

# WHITE PAPER



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# AirPod Sleeping Pod – Transforming Travel and Napping Industry

“ There is so much potential, ...  
I am just waiting for it to be  
a billion dollar industry. ”

Charlie Shrem

AirPod Sleeping Pod (hereinafter referred to as AirPod) is a private “capsule style” unit designed to be installed in public spaces such as: airports, hotels, railway & bus stations, shopping centers and offices. It is an ideal solution for people who are seeking an area to relax, sleep, work, or have fun in privacy, while still in a public place.

AirPod is full of cutting-edge technologies that enable users to undertake tasks in total privacy and comfort while still remaining in the heart of a public or commercial space. AirPod will encompass features to enhance the user experience such as Wi-Fi, touch screen monitor, air condition, sound reduction technology, privacy blinds in smart glass, mood lighting and anti-stress program.

With AirPod sleek, ergonomic design, it could be slot into a multitude of surroundings. However, we have made the decision to first introduce AirPod into major airport hubs. After months of strategic analysis, the AirPod team concluded that airports are the ideal first setting to introduce AirPods. To help pioneer this introduction, we are developing a partnership with one of the largest companies in the business to help us facilitate the distribution within the largest international airports around the globe.

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“ Airports are the perfect place for AirPods, hence the name “AirPod”. ”

Passengers around the world can spend several hours waiting for their flight in airport terminals. Most of them are subjected to delays, extended transfers, or long check-in times and are forced to spend their time in a busy, bustling terminal with little, to no privacy.

AirPod offers users a convenient and affordable way to maximize and enjoy their time spent in these airport terminals (and eventually other locations such as transit hubs, shopping areas, and offices).

Present alternatives are simple. For private space, there is uncomfortable terminal chairs or paying for a Lounge area. For sleeping, there is booking a nearby hotel. The AirPod team took the time to analyze current “privacy pods” offered in some airports, but the results were not impressive. Current privacy pods are deficient in many ways and are only aimed at those looking to sleep, not work. They are small, dark, and are often referred to as feeling like “staying in a coffin”.

AirPod will give its users a balanced, comfortable space that will offer free Wi-Fi, comfort, privacy, security and relaxation. For the first time travelers will have the opportunity to read their favorite book, watch movies, listen to the music or just get that extra bit of sleep to help them recharge and relax.

The AirPods are designed with health, relaxation, and functionality in mind.

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## Meet the Founders

The idea of AirPod was conceptualized about two years ago in a conversation between the two founders Grega Mrgole and Mihael Meolic, while traveling to a meeting. Co-founder Mihael was recounting his nerve wrecking stories while being stuck at the airport, waiting for a connecting flight. Mihael has been fortunate enough to travel to numerous cities around the globe, and has constantly experienced firsthand the rough experiences of global air travel.



[PICTURE: Grega Mrgole and Mihael Meolic]

After a long and constructive conversation, the team at AirPod came to the conclusion that the needs of transit passengers in airports are not being treated properly. The only way to fix this problem was to develop a pod, which would provide an extra-sensory experience and sound sleep for the user, but still at an affordable price.

The AirPod team decided to develop a completely new concept that will change the way the world sees transit private space for good. The AirPod team took the time to use their knowledge of both personal experience and combined it with available market information - including conducting an in-depth market research report. In addition, AirPod team has taken the time to partner with more than ten globally recognized companies from different branches to begin the development of the Airpod project.

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“ For me, becoming the best you can be in something that you love, like rowing, is incredibly challenging, and what you learn about yourself, the sense of satisfaction as you get older and move on, you'll never forget that. It's huge. ”

Tyler Winklevoss

Our mission is simple: to improve the traveler's experience by building a unit to Relax, Work, Sleep and Have fun in complete privacy while waiting for the next flight.

AirPod team will achieve this by creating a state-of-the-art product that serves to meet the needs of the traveler while they wait at a transit hub, starting with airports. This solution will offer comfort and entertainment to the tired traveler looking to relax and unwind for a few hours.

AirPod project is entering a booming industry, with a management team that has a history of success. They have analyzed the right entry point for the market to ensure an effective pricing strategy and, crucially, a fantastic product. We are therefore very confident we will be able to implement it into all major international airports.

The company believes it can become the market leader and the first choice among travelers who need and want to use such services at affordable prices.

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# AirPod project is a Unique Opportunity to be part of self-expanding infrastructure project using Blockchain technology.

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

Chris Grosser, Owner Advisor at Tesla

AirPod offers the opportunity to participate in an ICO, backed by a real business. The APOD utility token (hereinafter referred to as APOD token) will be used in AirPods initially set to be distributed in airports worldwide. Over time AirPod distribution will expand to any public places where people are looking to take a rest.

In the 2nd phase of the AirPod deployment APOD Tokens represent the ability to use (rent) the AirPods or to participate in the AirPod Sponsorship Program. “Sponsorship Program” term means that APOD token holders will be able to exchange their tokens for the right to participate in profits generated by AirPod unit on any location. The process and transition are further explained below in the whitepaper.

The 3rd and the final stage of project development is Self-Expanding Real Business Economy supported by Blockchain Infrastructure. The main goal is reaching as many locations as possible to implement AirPods and enabling public to be part of our self-expanding business. In short, this means all new users interested in the business or expressing interest in opening a new location(s) for setting up the AirPod will be able to participate. The application process is further explained below in the whitepaper.

Our goal is to develop a product that will change the industry and a platform, the ultimate tool for monitoring and managing investment portfolio (AirPod units). This is what every member of our team is focused on every single day.

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# The Company

The Company developing the AirPod is AirPod Technologies Limited (A trading name of Mineko Pharma & Engineering Limited) - a company incorporated in England and Wales within the European Union.

The majority of the company is owned and operated by AirPod founders Grega Mrgole and Mihael Meolic and has one of the most advanced industry teams supporting it. In addition to this team, the company has achieved strategic partnerships and working arrangements with some of the most respected names in Europe for manufacturing, design, research and development.

With a focus on hiring top talented team of industrial designers, engineers and marketing professionals, it represents a clear step above any competitor on the market in terms of the available options to the customer, standards of comfort and technological advancement.

**We want to change the industry by providing the best possible solutions for relaxing, entertaining and rest by combining available technologies accessible on the market.**



# The AirPod Capsule

“ 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:

- Innovative Design offering convenience, comfort, privacy, security and superior facilities
- Space efficiency - relatively small space for installation (5,22m<sup>2</sup>)
- Comprehensive integrated high technology enhancements focused on the business traveler
- External noise reduction
- Affordable and value added product for the global traveler
- Highly mobile - can be positioned anywhere within the airport

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## KEY FEATURES:

- User friendly
- Free access to Amazon Fire TV
- Free High-speed Wi-Fi for all users
- Sound, visual and scent relaxing / anti-stress programs
- Booking via internet, IOS and Android mobile application on the spot or in advance
- Easy to use - single control operating panel
- Power sockets (USB/electricity)
- Working desk
- Luggage and personal belongings storage
- Air Condition & HEPA filter (fresh air and constant temperature)
- Alarm clock
- Flight status information
- High quality seat that can be transformed into a bed
- Self-disinfection LED system

Competitive products offer a similar solution for transit passengers at airports, but none do so as comprehensively as the AirPod. The technology and range of services available in an AirPod fills a gap in the market for luxury services at affordable prices and offers a very similar alternative to the various already existing VIP lounges at airports.

The AirPod offers all of the features provided by the competition, but with several distinctive advantages in terms of entertainment (Amazon Fire TV and vibration plate integrated into seat), design, quality, privacy (soundproof), comfort and anti-stress / relaxation methods (smell, vision and hearing).

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 special awareness, ergonomics, light, sensory, and vision. Since stress is a major 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).



GREEN  
THERAPEUTIC  
LIGHT



RELAXING  
SOUND



DIFFERENT  
RELAXING  
SCENT



BEFORE / AFTER  
MONITORING

Colour	Sound	Scent	Monitoring
In therapeutic terms, colors 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. Colours can stimulate, normalize or have a calming effect.	Given that the human body is composed mostly of water, the possibility of generating effects within the body using sound patterns sounds provocative.	Aroma mixed from natural oils that decreases Stress levels.	The innovative device measures heart rate variability (HRV), which expresses the vital connection between the heart and brain.

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# Challenge of Transit Passenger

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. Obviously, this is strongly indicative in favor of the potential market. The current sleeping pods available on the market are not at the level required to justify widespread implementation. AirPod project offers the market with what is needed - a solid, secure product.

A special note should be made that cinema facilities were the most requested feature. With this in mind, AirPod team has managed the integration of audio-visual facilities within the AirPod that would also help meet that requirement as discovered by the survey.

Website [sleepinginairports.net](http://sleepinginairports.net) published another survey asking all participants if they would consider paying to use sleeping pod. Majority of them (54.89%) answered that they would like to nap comfortably and in private. Great deal of them (37.84%) said this would depend on the airport and cost.

- 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\*

Other surveys conducted also confirm this trend. Cilisos, the Malaysian online newspaper, asked its readers what facilities are urgently required in airports. "Better places to sleep" ranked on the top, further confirming the need for this issue to be addressed.

Airports are recognizing this need, with sleeping pods being installed for the first time in Europe at Helsinki Airport in 2013. Since then, several airports have followed. According to the Viral Trends, two of the top 5 best airports for sleeping are equipped sleep pods (Tallinn and Helsinki).

