

November 24, 2018

NAVIBRATION EXPERIENCES

whitepaper



The world's first
DECENTRALIZED
ROUTES SOCIAL NETWORK

www.navibration.com

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1. INTRODUCTION

GLOBAL PROBLEM

The sector of social networks and multimedia distribution is controlled by a small number of important companies, whose strength lies in the content that their millions of users create and share on a daily basis. In these platforms, users are not only *customers* who consume the advertising shown there or pay to access certain features, but also are the "*workers*" who at zero cost generate all the content, the big data, which these companies take advantage of.

The blockchain technology allows to end this scenario once and for all, creating a fairer ecosystem, in which the users that generate value in a given platform can be rewarded in a transparent and proportional way to their contributions to it. In Navibration we believe in fair trade and we think that if the success of a product arrives, all those responsible for creating it should benefit.

In this whitepaper we present a decentralized model for the world's first social network of audio-guided routes, called Navibration Experiences, in which all the participants will be rewarded equally based on their contribution. In Navibration we like ideas which are original but also simple. We prefer clear and concise information. That is our philosophy and that's what we want to reflect here.

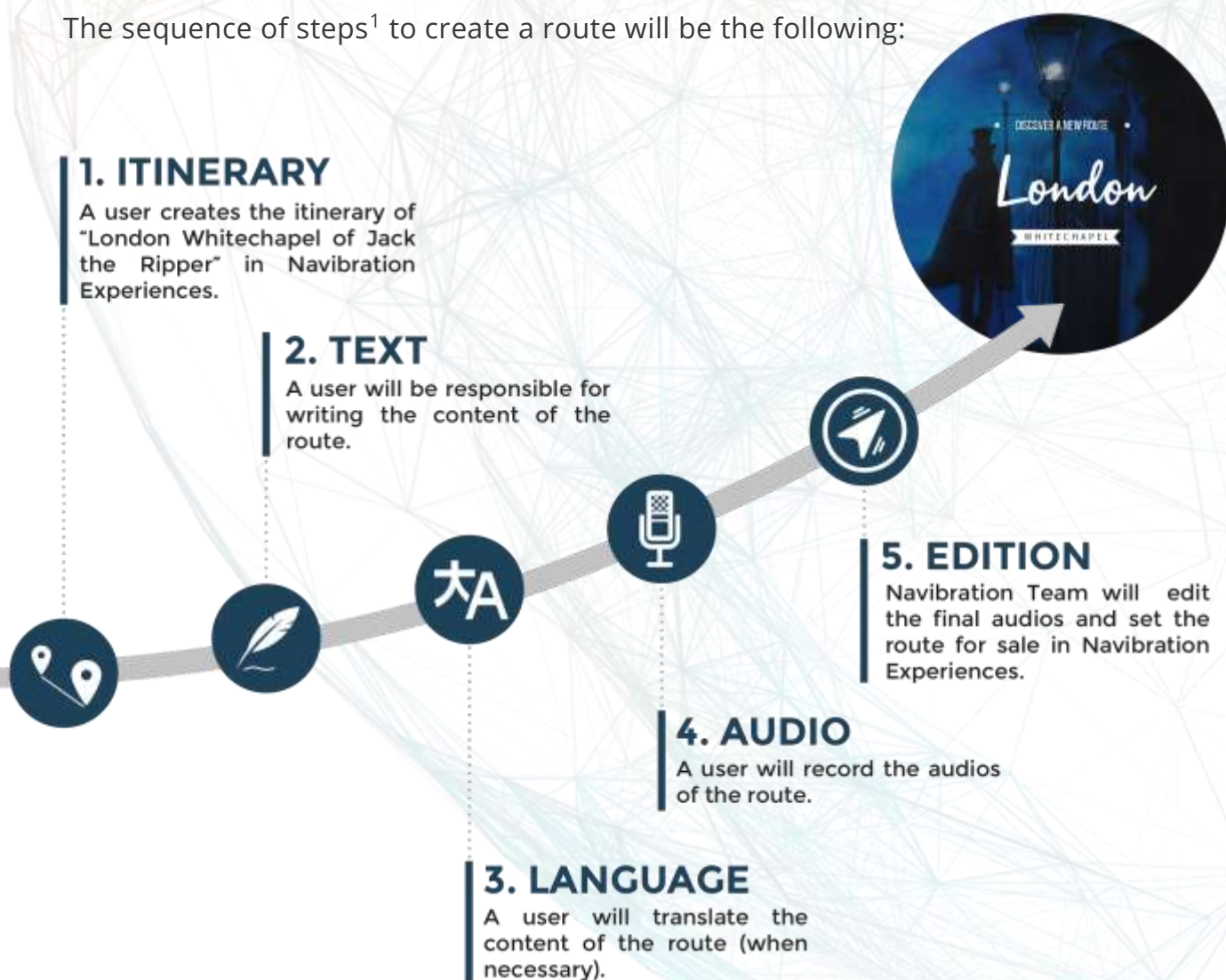


2. WHAT IS NAVIBRATION EXPERIENCES?

Navibration Experiences will be a decentralized social network of audio-guided routes from different cities around the world. These audio-guides will be geolocated and will have the peculiarity that they will be narrated by the main historical figures of each city in question. The entire ecosystem will be built on blockchain technology and it will be a multiplatform tool, available both in the desktop version and in tablets and smartphones.

The content of the audio-guided routes of Navibration Experiences will be created by the users themselves in a sequence of four steps; Navibration, for its part, will handle the fifth and final one.

The sequence of steps¹ to create a route will be the following:



¹ The same user can take care of several steps, as long as he has the necessary knowledge, skills and means (in the case of audio).

