



BLUE PAPER



Product and Market Description



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Introduction

“ Opportunities don't happen.
You create them. ”

Chris Grosser, Owner Advisor at Tesla

AirPod is the world's first smart multifunctional revitalisation pod. It is an ideal solution for people who are seeking a place to revitalise, reset, recharge, work, or enjoy some privacy, while still being in a public place. With integrated smart technology, AirPod will be able to recreate your choices from a previous visit. Highly mobile units can be moved accordingly to customer needs or the most suitable location possible.

By implementing the concept of revitalisation in napping pod market, AirPod is providing the world's first multifunctional revitalisation pod and entering the surging industries of napping pods, wellness, travel, and tourism, together worth more than USD 500 million.

With global distribution partners already in place, our entry point is airports. We're already on track to place 1,000 AirPod units in airports worldwide in 2019.

The AirPod Unit

“ If you can imagine it, you can achieve it. If you can dream it, you can become it. ”

William Arthur Ward



[PICTURE: AirPod outer look]

KEY ADVANTAGES:

- World's first smart revitalization multifunctional pod.
- Innovative Design offering convenience.
- Comfort, privacy, security and superior facilities.
- User-friendly personal revitalisation temple with External noise reduction.
- Comprehensive integrated high technology enhancements focused on the business traveler.
- Privacy and comfort in public places.
- Highly mobile - can be positioned in all the busiest locations worldwide.
- Space efficiency - relatively small space for installation.

KEY FEATURES:

- Zero Gravity Seat that converts into a bed.
- Anti-Stress Technology.
- Sound Reduction Technology.
- Smart Technology, remembering your previous settings, desires and habits.
- Personalised user-experience system.
- Free access to Amazon Fire TV.
- Free High-Speed Wi-Fi.
- Power sockets (USB/electricity).
- Working desk.
- Luggage and personal belongings storage.
- Air-conditioning and HEPA filter (fresh air and constant temperature).
- Alarm clock.
- Flight status information.
- Self-disinfection LED system.
- Booking via the internet, IOS and Android mobile application on the spot or in advance.

Revitalise in Your Private Cloud

The Anti-Stress Technology and the implementation of Zero Gravity Seat in each AirPod is therapeutic and revitalising for human mental and psychical recovery, specially designed for tired people. After the meditational use of revitalisation pod, you will leave feeling stress-free with a peaceful soul, energized and prepared for the daily challenges.

The product will become the ultimate unit for rest, relaxation, and privacy within Airports (and later other locations). This will be achieved by combining the latest technologies of individual awareness, ergonomics, light, sensory, and vision. Thus stress is a significant factor that our users have in common; we have integrated anti-stress technology that Relaxes & Revitalizes.

According to scientific studies, various scents, sounds, and colors stimulate cognitive recognition in the brain. That is why AirPod has integrated technology, which targets our three most important senses – smell, vision, and hearing. During a 15-minute treatment, all three senses are being monitored by the Biofeedback device (before and after effect).



THERAPEUTIC LIGHT



RELAXING SOUND



DIFFERENT RELAXING SCENT



BEFORE / AFTER MONITORING

Colour

In therapeutic terms, colours are increasingly used in the treatment of allergies, inflammation, rheumatic diseases, migraines, hormonal disorders and psychological problems, such as stress, anxiety, fatigue, depression, insomnia, and fears.

Sound

Given that the human body is composed mostly of water, the possibility of generating effects within the body using sound patterns sounds provocative.

Scent

Aroma mixed from natural oils that decrease stress levels.

Monitoring

The innovative device measures heart rate variability (HRV), which expresses the vital connection between the heart and brain.

Privacy and Comfort in Public Place

The AirPod offers privacy, security, and safety. It is a personal retreat from the hectic world and your peaceful spot in the heart of the public place. With its futuristic design and zero gravity seat, the AirPod represents a luxurious and fully functional revitalisation pod, which is shaped to accommodate short-term stays with all the features you would expect.

Full of cutting-edge technologies it will enable you to revitalise or undertake tasks in total privacy and comfort while remaining in the heart of public or commercial space.

