more in line with user expectations.
- d. Real-time adjustment and optimization: Odyssey's platform will also provide real-time itinerary adjustment functions, allowing users to flexibly change plans according to actual conditions during the trip, whether it is adjusting accommodation, adding activities, or temporarily changing the itinerary, ensuring a high degree of customization and flexibility of the journey.

Tourism NFT and its applications

Odyssey combines NFT technology with travel products to launch Odyssey NFT. Users can purchase or obtain NFTs representing travel products (such as air tickets, hotel rooms, and travel packages). All NFTs can not only be used as vouchers for itineraries, but can also be traded or rented on the Odyssey Marketplace to further enhance liquidity.

- a. NFT travel voucher: Users use NFTs to book air tickets, hotels and other services. The information stored in NFTs cannot be tampered with and is easy to verify, which improves security and convenience.
- b. Value-added services and benefits: Odyssey NFT holders can enjoy a variety of exclusive benefits and services, such as VIP check-in, special event invitations, etc., to further enhance user loyalty.

User Loyalty Programs and Token Economics

Odyssey will build a new Odyssey loyalty token economy based on blockchain. Users can get ODS tokens for booking, sharing travel experiences, participating in community activities, etc. on the platform. ODS tokens can be used for discounts, offers, exchange services, and even for platform governance voting.

- a. Cross-platform loyalty program: Odyssey's blockchain infrastructure supports cross-platform loyalty points accumulation worldwide. No matter which country the user is in or which service he uses, the loyalty rewards he receives can be uniformly managed and exchanged through ODS tokens.
- b. Community-driven governance: Users holding ODS tokens will be able to participate in the governance of the platform, decide on future feature upgrades, marketing strategies, etc., and enhance user stickiness and engagement.

Data security and privacy protection

Odyssey is based on a decentralized architecture based on blockchain to ensure the security and privacy of user data. All user reservation information, personal data, etc. will be stored in multiple nodes and encrypted through decentralized identity authentication (DID) technology to reduce the security risks caused by centralized storage.

- a. Autonomous control of user data: Users can fully control their data permissions through blockchain technology, and only after authorization can suppliers obtain relevant information, thereby ensuring that data privacy is not abused.
- b. Privacy computing technology: Odyssey will use advanced privacy computing technology (such as zero-knowledge proof) to ensure that user data is processed in an encrypted state and sensitive information will not be exposed.

Global Tourism Ecosystem Partner Network

Odyssey has established partnerships with the world's top hotel groups, airlines, car rental service providers, etc. to create a global tourism ecosystem. By connecting these suppliers directly to the Odyssey blockchain platform, the intermediate links are reduced and the quality and efficiency of tourism services are improved.

- a. Partner Program: Establish strategic partnerships with the world's leading travel agencies, airlines, hotels, etc. to ensure product quality and supply chain stability on the Odyssey platform.
- b. Expansion of third-party services: The Odyssey platform will open API interfaces to allow third-party service providers (such as car rental companies and catering services) to access, further enrich the platform's ecology and expand the scope of services.

ODYSSEY's core features

ODYSSEY MAP

Odyssey Map is the core of the entire Odyssey ecosystem. It uses a decentralized map interface to intuitively display global tourism resources and service providers. Users can use the map to easily search, book, and experience tourism-related products and services.

- a. Global resource visualization: Through Odyssey Map, users can view hotels, flights, tourist attractions, and other third-party tourism services around the world in real time, supporting multi-language switching and personalized settings.
- b. Intelligent recommendation engine: Based on users' historical preferences, behavioral data, and community contribution values, Odyssey Map provides personalized travel service recommendations to help users quickly find products that meet their needs.
- c. Map interaction and AR enhancements: Users can use augmented reality (AR) technology to scan real-world scenes with their mobile phones or other smart devices to view nearby tourism resources, special offers, and user reviews.

Tourism NFT issuance and trading platform

The Odyssey platform allows users to purchase, sell, rent and collect travel products through NFTs (non-fungible tokens), providing a new way to book and experience travel.