3. WHAT WILL THE ROLE OF OUR TOKEN BE?

The entry into the scene of our token will allow us to develop an ecosystem in which it is possible to fairly and transparently reward all users of the Navibration Experiences platform based on their contribution to it.



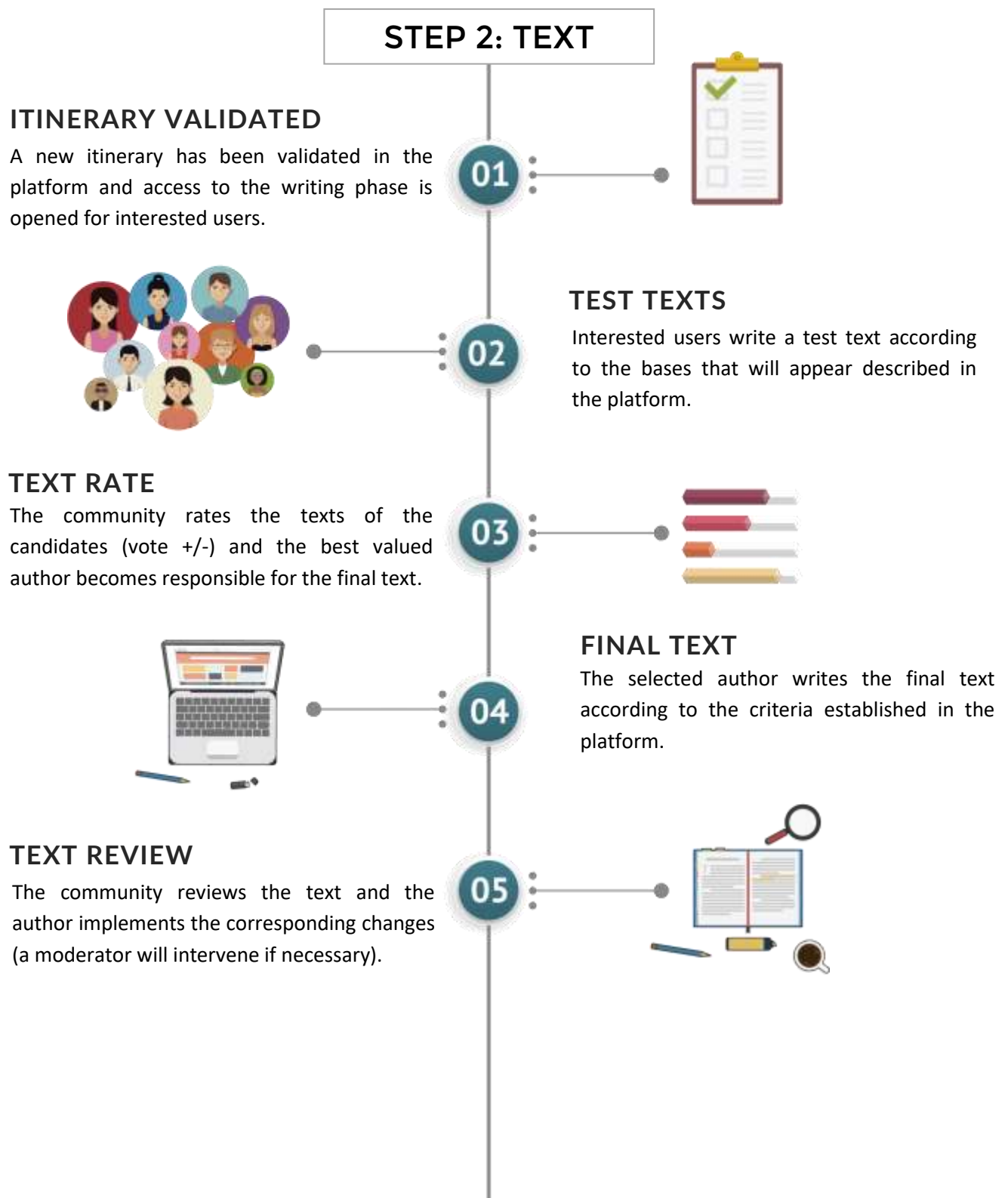
Our token will play a fundamental role within our social network. It won't only be the key to reward users, but users themselves will need to have a certain number of tokens with a minimum age to access the full functionality of Navibration Experiences.