Functional Napping Centre

The unique, out-of-this-world design offers convenience, comfort, privacy, security and superior facilities. AirPod will contain features to enhance the user experience such as zero gravity seat, anti-stress ambient programming, sound reduction technology, mood lighting, smart-glass privacy, Wi-Fi, air conditioning and much more. You can make your booking via internet, IOS and Android mobile application on the spot or in advance. The AirPod offers a single control operating panel, which makes it very easy to use.

Smart Adjustment Technology

With smart technology, integrated into AirPod, your revitalisation unit will be able to remember your previous settings, desires, and habits. At your next visit, AirPod will automatically adjust everything for you to feel comfortable.

Cleaning and Disinfection

AirPod has integrated scent machine into Air condition which refines and perfumes the air with the procedure of cold micro-molecular dispersion. It eliminates 100% of unpleasant smells and increases the level of oxygen atoms in the air and negative ions. Integrated LED lights for disinfection that turns on after each user. The last step before the next customer can use AirPod is a physical check by our staff at the airport.

No need for Pre-Made Space

The AirPod needs a relatively small area for installation with no need for a pre-ready-made space for installing. Also, the product is highly mobile, and it can be positioned on all the busiest locations worldwide.

End user application

Web, mobile and distributed applications will be developed to simplify interaction between AirPod users and the AirPod platform. With APP, users will be able to:

- Find the nearest AirPod/-s on the specific location such as the airport.
- Rent and use the AirPod.
- Create a reservation of the AirPod.
- Pay for the AirPod rent.

Web and mobile applications will share similar functionalities, most of them will support renting, usage and managing of the AirPod and the reservation process. User-friendly and straightforward application design will enable easy handling of APOD tokens as well as usage of all AirPod features. The user will also be able to browse locations and availability of AirPod units, reserve them in advance or rent them on the spot.

Renting the AirPods Unit

Rent calculation

AirPods units will be available for rent at prices, expressed in a local fiat currency of the country, where the unit will be stationed. Prices for each AirPods unit will start at USD 18 and vary between different locations due to different airport commissions, management and cleaning service costs, internet connection costs, renting period in hours, different tariff, depending on a day and hour of rent, etc. Prices can be modified once per month and will be expressed as a price per renting hour. A minimum renting period is half an hour, while the smallest time step of 15 minutes. The amount of Tokens needed for renting a unit depends on the renting period (number of hours), the price of renting in local currency and a current market price of Token on the online exchange.

Renting on-site

The customer will be able to check the availability of each AirPods unit, stationed at the airport. After choosing an available unit, a customer will be able to start the renting process. The selected unit will be kept in reservation state during the whole renting process.

When a customer chooses APOD Tokens for renting, APP will provide the customer with the following information:

- A number of APOD Tokens required for renting the AirPods unit for the designated time period.
- The timer is showing the time period of the customer's reservation. The Tokens should be deposited on the given Ethereum address in this time period for a renting to be valid. After this period, the reservation is canceled.
- PIN code that the customer will use to enter the AirPods unit. The PIN will be activated after the conclusion of the renting process.

Reserving your spot in advance

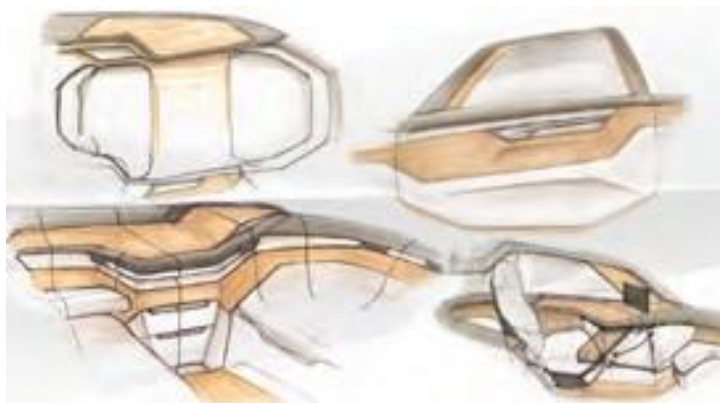
The customer will be able to reserve a unit via online and mobile application remotely. Your reservation will be saved immediately, and it is fixed. AirPod will be booked for the selected period.