<https://www.skyscanner.net/press-releases/international-survey-reveals-travellers-dream-airport>

\* <http://blog.sleepinginairports.net/2014/03/25/airport-sleeping-pods/>

## RE-CAP OF TRANSIT PASSENGER NEEDS:

- RELAXATION: most of the passengers are tired from travelling, so they seek a place to sleep or nap
- WORK: business travelers using extra time to finish some work tasks
- ENTERTAINMENT: spending time by watching movies, listening to the music or reading
- STORAGE: safe and secure option to store personal belongings, such as luggage and handbags
- PRIVACY: having your own space in the public space

## SWOT analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>• Innovative product in a growing niche</li> <li>• Competitive advantage compared to similar product already present in the market</li> <li>• Strong Management</li> <li>• Creative design and functionalities</li> <li>• Cheaper than hotel</li> <li>• Supply Chain (manufacturing)</li> <li>• Very affordable price</li> <li>• Size &amp; Mobility advantages</li> <li>• Brand Name</li> <li>• Experienced Advisory board</li> </ul>	<ul style="list-style-type: none"> <li>• No toilet facilities</li> <li>• Sole initial distributor</li> <li>• Single person use</li> <li>• Low initial production (slower first business growth phase)</li> </ul>	<ul style="list-style-type: none"> <li>• Profitable business opportunity</li> <li>• Market is still in the early stage</li> <li>• Global business opportunity</li> <li>• Future users are growing; the average user of airport sleeping pod is 25-40 years old</li> <li>• Strong added value for airlines and airports</li> <li>• Use of crypto economy as fast evolving economy</li> <li>• Easy scalability of business</li> <li>• Upgrading product into new markets (railway stations, family use, shopping centers)</li> </ul>	<ul style="list-style-type: none"> <li>• Early phase (around crossing the chasm period) of airport sleeping pods adoption</li> <li>• Technological development can bring the product obsolete</li> <li>• Global recession would decrease number of transit air passengers</li> </ul>

## Use cases

Below is a cross section of the different alternatives to those travelers in transit at airports during layovers, delays, or long boarding times.

### Solution 1: Sleeping on airport seats and terminal floors

Most airport transit passengers may choose to spend their time waiting for their connecting flight on airport seats or even the terminal floor, depending on the facilities open to them at the airport. Although this is clearly the cheapest option, it is not the optimal choice for sleeping (or even relaxing) and entertaining. Airport Wi-Fi is often unreliable and there is the constant need to be aware of one's belongings and luggage. There is no privacy and the waiting experience can prove to be exhausting for the passengers.

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### **Solution 2: Booking a hotel**

Depending on duration of the wait for a connecting flight, some airport transit passengers choose to book a night in a hotel. Since a full night is often not required before the passenger's connecting flight is due to leave, this is often not a cost-effective option. Besides, hotel rooms are often quite some distance from the boarding gates and the whole check-in/check-out process can be time consuming. Passengers want a quick, easy and cost-effective way to spend just for a few hours. Hotels do not fulfill these criteria, which is why so many passengers choose the airport floor or terminal floor to rest instead.

### **Solution 3: Booking airport Lounge**

Airport lounges offer a wide range of comfortable features that are not accessible to those in the airport terminal itself, such as more comfortable seating, quieter environments and often better access to customer service representatives. Other accommodations may include private meeting rooms, telephones, Wi-Fi access and other business services, along with provisions to enhance passenger comfort, such as free drinks, snacks, periodicals and showers. Though all these are quite expensive and in most cases not accessible to transit passengers.

### **Solution 4: The fledgling sleeping pod market**

Very gradually, airports are starting to realize that there is a gap in the market that needs to be filled and that airport transit passengers are willing to pay for sleeping pod services. As a result, some sleeping pods have already established a minor presence at various airports throughout the world.

### **Solution 5: New age "book room by the hour" app's**

Recently, a number of new apps have entered the market, offering users a number of hours in a hotel room. Of course, much like booking a hotel room, this comes with the problems of having to leave the airport, travel, check-in, and then head back to the airport in time to reach your flight. When the time and effort is looked at for this option, the realistic approach is that those who would use a hotel room are much more likely to do so for a whole night given the effort and expense.

<https://cillisos.my/msian-airports-getting-a-rm4bil-makeover-5-improvements-netizens-want-to-see/>  
<https://www.finavia.fi/en/news-room/news/2015/helsinki-airport-provides-europe-s-first-sleeping-pods/>  
<http://www.viraltrends.co/2016/10/17/best-airports-to-sleep-in-around-the-world-including-estonias-tallinn-airport/>  
<http://www.sleepinginairports.net/2016/best-airports-sleeping.htm>

# Customer Analysis & Segmentation

**TAM or Total Available Market** is the total market demand for our service.

- Europe: 988 million passengers
- Worldwide: 6.664 million passengers

Average growth of passenger traffic is 4.82% / year which will result in approx. 17 bil. passenger traffic by 2035 (source: [http://www.boeing.com/resources/boeingdotcom/commercial/about-our-market/assets/downloads/cmo\\_print\\_2016\\_final.pdf](http://www.boeing.com/resources/boeingdotcom/commercial/about-our-market/assets/downloads/cmo_print_2016_final.pdf))

**Serviceable Available Market (SAM)** is the segment of the TAM targeted our services, which is within our geographical reach.

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

**Serviceable Obtainable Market (SOM)** is the portion of SAM that we can capture.

Year	AirPods installed	Number of Airports	SOM
2018	100	23	20.6 million passengers per year
2019	400	50	45.9 million passengers per year
2020	700	75	68.6 million passengers per year
2021	1000	100 out of 284	91.9 million passengers per year

## Europe example:

All EU Airport Travelers (988 million passengers / year)			
100%			
EU Domestic travelers		EU International travelers	
(694 million passengers / year)		(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 - Munchen-London-New York) and  Transfer flights (International Transfer Passengers With A Domestic Connection Flight - Munchen-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 15-1 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

Source: Eurostat (online data code: avia\_paoc)



Our key target market are all transit and transfer passengers waiting at airports for more than 3 hours, this does not include passengers with their flight delayed or canceled. AirPod is appealing to those of all ages.

The average time spent by a passenger in the airport varies from airport to airport (1 -15 hours). We can see this from a statement from The Global Airport Sleeping Pods Market report says:

“Abu Dhabi International Airport looking at the fact that around 62% of the passengers traveling through this airport are in transit with an average transit time of more than 10 hours”.

## Overall potential spending breakdown (at the airport) and comparison

Water and coffee cost: (average price on airports)	Wi-Fi cost: (average price on UK airports)
Coffee: 2-4 €	Approx.: 4.5 € / hour
Water: 2-3 €	Approx.: 6 € / 2 hours
	Approx.: 10 € / day

## Lounge programs – cost:

**Example 1:** One of the world's largest independent airport lounge access program with over 1000 lounges at airports.

STANDARD	STANDARD PLUS	PRESTIGE
Annual fee 99€	Annual fee 249€	Annual fee 399€
Per visit fee 24€ Guest visit fee 24€	Per visit fee 10 FREE visits, then 24€ Guest visit fee 24€	Per visit fee ALL FREE Guest visit fee 24€

**Example 2:** Heathrow airport Lounge

- Entry fee: 40 GBP (max. 3 hours)
- POD bedroom: 20 GBP / hour

Cost for 3 hours: 100 GBP

Source:

[https://www.heathrow.com/file\\_source/Heathrow/Static/PDF/Airport\\_guide/Wi-Fi\\_FAQs.pdf](https://www.heathrow.com/file_source/Heathrow/Static/PDF/Airport_guide/Wi-Fi_FAQs.pdf)

<https://www.aph.com/community/holidays/wi-fi-free-time-costs-uk-airports-like-gatwick-heathrow-and-manchester/>

**Cost comparison: (on a basis of 3 hour waiting time)**

AIRPOD	Not renting anything – paying for WIFI, drinking coffee and water	Lounge programs - Example 1	Lounge programs - Example 2
Rent: 15€ / hour or \$18 / hour	6 - 8€ (coffee & water) 10€ (WI-FI)	Annual fee €99 Per visit fee €24	Entry fee: 40 GBP (max. 3 hours) POD bedroom: 20 GBP / hour
<b>Total cost: 45€</b>	<b>Total cost: 16 – 18€</b>	<b>Total cost: 123€</b>	<b>Total cost: 113€</b>

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# Market Overview & Competition

The global airport sleeping pods market was valued at 55 million USD in 2016 and is expected to surpass 75 million USD by 2021. The potential for growth in this fledgling market is therefore enormous. According to Avimanyu Basu, a lead analyst for aerospace research at Technavio, the future for the sleeping pod market is healthy:

“ Emergence of smart airport concepts will drive the demand in the airport sleeping pods market. Seeing the growing deployment of the internet of everything enabled intelligent airport infrastructure along with the increasing investments in technological advancements, International Air Transport Association and Airports Council International jointly proposed the concept of smart airports. ”

Concerns regarding profitability and passenger numbers have driven airport operators to examine ways to distinguish themselves from the competition. Smart airports, which are a natural home for sleeping pods, have proven successful in cutting costs, improving efficiency and demonstrating a commitment to passenger care. Under the smart airport approach, all systems are integrated into one single digital grid, which helps real-time information sharing and deep cross-silo collaboration.

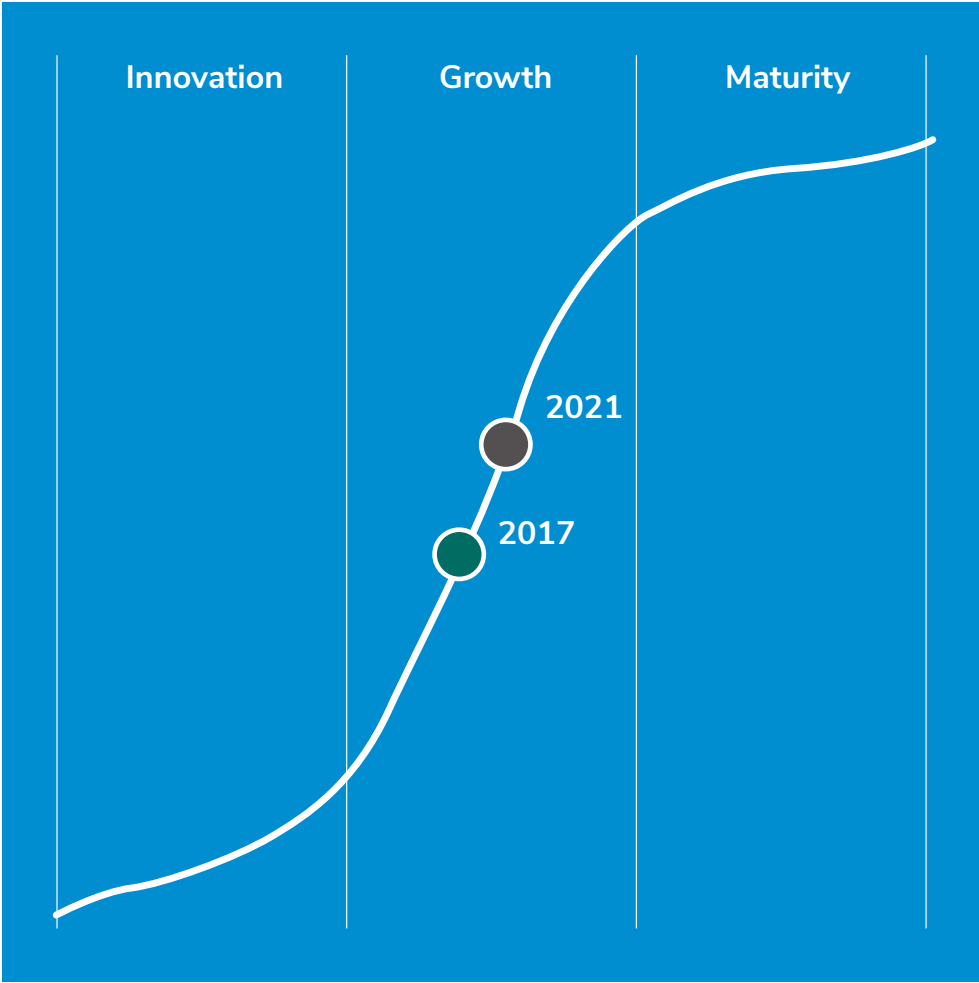
## Trend toward capsule hotels for airport passengers

The growing concept of an Aerotropolis surrounding airports is a major factor that has contributed to the growth of the market. Airport operators are planning to improve the passenger experience by providing value-added services, such as sleeping pods within the terminal building as an option to all segments of customers through cost-effective resting areas. In recent years, there has been a growing demand for capsule sleeping pods, which are more effective and flexible for passengers during a flight delay or transit flight.