- a. Travel voucher NFT: Odyssey provides the function of converting air tickets, hotel reservations, attraction tickets, etc. into NFTs. When users purchase these products on the platform, they will receive the corresponding NFTs. This NFT is not only a travel voucher, but can also be traded or transferred on the secondary market, increasing the liquidity of travel products.
- b. NFT mining and upgrading: Users can increase the level and rarity of NFTs by using NFTs or participating in Odyssey community activities, and obtain more privileges and value-added services, such as free upgrades and room upgrades.
- c. Customized NFTs: Odyssey works with artists and brands to launch limited edition NFTs for specific travel products. Users can get VIP treatment or participate in exclusive activities through these special NFTs.

ODS Token Economic System

Odyssey's token ODS Token is an important part of the platform economy. Users can get ODS token rewards by participating in platform activities, booking services, sharing reviews, etc. At the same time, ODS tokens can be used for consumption, governance and investment.

- a. Token reward mechanism: Users can get ODS tokens as rewards by trading, completing tasks, participating in community activities, etc. on the Odyssey platform.
- b. Token consumption and discounts: Users can use ODS tokens to get special discounts, upgrade services or purchase exclusive products on the platform. Users who hold a large number of ODS tokens can unlock more VIP privileges, such as fast lanes, exclusive customer service, etc.
- c. Staking and income: Users can choose to stake NFTs on the platform to obtain ODS token income or participate in investment opportunities in special projects, such as blockchain tourism infrastructure construction.

Decentralized Governance and DAOs

Odyssey promotes the decentralized autonomous organization (DAO) model, giving community members control over the development of the platform. Users can participate in platform decision-making by holding ODS tokens.

- a. Community governance proposals: Any user holding ODS tokens can propose improvement proposals for the platform, such as functional updates, market strategies, partnerships, etc. The proposals will be implemented after DAO voting.
- b. Decentralized voting mechanism: Users holding ODS tokens can vote on proposals based on their token holdings. The voting power is completely decentralized, ensuring that the collective wisdom of the community drives the development of the platform.
- c. Transparent decision-making process: All proposals and voting results are open and transparent on the blockchain to ensure that the governance process is fair and credible.

User loyalty and incentive system

Odyssey has created an innovative user loyalty and incentive system through Web3 technology. Every time a user makes a reservation, comments, shares or participates in community activities, loyalty points can be accumulated, further stimulating user activity and loyalty.

- a. Points rewards: Users can obtain loyalty points by using the platform's travel services, participating in community governance, etc. Points can be used to redeem coupons, service upgrades, etc.
- b. Cross-platform loyalty sharing: Users' loyalty points and ODS tokens can be used across platforms. Regardless of which partner on Odyssey you book with, you can accumulate loyalty uniformly.
- c. NFT medals and rewards: The Odyssey platform will also issue NFT medals to active users. These medals can be displayed on social networks and also give holders specific benefits, such as VIP services, exclusive travel packages, etc.

○ **Personalized travel services**

The Odyssey platform provides users with personalized travel services, recommending tailored travel products based on users' historical preferences and current needs.

- a. Customized itinerary planning: Users can generate personalized travel plans through the intelligent tools provided by the platform, and the system will provide the best itinerary suggestions based on factors such as budget, preferences, and time.
- b. Private travel consultant service: Odyssey provides exclusive travel consultant services to help users plan complex travel itineraries and adjust arrangements in real time to deal with emergencies.
- c. Multi-channel customer support: The platform integrates multiple customer support channels, including online customer service, community support, intelligent chatbots, etc., to ensure that users can get timely help anytime and anywhere.

○ **Global partners and service ecosystem**

Odyssey has built a global, decentralized travel service ecosystem by establishing partnerships with leading global travel suppliers (such as hotels, airlines, travel agencies, car rental companies, etc.).

- a. Partner Program: Odyssey will cooperate with the world's leading travel suppliers to provide users with the best and most comprehensive travel products and services, ensuring product quality and supply chain stability.
- b. Third-party service access: Odyssey will open API interfaces to allow third-party travel service providers to access the platform, further enriching the service content available to users.
- c. Localized travel services: The Odyssey platform will launch localized special travel products based on the characteristics of culture, festivals, customs, etc. in different regions to enhance the user's in-depth experience.

○ Data Privacy and Security

In the tourism industry, data privacy and security are particularly important. Odyssey ensures user data privacy and transaction security through blockchain technology.