Development of AirPod Unit

Development and manufacturing process involves over several different suppliers and partner companies. Over 30 people are actively developing the product. Major AirPod components are custom designed, made by the AirPod team and partnering companies. Once finished, the parts will be transported to our warehouse. AirPod is going to be put together with a team of assembly workers.

The key components of the AirPod are as follows:

- AirPod shelf - made out of fiberglass.
- Darken glass windows.
- Internal parts made out of high quality materials.
- Electrical installations (cables, etc.).
- Electronic devices (LCD TV, AC, LED lights, HEPA filter etc.).
- LED lights for disinfection.
- Zero Gravity Seat that also transforms into bed.
- Scent machine (Anti-Stress Technology).
- High quality audio system.
- Other accessories.



“Elegance is when the inside is as beautiful as the outside.”

Coco Chanel

Anti-Stress Technology introduced for the first time

Beside its basic functionality, our AirPod can also be used as Human Recovery Unit. The Anti- Stress Technology in each AirPod is therapeutic and revitalizing for the human mental and psychical recovery. It also includes maximum relaxation encouraging our three most essential senses (smell, vision, and hearing).

Mold production

High-quality molds are the essential part of the AirPod frames production. They are made out of fiberglass, and it is enduring, lightweight and transportable. We can produce over 1000 AirPods per year.

AirPod Interior padding and noise insulation

AirPod Interior will be made of high-quality materials and will contain noise reduction technology within the AirPod mold. Most surfaces will be flat so that AirPod will be easily cleaned.

The AirPod seat

The Zero Gravity Seat used in AirPod is another distinguishing feature, that will set it apart from all other competitive napping pods currently available on the market. Concerning comfort, relaxation and entertainment functions, it represents a significant development. The specially designed seat will make users feel energized, stress-free and weightless. The concept of Zero Gravity has been revealed by NASA scientists, and it is based on the most natural position for the human body.

AIRPOD Assembly

Considering end customers, whichever more demanding, markets are becoming more customized, and product life cycles are getting shorter. These are just a few of the reasons why LEAN approach will be the main guideline for establishing one-piece flow state of the art production process. As demands of our processes are considered to increase, evolve and adapt accordingly to the market that often results in inefficient and wasteful processes. Lean will challenge all this and provide a clear competitive advantage.

Correct implementation of the Lean principles will bring substantial benefits:

- Better productivity.
- Better throughput.
- Better quality.
- Optimized cycle times.
- Smooth operation.
- Minimal operating costs.

Five guiding Lean principles will be followed rigorously:

- Specify Value: Know the essential process points of the customer.
- Identify and Eliminate Potential Waste: Contracting it from the process.
- Smooth Flow: Allow the process of work to pass freely.
- Pull Value: Control flows by allowing work to be pulled through the process.
- Pursue Perfection: Improve a habit.

The deployment level will have the strategic task of making the doing level happen. Both will be about creating and nurturing the Lean capability within the workforce, providing the right approach with the tools and techniques to deliver improvement. This will involve identifying and prioritizing opportunities, training the workforce and creating the culture for growth.

People, process and tools are critical to Lean, however there is one final and vital ingredient:

The infrastructure that enables and supports everything: surroundings, equipment, conditions, and factors that influence the actions and teams' behavior.

The conditions and factors can be social, cultural, personal, physical, organizational or functional. However, they must be the right one. Organizations often try to repair it with poor accommodation, barely serviceable equipment, and bureaucracy. This attitude is not a Lean attitude. Our know-how will assure to establish an organization with Lean infrastructure.

A specialized team will be assembled to bring the production environment to life, by using 5 phases through the timeline, making sure that milestones are achieved:

Initiating

This is the most critical stage because it sets the term of reference for future planning. If this is not done well, the project will have a high probability of failure. The initiation stage is where the business case is declared, the scope of the project decided and stakeholder expectations being set. Time spent on planning, refining the business case and communicating the expected benefits will help improve the probability of success. Even though it is tempting to start work quickly, a poor initiation stage often leads to problems and even failure. That is why our team studied all the key factors, considering key details for overall success.

Planning

The key to success is planning. Creating a perfect plan is the first task we have done, considering the operational perspective of producing the AirPods. Often, planning is ignored in favor of getting on with the process. However, many people fail to realize the value of planning to save time and money and to avoid many other problems. Proper planning will help us hit the milestones on time, making sure that the price of the product will keep us being one step ahead of the competition.

