



FIRST GLOBAL LOST AND FOUND NETWORK
BASED ON BLOCKCHAIN TECHNOLOGY.





DISCLAIMER AND ABSTRACTION

The purpose of this Whitepaper is to present Tr3zor — a global lost and found network based on blockchain technology — The information set forth below should not be considered exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of acquiring Tr3zor (TR3) Tokens.

Nothing in this Whitepaper shall be deemed to constitute a prospectus of any sort of a solicitation for investment, nor does it, in any way, pertain to an offering or a solicitation to buy any securities in any jurisdiction. The document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction which are designed to protect investors.

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ABSTRACT

The average wealth of people all over the world has significantly increased over the last few decades. Consequently, the life standard of most countries has risen to new heights, and the effects of the intensifying globalization such as increased frequency of traveling are at hand. As a result, the number of stolen or misplaced belongings has risen dramatically on a global scale.

While there are some existing platforms, apps and organizations (state agencies, airport offices for lost and found items, and so on) that can sometimes help in such cases; there is an apparent need for a global, reliable network that can not only connect everyone around the world who lost or found a valuable item, but also to give people enough incentive to engage in such exchange with the counterparty.

The advent of Blockchain technology has offered the opportunity to fundamentally change this situation — not only does the technology enable worldwide transactions in digital currencies that are not subjective to exchange and transaction fees, but also due to the immutability of records on the blockchain, a completely new level of transparency and security can be reached within the global lost and found ecosystem.

However, a series of challenges are still intact. For one, the issue of incentivizing people enough so that they actively search for the person who lost the item they found remains. What is more, the most effective existing solutions are viable mostly locally, while most people are in need of an international solution.

The Tr3zor platform will solve exactly these challenges. Tr3zor is a global blockchain-based online platform for lost and found belongings that can also act as a digital tresor. The platform offers a high degree of security & transparency, forge-ry-proof logs, advanced functionality that enhances the user experience, incentive mechanisms such as bounties and a comprehensive gamification system as well as other features that are otherwise not available with traditional platforms, apps and government agencies like lost and found offices



CONTENTS

Disclaimer and Abstraction	02
Abstract	03
Stolen items	08
Issues and challenges in recovering lost or stolen items	09
The Solution	14
How it works	16
Technology	27
Marketing	31
Competitor landscape	33
Token Sale	35
Roadmap	37
Team	38

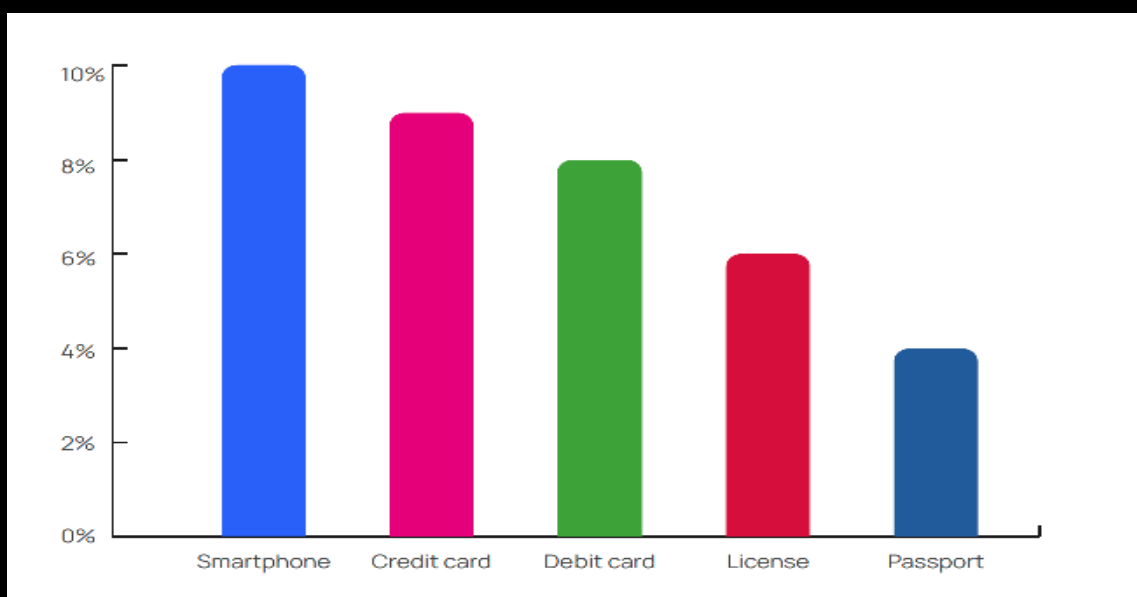
INDUSTRY OVERVIEW

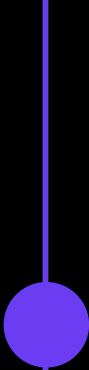
LOST OR MISPLACED ITEMS

500+ million items are lost every year just in the United States. The most commonly lost or stolen items are laptops (12.000 annually in US airports alone) and smartphones (60+ million in the US every year). 46+ million items are left forgotten by their owners at hotels annually.

Every year, over a billion of valuable personal belongings are lost. The value of items that are annually lost in the US alone surpasses \$2.7B, with an average value of a single item of around \$220.

Worldwide, 80M pieces of luggage are lost yearly at airports, or 6.7M per month, or nearly 200,000 per day. Only 1,5 items out of 10 found by security at airports are returned to their owners. Considering that 12.000 laptops are lost every year at US airports, the cumulated number of ALL inventoried devices such as laptops, phones, wallets, and tablets barely surpasses 300 is mindblowing.



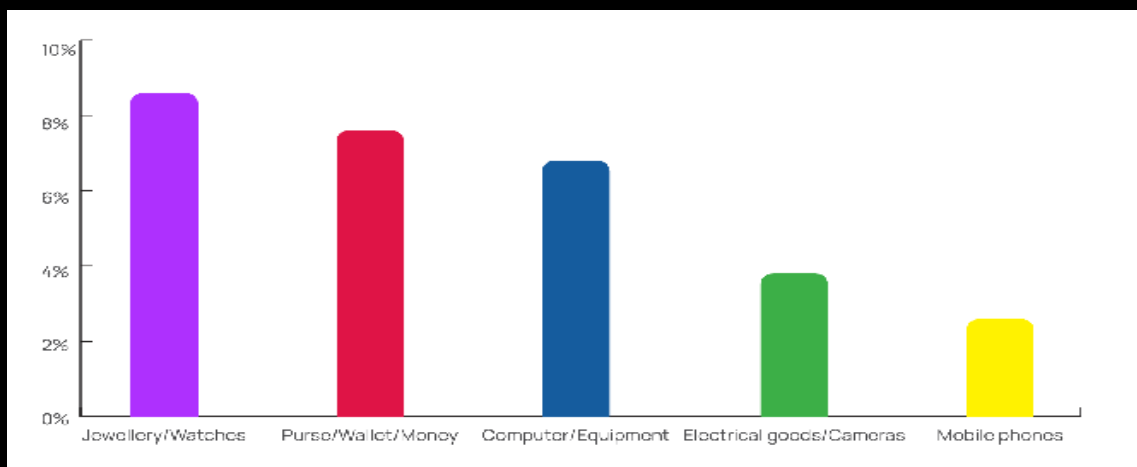


It is important to note that data can only calculate the material value of the items that are stolen. This means that the numbers do not include any immaterial value — such as the information on a phone, a tablet or on a computer nor the sentimental value of photos on a hard drive. Furthermore, it also does not include the time it takes to have replacement items set up the same way - be it for work, hobbies or other reasons. Thus, the total loss of value is practically immeasurable.

We have seen that the chances of reuniting with your lost item are pretty slim. Why are wallets that have money in them returned in almost 50% of the cases granted there is some sort of identification of the owner — and why is that percentage even higher the more money there is in the wallet? A curious but logical explanation is being suggested by psychologists — while most people claim they do it because of their goodwill, they are almost always hoping for a reward that is much lesser than the money that is in the wallet. This theory proves that if people are offered an incentive to return a lost item, the chances of it happening naturally become much higher.