- a. Decentralized data storage: User personal information, booking data, etc. will be decentralized and stored using blockchain technology to ensure data immutability and privacy protection.
- b. Encrypted transactions: All transactions will be encrypted through smart contracts to ensure the security of user payment and identity information on the platform.
- c. Data autonomy: Users can independently decide the scope of sharing their data and authorize specific service providers rather than centralized control by the platform.

○ Seamless cross-platform travel experience

Odyssey is committed to providing users with a seamless cross-platform travel experience. Users only need one account to cross multiple travel service providers and service platforms in multiple countries, and enjoy seamless service connection.

- a. Cross-platform account system: Users only need to register an Odyssey account once to make reservations, manage itineraries and enjoy services across multiple partner platforms.
- b. Global payment solution: Odyssey supports a variety of cryptocurrency payment and fiat currency payment options to ensure users' payment convenience and security around the world.
- c. Mobile-first user experience: Odyssey provides a first-class mobile application to ensure that users can easily manage their travel itineraries and loyalty rewards anytime and anywhere.

ODYSSEY's technical architecture

Blockchain infrastructure

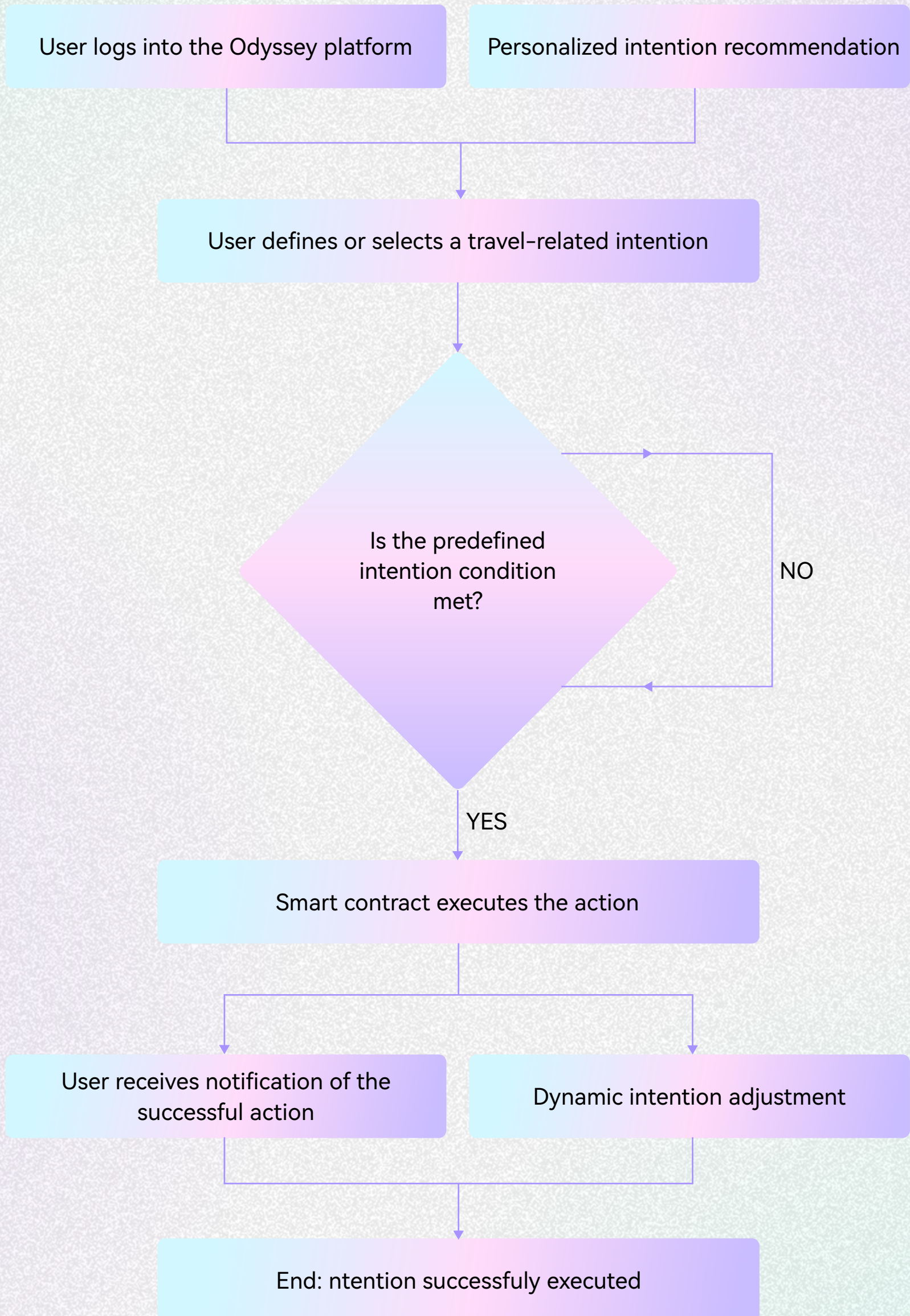
Odyssey relies on the high-performance decentralized network provided by Binance Smart Chain (BSC), and uses its low transaction fees and high throughput to ensure that the platform can handle massive user interactions and transaction requests.