## Emergence of Agile airports

With growing passenger traffic, stakeholders and governments are focusing on enhancing airport infrastructure with sophisticated installations. Therefore, airport authorities are focusing on the development of a unique approach to enhance customer travel experience along with safe and reliable operations. The approach has led to the creation of an agile and shared infrastructure, where multiple stakeholders can exchange data seamlessly.

# Market Maturity



## Key market drivers:

- Growing transfer and transit passengers
- Emergence of smart airport concepts
- Airports offering no frill services to passengers

Key market challenges	Solution
Market penetration addressing cost issues	Distribution partner, who operates airport lounges in over 1,000 airports around the world, has recognized AirPod's potential, with negotiations currently in an advanced stage. This represents an extensive distribution chain, which has thus far not been exploited by any other sleeping pods on the market.
Lack of maintenance of sleeping pods	AirPod is cleaned and serviced by our distribution partner staff.
Electrical system safety and regulations	IEC CB Test certificate.

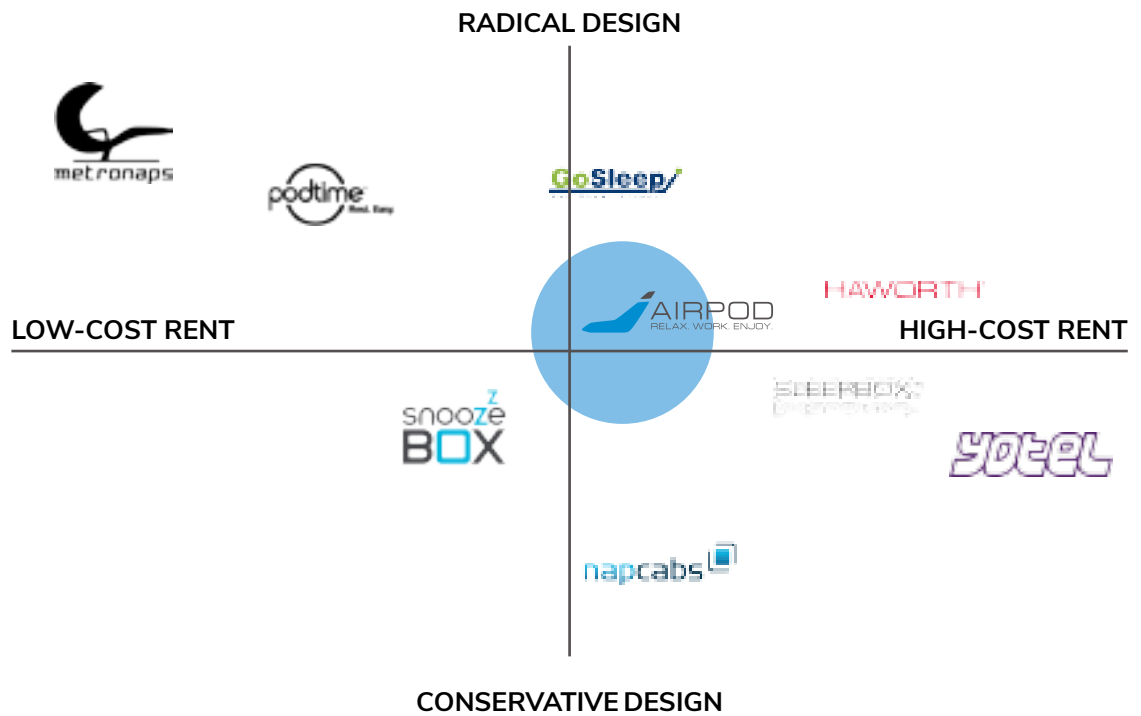
## Competition

Our vision is to see AirPods implemented in every major airport across the globe before moving onto the smaller airports. The current competitors are only in major transport hubs, and only offer a single solution - a sleeping area.

AirPod is so much more, offering users the ability to have a confined, secure, and relaxing area where they can do work, take calls, watch movies, play games, or sleep. The aim is to offer relaxation, regeneration, and rest to those who are passing through transit hubs across the globe.

Here are some of AirPod's nearest competitors:

	AIRPOD	GOSLEEP	NAPCABS	SNOOZECUBE	MINUTESUITES	ZZZLEPANGO	YOTELAIR
FREE WIFI	✓	✓	✓	✓	✓	✓	✓
POWER SOCKET	✓	✓	✓	✓	✓	✓	✓
FLIGHT STATUS	✓		✓		✓		
ALARM CLOCK	✓		✓		✓		
SOUNDPROOF	✓			✓	✓		
LUGGAGE STORAGE	✓				✓		
RELAXATION FEATURES	✓	✓	✓	✓	✓	✓	✓
LED LIGHT DISINFECTION SYSTEM	✓						
AIRCONDITION	✓		✓				
MOOD LIGHT	✓		✓			✓	✓
ONLINE VIDEO STREAMING (AMAZON FIRE TV)	✓				✓	✓	
Doesn't need PRE-READY SPACE FOR INSTALATION	✓	✓					
RESERVATION VIA APP	✓						
<b>COST FOR RENT / HOUR</b>	<b>15 €</b>	<b>10 €</b>	<b>12 €</b>	<b>20 €</b>	<b>40 €</b>	<b>10 €</b>	<b>30 €</b>
<b>NUMBER OF PODS INSTALLED</b>	<b>N/A</b>	51	12	13	35	7	20



## Our Answer to the Challenge

- Better overall functionality of the unit with more features compared to competition.
- Luxury at affordable prices as well as cutting-edge technology.
- No need for a pre-ready-made space for installing.
- Fast-expanding Business model with an aim to become market leader in two years.

# The AirPod Business Model

“ Make every detail perfect and limit the number of details to perfect. ”

Jack Dorsey, Twitter co-founder

The Core business of the company is renting AirPods. We will enter the market, prove the business model and test the product on users by partnering with a \*distribution partner.

Our Partner has control of over 1,000 airports around the world. We are proud that our partner has recognized AirPod's potential, which opened up an extensive distribution chain.

The forecast plan is to implement 1,000 AirPods within the next three years across numerous international airports.

## Project partners and their roles:

- Mineko Pharma & Engineering Ltd (AirPod Technologies) - Production, marketing and monitoring through DApp Platform
- Distribution partner - distribution and maintenance (Cleaning&Repairs) of AirPods
- **Main advantage compared to competition is partnering with a \*distributor who has an existing network and relationships with airports around the globe**

\*Due to legal reasons, we are unable to reveal the name of distribution partner. Official announcement will be released in Q2 2018.

## Company financial projections: (1 EUR = approx. 1.2 USD)

Year	Number of AirPods installed	Cash inflow from sales	Outlays for expenses	Salaries	Income Tax	Net income
2019	400	13.140.000€	3.022.200€	400.000€	2.040.738€	7.677.062€
2020	800	26.280.000€	6.044.400€	400.000€	4.165.476€	15.670.124€
2021	1000	32.850.000€	7.555.500€	400.000€	5.227.845€	19.666.655€

## Airports

Target network – number of potential airports (approximately 0.5% of existing airports globally).

<b>Airports globally:</b>	52.000 + (EU, US, ASPA, MENA)
<b>International Airports globally:</b>	724 (EU, US, ASPA, MENA)
<b>AIRPOD target Airports globally:</b>	284 (EU, US, ASPA, MENA) - passenger traffic (above 5mil - 100mil)

Target 284 International Airports by region:

<b>EU: 63</b>	<b>US: 39</b>	<b>ASPA: 176</b>	<b>MENA: 6</b>
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## Case study: Dubai Airport

Airport transit passenger statistics show that the number of transit passengers varies from airport to airport – the lowest 10% and the highest is 67% (the airport in Dubai).

<b>PASSENGER TRAFFIC 16/2015:</b>	83 million
<b>(TP) Transit / Transfer passengers:</b>	67%
<b>Number of TP:</b>	55 million
<b>Number of TP waiting more than 3hr:</b>	5,5 million (%10)
<b>Assumption – if %5 of TP decides to rent AP:</b>	275.000 passengers
<b>365 / 275.000 days =</b>	753 passengers / day
<b>24 / 753 hours =</b>	31 passengers per hour

If single passenger rents AIRPOD for 1 hour we have to install 31 AP, which will be occupied 365/7/24.

Hypothetically – if that is the case we make more than 4 million EUR in revenue by installing 31 AP at Dubai Airport alone.

**OUR TARGET: 284 AIRPORTS WORLDWIDE**

With our distribution partner we gain ACCESS TO MORE THAN: 1.000 airports.