STOLEN ITEMS

Every year, millions of items are stolen in burglaries or robberies. In England and Wales alone, there were almost 200,000 domestic burglaries in 2015 according to the Crime Survey for England and Wales. These are the top 5 most common items stolen:



Graph: Most common items stolen in burglaries and robberies

Type of property	Stolen	Recovered
Jewelry and precious metals	\$1,165.11 million	\$45.68 million
Clothing and furs	\$388.55 million	\$30.89 million
Locally stolen motor vehicles	\$5,836.52 million	\$3,463.59 million
Televisions, radios, stereos, etc.	\$352.17 million	\$18.94 million
Office equipment	\$435.43 million	\$22.79 million
Household goods	\$211.98 million	\$9.13 million
Consumable goods	\$226.59 million	\$14.39 million

Table: Property stolen and recovered in the United States in 2018, by type and value (simplified, in million U.S. dollars)

<https://www.statista.com/statistics/252440/property-stolen-and-recovered-in-the-us-bytype-and-value/>

The table above illustrates the harsh reality — taking jewelry and precious metals as an example, in 2018 alone, about 1.17 billion U.S. dollars worth of jewelry and precious metals were stolen in the U.S, with only about 3.9% of their total value recovered in the same year. If you lost it or if it was stolen from you, then you are probably never getting it back. It is apparent that the total value of stolen or lost property is mindblowing — and the tendency is increasing. This naturally leads us to the question why there is no reliably working mechanism that enables people to get their lost or stolen items back.

ISSUES AND CHALLENGES IN RECOVERING LOST OR STOLEN ITEMS

EXISTING LOST AND FOUND SOLUTIONS ARE INEFFICIENT

Currently, people can only rely on the good faith of people who found the items they lost and, in some cases, on the police or lost property offices. Unfortunately, as we have seen in the previous chapter, the average success rate of these options is below 4%, making them extremely unreliable and forcing desperate people to wait for a miracle to happen to get their lost or stolen property back. While there are some community-based platforms and apps online in that segment, they are still struggling to gain traction and enough user base to be reliable and are thus not popular options at all. Multiple tech options already exist that are supposed to be combating the issue with lost items, however, most of them are fundamentally inefficient due to the fact that they rely on the goodwill of the person who found the item, to return it to its rightful owner. Examples for such are non-electronic tags that are applied or attached to belongings and show a unique code to identify items. Other options that are based on electronic devices use the Bluetooth version 4.0 wireless technology, which is also known as Bluetooth Low-Energy (BLE) and is mostly supported by new smartphone devices. However, they are still subject to the goodwill of the person who finds the item and do not present a sustainable solution in the case of theft.



THE LACK OF INCENTIVES

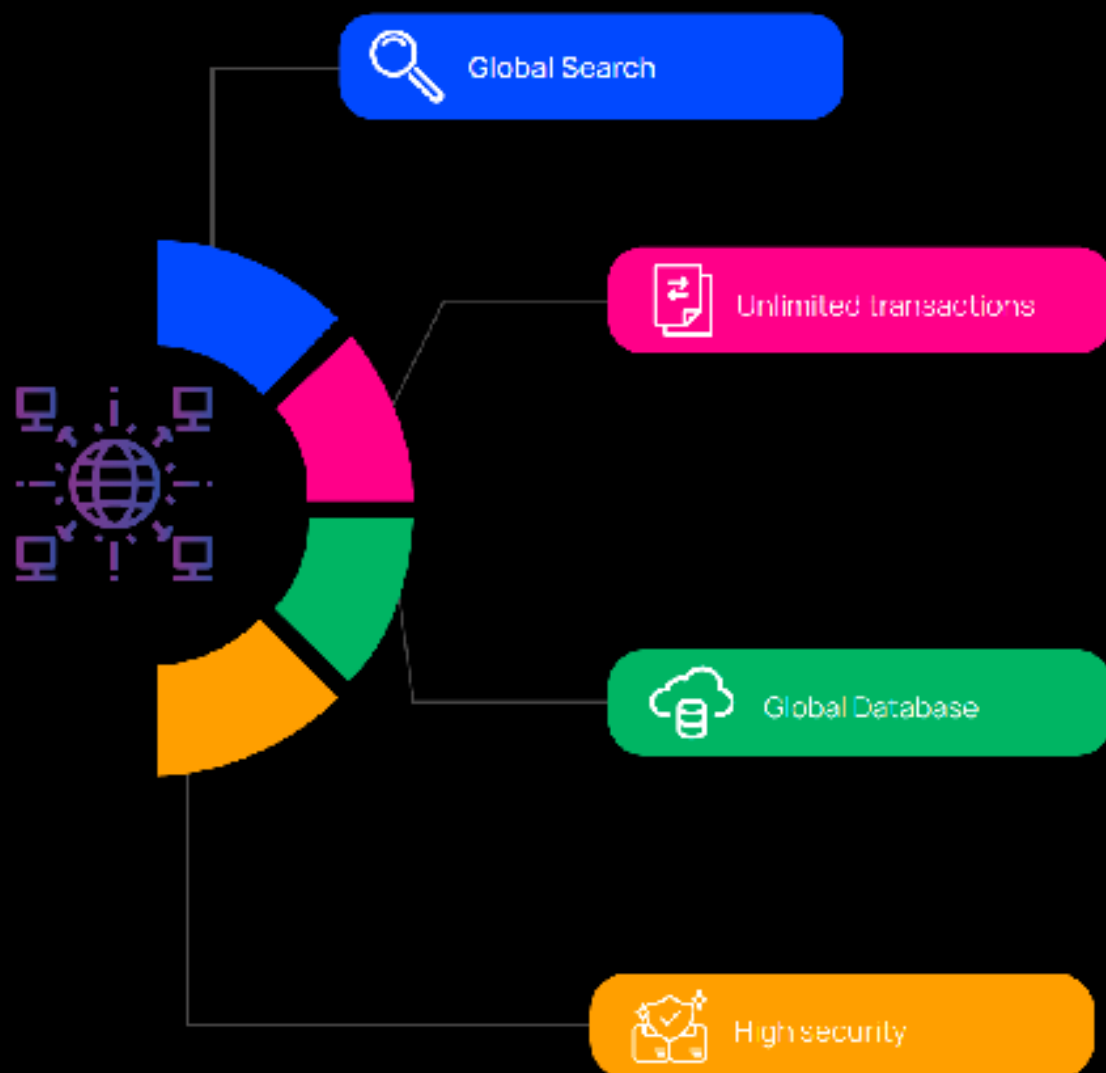
The lack of incentives for people who found an item to return it is a major obstacle, one that is very difficult to overcome. While some would be happy to return belongings they found to their rightful owners, given they are able to locate them, most are reluctant to give up on something valuable and spend their time in searching for the person who owns it.

Another issue that is related to the question about incentives is the fact that black markets can operate freely without any mechanism that naturally disrupts their way of functioning. As long as there is demand for stolen items, thieves will find a way to get their hands on such and find buyers for them. If a global lost and found network exists — particularly one that has managed to reach widespread adoption — it will become increasingly difficult for such items to be sold on the black market, as they will be easier to trace and spot due to the exposure the owner can reach through such a network.

THE LACK OF A GLOBAL NETWORK

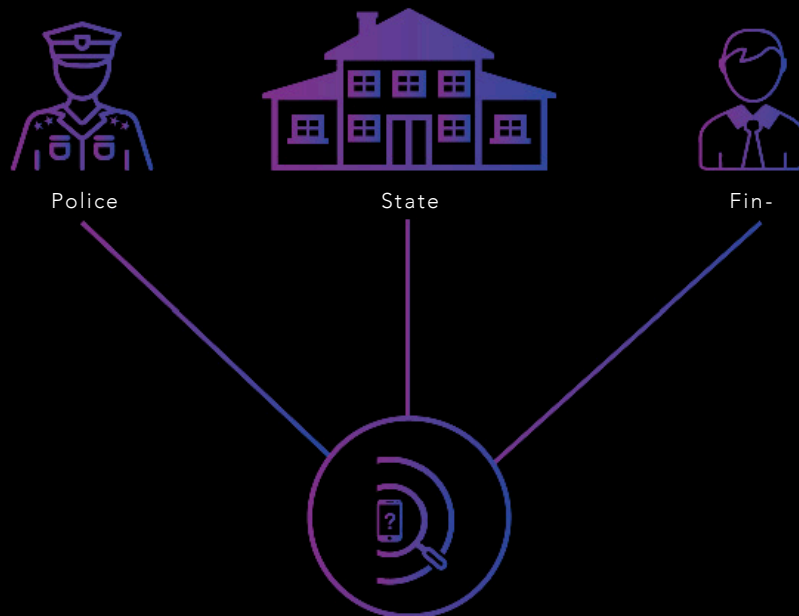
While there have already been some attempts to create an interconnected network of searchers and finders, none of them truly succeeded. The most important requirement for such a network to work is to secure a critical mass of users that continuously grows over time — the more participants there are, the higher the chances of both searchers and finders to achieve their goal. Currently, no such network exists, as it is immensely difficult to attract such a large user base. The obstacle preventing this from happening is precisely the issue with the incentives we discussed before — how would you motivate people to become members of a global lost and found network?