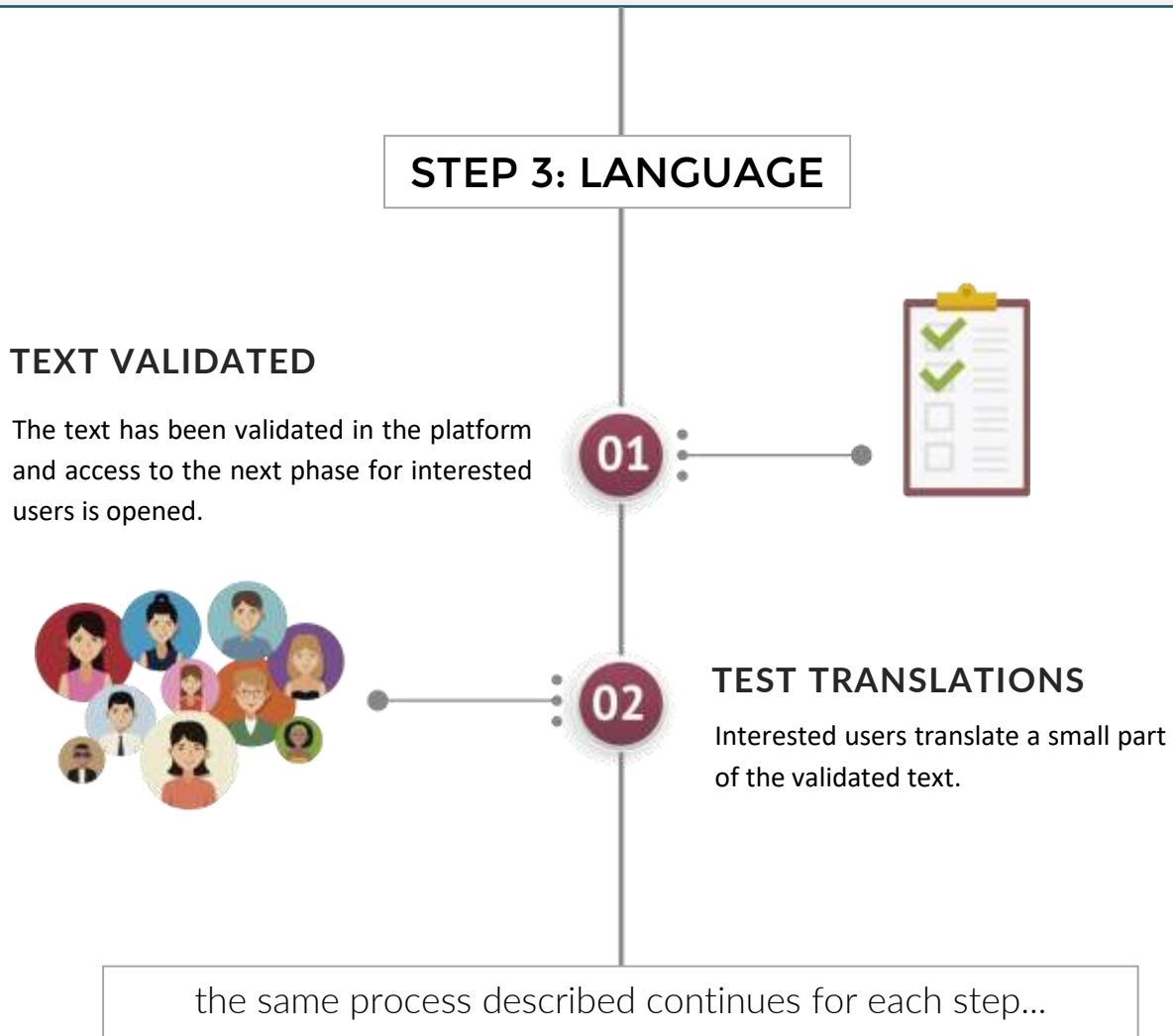
The relationship between the possible actions on the platform and our token is as follows:

ACTION	ARE TOKENS NEEDED?
Content creation	YES
Community moderation	YES
Content review	NO
Actions rate (vote +/-)	NO

4. HOW WILL THE CONTENT BE MANAGED?

Each of the 4 steps available to the users (itinerary, text, language, audio) will take a process of assessment and review by the community, with which the quality of the content will be guaranteed. The following diagram shows an example of the process to follow for step 2 (text). All other steps will be carried out in the same way.





Note 1: Users who have participated in the process (creating, reviewing, rating, etc.) will receive tokens as a reward based on their contribution.

Note 2: The users selected as responsible for each of the steps will obtain EXTRA reward tokens in a systematic way (detailed on the next page).