# Developing AirPod Capsule

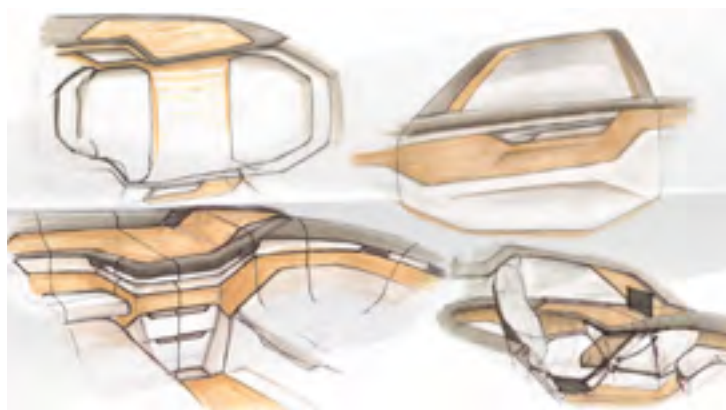
“ Setting customer expectations at a level that is aligned with consistently deliverable levels of customer service requires that your whole staff, from product development to marketing, works in harmony with your brand image. ”

**Richard Branson**

Developing and manufacturing process involves over 15 different suppliers, more than 10 partner companies, 2 engineers, 4 industrial designers and 5 software developers. Over 30 people are actively developing the product. Major AirPod components are custom developed, made by the AirPod team and partnering companies. Once finished, the components will be transported to our warehouse in Ljubljana. 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
- 180-degree view and 360-degree view with outside camera
- Internal parts made out of high quality wood
- Electrical installations (cables, etc.)
- Electric devices (iPad, LCD TV, AC, LED lights, HEPA filter etc.)
- LED lights technology for disinfection
- Seat that also transforms into bed
- Other accessories



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“ 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 human mental and psychological recovery, specially designed for tired people. It also includes maximum relaxation encouraging three most important senses (smell, vision and hearing).

#### **Mold production**

Molds are the essential part AirPod frames production. Company ROTO (<http://roto-group.eu/>) is able to produce several molds in 1 month. Additional molds will lead to a higher number of AirPod frames produced per day / month / year.

#### **Production of the AirPod frame**

Once the mold is produced we can make up to 2 AirPod frames per day. That means building 4 molds and producing up to 8 AirPod frames per day, resulting in 176 AirPod frames per 22 working days. Production of 1,000 AirPod frames would then take 125 working days (less than 6 months).

#### **Glass (left, right, on top)**

Croatian company Lipik Glass is responsible to produce AirPod glass. Their current clients are Bentley Motors, Aston Martin, McLaren, Lamborghini, Ferrari, Alfa Romeo and many others. Further details about Lipik Glass can be found here (<http://www.lipikglas.com>). The glass quality brings noise reduction. Fully stained on the outside provides unimpaired visibility from inside out thus user is still aware and connected with the surroundings at all times. The production and delivery time for a few hundred glass panels can take up to 2 months. Since we are ordering this element in advance we see no problem for any potential delays or being a critical point when assembling the AirPod.

#### **AirPod Interior padding and noise insulation**

Boxmark ([www.boxmark.com](http://www.boxmark.com)) is one of the world's leading manufacturers of high-class upholstery leathers and is going to provide the material for the interior padding and noise insulation. Our team of assembly workers is going to finish the padding inside the AirPod.

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### **The AirPod seat**

The seat used in AirPod is another distinguishing feature, with four companies involved in its manufacture. The level of manufacturing expertise invested in the AirPod set is what sets it apart from all the other sleeping pods currently available on the market. In terms of comfort, relaxation and entertainment functions, it represents a significant development. Partly created by Boxmark, the seat used in the AirPod also transforms into a bed. Set to revolutionize the way we listen music and watch movies, the integrated vibrating plate enhances the sound so that the user can actually feel it physically. Boxmark is one of the world's leading manufacturers of the high-class upholstery leathers. Their clients include AMG, Audi, Bentley, BMW, Bugatti, Ford, Jaguar, Lamborghini, MAN, McLaren, Mercedes-Benz, Opel, Porsche, Recaro, Seat, Skoda, Smart and VW, among others. Further details about Boxmark can be found [www.boxmark.com](http://www.boxmark.com).

### **Mechanism**

The Slovenian company Iskra Mehanizmi will produce the AirPod seat mechanism. Further details about the company can be found here (<http://www.iskra-mehanizmi.si/en/products/industrial>). Current clients include Philips, Continental and Baumer Sensors, among others. The production and delivery time for the AirPod mechanism is short (a few days) due to the off the shelf product.

### **Foam**

The Slovenian company Studio Moderna will provide the AirPod seat. Further details about the Octaspring technology used in the foam can be found here (<http://www.octaspringtechnology.com/>). Current clients in the aviation industry include Airbus, Stelia and Boxmark, among others. The production, delivery and implementation time for up to 300 pieces is one month.

### **Metal structure**

The Slovenian TPV Group will provide the AirPod seat metal structure. Established over 60 years ago, this leading provider of seat components, body and chassis assemblies has an outstanding track record in the automotive industry. Further details about TPV Group can be found here (<http://www.tpv.si/en/tpv-group/customers/>). The production and delivery time for a few hundred pieces (or up to 1,000) is very short (2 weeks), since the used base is only slightly customized and the company already produces similar product for the automotive industry.

### **Vibrating plate**

Set to revolutionize the way we listen music and watch movies, the product's integrated vibrating plate enhances the sound so that user can actually feel it physically. The product itself is the invention of a Slovenian company Ollo whose client base comprises almost exclusively of musicians. We have decided to implement this technology in the AirPod after testing the product and recognizing its potential. The production and delivery time is confirmed between six to eight weeks.

### **Other parts:**

- Air condition: bought from the market; delivery can take up to seven business days.
- HEPA filter: bought from the market; delivery can take up to seven business days.
- Wire installation and other electrical parts: bought from the market; delivery can take up to seven business days.
- LCD with cam: bought from the market; delivery can take up to seven business days.
- LED lights for disinfection: bought from the market; delivery can take up to 2 weeks. More information about the technology is available here: (<https://vitalvio.com/products/vld/>)
- Wooden parts: It is made by a local company; delivery is fast, up to ten business days, as it is produced with a CNC machine;
- High quality LED lights: bought from the market; delivery can take up to five days.

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## **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 important process points of the customer.
- Identify and Eliminate potential Waste: Contracting it from the process.
- Smooth Flow: Allow process of work to pass freely.
- Pull Value: Control flow by allowing work to be pulled through the process.
- Pursue Perfection: Make improvement a habit.

The deployment level will have the strategic task of making the doing level happens. 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 improvement.

### **People, process and tools are critical to Lean, but 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. But 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 organization with Lean infrastructure.

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

## **Initiating**

This is the most important stage while it sets the terms of reference within which the planning will be done. 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, 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 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.

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## Planning

The key to success is planning. Creating a perfect plan is the first task we have done, considering operational perspective of producing 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 price of the product will keep us being one step in front of the competition.

## Executing

Executing is where product delivery, service or planned result is carried out in order to be on track. Most of the project work is realized at this stage and needs 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 important to successful execution, one must assume that developing the team is important to that cause. It is in Executing that most of the budget will be spent in order 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 on the track.

## Monitoring and controlling

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

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 control them vary but what each of these has in common are baselines defined in 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 towards meeting its objectives and keeping customers and token investors satisfied.

## Closing

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

Once 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 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

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several manufacturers and further on finished products (up to 300 seats) can be ready within 3 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 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.

# Blockchain Technologies in AirPod

“ [Cryptocurrency] will be everywhere and the world will have to readjust. ”

John McAfee

The Platform - Decentralized Application Platform (DApp) Using Blockchain Technology and Tokenization.

Blockchain technology is essential for our business growth and strategy. The custom Blockchain we are creating will assist us to meet our objectives as a company. Blockchain also plays a huge part in the use of the AirPod units, with users being able to pay for rent with the APOD token (see below for more information).

For the purpose of general management, economic overview and control of the individual AirPod unit, we are developing a platform, which will also be a marketplace where users will be able to trade Sponsorship Programs. This platform will use Blockchain technology to verify contracts.

The key to project success and exponential growth is an ecosystem, which connects all AirPods in various locations around the world with a platform that enables distribution in a **franchise model based on the Blockchain technology.**

## BETA VERSION OF THE PLATFORM WILL ENABLE:

- Access is limited to ICO contributors (APOD token owners).
- Free of charge access to financial analysis of the specific AirPod.
- APOD holder will be able to exchange tokens for the right to participate in profit generated by AirPod unit - (Sponsorship Program)
- Sponsorship Program can be traded (bought or sold in certain %) between interested parties

## RELEASE VERSION OF THE PLATFORM WILL ENABLE:

- Access to public - all new users interested in the business or expressing interest in opening a new location for setting up the AirPod will be able to participate.
- New users to participate in business (entering Sponsorship Program on already established AirPod locations) by buying APOD Token (at the exchange or from a company).
- Free financial performance analysis for the specific AirPod.
- Sponsorship Program can be traded (bought or sold in certain %) between interested parties

## DApp platform user interface

1346 Airpods already around the world

### MENU

#### Overview

- Airport stats
- Current locations

#### My account

- Account balance
- My airpods
- Stats
- Invest in new locations
  - \* Sponsorship programm
  - \* Placement on demand
- Payout