TR3ZOR IS THE SOLUTION TO THE PRESSING PROBLEM OF LOST OR STOLEN BELONGINGS.



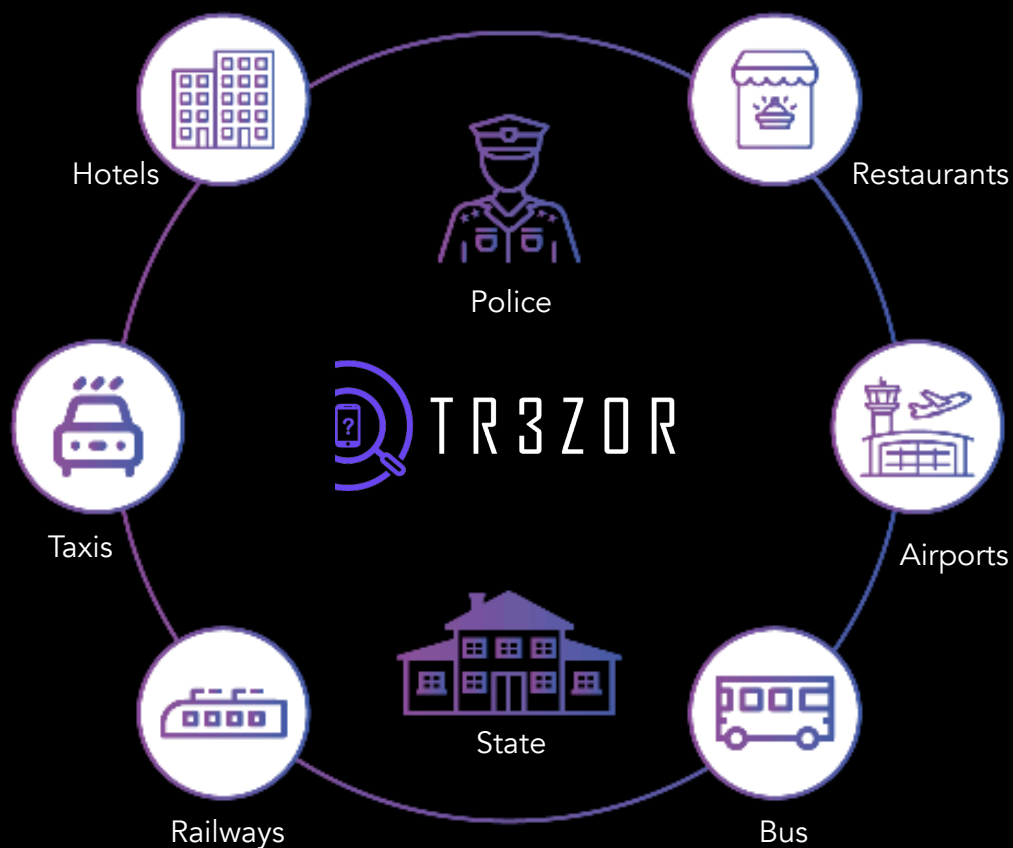
PROJECT OVERVIEW

Tr3zor is the first global lost and found network based on blockchain technology connecting searchers and finders. Tr3zor presents a sustainable solution to the pressing problem of lost or stolen belongings through the utilization of blockchain and the implementation of multiple incentive mechanisms such as bounty rewards



The network offers a global database of lost or stolen items on both web and mobile, the advantages of borderless, swift and cheap digital transactions, as well as the highest standards in security and transparency due to the immutability of blockchain networks.

Tr3zor creates an interconnected, cooperative network between multiple entities and places where people most frequently lose their belongings. We are establishing connections with lost and found offices in cities and at airports, the police, hotels, public transport companies, restaurants, railway and bus stations and many others. This ensures that the network has the highest reach possible even beyond the community-based model, increasing the likelihood of a property getting found by its owner and thus the incentive for more people to join, resulting in a continuous accumulation of new users and, eventually, widespread international adoption.



The TR3 Utility token is based on the ERC20 standard and is the main payment instrument on the Tr3zor platform. It facilitates all bounty rewards and serves as an incentive mechanism encouraging the interaction on the platform.

The gamification-based tiered system provides additional motivation and use cases of the TR3 token. Finders and searchers get rewarded with additional bonuses once they reach a milestone (for example obtaining their first bounty). Users can receive fast payouts at any time by exchanging the tokens in their Tr3zor account for a cryptocurrency of their choice and demand payout of funds.

While the usage of other cryptocurrencies such as BTC or ETH is possible, there are numerous advantages of using TR3 tokens. Using TR3 tokens allows you to get exclusive rewards from the gamification mechanism we have implemented. Users get ranks based on the amount of bounties they have received or granted to other users. The higher the rank, the better the rewards.



PROBLEMS AND SOLUTIONS

The following section lists existing problems with the current available options that help in the case of a lost or stolen item and describes how the Tr3zor blockchain network solves these issues.

PROBLEM

Traditional solutions are simply not effective enough - community-based lost and found networks are lacking incentive mechanisms that encourage and reward users for their participation, preventing these networks from achieving widespread adoption and a critical mass of searchers and finders for them to be viable.

SOLUTION

Tr3zor has implemented bounties and coupled them with a gamification system that would provide a wide array of incentives for users to be active on the platform. Users can get paid for returning an item as well as receive visual recognition in the form of ranks and badges including additional monetary rewards for achievements.

PROBLEM

Networks that are running on traditional web technologies are lacking security when it comes to storing personal data, which is yet another entry barrier discouraging new potential users.

SOLUTION

Blockchain offers a high level of security when it comes to storing personal information. The searchers on Tr3zor will thus have no concern about posting information about their items or themselves that can be compromised.



PROBLEM

Traditional solutions are simply not effective enough - community-based lost and found networks are lacking incentive mechanisms that encourage and reward users for their participation, preventing these networks from achieving widespread adoption and a critical mass of searchers and finders for them to be viable.

SOLUTION

The way we execute payments is already evolving - with the advent of blockchain technology, people have been presented with a viable alternative to the traditional payment methods. Tr3zor uses different cryptocurrencies and TR3 tokens allowing users to deposit funds swiftly while preserving their privacy. These funds can then be used to pay off bounties in the matter of seconds, making sure that the person who found the item is rewarded. Furthermore, there is no limit to the funds that can be deposited and the chances for a failed transaction are very low compared to the traditional bank deposits.

Blockchain enables a high degree of globalization without legal or currency restrictions. The bounties can be obtained in an universal cryptocurrency no matter where the finders are.

PROBLEM

The existing platforms and apps for lost and found items are lacking the needed functionality to make the user experience flawless and to reach a level of automation that greatly increases the chances of a match between a searcher and finder without any additional effort from either side.

SOLUTION

Tr3zor offers advanced functionality to its users such as automatic image recognition that visually analyzes the database for the lost item, compares the input data and then matches the searcher with the finder automatically. Users do not have to search for the person who is currently in possession of the item at hand to get rewarded - the process is completely automated.



HOW IT WORKS

THE STAKEHOLDERS

There are two main stakeholder groups on the Tr3zor platform - searchers and finders. As the name suggests, searchers are those who are looking for a lost or stolen item. Finders are people who found an item and are looking to get rewarded by its rightful owner for returning it.

SEARCHER

You have lost something or it was stolen? You can not only search for it but also have it searched for! Enter your lost item quickly and easily.

FINDERS

You have lost something or it was stolen? You can not only search for it but also have it searched for! Enter your lost item quickly and easily.

Tr3zor works with state organizations such as lost property offices and the police to ensure the highest possible success rate of finding the lost items. Combining the information from all stakeholders and expanding the network as much as possible allows Tr3zor to greatly increase the chances of a searcher finding their property.



HOW IT WORKS

SIGNING UP

Acknowledging the barriers that already exist for people to start using lost and found networks, we believe it is especially important to make the sign-up process as easy as possible for everyone.

Registering is as easy as signing up on social media and most importantly, it does not require you to make any deposits in TR3 or other currencies, be it fiat or crypto. You don't have to submit bank information, set up a wallet or do anything related to cryptocurrencies you are not familiar with. Only once you need to post an item you have lost or submit an item you have found, the payment information is requested so that the bounty can be collected by you or submitted to the Tr3zor platform as a reward.

