



# FEED SYSTEM

CONNECT HOSPITALITY



**WHITE PAPER**  
**V1**



# MISSION

The hospitality industry is about to make a leap forward thanks to a brand new connected management system built-in the Stellar blockchain. After more than 20 years of experience in the luxury hospitality industry and in the distribution of alcohol brands, Hedi Mesme and Audrey Giner have been closely interested in the blockchain functioning. Captivated by the reliability, the efficiency and the transparency that this new technology can bring, they decided to create a complete management system that links hospitality players and consumers. Through a multifunctional application, this revolutionary digital tool will allow to answer the needs of everyone working in the hospitality industry.

It will allow to transform the traditional currency in an internal and dedicated cryptocurrency and it will also permit the development of the hospitality industry. This cryptocurrency will have the value of one for one, without any market fluctuation, and will benefit the technology and transparency of the blockchain. Thereby suppliers, the hospitality industry, consumers and producers will be all connected within one application which will bring numerous management tools suitable for each network.

As an example, suppliers will be paid and activate their marketing actions; the hospitality industry will benefit from an integrated booking system; consumers will be rewarded for their loyalty, they will take advantage from offers and local promotions, they will rate each venue, pay their bills or leave a tip.

Many features will be available!



# VISION

## REVOLUTIONIZE HOSPITALITY

We believe in the future of the hospitality industry. Even if the global pandemic drastically restrained people to travel and enjoy, we took this opportunity to think again how we could help and develop this marvelous industry.


## CONNECT HOSPITALITY

Based on the blockchain technology, we provide an app that connects the hospitality industry. An app that will allow to:

- Book a hotel, a bar or a restaurant.
- Link venues, consumers, suppliers and workers on a same platform.
- Pay with an internal currency (token) that will give advantages to the users (*loyalty program, save & earn program, promotions...*).
- Provide full traceability for all venues to increase security and transparency in the products they order.
- Integrate a triple entry accounting system that will provide efficiency and simplicity in the accounting of bars, hotels, suppliers.
- Innovative geolocated marketing tools.
- On Demand Liquidity system that will resolve problem of cashflow for the hospitality world.
- And many more!

## IMPROVE EFFICIENCY

The blockchain technology offers so many advantages to improve efficiency, safety and traceability. Thanks to the blockchain, all the hospitality world will take advantage of the fastest transactions, a transparent and easy system to manage accounting, a marketing tool new generation, an amazing consumer experience, a total control on the quality of the products you will buy and so much more!



# STELLAR BLOCKCHAIN

## BLOCKCHAIN BASICS

Blockchain provides a way for people around the world to collectively maintain a database without relying on a central authority. It's a new model for sharing and reconciling information and designed for our interconnected, global future.

For centuries, people have tracked information using a ledger: a simple chronological list of data. Bushels of wheat. Hogsheads of wine. Deaths from plagues. Deaths from curses. Days since all those locusts. How many witches in town these days. Ledgers!

As the scope of human activity has expanded, so have ways to track and synchronize data. In the last century, information became (primarily) digital and our collective ledgers moved from paper to computers. This opened up many new possibilities, and databases—systems of enhanced, interrelated, electronic ledgers—were invented to harness the power of this new paradigm. Information was suddenly searchable, sortable, shareable, and transportable.

Today, databases underpin nearly every digital service. But the database's origins in the pre-internet, pre-global era have begun to limit its usefulness, or at least call into question its ubiquity. Databases need a central authority to maintain them, and that authority has absolute power over what the database contains. For example, if Facebook wanted to change your Instagram to be just pictures of awesome swords, they could do that, unilaterally. You would just have to accept the swords. Or if a bank wanted to deduct 100 dollars from your checking account, they could do it. There, you'd surely notice and complain. But what if they only took a penny a day?

As the world has become more connected and our interactions more digital, we've needed something more resilient and more collaborative, something that will work at scale but not be subject to any single political ideology, personal motive, or corporate incentive, to manage our data. Invented in 2009, blockchain is an answer to that need.

Blockchain is a method for keeping data synchronized across multiple, independent stakeholders. Where a traditional database is perfect for tracking records for a single entity, blockchain allows a group of entities, who might be unrelated and who might all have an incentive to alter their shared data, to agree on and maintain a single dataset.

Since the incentive to edit data in your own favor is very strong in financial systems, blockchain has so far been most useful for tracking money. Here's the generic idea of how it works.

# STELLAR BLOCKCHAIN

Stellar is an open-source network for currencies and payments. Stellar makes it possible to create, send and trade digital representations of all forms of money—dollars, pesos, bitcoin, pretty much anything. It's designed so all the world's financial systems can work together on a single network.