#### Market place

#### Trade existing sponsorship deals

- \* Buy
- \* Sell
- Trade Apod tokens
  - \* Buy
  - \* Sell

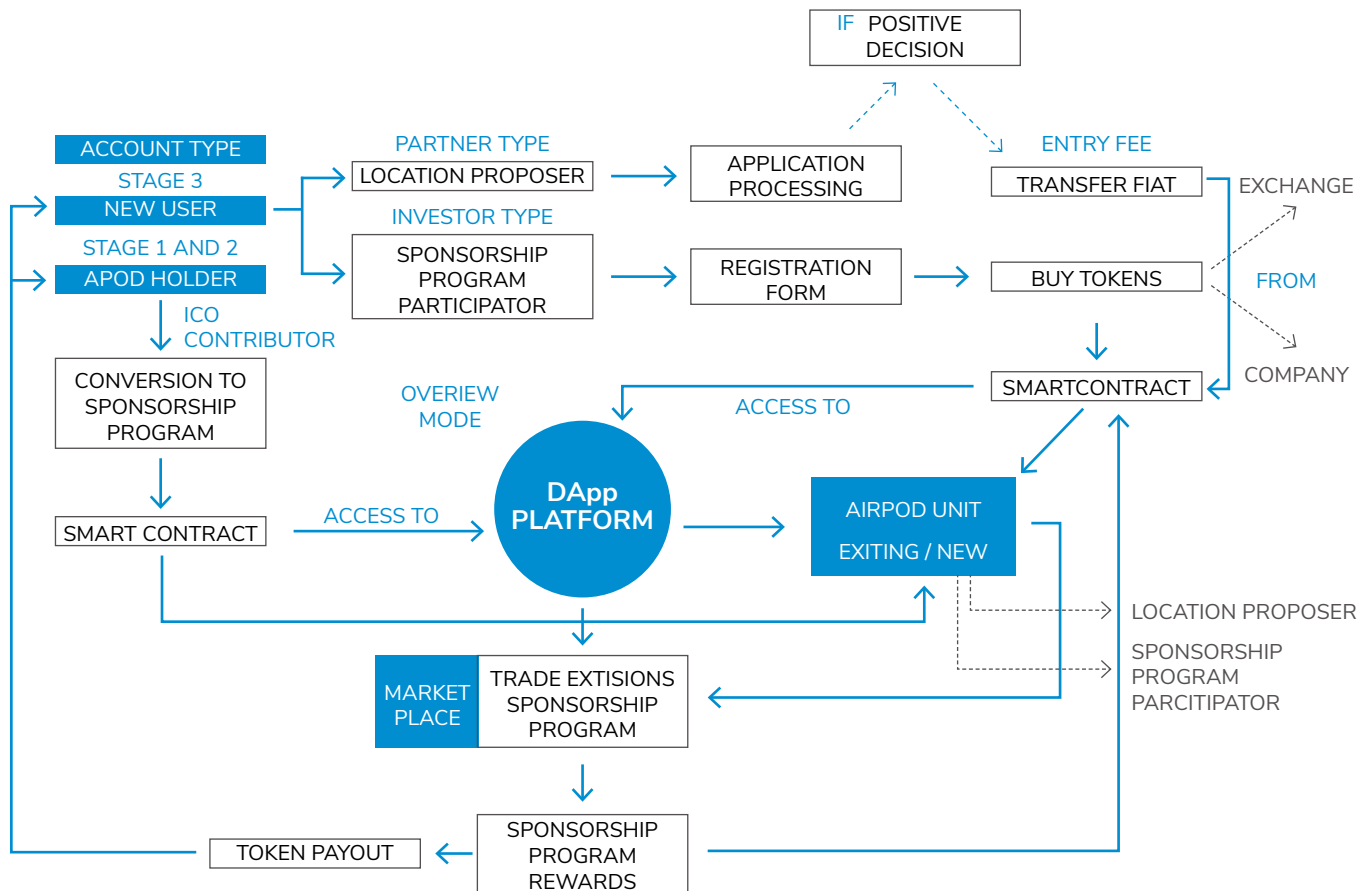
### Selected Airpod

- Operating costs
- Income per hour in use
- Number of hours in use per day
- Airpod value
- Profit after tax
- Payout to sponsor
- Sponsorship structure
  - \* 70% private
  - \* 30% Airpod company
  - 10% now available for sale!





## DApp Platform Processes



“ Gradually, decentralized trust will be accepted as a new and effective trust model. We have seen this evolution of understanding before - on the Internet. ”

Andreas Antonopoulos

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## Software

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

- Find the nearest AirPod/-s on certain location such as the airport;
- Rent and use the AirPod;
- Create a reservation of the AirPod;
- Create a Sponsorship Program agreement for a single AirPod;
- Observe the statistics and economic profile of a single AirPod;
- Participate in a bidding process;
- Propose and bid for a new location of the AirPod;

Web and mobile applications will share similar functionalities, most of them will support discovering, renting and usage of the AirPod and the reservation process. Simple application design, dedicated to support easy handling of APOD Token and interactive renting process, will be connected to corresponding blockchain and server solutions. End users will be able to browse locations for available AirPods and reserve them in advance or rent them on spot.

DApps (Decentralized Applications) will be dedicated to advanced business users, who will want to analyze the performance of each AirPod and create a Sponsorship Program agreements. These applications will be deployed as Smart Contracts on the Ethereum blockchain along with efficiency and price performance data of each AirPod. Users will be able to evaluate each location or each AirPod and enter the bidding process to certain percentage Sponsorship program.

“ We believe that the economy works best when it works for everyone, and this new platform is an engine of inclusion. ”

Don and Alex Tapscott

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# AirPod project Stages

## STAGE 0: 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
- Pre-production Prototype: IN PROCESS - Delivered before ICO Crowd sale
- Final product: TO BE DELIVERED - Commercial trial on the UK Airports



## STAGE 1: Grow distribution and customer base

Core business of our company is installing the AirPods across international airports and renting them. At the same time, we are implementing a utility token - APOD, which is used to build and boost our crypto economy.

## STAGE 1.1: The Platform - Decentralized Application Platform (DApp) Using Blockchain Technology and Tokenization

Blockchain is essential for our business growth. The platform is the key to our success. For the purpose of general management, economic overview and control of the individual AirPod units, we are developing a platform, which will also be a marketplace where users will be able to trade Sponsorship Programs. The key to project success and fundament for potential exponential growth is an ecosystem, which connects all AirPods in various locations around the world with a platform that enables franchise model distribution based on the Blockchain technology.

“ In order to have a decentralised database, you need to have security. In order to have security, you need to - you need to have incentives. ”

Vitalik Buterin

## STAGE 2: Token to \*Sponsorship Program Transition

\*Sponsorship Program term simply means that APOD token holders can exchange tokens for the right to participate in profit generated by an AirPod unit.

After upgrading our business model, we will enable additional Token Models. ICO contributors will be able to convert APOD tokens to a Sponsorship Program for each installed AirPod unit for indefinite time period and thus establish a profit-sharing relation (Reward), giving them an opportunity to manage unit(s) and collect fees in APOD Tokens.

This stage is planned at:

- (1) 400 installed AirPods; or after
- (2) 1 year of business (whichever happens first).

The DApp platform will offer APOD token holders (ICO contributors) the option of token conversion to a Sponsorship Program of the already set-up AirPods. The platform will enable them to make a financial analysis of the individual AirPod free of charge and will help them decide which AirPod they will choose to convert into Sponsorship Program. Sponsorship Program is adjusted in accordance with its financial performance - the initial price algorithm is set by us. In case of a multiple interest for a specific AirPod individual APOD Token owners can bid on the price and therefore raise its price. When interest is high, the cost to participate in Sponsorship Program will rise accordingly. Tokens are the only currency for the Sponsorship Program as well as for the reward percentage payouts. Sponsorship Program gives contributors a chance to participate in profit shares (rewards) for the specific AirPod. Participation in Sponsorship program can be in a specific percentage (depending on the number of purchased ICO tokens), Sponsorship Program

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can also be sold to another interested party (in a specific percentage). Also additional Sponsorship Program(s) can be created in a specific percentage of other AirPod unit(s). Sponsorship Program participants get their monthly reward payouts to the account they've created at the platform. APOD token conversion to FIAT will be also possible through ERC20 credit card provider. This means APOD token (ERC20 token on the Ethereum protocol) can be also used for everyday purchases.

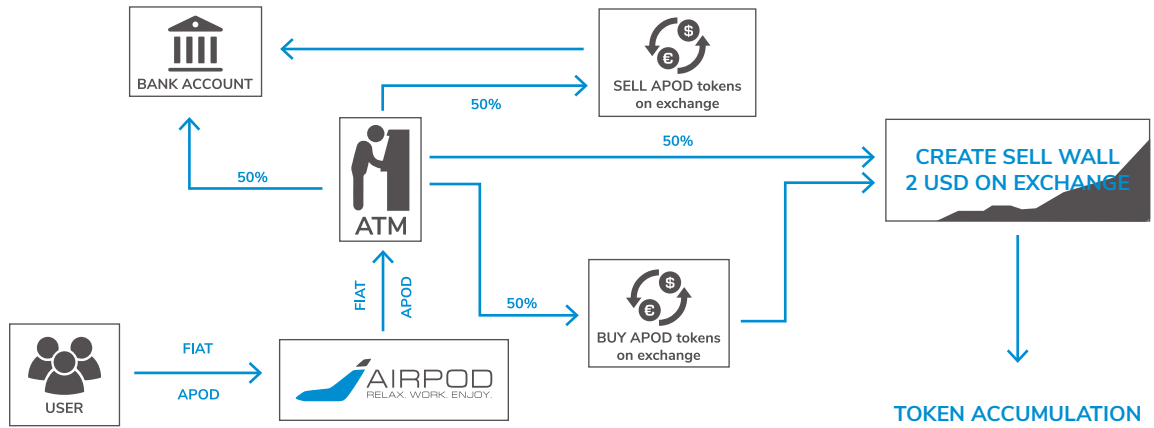
## **STAGE 3: Self-Expanding Real business economy supported by Crypto Infrastructure**

After the testing stage of the platform operation is finished and everything works smoothly, we start to perform the third stage. In this stage, we open the so-called Placement On Demand, which enables the setup of the AirPod and plug in to the network for ALL potential location submitters. Those can be (1) owners or (2) leaseholders of a specific location. Submitter registers at the platform, where personal as well as all required location information (address, photos) are needed. Submitter also have to gather applicable permits, in case they don't own the space and gather all cost information, such are possible rent, electricity and internet costs. We either (1) approve or (2) decline the request. In case the request is approved, the parameters are written into a smart contract. APOD Tokens are the only payout currency. Percentage of payout from AirPod unit revenue (deducted by costs) will be announced in later stage. The monthly rent payouts (rewards in APOD tokens) can be sold on exchange or converted to FIAT via the ERC20 credit card provider or additionally used to make investments to a new AirPod location (in certain percentage).