Submitting a lost item to the platform is free — the bounty is collected from your account only in case a finder confirms they found the item. The Tr3zor platform collects 5% of the bounty as fee, which is the main way the platform is monetized.

You have lost something or it was stolen? You can not only search for it but also have it searched for! Enter your lost item quickly and easily.

Searcher

Finders

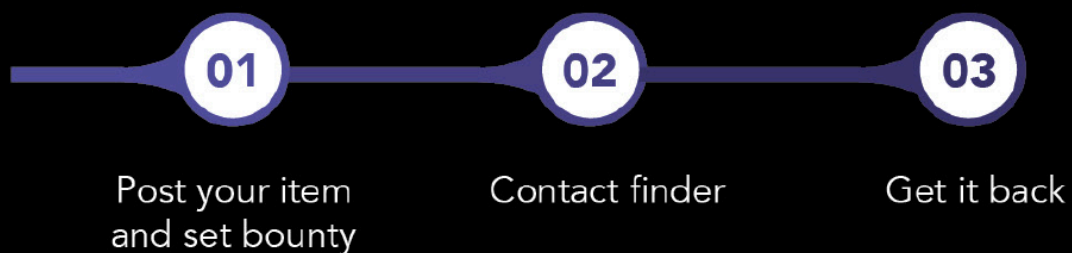
You have lost something or it was stolen? You can not only search for it but also have it searched for! Enter your lost item quickly and easily.

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This aligns the interests of the Tr3zor platform with those of both target groups in the ecosystem - searchers and finders — meaning that its success depends on the two groups achieving their goals.

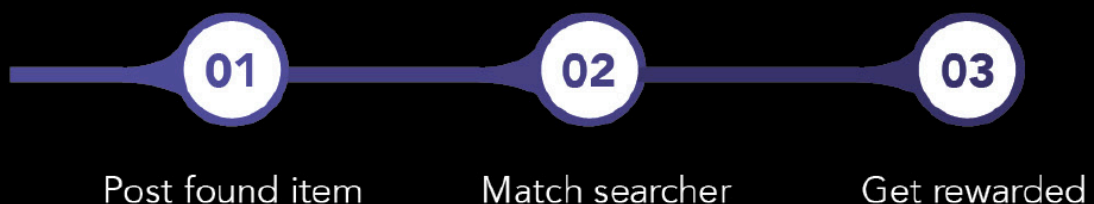
HOW IT WORKS SEARCHERS

People searching for a lost item can post it on the platform and offer a bounty as a reward for whoever finds it. The possible details for the item include its type (for example a mobile phone), the location at which it was lost or stolen, images that are analyzed automatically by the Tr3zor platform, as well as any other information that can help with the identification of the property. Upon submission, the database scans for items that match the description and if there are any available, they are immediately displayed to the searcher.



HOW IT WORKS FINDERS

Finders can search the item they have found or post it and get rewarded with a bounty if they get a match.

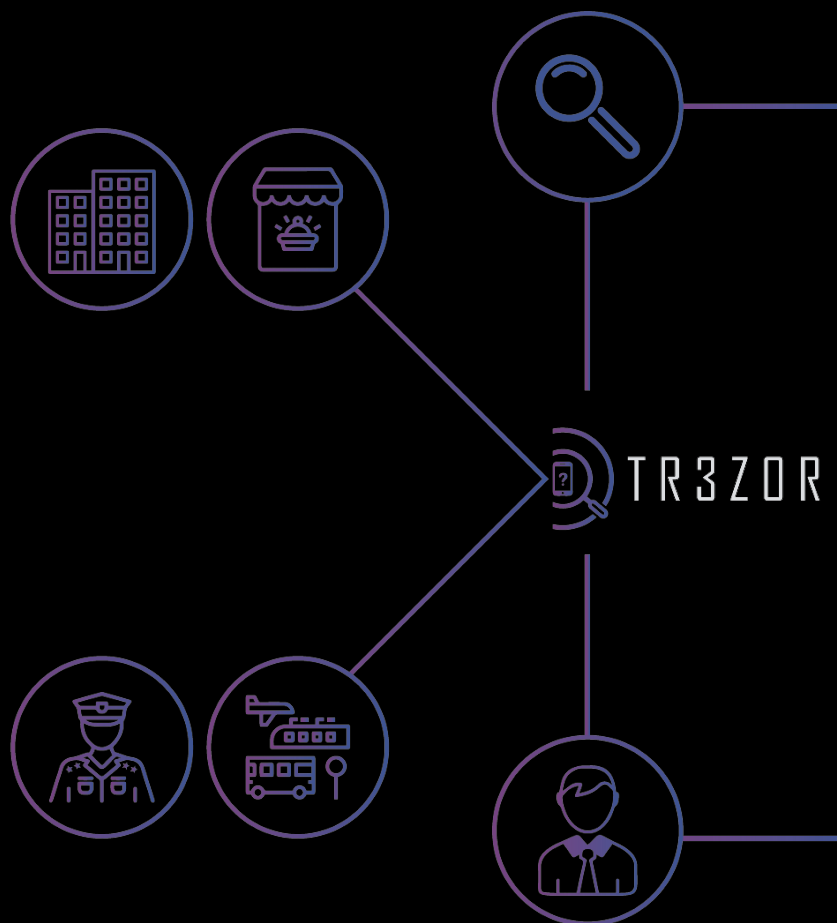


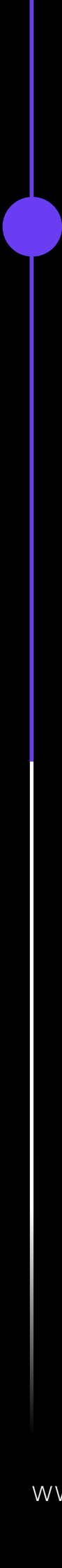
HOW IT WORKS

FRAUD PREVENTION

It is theoretically possible that a user receives the bounty but never ships the item to its rightful owner. The reverse scenario is also possible, where the finder will be left in a disadvantageous position.

In order to prevent fraud from both parties — searchers and finders — we have implemented the minimum collateral mechanism. This requires every user to deposit a minimum amount of TR3 coins in their wallet which is locked for the duration of an exchange and acts as a deposit. In case there is a reported and confirmed fraud on either side, the collateral is seized from the user and their account is suspended.



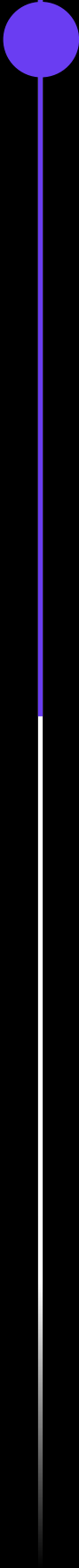


Someone is searching for a lost item and posts a bounty. The details about the item and its last known location are added to the DB. The DB automatically checks whether it was reported found by any of the network partners and the community. A match! Someone submitted an item they found that matches the description. The property is returned to the owner. The finder is rewarded with a bounty (TR3 tokens)

We will explain how the process works from the point of view of a searcher, but the same principle can also be applied vice-versa for finders. Let us say that someone realizes they have lost a property or it has been stolen from them (be it at an airport, on public transport or virtually anywhere you can think of). The person can then go with the most logical option - they can report the lost item to the police or the authorities (for example airport security), which, while is still worth doing, could take valuable time. The person can also post the lost item to social media or local communities with the request to have it returned to them — this will not take as much time as contacting officials and writing descriptions of the item, but the chances of success are statistically very low.

However, the user also has the option to sign-up on the Tr3zor platform for free in just several minutes and report the lost item there. Since the platform is available as a mobile app for both Android and iOS devices and does not initially require setting up a cryptocurrency wallet or depositing funds, it is extremely easy for the user to submit a lost or found item without wasting any time and having prior knowledge in how cryptocurrencies work. Only in case there is a match (e.g Tr3zor detects that an item that matches the description is found in the vicinity), the user will be required to deposit funds for the bounty (if they are searchers) or simply enter their wallet data to acquire their price for finding the item (if they are finders).

Once the item has been submitted to the database, Tr3zor immediately checks for all items that match its description, starting with the category the item is in (for example a mobile phone), the location at which it was reported and any other specific information that is available.