- a. Decentralized ledger: Odyssey uses BSC's decentralized ledger system to ensure the security and transparency of users' transaction records, NFT assets, token transfers and other information, avoiding data leakage, tampering or single point failure problems that may occur on traditional centralized platforms.
- b. Cross-chain interoperability: Odyssey supports cross-chain technology, allowing users to transfer assets between other blockchains (such as Ethereum, Polygon, etc.) and BSC to achieve a wider integration of the tourism ecosystem. Cross-chain support can promote the compatibility and collaboration of more Web3 applications and enhance the global applicability of Odyssey.

Intent Execution Network

One of Odyssey's core technological innovations is the Intent Execution Network (IE Network), an automated smart contract execution system based on blockchain that aims to make the travel experience more intelligent, automated, and personalized.

- a. Automated execution of smart contracts: The Intent Execution Network allows users to preset travel-related "intents" on the blockchain, such as booking, itinerary planning, and discount triggers. Based on these preset intentions, the smart contracts on the Odyssey platform will automatically execute the corresponding operations, greatly reducing the tediousness of users' manual operations and itineraries.
- b. For example, a user can set an "intent": automatically book when the air ticket price is lower than a certain value.
- c. Personalized intent recommendation: The platform will intelligently recommend travel products or services that users may be interested in based on the user's historical preferences and behavioral data, and automatically execute related transactions or reservations based on smart contracts to ensure that users get the best discounts and personalized experiences.
- d. Dynamic intent adjustment: Odyssey's Intent Execution Network has a dynamic adjustment function that can automatically adjust the parameters of intent execution when market conditions, user needs, or external environment changes, ensuring that users always get the best travel experience.



○ Smart contracts and DeFi mechanisms

Odyssey integrates smart contracts and decentralized finance (DeFi) mechanisms into the travel platform, using these technologies to provide users with more transparent, automated and financial incentive-driven services.

- a. Smart contract booking system: All user booking behaviors will be executed through smart contracts, ensuring that the booking process is open, transparent and tamper-proof. Users no longer need to rely on centralized travel platforms, and each booking is automatically verified and settled by the blockchain network.
- b. Decentralized fund custody and insurance: Odyssey provides decentralized fund custody functions based on smart contracts. Users' travel prepayments can be deposited in a custody account controlled by smart contracts and will not be released until the travel service is completed.

○ NFT Ecosystem

Odyssey's NFT ecosystem is an important part of its technical architecture, combining the unique properties of NFTs to further enrich users' travel experience.

- a. NFT travel vouchers: Odyssey converts users' air tickets, hotel reservations, attraction tickets, etc. into NFTs, which can be freely traded or transferred within the platform. Users can package their booked itineraries into NFTs and sell them on the secondary market to solve the time and financial losses caused by changes in plans.
- b. Dynamic NFTs: Odyssey supports dynamic NFTs, that is, NFTs can be upgraded and changed according to user behavior and preferences. For example, the more users participate on the Odyssey platform, the NFTs they obtain may unlock more privileges and rewards, such as priority boarding, hotel upgrades, etc.
- c. NFT Market and Governance: The platform will also provide a decentralized NFT market where users can buy, sell or auction unique travel NFTs. At the same time, NFT holders can participate in Odyssey's community governance and vote on the future functions and development direction of the platform.

○ DAO Decentralized Autonomy

Odyssey promotes the decentralized autonomous organization (DAO) model, and community members will participate in the platform's decision-making by holding ODS tokens.