Executing

Executing is where product delivery, service or planned result is carried out to be on track. Most of the project work is realized at this stage and needs the complete attention of the Operational Excellence leader. While the project team is working on creating the deliverables, the Operational Excellence leader coordinates the resources. Since the project team is so essential for successful execution, one must assume that developing the team is vital to that cause. It is in Executing that most of the budget will be spent to produce deliverables of the project. In this phase, also potential requests for changes and risks will be discovered.

The execution could go on for days, weeks or even months. Meanwhile, it is important to stay on track.

Monitoring and controlling

While other process groups occur sequentially, monitoring and controlling will hover over the whole process. With following the processes, we will track, review, regulate and make sure that issues or challenges will identify any areas in which changes are required. Currently, it's hard for us to assume that we will always stay on track. Though this will be made easier by comparing the plan to the actual, measure variance and take corrective actions.

One way to think about monitoring and controlling is to imagine that you were driving across the country according to your plan or a roadmap. To name a few examples of areas that we will control: scope, cost, and schedule. Which tools and

techniques we will use to manage them vary but what each of these has in common are baselines defined in the planning phase. Since we're tracking our progress against these baselines, we will not make changes to them lightly. If any change needs to be made it has to be validated and approved beforehand by the Operational excellence team.

Only constant vigilance, tracking, and reporting will keep the project focused on meeting its objectives and maintaining customers, and token investors satisfied.

Closing

Often neglected, it is essential to make sure the project is appropriately closed. Many projects do not have a definite end-point, because there is no formal sign-off. It is necessary to get the customers' agreement about the project ending and no more work to be carried out. Once closed, the project will be reviewed to repeat successes and avoid failure points. The closing part will be especially beneficial when developing new products or updating the existing ones.

Once the infrastructure is in place and parts are available to assemble, the workflow is simple and relatively fast.

By simulating our assembly process, we manage to calculate the cycle time for the product:

- Estimated time to produce one AirPods frame: 1 day (one mold: 2 AirPods per day / two molds: 4 AirPods per day, etc.).
- Estimated time for Transport: 1 day.

All other parts (produced and bought from the market) are going to be initially ordered in a few hundred pieces and delivered to our warehouse for assembling. The seat parts produced by several manufacturers and further unfinished products (up to 300 seats) can be ready within three months after blueprints are finalized. All suppliers for the seat production have higher production capacities compared to our needs. Therefore, ordering a few hundred or even thousand pieces is a small part of their total production capacity.

Labour Scalability

A business should never stand still and so nor should the development of the staff - the key asset in driving the business forward. Regular staff training will be essential in helping continuous skill development. This often concerns business managers, due to its ongoing cost to the business. However, there are many important reasons why ongoing staff training is beneficial to the business and why it is going to be a priority for us. With the quality-training plan in place, we will also

see our return on investment within our balance sheet.

By establishing continuous skills development process, we will always be a step ahead of our competitors, keep up with industry changes, be in touch with all the latest technology developments, be able to recognize weaknesses and skill gaps, maintain knowledge and skill development, increase job satisfaction levels, provide internal promotion opportunities and finally, attract new talent, making sure that we have the right people by our side.

To assemble one AirPods in three days, seven people are needed. With a team of seven people, we can produce up to 100 AirPods per year once all the components are available for assembly and considering the seat production waiting time (3 to 4 months). However, if we increase the number of assembly workers to 14, 21 or 28 the number of AirPods produced per year can be doubled, tripled, etc. The production scalability increases exponentially once the delivery process for materials and components has commenced.

AirPod product development

- Designing the first AirPod model: DONE – Various designs made by our supporting partner Kreatif Design.
- Mockup: DONE - Based on drawings we built 1:1 mockup to test basic environment for the user.
- Redesign: DONE - Adjustments after testing the Mockup.
- Partnering with Magnet Design – introducing new AirPod concept.
- Pre-production Prototype: IN PROCESS - Delivered before the end of Crowdsale.
- Final product: TO BE DELIVERED - Commercial trial on the EU or other airports.



AirPod's Market

AirPod is entering the industries of airport travel and tourism; napping pod; revitalization and wellness, together worth more than USD 500 million.