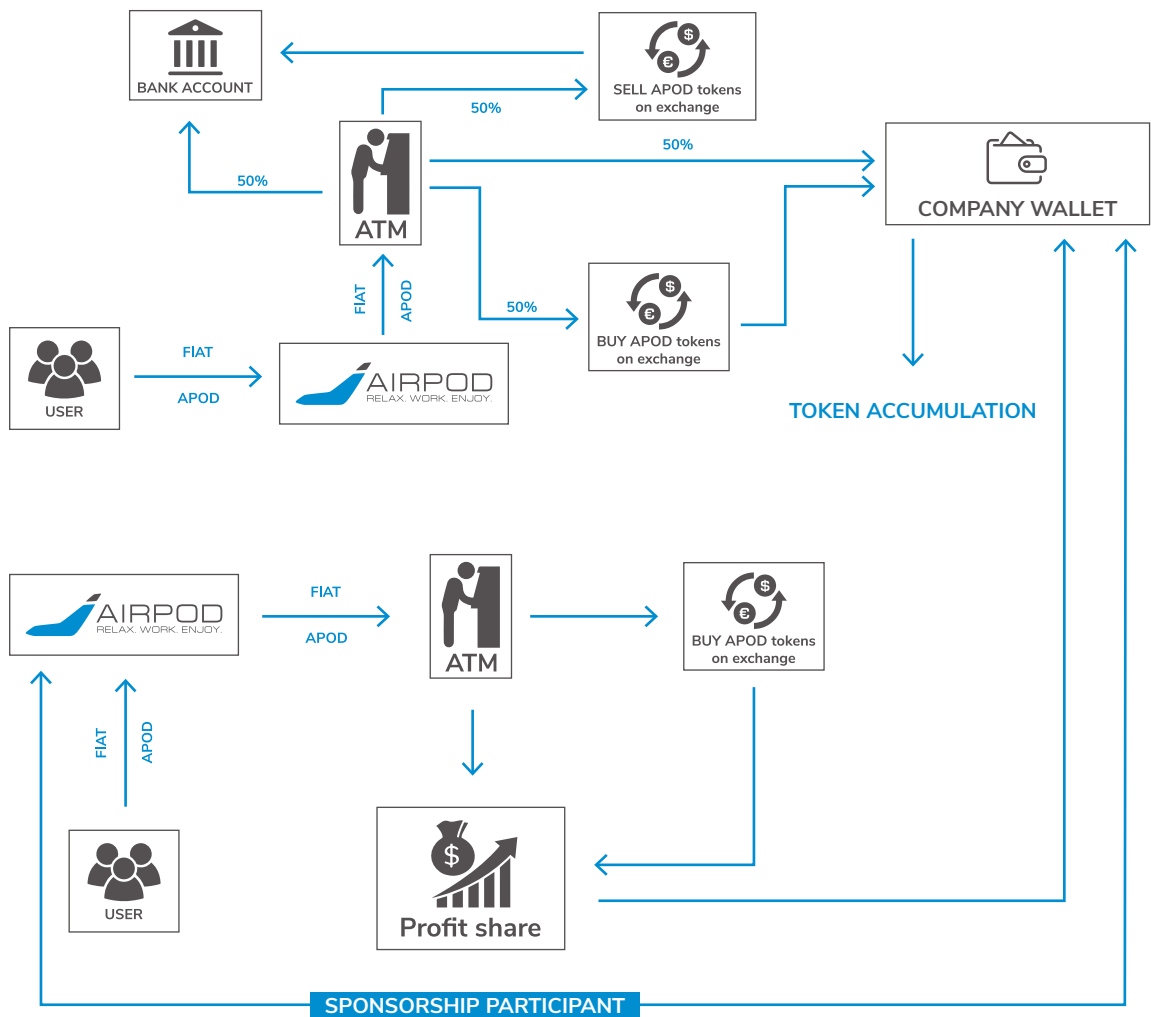
## Development stages overview

Who buys (makes AirPods)? Who owns them?	COMPANY	COMPANY COMPANY, "LEASE" THEM	COMPANY COMPANY, "LEASE" THEM
Who covers maintenance cost?	COMPANY	COMPANY	COMPANY
Who gets the rent pay-out?	Stage 1  SELL WALL/ APOD/ETH or/and BTC in equivalent value of: - 0,023 APOD/ETH - 0,0002 APOD/BTC  <b>Payment in APOD:</b> <ul style="list-style-type: none"> <li>COMPANY sells 50% of tokens on Exchange and uses FIAT to cover costs</li> <li>With other 50% of received tokens COMPANY creates SELL WALL (2 USD) on Exchange</li> </ul> <b>Payment in FIAT:</b> <ul style="list-style-type: none"> <li>50% of received FIAT - COMPANY uses to cover costs</li> <li>With other 50% - COMPANY buys APOD tokens on Exchange and creates SELL WALL (2 USD)</li> </ul>	Stage 2  SELL WALL IS REMOVED  BETA VERSION OF THE PLATFORM ENABLES:  Access is limited to ICO contributors (APOD token owners).  Free of charge access to financial analysis of the specific AirPod.  APOD holder will be able to exchange tokens for the right to participate in profit generated by AirPod unit - (Sponsorship Program)  Sponsorship Program can be traded (bought or sold in certain %) between other parties	Stage 3  RELEASE VERSION OF THE PLATFORM ENABLES:  Access to public - all new users interested in the business or expressing interest in opening a new location for setting up the AirPod.  New users to participate in business (established AirPod locations) by buying APOD Token (at the exchange market or from a company).  Free financial performance analysis for the specific AirPod.  Sponsorship Program can be traded (bought or sold in certain %) between other parties
How does the company get financing?	CROWDSALE (LIMITED), 20% FROM RENT	FROM RENT	FROM RENT, Sponsorship PROGRAM
How do new AirPods get financing?	CROWDSALE	FROM RENT	FROM RENT, Sponsorship Program; Fiat Income

## Stage 1



## Stage 2 and 3



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# Renting the AirPod Capsule

## Rent calculation

AirPod hubs will be available for renting at prices, expressed in a local fiat currency of the country, where the hub will be stationed. Prices for each AirPod hub will vary between different locations due to different airport commissions, management and cleaning service costs, internet connection costs etc. Prices can be modified once per month and will be expressed as a price per renting hour. A minimum renting period is one hour, while a smallest time step of half an hour. The customer will be able to choose either to use APOD Tokens for renting or pay for the service with a credit card. The amount of Tokens, needed for renting a hub, depends on the renting period (number of hours), price of renting in a local currency and a current market price of Token on online exchange.

- $N(\text{APOD}) = t(\text{h}) * P(\text{LC}) * \text{ER} * \text{DR}$
- N(APOD) - number of APOD Tokens, needed for renting an AirPod hub
- t (h) - renting period in hours
- P(LC) - price for renting (per hour), expressed in the local currency
- ER - exchange ratio between the local currency and APOD Token on the online exchange. In case, that this ratio does not exist on the online exchange, a substitute exchange ratio with USD (\$) is used and pre-calculated according to USD/local currency ratio.
- DR - discount ratio, this is a discount for customers that choose to provide APOD Tokens for renting the AirPod hub
- Discount ratio, expressed as a percentage of full price, will be normally set to 0,09 (90%), thus 10% discount will be applied.

## Renting on-site

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

When a customer choose APOD Token for renting, ATM unit will provide the customer with the following information:

- Number of APOD Tokens, required for renting the AirPod unit for the designated time period.
- Ethereum address to which customer have to transfer APOD Tokens to conclude the renting process
- Timer showing the time period of customer's reservation. The Tokens should be deposited on the given Ethereum address in this time period in order for a renting to be valid. After this period, the reservation is cancelled.
- PIN code that the customer will use to enter the AirPod unit. The PIN will be activated after conclusion of the renting process.



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In case of the customer chooses credit payment method for renting, ATM will guide the customer through the payment process:

- Previewing the total price for renting, expressed in a local currency.
- Choosing the Credit card, entering the credit card credentials and safety pin numbers.
- Executing the payment.
- Receiving PIN code, which will be activated after confirmation of the renting process.

## Renting on reservation

The customer will be able to remotely reserve a unit via online and mobile application. Applications will operate as a remote ATM with same functionalities as a stationed unit.

## Token supply on online exchanges

Sell orders for APOD Tokens will remain on online exchanges at a fixed ratio \$2/APOD until 2<sup>nd</sup> Phase. A continuous token supply will be generated with received Tokens, enabling our users to obtain Tokens at any time. Purchases on online exchanges can be made independently from renting process.

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# The APOD Token

“ The future of money  
is digital currency. ”

Bill Gates

The APOD token will be a digital asset (known as a Cryptocurrency) that is built on the Ethereum Blockchain and uses decentralized ledger technology to track and verify transactions. Our Blockchain will be made open source so all users can see, understand, and get to know our technology.

Holders of APOD Tokens can use them on any AirPod, regardless of the country, where it is placed.

APOD Token is a vital fuel for AirPod renting services and AirPod platform services. With time, APOD Token will become a vital fluid of self-sustainable economy on AirPod platform, enabling their holders to order, reserve or “lease” (read: Sponsorship Program) AirPod services. By using these tokens we’re confident we can meet our objectives.

Tokens will be issued with a Smart Contract on the Ethereum network (Token) in a limited amount at Token Generation Event/s (TGEs) followed with distribution. Most of Tokens will be distributed among crowdsale phases and specialized funds, and a small percentage will be distributed in Airdrop process. To increase the security of the TGE and the Distribution, APOD Tokens will be locked. That is, all transactions will be temporary suspended during this period and unlocked after the final confirmation of the consistency and correctness of the distribution processes.

Tokens, issued to team members, advisors, business partners and other participants will be cliff vested for a longer time period to state the willingness and sincerity of our intentions.

## General

An ECR-20 compliant Ethereum Token named APOD will be established for the purpose of utilization the Project. Collected contributions will be used for realization of Business Plan, according to Fund Distribution Plan.

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## Token Model

Primary goal of APOD Token is to utilize the renting process of AirPods units and to provide a backbone to an internal AirPod economy model. As a pure utility token, it provides an access to AirPod services and enables a usage of AirPod units.

After Token Generation Event, a majority of Tokens will be distributed among initial contributors who will be able to either use Tokens for AirPod services or to further redistribute them. Tradability of Tokens will be enabled through online exchanges offering exchange services for Ethereum network based Tokens.

Tokens will be generated in a limited amount, with no option to additionally generate, destroy or lock them. All Tokens should be outstanding in circulation at any time with no limitations on the usage. You can find out more by looking at our circulating amount and market cap.

“ As the value goes up,  
heads start to swivel and  
skeptics begin to soften. ”

Adam B Levine

## A sustainable CRYPTO economy

For a cryptocurrency to be successful over time it must become the driver for a sustainable economy. As customers use the AirPod and distribution is growing, the ecosystem network effect will grow, building its value, bringing benefit for the long-term holders and Token sale participants.

## Reason for the AirPod-Crypto-Economy success

Like every economy also the AirPod-Crypto-Economy is determined by supply and demand. The core business model of the AirPod project is to grow distribution and customer base by generating revenue. The success of the revenue (demand generation) depends on the ratio distribution and customer demand. The main goal in the AIRPOD crypto-economy is, therefore, the efficiency for generating distribution and users.