Tr3zor uses an advanced visual recognition software which has up to 98% accuracy in identifying the item that is currently being searched for. Due to the fact that Tr3zor is partnering up with various points of interest such as airport lost and found offices, police departments, hotels, restaurants and more, the database contains all entries from these stakeholders. To make sure these entities find it easy to submit entries to Tr3zor, a very simple process via a specifically developed browser application allows them to easily and securely enter the information of an item that they found. Due to the sensitive matter of the subject, Tr3zor then bridges this information to the transparent blockchain platform through protected APIs, making sure that the information is forgery-proof and the entities can trace all activities related to the way it is shared.

Let's assume that someone found the lost phone of our searcher and submitted its details to Tr3zor ten minutes ago. The database then confirms a match and the user posting the item is immediately notified via push notification on their phone or in their browser application. The finder is also notified about the match the communication between the two is established. They can then discuss the exchange and, if the both parties agree, the searcher can reward the finder with a bounty reward — for example, \$50. The bounties are optional — the possibility to exchange a found item without it is encouraged, as it is a sign of goodwill on behalf of the finder, for which they are rewarded with a special rank and badge on the Tr3zor platform (more on the gamification system later). In the cases when both users are able to meet physically, the option for the two parties to confirm the exchange without posting an official bounty and have it paid out in cash is possible — however, we implemented various incentive mechanisms that encourage the users to post the bounties through the platform, as they will be able to increase their ranks on the platform and get access to additional rewards that are otherwise not available. What is more, the platform guarantees the immediate and secured transaction of digital funds and prevents the possibility of fraud. It could also confirm that none of the parties is engaging in fraudulent behavior.

Assuming the parties agreed on an exchange and set a bounty, the searcher then either meets the finder or sends him the item. In return, the searcher rewards the finder with the agreed bounty amount in TR3 tokens. The bounties can be set in BTC, ETH or TR3 with TR3 having the advantage of offering the possibility of rank rewards. The information about both transactions is recorded on the blockchain, ensuring that the possibility of fraud is eliminated. As a precautionary measure, Tr3zor enables the withdrawal of funds from the account of the receiver of the bounty only after the searcher has confirmed they received the lost items they paid the bounty for. The Tr3zor platform gets a cut of every bounty that is successfully received by finders on the platform, which is the main monetization method of the network. 5% of the bounty amount goes to the platform.

HOW IT WORKS THE GAMIFICATION SYSTEM

Gamification is the application of game-design elements and game principles in non-game contexts. Gamification commonly employs game design elements to improve the user engagement and ease of use. A collection of research shows that a majority of studies on gamification find it has positive effects on individuals and

19 in business application cases, as is the case with platforms like Tr3zor.

The concept has been widely applied in marketing - in 2013, over 70% of Forbes Global 2000 companies surveyed said they planned to use gamification for the purpose of marketing and customer retention.

<https://en.wikipedia.org/wiki/Gamification>

<https://www.gamify.com/what-is-gamification>

The gamification system is another incentive mechanism in the Tr3zor network. Finders and searchers will both complete achievements and milestones, get ranks, have the option of obtaining a wide array of various badges that confirm their contribution and much more. The ranking system will enable members with higher ranks (e.g. bounties completed) to acquire better rewards.

There are several subcategories of ranks that differentiate between the two different roles of users on the platform - finders and searchers. Here is the hierarchy structure and how the different ranks will provide various rewards to the users.

HOW IT WORKS

NORMAL RANKS

Normal ranks do not differentiate between searchers and finders.

NORMAL USERS

The user has recently registered on the platform and has neither submitted or found an item.

OBSERVER

For completing his profile and filling out his information the user receives the rank "Observer", signifying his readiness to engage in activity on the platform as long as the opportunity arises.

STARTER USER

The user has already interacted with the platform, e.g. he has posted an item or reported an item found. It is irrelevant whether the user managed to find his lost item or the person who owes the item he submitted.

Every user who invested in the ICO will receive the "Pioneer" badge next to their profile which signifies their contribution to the Tr3zor platform. All subsequent ranks are eligible for the rewards from the gamification system - the rewards are based on the bounty for the specific item. Bigger bounties for more valuable items yield more tokens. The higher the rank, the better the percentage for the user.

HOW IT WORKS

ROLE-SPECIFIC RANKS

Role specific ranks are based on the activity of the users (searchers or finders). A user can acquire both at the same time.

RANK 01

RANK REWARD: 1%

RANK 1 - SEARCHER

The user has found at least 1 item and has given away at least 1 bounties.

RANK 1 - FINDER

The user has found at least 1 item and has given away at least 1 bounties.

RANK 02

RANK REWARD: 2%

RANK 2 - SEARCHER

The user has found at least 3 items and has given away at least 2 bounties.

RANK 2 - FINDER

The user has successfully submitted at least 3 items and has acquired at least 2 bounties.

RANK 03

RANK REWARD: 3%

RANK 3 - ADVENTURER

The user has found at least 5 lost items and has given away at least 3 bounties.

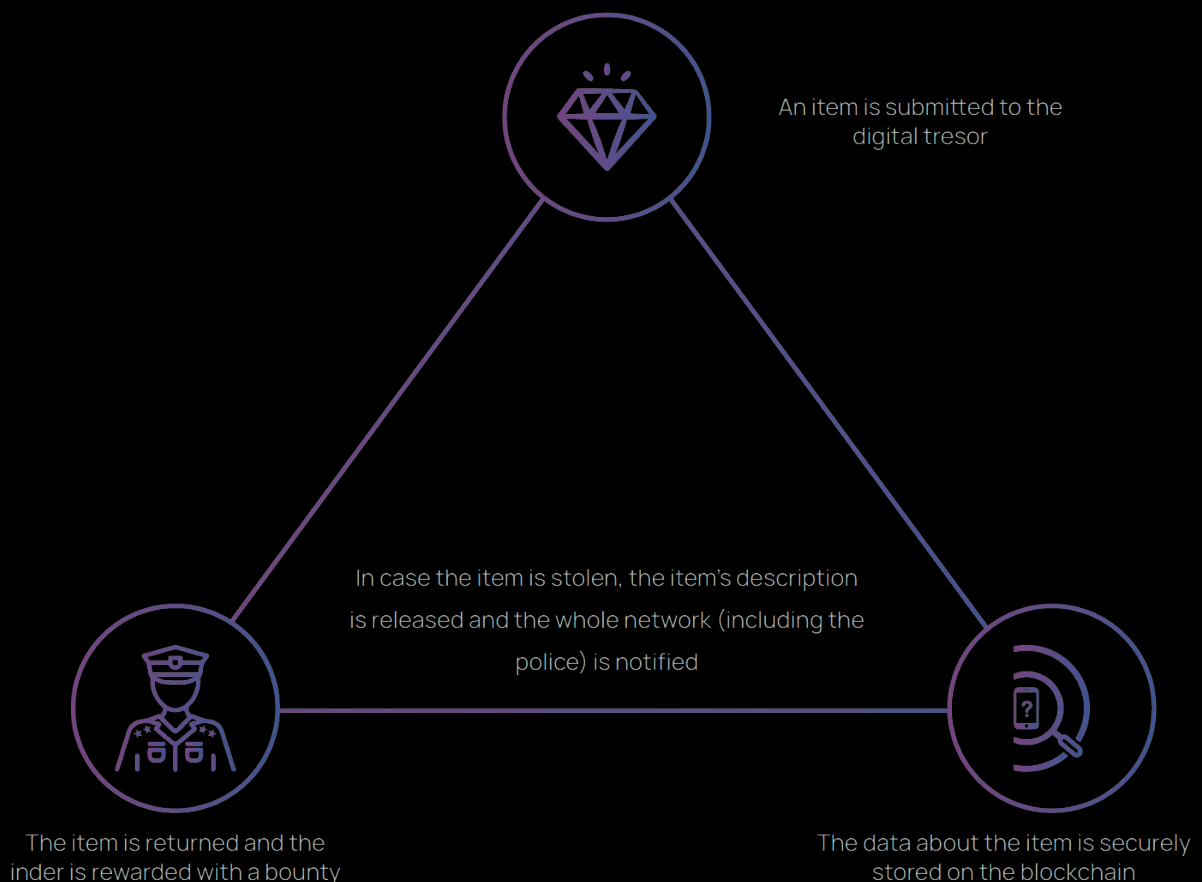
RANK 3 - BOUNTY HUNTER

The user has successfully submitted at least 5 items and has acquired at least 3 bounties.