Entry point: Airports

With global distribution partners already in place, our entry point is airports. We're already on track to place over 1,000 AirPod units in airports worldwide in 2019 and serve millions of clients eagerly waiting to use them. In a recent survey that was conducted on 10,000 international travelers by [Skyscanner](#). They were asked which airport features they wanted to see the most. In total, 36% of respondents wanted to see sleeping pods at airports. With over 10.000 potential locations, our market has almost limitless potential.

Website [sleepinginairports.net](#) published another survey asking all participants if they would consider paying to use a sleeping pod. The majority of the respondents (54.89%) answered that they would like to nap comfortably and in private. The second biggest group (37.84%) said this would depend on the airport and costs.

- Yes, I like to nap comfortably and in private 54.89% (2,614 votes).
- Maybe, depends on the airport (and the cost) 37.84% (1,802 votes).
- No way, I've mastered sleeping on airport seats and the floor (plus I'm too cheap) 7.27% (346 votes).

Total Votes: 4,762*

Airport Industry

The number of airline passengers has been growing steadily over the decades. Worldwide, there are 667 million passengers every year. Transit and transfer passengers represent 10% of that majority and 2% of passengers are facing delayed or cancelled flights. AirPod target transit and transfer passengers and the ones, facing delayed or cancelled flight. That means more than 80 million potential AirPod users.

By 2030, international tourist arrivals are expected to exceed 1.8 billion. The region with the most significant number of visitors each year has consistently been Europe. In more recent years, the Asia Pacific region has grown to become the second largest market.

- Europe: 99.3 million passengers (approx. 10% of all is transit and transfer passengers, 1.5-2% travelers facing delayed or canceled flight).
- Worldwide: 666 million passengers (approx. 10% of all is transit and transfer passengers, 1.5-2% travelers facing delayed or canceled flight).

Europe example:

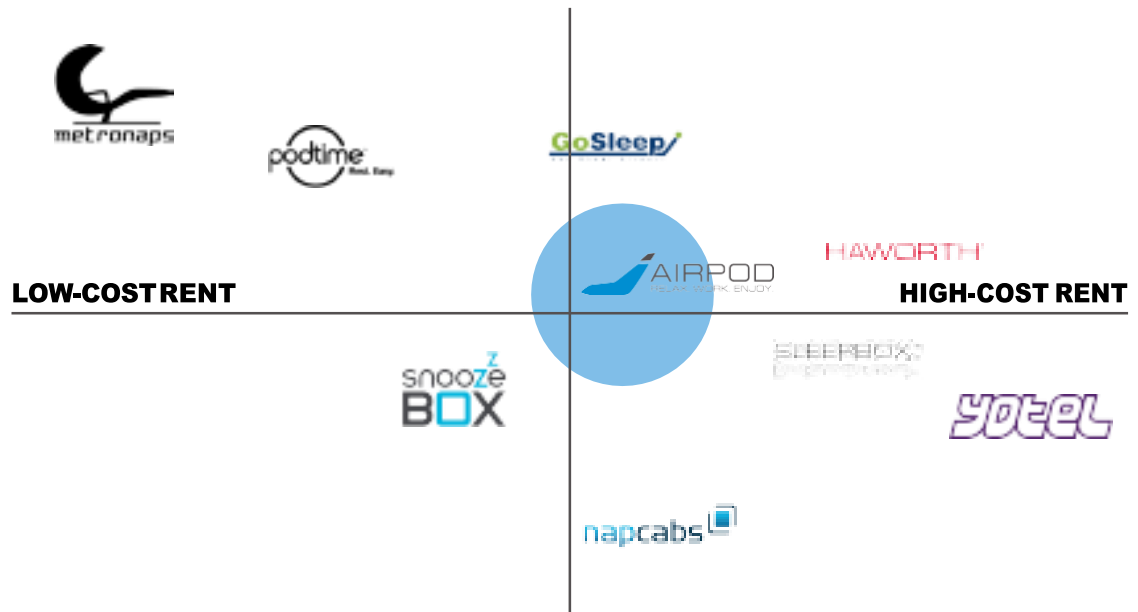
All EU Airport Travelers (988 million passengers / year)			
100%			
EU Domestic travelers (694 million passengers / year)		EU International travelers (294 million passengers / year)	
70 %		30%	
National	Intra-Flights	Transit	Direct flight to destination
(traveling within country - UK, Spain, Germany...) (145 million passengers / year)	(traveling within EU countries) (549 million passengers / year)	(Domestic Transfer Passengers with an International Connection Flight – München -London - New York) and Transfer flights (International Transfer Passengers with A Domestic Connection Flight – München - New York - Miami) (88 million passengers / year)	(206 million passengers / year)
15 %	55 %	9 %	21 %
AirPod need: LOW	AirPod need: MEDIUM	AirPod need: HIGH	AirPod need: MEDIUM
Direct flights - no need to rent AirPod	In case of an indirect or canceled flight	All flights are indirect - waiting time is usually between 1-5 hours	In case of delayed or canceled flight. On-Time Arrival Performance National (January - October, 2017) On Time: %79.4 Air Carrier Delay: %5.12 Weather Delay: %0.53 National Aviation System Delay: %6.06 Security Delay: %0.03 Aircraft Arriving Late: %7.03 Cancelled: %1.6 Diverted: %0.23