- a. Decentralized voting system: All important decisions, including the development of new platform features, adjustments to market strategies, and the selection of partners, will be made through the DAO voting mechanism. Users holding ODS tokens can participate in voting according to their token holdings to ensure that the decision-making process is completely decentralized and democratic.
- b. Platform revenue distribution: DAO will also control Odyssey's revenue distribution mechanism. Users can decide how the platform's profits are distributed by participating in governance proposals and voting. Users have the opportunity to participate in the distribution of platform growth dividends, further enhancing user loyalty and participation.

○ Data privacy and security mechanism

Odyssey attaches great importance to the data privacy and security of users, and ensures the security of user information through blockchain technology and modern encryption methods.

- a. Zero-knowledge proof technology: Odyssey will use zero-knowledge proof technology (ZKP) to protect the identity and transaction privacy of users, and ensure the legitimacy and correctness of transactions without leaking user information.
- b. Decentralized identity authentication (DID): The Odyssey platform introduces decentralized identity (DID) technology, and users do not need to provide traditional personal identity information to verify and participate in platform activities, further improving user privacy protection.
- c. Encrypted data storage and transmission: All users' reservation information, payment records, etc. will be stored on the blockchain through strong encryption technology to ensure that the data cannot be tampered with and cannot be accessed without authorization. At the same time, all data transmission between users and the platform will be carried out through encrypted channels.

○ Cross-platform integration and open API

In order to achieve a wider range of ecological cooperation, Odyssey provides an open API to allow third-party developers and travel service providers to access the platform.

- a. API interface integration: Odyssey's open API will allow other travel platforms, payment systems, hotel management systems and other third-party service providers to access and achieve seamless data and service sharing. This will not only enrich the service types of the Odyssey platform, but also provide users with more comprehensive travel options.

b. Global payment integration: The Odyssey platform will support a variety of payment methods, including cryptocurrency payments (such as BTC, ETH, ODS, etc.) and traditional fiat currency payments, ensuring that global users can successfully complete the booking and payment process.

Scalability and future upgrades

Odyssey's technical architecture is highly scalable, and the platform can be flexibly updated and expanded as the tourism market develops and technology advances.

a. Modular architecture: Odyssey adopts a modular technical architecture to ensure that each functional module can be independently upgraded or replaced, and the platform can quickly adapt to market changes and launch new functions and services.

b. Layer 2 expansion solution: In order to cope with the transaction pressure brought by future user growth, Odyssey is already planning a Layer 2 expansion solution, which will achieve faster transaction processing speed and lower handling fees through the Layer 2 network built on BSC.

c. On-chain and off-chain intercommunication mechanism: The Odyssey platform will integrate the inventory data of tourism product suppliers in real time through on-chain and off-chain data intercommunication, ensuring that all product information obtained by users is real-time and accurate.

ODYSSEY Token Economic Model

ODS Token Introduction

Odyssey token abbreviation: ODS
Maximum supply: 300 million ODS
Issuing blockchain network: BSC chain

ODS Token Distribution



ODYSSEY NFT

Odyssey NFT is divided into four levels according to applicable benefits: OL, OS, OA and OB. The project will be sold in the first and second rounds through random blind boxes and market platforms, and the purchase method will vary according to different levels. The total issuance is 20,000 NFTs.

First round of sales

@ Blind Box: 3600 U

- OL: Only available through blind box
- OS: Only available through direct box
- OA: Available through blind box and platform purchase
- OB: Available through blind box and platform purchase

Second round of sales

@ Blind Box: 4000 U

- OL: Obtained through blind box and platform purchase
- OS: Obtained through blind box and platform purchase
- OA: Obtained through blind box and platform purchase
- OB: Obtained through blind box and platform purchase

- OL (Odyssey Legendary)
 - 50% discount on partner hotels worldwide
 - Business Class upgrade on airlines
 - Odyssey VLP Meet-UP Ticket
 - Flight NFT whitelist price
 - NFT Staking 3,000 Hash
- OS (Odyssey Special)
 - 50% discount for partner hotels worldwide
 - Odyssey VIP Meet-UP Ticket
 - Flight NFT whitelist price
 - NFT Staking 2,800 Hash
- OA (Odyssey-A)
 - NFT corresponding domestic partner hotel 50% discount
 - NET Staking 2,200 Hash
- OB (Odyssey -B)
 - 50% discount for NFT-country partner hotels
 - NFT Staking 2,000 Hash

ODYSSEY Team Introduction



Chairman: Frank

He has many years of development experience in Huawei and Tencent in China and is an expert in IoT and Web3.0.