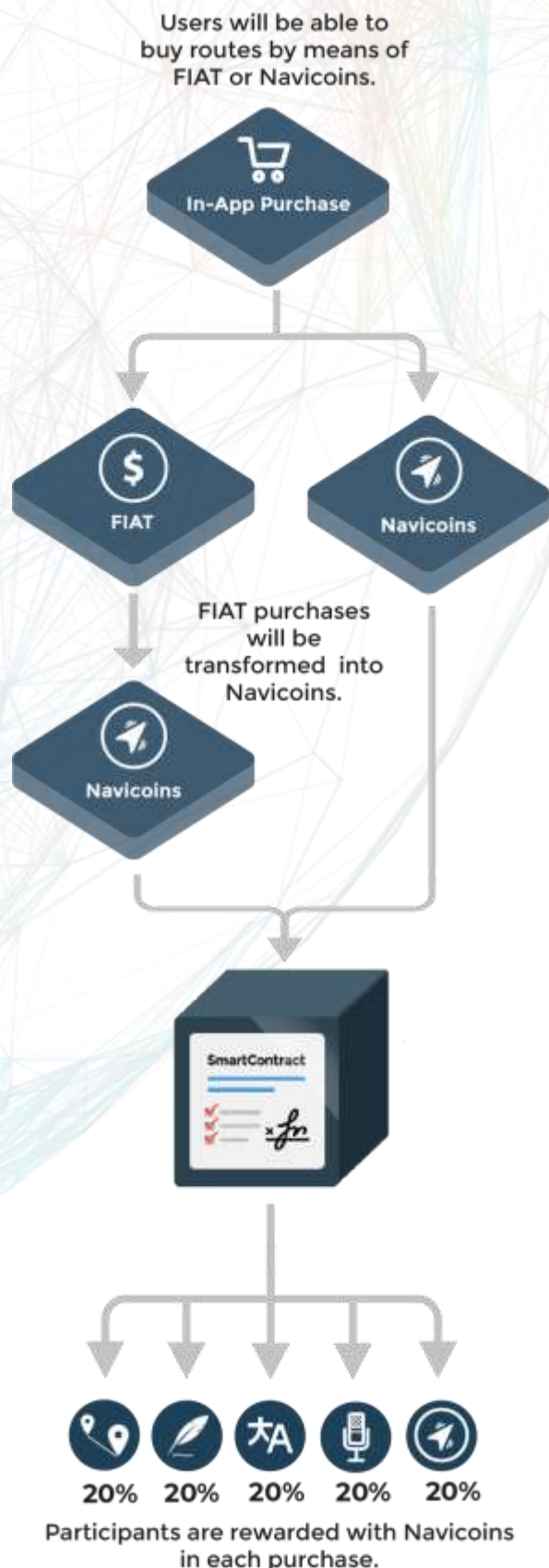


5. HOW WILL WE USE BLOCKCHAIN TECHNOLOGY?

Each route created will become available within the Navibration Experiences catalog, which will involve a blockchain transaction in which the reward system will be defined by smart contract.

In this way, with each sale of the route that is processed within Navibration Experiences, the users selected as responsible for the creation of this route will be rewarded with our token in a systematic, equitable and transparent way.

Purchases of routes within the platform can be done using Navicoins or FIAT. In case of choosing FIAT, the corresponding funds will be used to buy Navicoins from the market automatically. In one way or another, the final Navicoins will be divided equally to reward users who have contributed to the process of creating the route.



6. WHY WILL IT BE NECESSARY TO HOLD OUR TOKEN?

The functioning of our ecosystem will revolve around our token, so there will be a series of factors that will confer a great value and cause users who possess tokens do not want to get rid of them.

1. OUR TOKEN GRANTS ALL THE PRIVILEGES

To access the most important actions within Navibration Experiences, it won't only be an essential requirement that the user has a certain number of tokens in their possession and with a certain age. To give an example, at the moment when a user wants to perform any content creation action, the value of **NTu** (number of user tokens at the current time) will be checked:

✓ If the value of NTu has been greater than or equal to 500¹ tokens during the last 30¹ days ➡ the user will have access to the content creation actions.

if ((NTu ≥ 500 tokens) && (30 days)) == true

✗ If the value of NTu has been less than 500¹ tokens at some point during the last 30¹ days ➡ the user will NOT have access to the content creation actions.

if ((NTu ≥ 500 tokens) && (30 days)) == false

¹ These values are just an example. The final values will be established after the ICO depending on the total number of existing tokens, since those that are not sold will be burned.

2. WITHOUT OUR TOKEN, YOU ARE NOT ELIGIBLE FOR REWARDS

Each user with a right to a reward will receive this reward as long as they keep at least 50% of all the tokens obtained for all the rewards¹. If at any time the user decides to get rid of more than 50% of the tokens received as a reward for their contributions², from that moment onwards they won't receive more rewards (the user may obtain the rewards again by acquiring the tokens that allow them to meet the requirement).

¹ *The system will always inform the user about the number of tokens that, at a minimum, must be held in order to continue obtaining rewards. The first reward will always be received without any condition.*

² *The tokens used to buy any product within Navibration will not be taken into account for this calculation.*

At the time of proceeding with each reward, the following value will be checked:

$$\text{Value} = NTu - NTi - (0.5 * \sum NTr) + NTp$$

NTu = number of user tokens at the current time (when a new reward is going to be processed).

NTi = number of user tokens just before receiving their first reward.

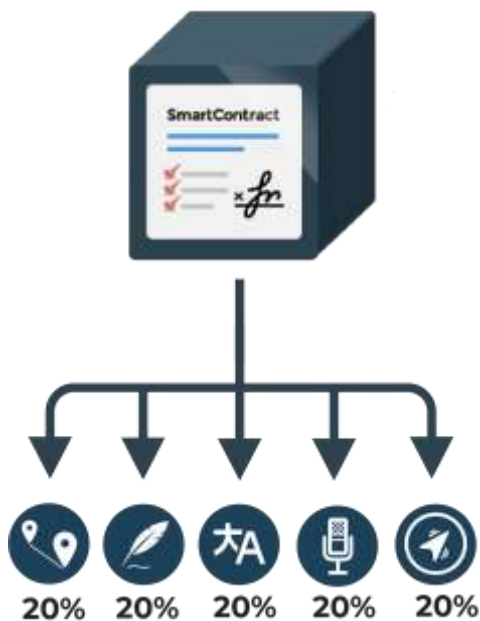
$\sum NTr$ = number of tokens that the user has received as a reward for all their contributions.

NTp = number of tokens that the user has used within Navibration from the moment they received the first reward to the current time.

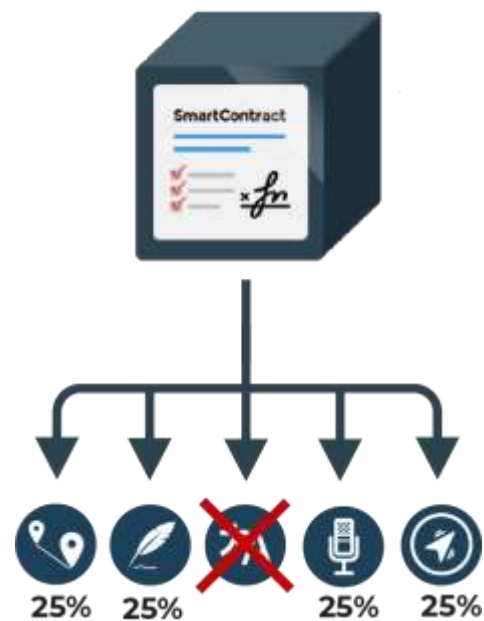


Let's see it with an example. Let's suppose that a translator obtains a total of 4,000 tokens (NT_r) for different rewards. At a certain moment the system has to carry out an EXTRA reward for a route whose translator was her:

✓ If she holds at least 2,000 tokens (NT_u), *Value* will be greater than or equal to 0 → she will receive the reward.