Stellar has no owner; if anything, it's owned by the public. The software runs across a decentralized, open network and handles millions of transactions each day. Like Bitcoin and Ethereum, Stellar relies on blockchain to keep the network in sync, but the end-user experience is more like cash—Stellar is much faster, cheaper, and more energy-efficient than typical blockchain-based systems. The Stellar network launched in 2014. Since then, it's processed more than 450 million operations made by over 4 million individual accounts. Large enterprise companies and companies as small as single-dev startups have chosen Stellar to move money and access new markets.

From the beginning, Stellar has been cryptocurrency-adjacent, but the software has always been intended to enhance rather than undermine or replace the existing financial system. Whereas, say, the Bitcoin network was made for trading only bitcoins, Stellar is a decentralized system that is great for trading *any* kind of money in a transparent and efficient way. The Stellar network has a native digital currency, the lumen, that's required in small amounts for initializing accounts and making transactions (you can read more about that [here](#)) but, beyond those requirements, Stellar doesn't privilege any particular currency. It's specifically designed to make traditional forms of money—the money people have been spending and saving for centuries—more useful and accessible.

At the lowest level, Stellar is a system for tracking ownership. Like accountants have for centuries, it uses a ledger to do so, but Stellar's innovation is that there is no actual accountant. Instead, there's a network of independent computers each checking and rechecking the work of the others. Stellar is a system without a central authority—meaning no one can stop the network or secretly adjust the numbers to their liking—yet even without a central authority, the ledgers are verified and updated every five seconds. A unique algorithm, called the Stellar Consensus Protocol (SCP), keeps everything in sync.

**BENEFITS OF IMPLEMENTING  
NEW TECH IN THE HOSPITALITY  
INDUSTRY**



135% increase in online revenue



71% reduction in guest complaints

# KEY HOSPITALITY STATISTICS\*

## TECHNOLOGY

The rise of new technology has been a breath of fresh air into the hospitality industry. Technologies such as AI, IoT, Automation, Blockchain, and voice technology are shaping the industry enabling businesses to offer guests greater convenience, control, and customization.

- In 2017, smartphones accounted for 43% of the total travel-related requests. Besides, they accounted for nearly 23% of all logistics-related searches. (McKinsey & Company, 2018)

19% increase in customer service ratings



\*[www.financesonline.com](http://www.financesonline.com)

- Interestingly, 25% of hospitality and leisure CEOs think AI will significantly impact the way they operate in the next five years. (PwC, 2019)
- Moreover, 70% of millennials are likely to book holiday accommodation using a tech amenity like mobile payments, Smart TVs, or keyless entry. (PwC, 2019)
- At least 8 of the global leading hotel chains have implemented VR experiences in their marketing strategy. (PwC, 2019)
- Interestingly, hotels that are using virtual tours are getting up to a 135% increase in online revenue. (PwC, 2019)
- Since implemented a VR staff training program, Best Western Hotel has reaped tangible benefits. Some of the benefits include a 71% decrease in guest complaints, a 19% increase in customer service ratings, and reduced onboarding time. (PwC, 2019)
- Hospitality research revealed that 10% of family travelers use ride-sharing apps to get around in-market. (Expedia Group, 2019)



## WHAT DO THOSE STATS MEAN FOR YOUR BUSINESS?

In summary, the hospitality industry was on a surge and every sector was reaping the benefit before the COVID-19 shook the world. From transportation and booking to accommodation, each sector was growing steadily.

However, previous forecasts were negated by the recent events. The industry, including its subsectors, all suffered a slowdown. These statistics show that the hospitality industry experienced a devastating 2020, with historically low occupancy and employment. So what's next for hospitality owners, executives, and marketers? Fortunately, despite a slow rebound, what's important is the numbers are beginning to rise again as travel restrictions gradually ease up. With COVID-19 vaccinations already rolling, it will be in the best interest of managers to prepare for a surge of tourists once people can travel normally again.


To start, you should keep in mind that personalization transcends different sectors and delivers a profound impact. The compelling influence of personalization is driven by the fact that consumers eat, sleep, cement relationships, seek cures, and play games in hospitality facilities. This dynamism makes personalization a pillar of success for hospitality businesses. Furthermore, aside from pandemic-related restrictions, challenges like increased competition, growing commoditization, and demographic shifts also have their claws out to derail your strategy. It's important to note that Generation Alpha is also playing a crucial role in the changes taking place in the industry. On the other hand, the Millennials seem to be a demographic cohort with unique preferences, needs, and increased demands.

Luckily, new technologies are here to help you scale above the heights of these challenges. The ball is in your court now!