HOW IT WORKS

THE DIGITAL TRESOR

Tr3zor also offers users the possibility to store the information about their most valuable items in the digital tresor for a small fee. The main purpose of the digital tresor is to add a layer of protection to your most valuable belongings without preventing you from using them. In case of a theft, everyone in the network is notified, including the description of the item that has been stolen and all details such as location, time and other important information. While your items are not secured against direct theft as they are not physically locked in a safe, it makes it much harder for criminals to sell them afterwards due to the fact the information about the stolen items is released instantly within the network.



Storing your valuable belongings on the blockchain is completely safe, as the logs are tamper-proof and cannot be accessed by anyone. This ensures that your privacy and the information about your valuable items is preserved. Only in case of a theft the item and its description are released within the ecosystem, letting all stakeholders in the ecosystem (including the police) know that this particular item has been stolen. Whoever gives information that leads to the item being found is rewarded as a Finder with a bounty by the Tr3zor platform.

THE TR3 TOKEN (UTILITY)

The TR3 Utility token on the ERC20 standard is the main payment instrument on the Tr3zor platform. It facilitates all bounty rewards and serves as an incentive mechanism encouraging the interaction on the platform.

The TR3 token serves as the medium of exchange on the Tr3zor platform and as one of the currencies in which the bounties are placed. Hence, the main purpose of the token is to enable the holders to purchase goods / services with it and it is therefore classified as a Utility token. Using the TR3 token will give participants the option to get rank rewards, a feature that is otherwise not available if another currency is used for paying out bounties.

Finders will have the option to choose in which currency they receive their bounties - for example, if the searcher used BTC as the payment method of the bounty, the finder can request to receive TR3, at which point the platform will exchange the BTC amount to TR3 and transfer it to the user.

Other currencies such as BTC and ETH will also be made available for use on the platform - their value will be adjusted to a dynamic exchange rate that will reflect the current market price of TR3 tokens in the respective currency. The user has the ability to purchase BTC or TR3 Tokens to place bounties with. Tr3zor will offer the ability to transfer from BTC and ETH to TR3 Token directly on the platform using the daily spot rate, thus eliminating the need to use cryptocurrency exchanges and making transfers much easier.

Tr3zor makes it easy for any user to exchange their existing cryptocurrencies for the platform's native token if they wish to do that. The user simply sends the desired amount from his cryptocurrency wallet to the respective address of his user account at Tr3zor. The received amount will then automatically be converted to TR3 token. It is important to note that it is not the user, but the platform which buys the respective amount in TR3 tokens and credits them to the user's balance. No complex procedures, no knowledge on using crypto-exchanges are therefore required on the user's side.



TECHNOLOGY

TR3

The technology behind Tr3zor is in principle easy for everyone to understand. We are using the Ethereum blockchain technology to store and transmit all data on the platform, achieving a high level of security and making sure it's forgery-proof.

We will be developing Android and iOS apps as well as a web application to ensure that the access to the Tr3zor network is available everywhere our users are.

TECHNOLOGY

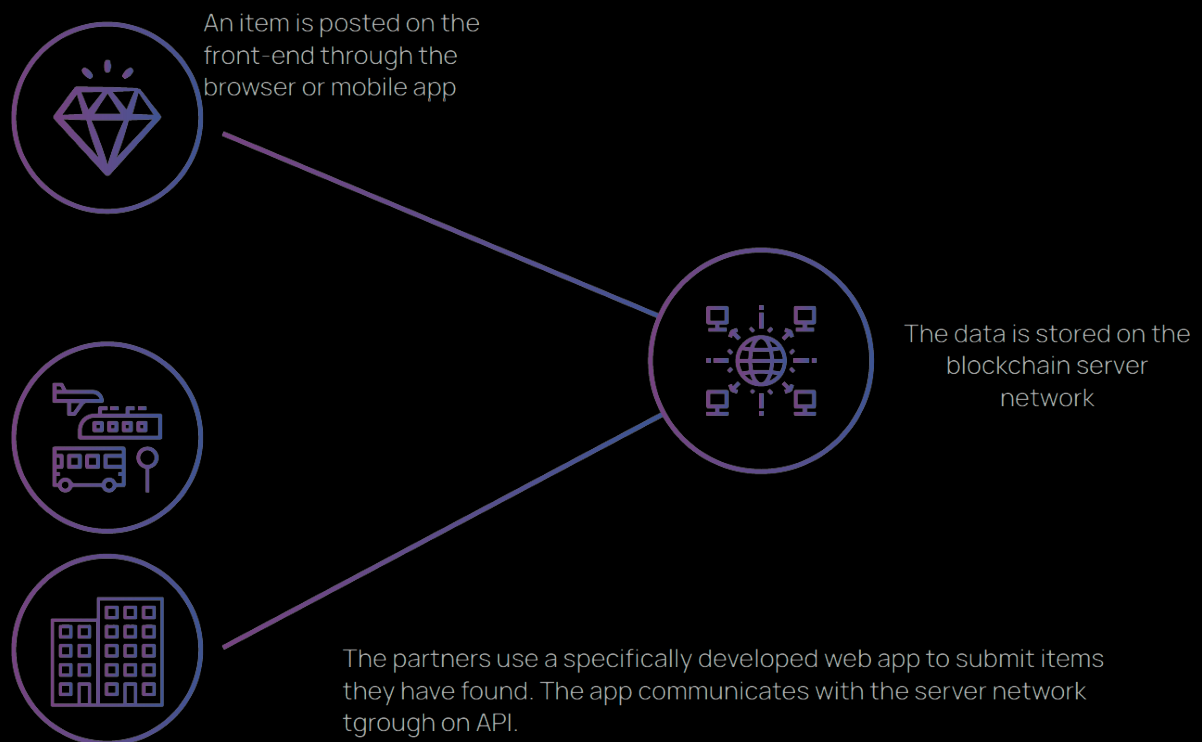
DLT MODEL

Distributed Ledger Technology is an umbrella term used to describe technologies which distribute records or information (the kind you might find on accounting ledgers) among all those using it, either privately or publicly. The blockchain itself is a type of DLT tech.

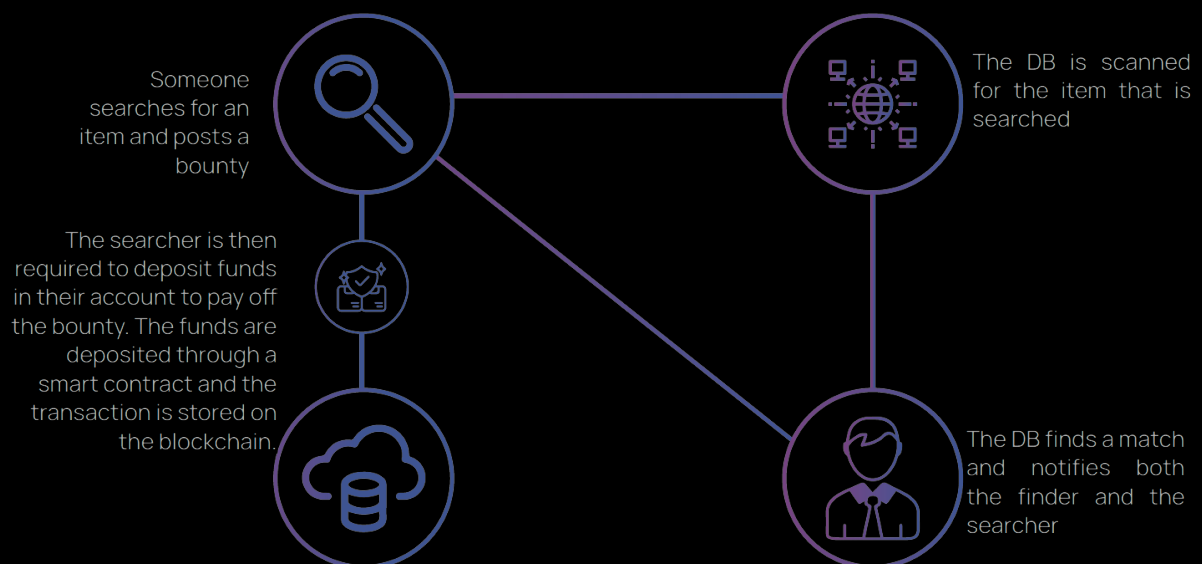
All transactions are performed through Smart Contracts and are publicly available on the blockchain, hence the transparency of all actions of the Tr3zor platform and the security for the users.

HOW IT WORKS

Below you can find a simple visual representation of what the process looks like on both the front and the back end.