✗ If she holds less than 2,000 tokens (NT_u), *Value* will be less than 0 → she will NOT receive the reward.



If a user selected as responsible does not receive a reward, the percentages are recalculated in an equitable manner among the other responsible parties with the right to it.

3. WITH OUR TOKEN YOU WILL ALWAYS PAY LESS

All purchases of current and future Navibration products will have a 30% discount if purchased with our token. In addition, there will be packs and exclusive offers that can only be purchased with our token.

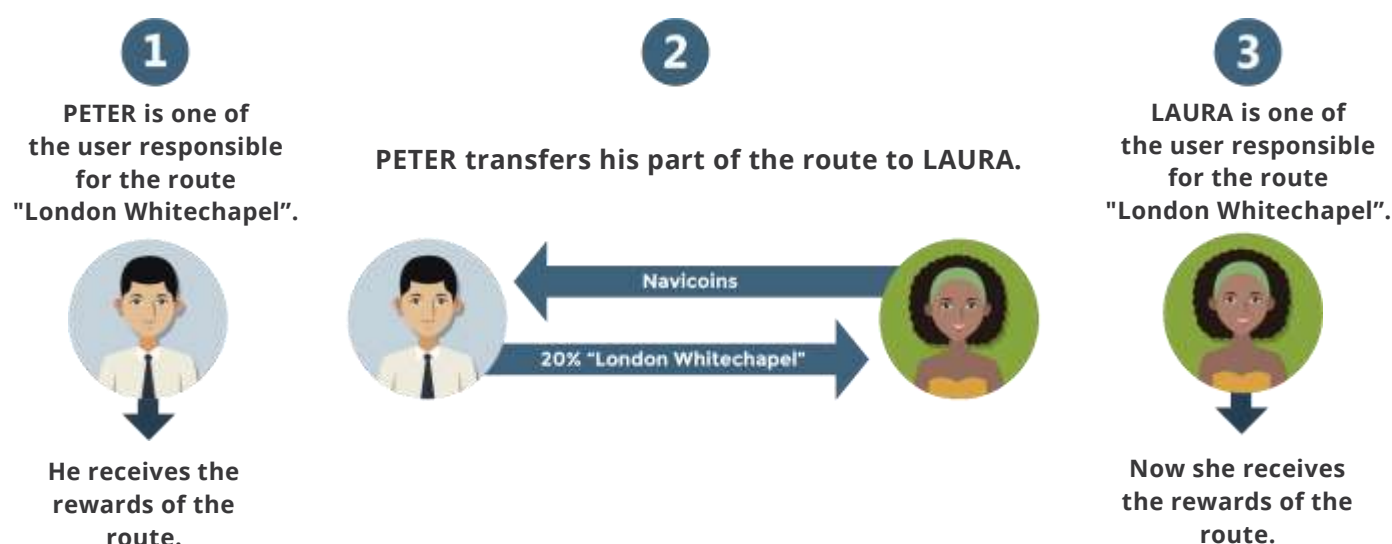
Note 1: All the conditions stated in the previous points will be programmed by smart contract.

Note 2: The metrics of our token are detailed on pages 25 and 26.

7. ARE THE ROUTES TRANSFERABLE?

Each user selected as responsible for one of the steps of a route will receive rewards for each sale in a systematic and indefinite way, but this may change if the user responsible decides so.

At any time, one of the users responsible can establish a price in tokens to their part of the route and this will appear as transferable within the platform. If another user is interested, they can acquire the transferable part in exchange for the stipulated tokens. From that moment, the rewards become for the new user responsible.



Note 1: The tokens received for transferring part of a route will be taken into account for the computation of 50% of tokens needed to receive rewards.

Note 2: The possibility that the user who transfers a part of a route is not receiving rewards for not meeting the 50% requirement does not influence the rewards of the new responsible party. They will receive them as long as they meet the requirement, regardless of the situation of the former responsible.

8. WHO ARE THE ROUTES AIMED AT?

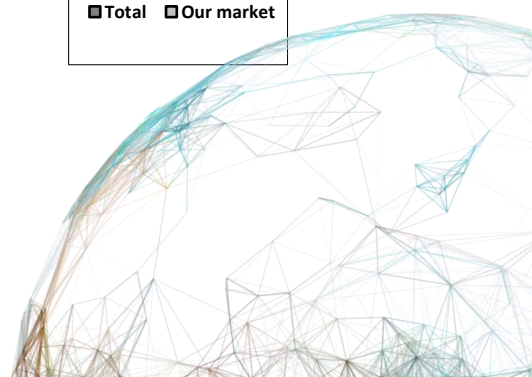
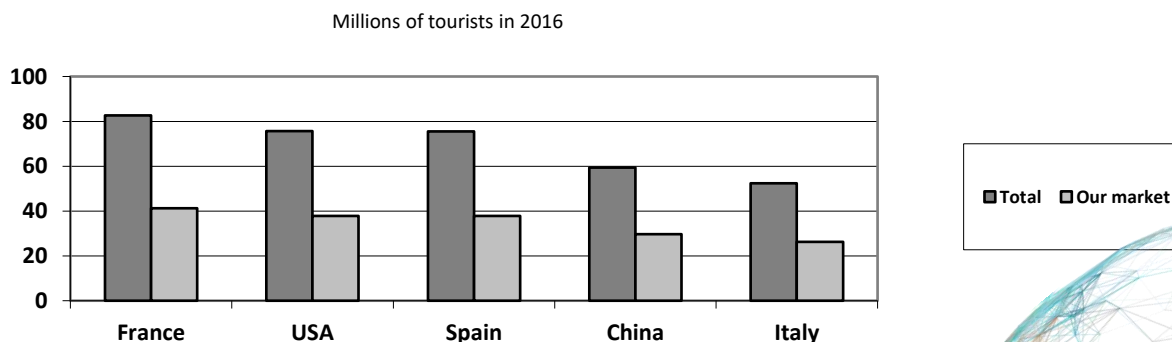
Technology has changed our lives in every way and the way we manage and enjoy travel is no exception. The digital transformation is imposed to reach the new traveler profiles, especially the so-called tourist 3.0, key to the sector in the coming years. Their main features are:

- **Connected:** They are people connected "24 hours", who use their smartphone to do practically everything.
- **Recommended:** They take into account the comments made by other users, above other factors.
- **Influential:** They share their own travel experience in different portals and social networks to help and influence future travelers.
- **Aware:** They are aware that with the smartphone the need to print documentation is avoided, allowing everything to be carried on the mobile phone (tickets, reservations, etc.).
- **Alternative:** They are not people who attend to the classic ways of traveling, but seek new experiences and travel patterns.

This type of tourist is the one that our routes will be mainly aimed at and we will provide them with something that does not exist today: a way to get to know the cities through historical figures, with audios, without maps, offline and at their own pace.

On the other hand, all estimates confirm that tourism figures worldwide are not going to stop growing over the next few years and, moreover, tourists increasingly use technology as an essential tool during their trip.

Due to the characteristics of our products, they can be used in any corner of the planet, so our reach is worldwide. If we look exclusively at the 5 countries with the most tourism in the world (whose main cities we will try to cover with our experiences), we can see that only in them we have more than 170 million potential customers.



9. HOW CAN THE FINAL ROUTES BE ENJOYED?



All the routes that users create in Navibration Experiences will become available in our Navibration app as "in-app Purchases".

Navibration (whose core is our patented navigation system through vibration) will be the means by which routes can be done. End users will enjoy an audio-guided tour, moving from one place to another without maps, without internet and without looking at the device. This is what we call *navibrate*.

10. HOW DID THE IDEA OF *NAVIBRATING* EMERGED?



TECHNOLOGY IN THE PROPER WAY

In Navibration we are passionate about technological innovation and everything this can contribute to people's lives, but we are not as enthusiastic about society's current overuse of technology.

We love technology but in the proper way and we'd rather people spent more time looking at the world around them and less at their mobile phones. This overuse of technology has reached such extremes that the new term smombie (smartphone zombie) has even been coined to describe those people who walk the streets with their heads bent over, anxiously scanning the screens of their mobile phones as if the world around them simply didn't exist.

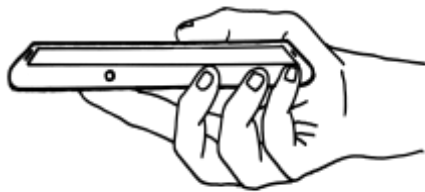
With this scenario in mind and armed with our passion for technology but also with figures which clearly showed the unrelenting growth in the usage of navigation apps, we got to work on developing a navigation system which would let users get from A to B without having to look at their mobile device at any point during their journey.

After a lot of study, research, mathematical calculations and sensor analysis, we finally achieved it: any person can orientate themselves in any corner of the planet (both city and mountain) and know the direction to follow only by making a simple hand movement.

11. HOW TO NAVIBRATE?

Step 1

Hold your mobile horizontally



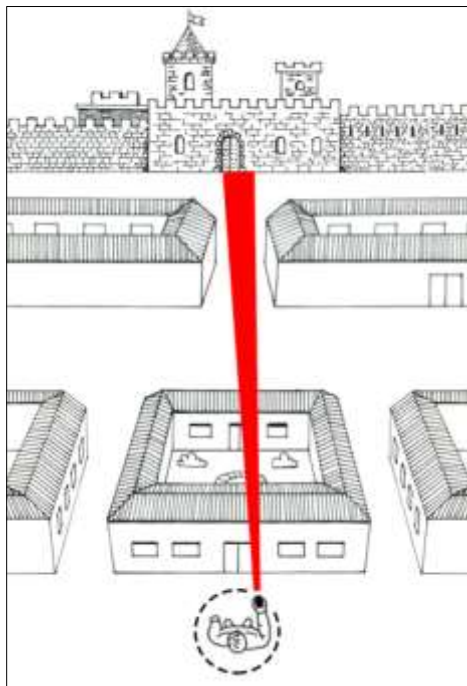
Step 2

Keep it in this position and turn around slowly until it starts to vibrate



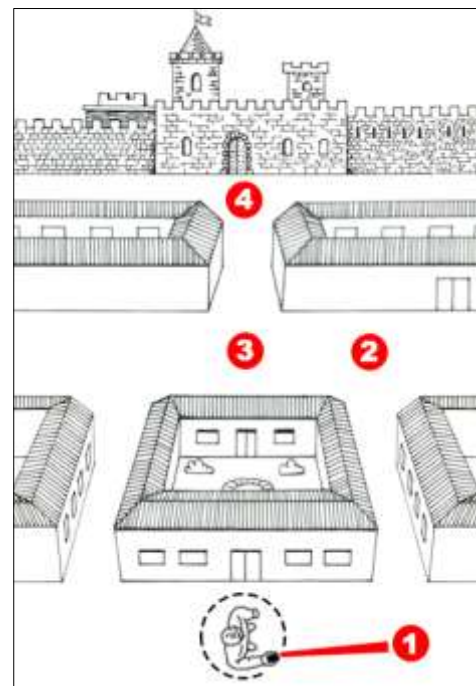
NAVIGATION MODES

SELF NAVIGATION



The vibration shows where your destination lies.