## KEY DESTINATIONS STATISTICS\*

- 24% of family travelers spend most on hotels, 16% on food, 15% on a flight, 10% on tours, 10% of transportation, and 8% on shopping.
- Fun and entertainment activities in the family travel itinerary include theme parks and attractions (74%), water activities (67%), outdoor activities (55%), and historical landmarks. Others include water activities dining experiences (40%), museum visits (38%), educational experiences (28%), and guided tours (26%).
- 55% of global travelers say they are determined to make effective travel choices but face multiple barriers when trying to actualize this.
- 51% of US travelers who decide to go on a trip spend up to seven days conducting research.

\*Expedia Group



# WHAT IS FEED SYSTEM?

## WHAT

An app based on the blockchain technology that will help hospitality industry to grow. We aim to revolutionize the way to make transactions between all main actors of this industry as: the workers, the venues, the suppliers and the consumers. The app will improve the booking experience, secure the payments, simplify accounting, reward generously consumers for their loyalty, provide a token to be used in all the hospitality industry and many more.

## WHY

We believe that hospitality industry needs to make a big jump in the new era and embrace what the blockchain technology can offer. We think that bringing more transparency, efficiency, safety and traceability are the keys to improve consumer experience, secure payments, simplify accounting and resolve liquidity problems for the companies.

Providing a token backed by the USD as an internal currency, will facilitate payments, resolve liquidity problems and push companies to invest their FIAT money in the hospitality industry while keeping the profits to develop their business. The advantages to hold our token (FEEDCOIN) and invest in FEED SYSTEM will be one of the best investments in the blockchain/crypto business.

## WHO

An application that will help:

- Suppliers to pay/be paid instantly and activate their marketing through an innovative geolocated marketing tool.
- Bars, hotels and restaurants to accelerate their booking system, launch geolocated offers for the customers/consumers, pay their suppliers and employees with the token. They will also get a full transparency on the origin of any consumable items they will buy through our track and trace system developed in FEED SYSTEM app.
- Consumers will be rewarded through an advanced loyalty program and take advantage of geolocated and tailor made offers.
- Workers to be tipped & paid through the internal token that they will use in other bars and restaurants + a lot of advantages to be a part of the hospitality industry.

**We predict  
the future  
because  
we create  
the future.**



# APPLICATION WORKFLOW

The workflow is defining the process of the FEED SYSTEM application and how it's going to work:

## CONSUMERS

Consumers will be able to reserve a bar hotel and restaurant, pay their bills in venues, tip the waiter and let some reviews of bars/hotels/restaurants, receive geolocated offers from their favorite bar, hotel or restaurant and take advantage of an advanced loyalty program.

## VENUES

Hotels, bars and restaurants will be able to be paid by consumers with FIAT money or with the internal token, they will pay employees' salaries (or a part of) by token directly on workers wallets, pay their invoices to the suppliers, track and trace origin of any product they buy thanks to the traceability that offers the blockchain. They will also be able to manage their booking and reservations through the app and chat with the customers directly.

## SUPPLIERS

They will pay their invoices and be paid, sell their products by fulfilling requirements of the blockchain traceability, activate their marketing through geolocated promotions and pay their employees. They will also have the possibility to allocate and spread budget to their customers (venues) and see in real time the sales volume in all places. They can work with the invoice tracking system to secure their payments and to know the quality of the customer they are delivering. In a future system upgrade, we will offer the possibility to all users to pay by token, FIAT and main crypto in the world (Bitcoin, XRP, ETH...)

## WORKERS

They will get the opportunity to be paid a part or full of their salary/bonus, spend their tokens in other venues in the world, save some tokens and earn a percentage every month + get special offers and advantages to be a part of the hospitality industry.

**Your  
attitude  
more than  
your  
aptitude  
defines  
your  
altitude.**



# TECHNOLOGY STACK

## THE TOKEN - FEEDCOIN

The internal token in FEED SYSTEM (FEEDCOIN) will control the total internal money transactions between buyers and sellers. FEEDCOIN will rule all transactions in the system and will be backed by the USD on a 1 for 1 basis. People will be able to swap their tokens for their local FIAT currency or the opposite with no delay 24/24 – 7/7.

## STELLAR BLOCKCHAIN

Stellar is an open-source network for currencies and payments. Stellar makes it possible to create, send and trade digital representations of all forms of money—dollars, pesos, bitcoin, pretty much anything. It's designed so all the world's financial system can work together on a single network.

## SPRING BOOT

Spring boot will be used to develop application backend, APIs and communication channels with blockchain.

## MYSQL

MySQL will be used as a primary database to perform all related operations at application level.

## ANGULAR 7

Angular 7 will be used for the development of the front-end.