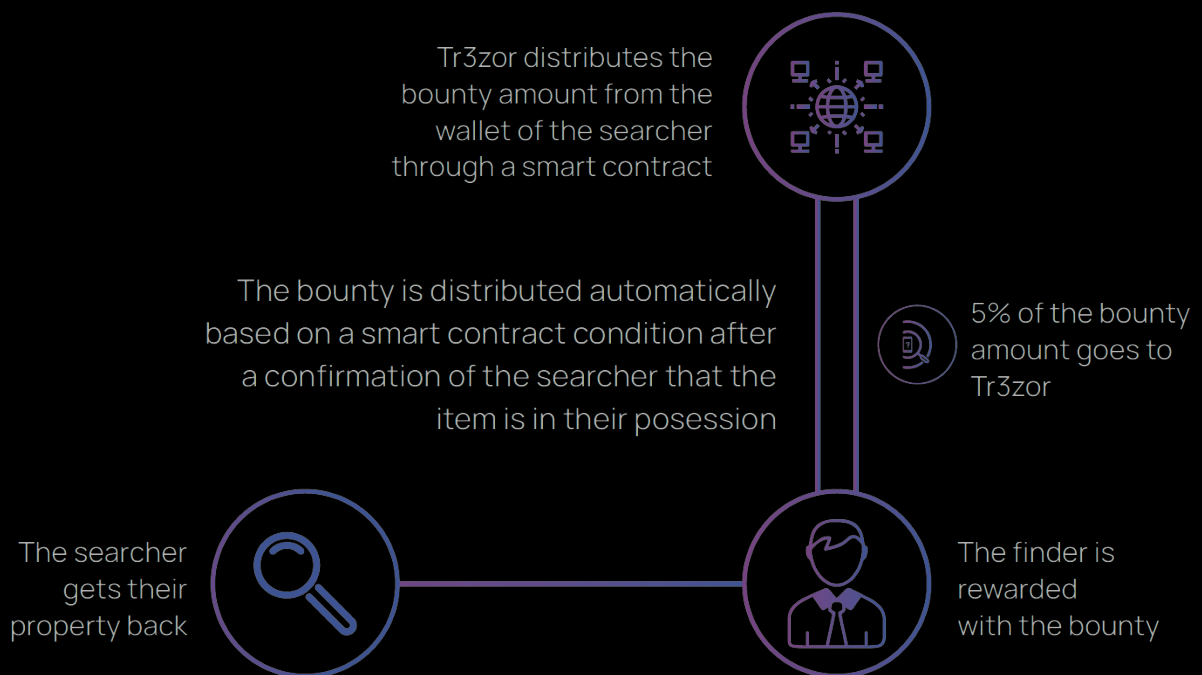
While normal users are using the platform to post the item directly through the mobile app or the browser application, partners such as police stations, hotels, airport lost and found offices and others are using a specifically developed web app for submitting the items they have found that communicates to the server network through an API (Application Programming Interface). As these entities are very sensitive in terms of personal data, the API has to be verified by an official authority and confirmed as 100% secure. This makes sure that we will be able to attract more partners due to the conditions we are offering them.



A user searches for an item, and, optionally, posts a bounty for it. If the user decides to set the bounty, they are not required to deposit funds in their account. However, once the item is found, the user has to deposit funds in their account on the Tr3zor platform. They can use fiat, BTC or ETH to convert into TR3 or use BTC or ETH directly, however, they will not be eligible for the rank rewards if they decide to set a bounty in currency different from TR3. The funds are then deposited through a Smart Contract and the transaction is stored on the blockchain.

The database automatically scans for the item and eventually finds a match based on the details and the photo recognition software. It notifies both finder and searcher and checks the account balance of the searcher and whether they have enough funds to pay off the bounty. If this is the case, the funds are automatically withdrawn and kept until the searcher confirms that the item is in their possession, at which point they are transferred to the finder. Tr3zor gets the 5% cuts for the platform.

The whole process is completely automated. All transactions occur through separate Smart Contracts and are recorded on the blockchain, thus are verifiable and tamper-proof.





MARKETING

Securing a critical mass of users and then growing our user base over time is crucial for our long term success. This has proven to be the greatest challenge to all past community-based networks for lost and found belongings and stands in the core of our marketing efforts. The more people there are in the network, the higher the likelihood of the searcher finding their lost item and thus the motivation for people to seek out Tr3zor in case they need it.

Employing a continuous strategy combining multiple marketing channels that are highly targeted at the right audience is thus key to expanding Tr3zor's presence worldwide. Below is a description of the employed marketing channels and how each of them will be used.

COMMUNITY BUILDING

The most important goal of our marketing efforts will be to continuously build and nurture a strong global community that will grow over time. The type of community we are talking about is not just limited to Social Media networks like Facebook, Instagram, Youtube, Telegram, Twitter and others like Quora or Reddit — while these will be naturally among our core platforms, we are planning on not limiting ourselves to any specific set of mediums in our efforts. Incentive programs such as participation rewards will be utilized in order to increase the popularity of the project on these platforms and to ensure the community is always in the know about the latest updates as well as future plans and milestones achieved.



PARTNER ACQUISITION

Attracting partners that will become part of our global lost and found network and reinforce our presence is a vital part of reaching widespread adoption. Lost and found offices in cities and at airports, the police, hotels, public transport companies, restaurants, railway and bus stations are among our most important targets, as these are the places where lost or stolen items are mostly found. We have already started negotiations with local establishments and have closed partnerships with some — they would assist us by giving information about the Tr3zor platform to anyone who is struggling to find their lost property or to people who are looking for the owner of an item they stumbled upon.

AFFILIATE PROGRAM

Affiliate marketing can allow us to additionally incentivize people to recommend Tr3zor to people they know and even promote the network to a wide audience online. We will initiate an affiliate program which will allow people who recommended Tr3zor to get a commission off all bounties collected by their referrals, essentially giving them a constant source of passive income.

TARGET GROUPS

While there are no specific target groups Tr3zor is aiming towards considering that virtually anyone could be in need of the service we are offering, there are some people who are more vulnerable to theft or losing their belongings.

With airports, taxis and the public transport being the most frequent places where belongings are stolen or lost, international and local travelers are among the most endangered people to theft and loss and most likely to find such an item as well. Tr3zor works with lost and found offices on airports and the police, the two most frequently sought out organizations when it comes to a lost or stolen item.

COMPETITOR LANDSCAPE

There is an apparent lack of global networks for lost and found items. The main indirect competitors of Tr3zor are bluetooth devices and tags (both electronic and non-electronic ones), some of which are showing promising results but are still struggling to establish themselves as widely used and well known. While there are already some global networks (both web and app) similar to Tr3zor (such as Have it Back and LOFO), they have not shown any promising results regarding growing their user base and reaching widespread adoption.

Tr3zor is establishing a competitive edge over other competitors through the advantages of blockchain technology — most importantly, the freedom and efficiency of transactions and overall security — as well as by implementing a diverse set of incentive mechanisms that currently has no equivalent on the market.

Below is a table with the current existing solutions that are pursuing the same goal as the Tr3zor network. The “Traditional” column encompasses the old fashioned off-line methods like lost and found offices, the police etc. These are rarely effective as they largely depend on an identification of the person who lost the item. The second column represents the electronic and non-electronic tags who are a step-up from the traditional methods but still rely on the goodwill of the person who found the item. The third column includes existing online apps and platforms — while they are better than the traditional methods, all of them are still struggling to establish themselves on the international scene and overall have a very low user base.

There is only one existing blockchain-based project on the market that is called My-TrackNet which is the closest competitor to Tr3zor. While both projects have their specific strengths over the other, we firmly believe that Tr3zor holds the best potential to secure the most pressing problem of past networks of this type - widespread adoption. Where Tr3zor has an apparent edge and exceeds the competition is in the area of building incentive mechanisms and effectively expanding its reach to a worldwide audience.

	Traditional	Tags	Online Platforms	MyTrack Net	Tr3zor
Blockchain tech	✗	✗	✗	✓	✓
Swift transactions	✗	✗	✗	✓	✓
Secure transactions	✗	✗	✗	✓	✓
Global network	✗	✗	✓	✓	✓
Bounties	✗	✗	✓	✓	✓
Mobile app	✗	✗	✓	✓	✓
Advanced functionality	✗	✗	✗	✗	✓
Advanced Incentives	✗	✗	✗	✗	✓
Gamification	✗	✗	✗	✗	✓

TOKEN SALE

TR3 is a utility token released on the Ethereum platform according to ERC20 standard. Tokens allocated to the team members are subject to a vesting period of 12 months.