Vice-President: Jason

9. He has invested in 42 projects during this period and participated in project construction as a shareholder or in other forms. A blockchain expert

1. Venture Holdings CEO
2. Future Asset Financial Co-Founder
3. Digmlabs Chairman
4. Vice-president of Odyssey



CEO: A.Daniel

He has accumulated many years of experience in Gate.io/HTX/Phemex/Bitfinex. He has worked as a Co-Member in 7 projects including WaltonChain/DODO. He has accumulated more than 30 project consulting experiences in 7 years and is an expert in the field of project consulting.



COO: Amber

He has worked in advertising companies for global overseas brands such as Mercedes-Benz and Procter & Gamble, and coordinated exchange operations at HTX; he has been responsible for pre-investment and post-investment management of projects in core blockchain investment institutions, and has rich experience in overall project incubation and operation.



CTO: Matt

Owns a Singaporean legal person development company and manages a team of 14 people. Has professionally completed blockchain/METaverse/web3 related development in 11 years.



CMO: Dorrison

He has more than 6 years of experience in regional market operation in major exchanges, and has helped many projects to raise market investment and promote market operations in the globalization process of projects, such as CKB, Hashkey, etc.

ODYSSEY Roadmap

2024/09

- Odyssey white paper production
- DK Venture Capital, LongHash Ventures, ROK Capital investment agreement
- Marriott, Hyatt, Oakwood and other five-star hotel cooperation promotion
- CRYPTO VC, exchange VC, individual investors

2024/10

- Official website
- Odyssey wallet
- NFT staking
- First NFT sale

2024/11-12

- NFT second round of sales
- CEX listing
- Odyssey market
- Establishment of cooperative relationship for market expansion in Europe and the United States

2025/Q1

- Flight NFT issuance
- Odyssey V2 upgrade
- CEX listing II

2025/Q2

- Odyssey Wallet Upgrade
- NFT Marketplace V2
- CEX Listing III

2025/Q3

- Odyssey Shopping Mall (ODS payment)
- Odyssey Map released
- CEX listed IV

ODYSSEY Marketing and Cooperation Plan

Target Market

Odyssey's target markets include the online travel service market (OTA), the physical travel service market, NFT collection and blockchain technology enthusiasts, and users interested in the travel industry around the world. To this end, we will adopt a phased promotion strategy:

- Online travel market (OTA): mainly for users of global online travel platforms, especially young millennials and Generation Z, who are keen on using digital tools for travel planning and management.
- According to Statista data, the global OTA market size is expected to reach US\$1 trillion in 2027, and Odyssey will occupy a certain share in this high-growth market.
- Physical travel market: including industries such as hotels, airlines, and scenic spot services. These services can be digitally transformed through the decentralized booking and payment system of the Odyssey platform.
- Blockchain and cryptocurrency users: The target group is early adopters, NFT enthusiasts, and crypto investors in the blockchain community, who have a high degree of acceptance of Web3 projects and decentralized applications.
- High-net-worth users and luxury travel market: Users in this market focus on customized high-end travel experiences. Odyssey can attract such users through personalized travel NFTs, exclusive travel packages and other features.

Marketing strategy

Odyssey's marketing strategy will adopt a combination of online and offline approaches, focusing on rapidly expanding the platform's market influence through multi-channel communication and brand activities.

Online promotion strategy

Social Media Marketing

- Global social platforms: Odyssey will continue to publish content about platform features, market progress and user success stories on global social platforms such as Facebook, Twitter, Instagram, YouTube, LinkedIn, TikTok, etc. to attract the attention of target user groups.
- Blockchain community marketing: Through crypto community platforms such as Reddit, Telegram, Discord, etc., we will conduct content marketing to interact with cryptocurrency and Web3 enthusiasts to cultivate user loyalty.

- Content Marketing and SEO Optimization

- Blogs and news releases on tourism and blockchain-related content: Odyssey will regularly publish high-quality content such as industry analysis, platform updates, and user experience sharing on the company's official website and partner media, improve SEO rankings through keyword optimization, and attract organic traffic.
- Industry white papers and reports: Odyssey will publish content such as application cases of blockchain in the tourism industry and market trend reports to enhance the platform's authority and professionalism and enhance the trust of corporate users and partners.