The main reason for potential APOD token value increase lays in our technical execution after receiving FIAT payment for AirPod service. We split the receiving FIAT (payment for rent): using 50% for our company costs and the remaining 50% for buying Tokens on exchange at the lowest price possible and placing them back to at higher fixed price \$2. While the number of distributed AirPod Sleepin Pods and users will grow the mechanism of bought Tokens from the Exchange,

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the value of APOD token will automatically increase over time. This simply means that more AirPods are installed and more users are generated, the frequency of bought Tokens from the exchange and placing them back at a higher price, will increase the price of APOD Token.

## Token circulation

Tokens will start to circulate between AirPod project and our customers, creating our own internal economy. Customers will be encouraged to use Tokens for renting hubs with a substantial discount, companies will be motivated to buy APOD Tokens for their frequently travelling employees.

## Token Feedback

The broad distribution and frequent usage of the APOD Token is important to us, and the community. Therefore we are deploying a unique method to ensure that APOD tokens remain in circulation and are not adopted by those looking to speculate. Our view is that the APOD token is a true use token which has a fixed value attached to it to ensure that our services (the use of the AirPod) can be paid for.

Our plan is to take all tokens that are used to pay for APOD time and introduce them back into circulation using exchanges. This does not serve as an action to raise the price artificially but to ensure continued circulation. They will be listed at a fixed price with a group of globally selected exchanges.

## Cash / Token flows

In case that APOD Tokens were received for renting, Tokens will be send to online exchange, where half (50%) of Tokens will be sold at current market price to cover expenses. With the rest of Tokens (50%) a sell order at a fixed price of \$2 will be created.

In case that renting was covered with fiat payment (credit card payment), 50% of the amount will be used to cover the expenses and the rest will be placed on the online exchange (after exchanged to EUR or USD) to buy APOD Tokens at current market price. With bought Tokens, a sell order will be placed on the exchange at a fixed ratio of \$2/APOD.

By both scenarios, part of the Tokens will become available on the market (online exchanges) at a fixed price of \$2. We will encourage our customers to buy APOD Tokens from the market at current prices and take advantage of the discount for renting in Tokens. This way the Tokens will be further distributed among our potential customers, thus building our own economy.

Our business is still viable if we cut off 50% of the amount received by the user paying with fiat payment.

Income structure and costs in both scenarios (considering revenue-share deal with distribution partner) and all operating company costs including marketing

100% income	%	50% income	%
Company costs (operating costs; partner agreements; etc.)	23,53%	Company costs (operating costs; partner agreements; etc.)	23,53%
Wages and salaries	1,22%	Wages and salaries	1,22%
Depreciation	1,48%	Depreciation	1,48%
Operating income before taxes	73,77%	Operating income before taxes	23,77%

\*Calculation is made on a basis of 1.000 working AirPod; average occupancy per AirPod – 6 hours / day (rent rate at 18 USD/ hour).

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# The ICO Stages

“ Does it scare me? Of course, but the technology is real.. Legitimate ICOs & 'Altcoin' have become way to invest in innovative blockchain projects. ”

Zack Chen

The ICO will be run in two different stages. These will be The Pre-Sale Period, and the Crowdsale – ICO Period.

## Pre-Sale

Pre-Sale is the first time that tokens will be made open to the “general public”. We are looking to reward those who participate the earliest by giving them the most number of tokens. The earlier you participate the more tokens you will receive.

## Crowdsale

Crowdsale is the main event where everyone can participate. Much like the Pre-Sale period those who participate earlier will receive the bigger number of tokens for their contribution.

You can find out more information about these periods below.

## ICO Soft Cap

The soft cap for this ICO raise will be \$2.700.000 (Two Million Seven Hundred Thousand). We have calculated this number based on the work that has already been undertaken and the work needed to get the project where we need it to be.

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## ICO Hard Cap

The hard cap for this ICO raise will be \$20.000.000 (Twenty Million). Like the soft cap this number has been calculated based on the sum we feel would enable us to achieve all of our objectives and more for this project.

## Token Cap

A total of 250.000.000 APOD Tokens ("Total Cap") will be generated at the first block and distributed according to Token Distribution Plan.

## Crowdsale information:

- Start of Token Crowdsale: March 2018
- Duration: 30 days
- Token symbol: APOD
- Token standard: ERC-20
- Soft Cap: \$2.7 million
- Max. Hard Cap: \$20 million
- Total supply: 250.000.000 APOD
- APOD Distributed in the Crowdsale: 200.000.000 APOD (80%)
- Token price: \$0.10

## Bonus allocation

### Pre-Sale:

- Bonus 30% of Tokens will be attributed during this phase to each contributor until we raise 2,7 million USD. (Soft-Cap)
- Bonus 18% of Tokens will be attributed during this phase to each contributor above Soft cap, up to 140 million APOD tokens, which is Pre-Sale hard cap.

### Crowdsale:

- Those who contribute in first 48 hours: 12%
- Week 1: 9%
- Week 2: 6%
- Week 3: 3%
- Week 4: 0%

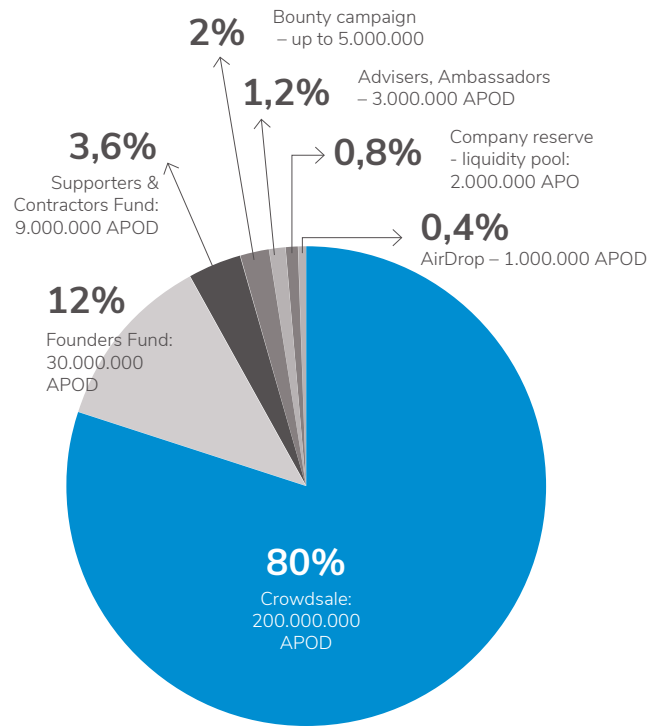
\*Pre-Sale Phase: Invitation only (max. 70% of all the APOD tokens can be sold)

## Token Distribution

Tokens will be distributed in the following method

The Total Cap of 250.000.000 APOD (100%) Tokens will be assigned:

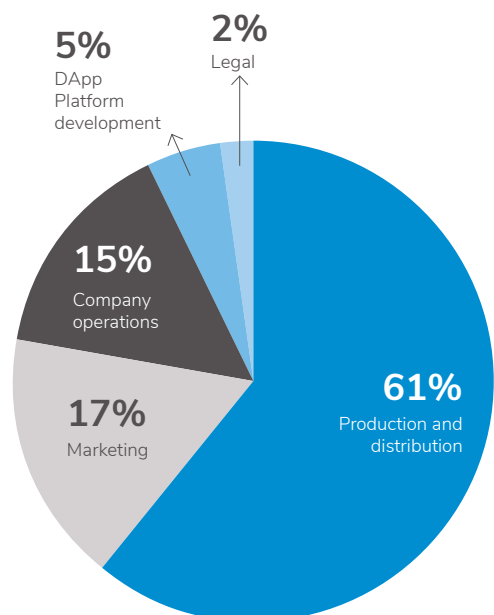
- Crowdsale: 200.000.000 APOD (80%);
- Founders Fund: 30.000.000 APOD (12%);
- Supporters & Contractors Fund: 9.000.000 APOD (3.6%);
- Bounty campaign – up to 5.000.000 (2%);
- Advisers, Ambassadors – 3.000.000 APOD (1.2%);
- Company reserve - liquidity pool: 2.000.000 APOD (0.8%);
- AirDrop – 1.000.000 APOD (0.4%)



## Allocation of funds (if Hard-cap is reached)

- 61% Production and distribution
- 17% Marketing
- 15% Company operations
- 5% DApp Platform development
- 2% Legal

The Tokens will be distributed after the ICO once all KYC has been successfully conducted. Please see our terms and conditions for full information about this.





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## Restricted and forbidden participants

Citizens or residents of the following countries will not be able to participate in our Crowdsale:

- The United States of America
- Singapore
- China
- South Korea

Citizens or residents of these countries will be able to buy tokens from exchanges provided that such exchanges can legally operate within their country.

## Wallet Information

You will be able to store APOD tokens in any ETH based compliant wallet

## Minimum threshold

In order for ICO to be successful, a minimum value of \$2.70 million should be collected. In case that this minimum value is not collected, all contributions will be returned to respective contributors with only transaction fees to be withheld.

## Pre-sale List for Contributors

All interested individuals will be able to be enlisted on the Pre-sale List, gaining the right to participate in the first ICO phase. A corresponding amount of Tokens will be reserved for each contributor in equivalent of announced contributing value. A consecutive time order will be respected. The Issuer reserves the right to exclude contributors from the Pre-sale List at his own discretion.

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# ICO Phases

There will be two Main ICO Phases (continued from above):

## Pre-Sale Phase

- Up to 140.000.000 APOD will be assigned to this phase. Approx. \$11.3 million of value will be collected in this phase;
- Min. Investment 1 ETH; Max. Investment 300 ETH
- Phase is open only for the Pre-sale contributors, enlisted on Pre-Sale List (subject to KYC).

## Crowdsale Phase (ICO)

- All unsold APOD tokens will be assigned to this phase. Up to 200.000.000 APOD tokens will be sold in this phase. Tokens sold in Pre-sale Phase will be deducted from this phase.
- No limit investment
- Phase is public, open for all interested individuals (subject to KYC).

All participants will be able to contribute their (ETH) in exchange for APOD Tokens during the Pre-Sale and ICO phases. The fix exchange ratio as displayed on the website at the time of purchase

## Transfers between ICO phases

If phase cap in Pre-Sale will not be reached, all remaining Tokens will be transferred to Public Crowdsale Phase.