Sleeping Pod Market conquest

Sleeping pod market is one of the fastest growing industries in the Travel industry.

The global airport sleeping pods market was valued at 55 million USD in 2016 and is expected to surpass 75 million USD by 2021 based only on four current major players in this field in 2017, says analysis made by [Technavio](#). Therefore, there is a natural potential for growth in this newcomer market.

RADICAL DESIGN



CONSERVATIVE DESIGN

Surging global napping pod market

[The research: Nap Pod Market: Global Industry Trend Analysis 2012 to 2017 and Forecast 2017 – 2025](#) is predicting the rapid growth of global napping pod market. As they say in their release, the global nap pod market is expected to grow rapidly.

There is an increasing awareness about the benefits of napping in:

Workplace:

- Improvement of productivity.
- Better overall health.
- Positively affecting the development of an individual's talents.

Other places:

- A place to rest for airport travelers.
- Increasing focus on human welfare.
- Improvement of overall health and efficiency.

Busiest public places

AirPod units, placed in the busiest public places, will serve the costumers as a revitalisation, napping or working stations.

Railways stations

- Japan: more than 9 billion passengers per year.
- Germany: more than 2 billion passengers per year.
- Munich railway station: 450.000 passengers per day.

Bus stations

- Germany: 81 million passengers per year.
- Latin America: more than 19 million passengers per day.

Shopping malls

- More than 120 large shopping malls around the world.
- 200.000 sq.m. and larger.

Fairs/venues

- More than 31.000 Exhibitions per year.

Hospitals

- 16,500 hospitals worldwide.

Hotels

- Capsule hotel market valued at \$159 million expected to grow 224 million until 2020.

University campuses

- 26.368 universities worldwide.
- The number of students worldwide: 138 MIO expected to grow 262 MIO until 2025.

Large corporations

- The increasing importance of benefits of naps in the workplace.
- Improvement of productivity.
- Great potential market.

Partnership Program

Our vision is to see AirPod units implemented in every major airport across the globe before moving out of airports to other public places.

With the introduction of Partnership Program, business-minded people will be able to join an Uber-like Business model with exponential growth. It will enable an AirPod unit set up on public places outside airports - such as Hospitals, Corporate offices, Academics, Shopping malls, Railway stations, etc. This will enable the rapid expansion of AirPod units worldwide.

Revitalisation

With implementing the concept of revitalisation in napping pod market, AirPod is entering an entirely new industry of wellness and revitalisation.

Revitalisation and Wellness market with high potential

With consumer demand for wellness services and products higher than ever, a [landmark study released by The Global Wellness Institute](#) reveals that the global wellness market is now worth \$3.4 trillion, making it nearly three times larger than the \$1 trillion worldwide pharmaceutical industry.

AirPod is disrupting Wellness market by introducing the new concept of well-being in the personal environment. We will integrate revitalisation functions in the napping pods, placed in busiest public places.

With this vast market potential, it's only a matter of time, when AirPod will become your revitalization temple in all busiest public places.



AIRPOD
RELAX. WORK. ENJOY.