- KOL Cooperation with Opinion Leaders

- Cooperate with global travel bloggers and KOLs (Key Opinion Leaders) in the cryptocurrency field to promote the use cases of the Odyssey platform and ODS tokens.
- Further penetrate the target user group through partners' online activities, live broadcast sharing and tweets.

- Incentive Promotion

- Launch a user incentive program, provide referral rewards and transaction rewards, and encourage existing users to invite new users to join the Odyssey platform.
- Provide NFT souvenirs and ODS token rewards for large-scale travel booking users and high-frequency trading users to increase user stickiness and brand loyalty.

- **Offline promotion strategy**

- Industry conferences and exhibitions

Odyssey will participate in important global travel industry conferences, cryptocurrency and blockchain technology exhibitions such as WTM (World Travel Market), ITB Berlin, Consensus, Web Summit, etc. to showcase the platform's innovative features and technological advantages, and enhance brand awareness through face-to-face interactions with potential customers and partners.

- Travel Industry Partner Program

Odyssey will establish strategic partnerships with leading global travel service providers (such as airlines, hotel groups, tourist attractions, etc.) and integrate their services into the Odyssey platform. Through the marketing activities of partners, the platform's user coverage will be further expanded.

- High-end tourism experience activities

Odyssey will launch offline luxury travel experience activities targeting the high-end user market, cooperate with specific brands (such as private jets, luxury hotels, boutique travel service providers), and attract the attention of high-net-worth users by creating high-end customized travel experiences.

- Third-party payment cooperation

- a. Crypto payment service providers: Odyssey will work with crypto payment providers such as Binance Pay and Coinbase Commerce to expand the platform's payment channels and ensure that users can pay with different cryptocurrencies.
- b. Fiat payment gateway: In order to attract non-cryptocurrency users, Odyssey will also work with fiat payment service providers (such as Visa, Mastercard, PayPal) to provide users with convenient multi-channel payment options.

- NFT platform collaborates with artists

Odyssey will work with well-known NFT platforms and artists to launch limited edition travel-themed NFTs to enhance the platform's influence in the field of crypto art and collectibles. These NFTs are not limited to collections, but will also unlock unique travel privileges and experiences for users.

- Media and tourism content platform cooperation

- a. Establish content partnerships with mainstream global travel content platforms (such as TripAdvisor and Lonely Planet) to promote the unique features and services of the Odyssey platform.
- b. Increase Odyssey's visibility and user trust in the mainstream travel market through brand endorsements from these platforms.

ODYSSEY Career Goals

Web3.0 Google Maps

Starting with global hotels/airlines, the "Odyssey Map" will be launched through cooperation with golf courses/restaurants/various cultural facilities. Users can use NFT and ODS tokens on the "Odyssey Map" to enjoy Web 3.0 Tourism services.

Collaboration with unknown/unknown authors to release PFP NFT

Invite well-known/unknown authors from around the world to provide users with 1:1 NFT production services that match the travel style. The NFT will be given different qualification levels according to the degree of community contribution, and will be traded in the market through its rarity, NFT mining, and value upgrade.

Intention Execution Network makes high-end travel easier

Through intelligent automation, seamless connection, cross-platform collaboration and data sharing, the Intent Execution Network can effectively simplify various processes in high-end travel, from booking to payment, from coordination to delivery, making the user experience smoother and more worry-free. Travelers do not need to manually coordinate with multiple service providers, and a one-time request can trigger all related services, making the entire high-end travel process easier and more convenient.

Open service platform builds industry pioneer

The Odyssey open service platform breaks the barriers of the traditional tourism industry through blockchain, smart contracts, NFT, and other cutting-edge technologies, providing users with more efficient, personalized and reliable services. Through its open technical architecture and cross-platform collaboration model, Odyssey not only improves industry efficiency, but also introduces new business models and service innovations to the tourism industry, establishing its position as an industry pioneer.

ESG Travel

Odyssey incorporates the ESG (environmental, social, and corporate governance) concept into its blockchain architecture, and attracts environmentally friendly tourists and institutions to cooperate through the promotion of sustainable tourism. Through the transparent data and analysis tools provided by the platform, users and companies can more intuitively understand the impact of their travel on the environment and society, and make more environmentally friendly travel choices.