## Unsold Tokens

Potentially unsold Tokens will be placed in on the Sell wall at fixed price \$2.

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## How to enlist on the Pre-sale List?

The enlistment process will be available on the official webpage one week before the start of ICO. Pre-sale contributors will be added on the List by the issuer at the start of the process. Contributors will have to provide personal information for KYC, private Ethereum address and anticipated value of contribution.

## KYC and AML

During the ICO we will be undertaking a full Know Your Customer and Anti Money Laundering inspection for all participants.

All participants should be prepared to provide documents confirming their identity and location. SPECIAL NOTICE: Those who do not comply with KYC or AML checks are subject to not have their APOD tokens distributed to them.



*KYC and AML checks are being undertaken by our compliance partner  
- Gresham International.*

Those participating should look out for information from us and them, but never give out any personal information to anyone without verifying it is then by checking on our website and keeping up to date with the latest information on our ICO by subscribing to our newsletter.

All participants are respectfully reminded to read our full terms and conditions along with the list of prohibited jurisdictions.

## Bounty

A bounty project is being deployed to ensure that the community receives the most amount of information about our project. Up to 5.000.000 APOD (2%) of all Tokens issued will be assigned to Bounty pool.

Bounty Tokens will be rewarded to all participants who will help to promote the project in any way. Participants will be expected to verify their contribution and their identity. Participants should always check the website for the latest information.

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# Marketing & Sales Promotion

## Airdrop

For marketing purposes, 0,4% (1.000.000) of all APOD Tokens will be distributed for free in an Airdrop process. Tokens will be distributed among all Ethereum addresses with a certain balance of Ethereum (ETH) at the time of a network snapshot, prior to Crowdsale. We intend to spread these Tokens among existing crypto investors as one of our marketing focus groups.

An amount of ETH, required to receive Airdrop Tokens, and proportional ratio for Airdrop Tokens will be determined according to marketing plans. The Airdrop process will happen in days before the Crowdfund to increase visibility of our project and APOD Token.

## Referral and Loyalty Program

Part of the received Tokens from the renting process will be withdrawn from online exchanges and deposited in specialized Funds.

- Resell Fund: Tokens at the discount price available for larger traveling agencies and companies in exchange for offering Tokens as a part of their services.
- Referral & Loyalty: Tokens used for marketing and loyalty campaigns.

Fiat payments, received from resellers, will be further used to rebuy Tokens from online exchanges. Referral programs will reward agencies and companies that will help to promote our services or contribute to our marketing campaigns. Loyalty program will be set up in later phases of the project and will reward our regular customers with additional Tokens.

## Building the community around project

Brand awareness and community building are important factors for our transparency. AirPod project will be focused on community building through forums, social media management and advertising. In the early cryptocurrency days, people exchanged experiences and novelties mostly on forums as [bitcointalk.org](http://bitcointalk.org) and [Reddit](http://Reddit). Our team will also participate in these conversations and generate a presence, while carefully balance between added value and over advertising. This will be the focus of building our investors community.

Email list is a necessary marketing tool for further communication; hence AirPod contact list will be built from the beginning. This will allow us to deliver updates and content to our user base and attract ambassadors. These are the people who can potentially make our next releases much easier.

We will be present on all the relevant social media channels utilizing tools to promote the launch and product. We will also tap into influencer's network to promote our product. One of the

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ways building the community's attention is to make AirPods visually attractive, outstanding and custom-made for each city airport. For example, in London airports AirPods could be covered in zebra design referring to the London zoo and in Paris AirPods could be transformed into Moulin Rouge club or Eiffel tower. Outline custom designs will attract more people than just users that will be more likely to share it on social media, while interior custom designs will offer the users a unique experience based on the city's culture.

Consumer awareness is a part of our marketing budget as the AirPods are clearly visible and available in the airports, and airports have incentive to promote the use of the AirPods with appropriate signage and in-airport promotion.

Ongoing marketing programs will involve putting tokens directly into the hands of travelers through travel agencies, corporate travel programs, and referral programs. Tokens for an hour of sleep or rest are a great way for companies and travel agencies to provide a low-cost bonus that guarantees a better travel experience for their clients. Because it's fun and innovative, the token incentive can be used for a variety of organizations and promotions.

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# Team

## Core Team

Grega Mrgole  
**CEO, Co-Founder**

Grega has a strong and successful history with various start-ups in the manufacturing, food service, leisure, and fitness industry. In 2004 Grega opened his first company, specialised in the EU distribution and sales of sports nutrition, fitness and wellness products. After selling the company in 2010, Grega started a new company, Aioli Pharma Ltd, in 2011, which specialised in the production of its own brand functional chewing gums (chewing gum for energy, vitamin gum, anti-stress gum, etc.). Business model and products were successfully launched on the Slovenian, Croatian, and Austrian markets. The brand achieved great success – only a few months after penetrating the Slovenian market, the company covered more than 5% of the domestic gum market. Grega sold most of his share in the company to various investors in 2015.

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Mihael Meolic  
**COO, Co-Founder**

After graduating with a degree in engineering, Mihael embarked on a professional football career. However, with some time available, he took this opportunity to develop his entrepreneurial skills, opening Mineko d.o.o, which specialized in the import and distribution of beverages throughout Slovenia and the other former Yugoslav states. His success with this venture meant leaving his fledgling football career and, after selling up in 2009, Mihael opened a new company, which deals with the engineering and installation of robotics for the automotive industry, i.e. the manufacture of production line devices. His company's clients include Rolls Royce (Southampton, UK), Porsche, BMW, Audi, Ford (Germany), BMW (China) and VW (South Africa), among others.

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Jaka Gornik  
**Marketing Advisor**

Jaka began his professional career in marketing 25 years ago. During that time, he was responsible for out-of-the-box solutions for many international corporations active in the Adriatic region. His passion has brought him to the crossroads where he can confront his marketing skills with blockchain solutions.

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Jure Jakomin  
**Bounty Manager**

Jure is a change driven believer in blockchain with passion for futuristic technologies. Currently studying Growth Hacking in Amsterdam, he combines his background of psychology and cognitive neuroscience with digital skills for a fresh take on marketing challenges.

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Dejan Cerni  
**Technical Advisor**

Dejan began improving his business skills by studying economics in University of Maribor. Short after he opened his own start-up Onej.si, producing and selling variety of natural oils. He later sold his company to pursue his dreams of working in automotive industry in Germany. After gaining extensive technical knowledge, combining it with international experience and knowledge of economics, he saw great potential and joined Airpod project.

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Miran Pavlic  
**Communication Manager**

Miran has over 15 years of experience in communication with business and customer clients on local and international level, cooperating with range of companies from multinationals, local market leaders to startups in different industries like digital marketing, internet and smart data around the Europe. Love for communication brought him into sales and marketing field in the first place. He has a strong passion for cryptocurrencies and traveling, even studied Geography, which enables him to effectively coordinate communication with AirPod's Worldwide community.

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Andrej Kregar  
**Product Development**

Prior to setting up his own design studio, Andrej Kregar worked as a yacht designer for J&J Design. His sketches, CAD 3D models and visualizations have been used to design many famous brands in the nautical industry such as the Ocean Alexander, Greenline, Ocean Class, Shipman, Sunbeam and Timeless yachts. In 2014 Andrej established Kreatif Design, which brings together a wide range of experts from the creative industries. Studio's product designers, architects and other creative minds work in interdisciplinary teams to provide creative solutions for every design brief they face.

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Drago Bilic  
**Manufacturing Process Supervisor**

Drago is demonstrating leadership by identifying opportunities and providing implementation solutions. He is coaching and facilitating through implementation obstacles; Tracking progress (implementation and financial) against implementation timeline and develop contingency/recovery plans necessary to achieve results.

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Nina Arko  
**Graphic Designer**

Nina is a graphic designer with a background in art, fashion and photography. She is contributing to our project with her eye for aesthetics and attention to detail.

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Petra Znoj  
**Content Creator**

Petra has a lot of experiences with journalism (all 4 kind of media), content and creative writing. She is magnificent in creating and executing corporate content to help build and support AirPod »voice«.



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**PRODUCT DEVELOPMENT:** Andrej Kregar, Tamara Likon, Uros Babnik, Andrej Senk

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**AIRPOD SOFTWARE DEVELOPMENT:** Borut Markelj, Ziga Lesjak, Jernej Janezic, Timotej Fartek

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**MARKETING:** FM Agency, Epic Agency - Matic Kogovsek, Gregor Medved, Misa Podpecan, Nadia Zorman

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**BLOCKCHAIN AND SMART CONTRACT DEVELOPMENT:** Spartan Solutions Ltd.

## Advisors

**BUSINESS ADVISORS:** Tomaz Lorenzetti (GoOpti), Cal Evans

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Drago Bilic  
**Manufacturing advisor**

Drago is demonstrating leadership by identifying opportunities and providing implementation solutions. He is coaching and facilitating through implementation obstacles; Tracking progress (implementation and financial) against implementation timeline and develop contingency/recovery plans necessary to achieve results.

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**BLOCKCHAIN ADVISORS:** Spartan Solutions Ltd., Peter Trcek

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**AIR TRAVEL ADVISOR:** Iztok Franko

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**LEGAL, COMPLIANCE AND STRATEGY:** Gresham International Limited

# Roadmap

“ Setting goals is the first step in turning the invisible into the visible. ”

Tony Robbins

AirPods will be manufactured depending on the funds raised. Let us walk you through our milestones.

<b>March 2018</b>	Pre-sale begins
<b>March 2018</b>	EVENT and Press conference; Pre-production Prototype revealed (MVP)
<b>March 2018</b>	ICO Starts
<b>April 2018</b>	ICO Ends
<b>Q2 2018</b>	AirPod mass production infrastructure completed
<b>Q2 2018</b>	Production Starts; first 10 AirPods manufactured
<b>Q3 2018</b>	Commercial test of first 10 AirPods on UK Airports - PROOF OF CONCEPT
<b>Q1 2019</b>	100 AirPods installed
<b>Q2 2019</b>	Introducing the DApp Platform
<b>Q3 2019</b>	400 AirPods installed - Transition to 2 <sup>nd</sup> Stage
<b>Q1 2020</b>	500 AirPods installed / DApp open to public - 3 <sup>rd</sup> Stage
<b>Q2 2021</b>	1000 AirPods installed

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# Legal and Disclaimer

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# Version & Contact

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English

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