GUIDED NAVIGATION



The vibration shows the direction to follow.

12. OUR QUALITY SEAL

The Center for Industrial Technological Development (CDTI) is a Spanish Public Business Entity, dependent on the Ministry of Economy, Industry and Competitiveness, which promotes innovation and technological development of Spanish companies. It is the most important entity in Spain in terms of technological innovation and channels requests for financing and support for R & D & I projects of Spanish companies in the national and international spheres. www.cdti.es

We believe so much in our project and in what it can contribute to society that, despite the youth of Navibration S.L. and being aware of how demanding the CDTI calls are, we decided to prepare ourselves thoroughly and presented our project to them. As on other occasions, we felt that we should at least try and the result could not be more positive: **they trusted our project and decided to finance its initial development.** For a young Spanish technology company, **IT IS SIMPLY IMPOSSIBLE TO HAVE A BETTER SEAL OF QUALITY.**

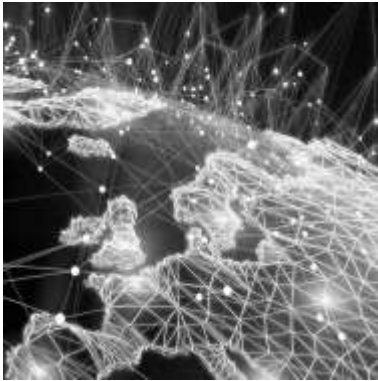


ENGLISH TRANSLATION:

DEAR SIRS:

WE COMMUNICATE THAT THE ADMINISTRATIVE COUNCIL OF THE CENTER FOR INDUSTRIAL TECHNOLOGICAL DEVELOPMENT (CDTI), AT ITS MEETING HELD ON 12/16/2016, APPROVED THE PARTICIPATION OF THIS CENTER IN THE **PROJECT OF RESEARCH AND DEVELOPMENT** PRESENTED BY YOU AND DENOMINATED "**DEVELOPMENT OF NEW NAVIGATION SYSTEM BY VIBRATION MULTIPOINT AND MULTIMODAL**"

13. OUR OBJECTIVES



1. BLOCKCHAIN ECOSYSTEM

We have ahead of us the exciting challenge of developing the world's first decentralized ecosystem of audio-guided routes. We have the necessary human and technical resources to carry it out and we are a step away from turning our dream into reality.

We are facing the new way of knowing the world that surrounds us. We will create it among all. We will create it for everyone. It will be fair. It will be blockchain.



2. EXPERIENCES CATALOG

The number of experiences available in our catalogue will continue to grow over the next few months and, in that sense, our first objective is to make sure that the fifty most important cities in the world are available in our catalogue by next summer.



3. NAVIBRATION WATCH

This will be our first wearable and will consist of a smart watch based on our navigation system through vibration, with which end users will be able to both *navibrate* anywhere in the world and perform audio-guided routes directly with their watch.

A WORLD OF WEARABLES IS YET TO COME



4. NAVIBRATION STICK

This will be another of our main wearables, and will be aimed mainly at blind users or those who are visually impaired. It will function very similarly to the Navibration Watch, but in this case, the navigation system by vibration will be incorporated into a walking stick.

14. OUR PARTNERS



15. OUR ADVISORS



SALLY EAVES

Emergent Technology CTO
Official Member at Forbes Technology Council
Global Strategy Advisor



CHRISTEL QUEK

Advisor at Zilliqa
Former Head of Content at Twitter
Former Business Lead at Samsung



RICHARD WANG

Partner at DraperDragon Fund
Technical publisher in IEEE journal
GPS Expert



DOUG PARK

Managing Partner at Park & Dibadj
Former President of
the Harvard Club of Silicon Valley



WARREN WHITLOCK

Forbes' Top 10 Social Media Power Influencers
Richtopia' Top 30 Most Influential Blockchain
People



JORGE RODRÍGUEZ

Ethical Hacker
Security Expert
Former Developer at Ethereum

**SÉBASTIEN BOURGUIGNON**

IT Consulting Manager
Lead Digital Influencer

**JONATHAN QUALI**

Business Dev
Blockchain Expert

**RICHARD SHIBI**

Blockchain Consultant
Social Media Influencer

**CHEN SI YUAN**

CEO at NorthernCapital
Investor and marketing expert

16. OUR TEAM

Navibration team is composed by a group of qualified professionals, among engineers, programmers, designers, editors, writers, speakers, translators and some other roles. These are some of the core team faces.