GENERAL TERMS

Token name	TR3
The number of token to be issued	615,000,000 TR3
Total for sale	60% of the total issue of tokens (369M)
Fiat currencues accepted	Credit card
Cryptocurrencies accepted	Bitcoin (BTC), Ether (ETH), Dogecoin
Hard Cap	14,225,000 EUR

Token sale will be carried out in three stages: Private-sale, Pre-Sale, Main Sale. The goal is to have the TR3 token listed on different exchanges until March 2022

Date	01.02.2021 – 30.11.2021
Amount	169M tokens
Price	0.025 Euro
Discount	75%

MAIN SELL

Date	01.12.2021 – 31.12.2021
Amount	200M tokens
Price	0.05 Euro
Discount	50%

The crowdsale will be performed in accordance with the token purchase agreement as published and available on our website. Crowdsale participants will have to undergo the KYC procedure. Investments over \$10,000 are subjective to AML laws. Moreover, certain restrictions will apply for participants from various countries .

TOKEN AND FUNDS DISTRIBUTION



The reserve volume of tokens is frozen and will be burned 1 month after the crowdsale has been concluded to prevent price inflation and ensure a possible increase in the price of the TR3 token.

The remaining 369,000,000 TR3 are divided into 169M TR3 sold at 0.025 Euro per token during the pre-sale and 200M TR3 sold at 0.05 Euro per token and a hard cap of 14.225.000 EUR TR3 for the main crowdsale.

We have already signed the first investors contracts for the pre-sale, securing the initial traction for the ICO.

ROADMAP



MVP AVAILABLE!

We offer you a new solution for your lost and found items. Search, find & manage your personal items. Simply download it from the App Store or the Google Play Store.

NEW REGISTRATION AND LOGIN

We are planning a new registration and login process where users will be able to access the app with their existing social account IDs such as Facebook, Google, etc.



PERSONAL DATA

We provide people with greater control over their personal data by giving them the ability to create an account, but also to have their account deleted within the app.



NEW INTERFACE WITH BETTER EXPERIENCE

Taking in your feedback, our team will redesign the interface — which also gives us greater flexibility when integrating new features.



ROADMAP



NEARBY UPGRADE

Improvement to the Nearby feature! New filters with search and much more to get the right information faster.

Q1/23: NEW WEBSITE, OPTIMIZATION AND TEC. PARTNERS

The team is currently working on several tasks to improve the overall user experience. They are creating a new design using Webflow and making necessary adjustments to the We to ensure it is up-to-date. We are working on making improvements to the responsiveness of the website.

Q1

Q2

Q2/23: REDESIGN AND SOCIAL MEDIA INTEGRATION

Tr3zor gets a new, modern design and a simplified UI. At the same time, integration with social media is being implemented so that the sharing of lost items is accelerated and the visibility of Tr3zor is increased at the same time.

ROADMAP

Q3/23: REALTIME THEFT WARNING AND EXPANDING EXCHANGES

Thefts are displayed in real time on a heat map so that citizens, cities, municipalities or even retailers can be alerted to a possible danger situation via push notifications. We plan to add additional exchanges that offer TR3 token. This will increase trust and lay the path for more visibility for Tr3zor. You can purchase TR3 tokens within the app.

Q3

Q4

Q4/23: TREASURE BOUNTY AND PREPARATION FOR NEW FEATURES

To promote and monetise Tr3zor, users will be able to host a virtual treasure bounty where users will be rewarded with vouchers and tokens via their own Tr3zor Wallet.

Our team is currently working on the development of a new augmented reality (AR) feature for our app. To prepare for this, we are setting up a test environment for a selected user group, which will include integration with "What 3 Words" for improved accuracy. Additionally, we will be granting administration access to our partners so they can set bounties to incentivize user participation and engagement with this new feature. We guarantee that these preparations will ensure a smooth rollout and successful adoption of AR technology within our app.

What happens to my Digital Assets?

Our Tr3zor tracks all documents and contracts so that they are not LOST after demise

✓

ROADMAP



Does a global Lost and Found network exist

Through our community we enable finding your lost objects



How do I track my assets

Digitally track your valuables



Do I feel Secure with Wallets available in market?

Unique Safety and Security mechanism gives each user peace of mind



Our Product

Our Personal Digital Vault offer highest degree of security to store and track all your Physical and Digital Assets in the Web3.0 world

- Ease of Use
- User-Friendliness
- Design aesthetics

ROADMAP



Our Market Size

Our target market consists of users who are aged between 25-45, are financially savvy but don't have a lot of time to start using complicated new products or services.

- >10 Billion € TOTAL AVAILABLE MARKET
- 12% CAGR Growth
- 1 Billion € OUR TARGET MARKET

Our Solution

→ Secure

Our Trezor is built for maximum security using most modern technology

→ Scalable

Trezor is fully scannable can store – Contracts / Documents – Digital Assets like Crypto and NFT – Tag Physical Asset and store it in Web3.0 world

→ Trackable

Trezor enables you to track and manage your assets just like they were physical assets like Real Estate

→ Universal

A universally available tool online as well as offline with full integration to all available platforms

→ Technology

Using the best of Blockchain and Data security & storage technologies to deliver maximum protection

→ Future Proof

Product is designed to scale and grow with technological advances and fully ready for Web3.0



THE TEAM



TEVFIK KARABOGA

CO-FOUNDER & CEO

Is a tech enthusiast entrepreneur, working with blockchain since 2015 and have done several crypto projects successfully worked on a Bitcoin Mining project for long time.

Now founded world-first blockchain-based lost and found network called Tr3zor.



HERBERT STERCHI

CHAIRMAN OF THE ADVISORY BOARD

Experienced executive specializing in founding, staffing and operating foreign-based offices for global businesses.

Held management and board positions in international companies such as Thomson Reuters, Oracle, and PWC Consulting, before founding Herbert Sterchi GmbH and Codex Execution GmbH

Since 2013 in the Blockchain space where he helped to found and operate numerous start-up companies (e.g. Ethereum, Consensus, Akasha)

THE TEAM



AMIT SHAH

MEMBER OF THE ADVISORY BOARD

Technology entrepreneur with a track record of launching disruptive products, platforms and solutions globally. Start-up to IPO and history of Corporate experience in Europe and Asia. Advisory to Global leaders like Huawei, Google, CISCO, TÜV Rheinland among others

Active in Digital Assets and Blockchain Technology for delivering tangible solutions to customers

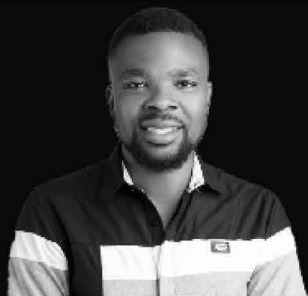


ADAM PARUSEL

CTO

Adam has over 20 years of experience as an app and web application developer. In his career as a software developer, he has implemented many of his own projects and worked for well-known international corporations. At Tr3zor, he is responsible for the development of the app.

THE TEAM



CMO



SOCIAL MEDIA EXPERT



LEGAL



CYBER SECURITY



GRAPHIC DESIGNER



RISKS AND CONCERNS

RISKS OF EXTERNAL ATTACK

Unfortunately, scammers are very creative and inventive in their attempts to hack online websites of all kinds. Hackers are focused on finding and exploiting potential weaknesses. Attacks also extend to the open source algorithms of smart contracts, which is why we must consider the risk of attempted hacking of our platform.

RISKS OF GETTING WIDESPREAD ADOPTION

We warn you that we do not guarantee that the project will achieve widespread adoption and will become the one-stop place for everyone who wants to find their lost or stolen property.

REGULATORY RISKS IN THE BLOCKCHAIN INDUSTRY

The blockchain industry is in the initial stage of its regulation. Governments of countries are in the process of studying blockchain technology, and some countries impose restrictions (for example, the United States, China, South Korea). New laws that might come into force in the future could significantly affect the activities of blockchain projects, including Tr3zor. We warn you that such laws can significantly limit and even stop the project activity, we are not responsible for the negative consequences associated with the possible regulation of the industry in the future.

FINANCIAL RISKS

Contributions in cryptocurrency projects carry a big risk. TR3 tokens, like any other cryptocurrency, are subject to strong fluctuations and may decrease in value significantly. We are not responsible for any fluctuations in the value of the token on exchanges. We do not guarantee that there will be an opportunity to exchange TR3 tokens for fiat. TR3 tokens can be used only on the Tr3zor platform, they do not grant you the right of voting or ownership in the Tr3zor project. The Tr3zor project does not guarantee any income, you can incur significant losses.