**FRANCISCO
MERINO**

CEO & FOUNDER



**DAVID
ORTEGA**

HEAD OF DEVELOPMENT



**JARED
POLITES**

HEAD OF MARKETING



**JUSTIN
MCCARTHY**

HEAD OF COMMUNICATIONS



**CARLOS
SANAHUJA**

HEAD OF OPERATIONS



**JUANJO
CHUST**

Blockchain Dev



**AARON
MARTÍNEZ**

Blockchain Dev



**NELSON
MARCO**

Blockchain Dev



**ALEXIS
PIQUER**

Legal



**J.EDUARD
GARRIGA**

Legal

17. ROADMAP

PROCESS & WORK GUIDELINE

- 
- 2017 JUN ● Patented system
 - 2018 MAR ● MVP available
 - PRESENT DAY**
 - 2019 Q1 ● Public pre sale
 - 2019 Q1 ● Public sale
 - 2019 Q2 ● Wallet integration in platform
 - 2019 Q2 ● Route Creation Tools available in the platform
 - 2019 Q2 ● Navibration Experiences platform stable version release (web)
 - 2019 Q3 ● Payments in Navicoins accepted in Navibration
 - 2019 Q3 ● Navibration for blind people available
 - 2019 Q4 ● Navibration Experiences platform stable version release (mobile)
 - 2019 Q4 ● Navibration Watch release
 - 2020 Q1 ● Navibration Stick release
 - 2020... ● New releases

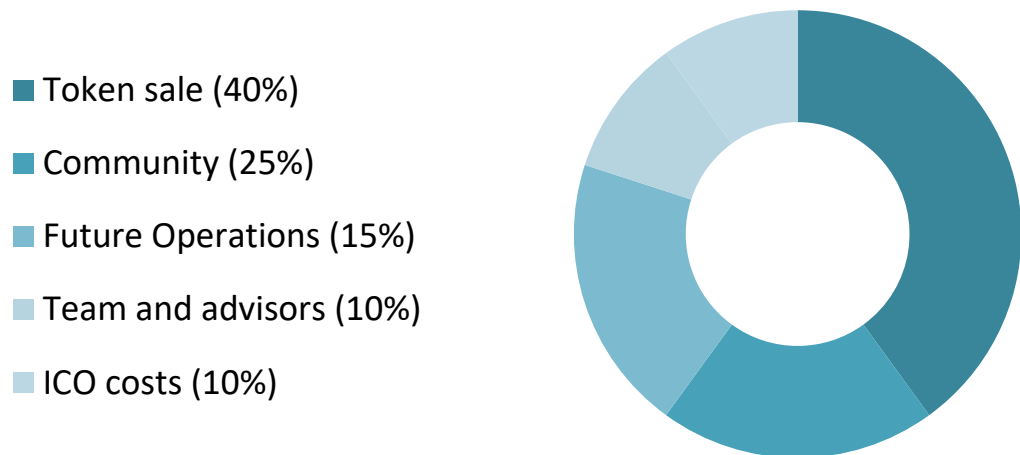
18. TOKEN METRICS

TOKEN METRICS	
Type	Utility ERC20 token
Name	Navicoin
Symbol	NAVI
Total supply	300,000,000 NAVI
Tokens for sale	120,000,000 NAVI
Base rate	1 NAVI = 0.05 USD
SoftCap	500 000 USD
HardCap	6 000 000 USD

Note1: if the SoftCap is not reached, the buyed tokens will be returned.

Note2: it will not be possible to create more NAVI in the future.

Token distribution

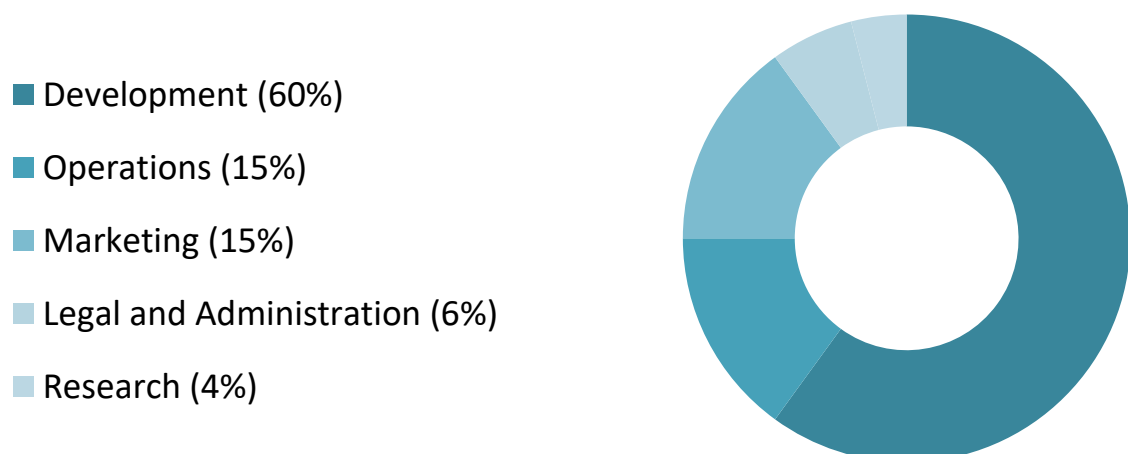


Note1: team and advisors tokens will be retained 1 year by smart contract.

Note2: community tokens will be used to reward users in base to their contribution to the platform.

Note3: future operations tokens will be used to support global expansion, future partnerships, unexpected challenges, etc.

Intended use of funds



19. TOKEN SALE

PUBLIC PRE-SALE

CONTRIBUTION	BONUS	VESTING (MONTHS)
0.1 ETH - 50 ETH	25%	3
>50 ETH - 100 ETH	30%	3
>100 ETH - 150 ETH	35%	6
>150 ETH - 250 ETH	40%	6
>250 ETH - 500 ETH	45%	9
>500 ETH	50%	9

PUBLIC SALE

CONDITION	BONUS	VESTING (MONTHS)
First 1,000 ETH sold	20%	2
Second 1,000 ETH sold	10%	2
Third 1,000 ETH sold	5%	1

Note1: there will be vesting only for the BONUS tokens.

Note2: bought tokens will be transferrable 30 days after the final sale is finished.

Note3: all unsold tokens will be burned.



FIND OUT MORE ABOUT US