## NATIVE

Native (Java and Swift) will be used to develop Android and iOS applications.

## APACHE CAMEL

Apache Camel will be used to create middleware to integrate the blockchain system with the end user's system.

## TARGET PLATFORMS

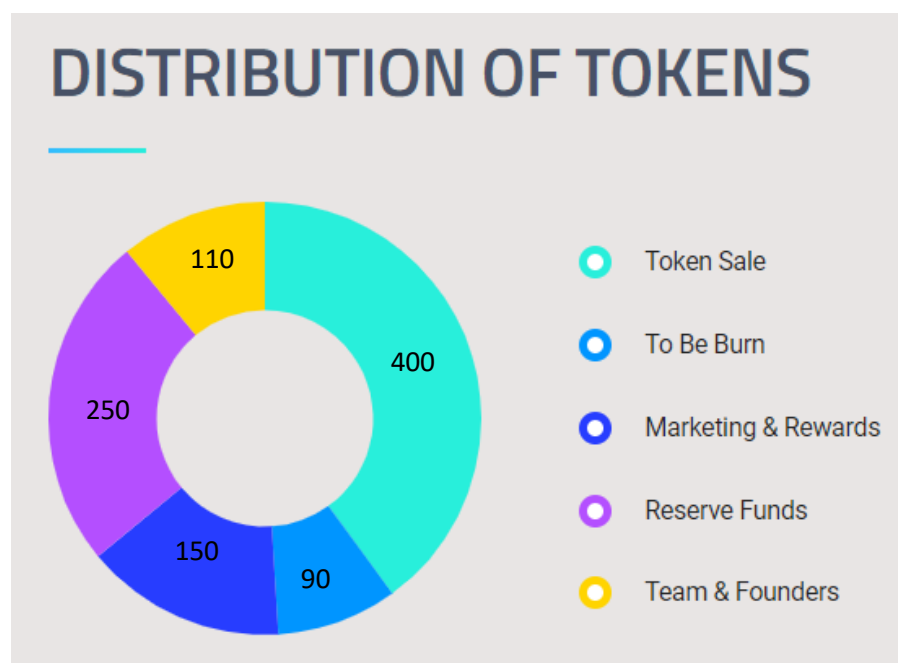
- Browsers: Chrome, Firefox & Safari.
- Operating systems: Android, IOS, Mac, Ubuntu & Windows.

# FEEDTOKEN CRYPTO CURRENCY

Based and anchored on the Stellar Blockchain, FEED SYSTEM (FEEDTOKEN) is a decentralized, deflationary and interoperable token. This is a storing of value (investment) but also a currency. You can easily exchange your FEEDTOKEN against XLM and transform this in USD or other FIAT Currencies. FEEDTOKEN power payments of any size with Stellar's low, flat fees and fast transactions.

FEEDTOKEN is the flagship of the FEED SYSTEM project, 1 billion coins on a locked supply basis. We use this cryptocurrency as a proof of work of the concept. We built a team of partners and ambassadors daily in the world. All funds raised are used to accelerate our development, recruit team partners and create the application.

We target to raise 1 million euros by end of 2021 by selling our tokens to investors and launch FEED SYSTEM Q1/Q2 of 2022. We are also currently looking for investors already actor of the hospitality industry or hedge funds involved in it.





# ROAD MAP

- JUNE 2021
  - Launching of the crypto Currency FEED SYSTEM (FEEDTK) on Stellar DEX (LOBSTR/Interstellar)
- Q3 2021
  - Validation of the technicals for the app FEED SYSTEM
  - Ambassadors team, business developers, digital managers in the team
  - POC/POW of FEED SYSTEM App validated
  - Listing of FEED SYSTEM (FEEDTK) on HOTBIT & AAX exchanges
- Q4 2021
  - (Not yet achieved) Gateway system integration on website to allow users to directly purchase FEEDTK with a credit/debit card on FEED SYSTEM website
- Q1 2022
  - Launching of an exclusive NFT collection dedicated to the hospitality industry (70 pieces in total )
  - Listing of FEED SYSTEM (FEEDTK) on another top 10 international big exchange
  - Locking last major investors
  - BETA tests for FEED SYSTEM app/software package
  - Running locally CRYPTO x COCKTAIL events using FEEDTK as Currency
  - FEED SYSTEM branded VISA debit card allowing our holders to pay in FEEDTK everywhere in the world
- Q2 2022
  - Last BETA tests done
  - Major contracts with international hotel groups
  - Launching of the app/software package FEED SYSTEM end of Q2
  - Globalization of our CRYPTO x COCKTAIL events worldwide
- Q3 2022
  - Implementation of FEED SYTEM Europe and USA
  - Launching of the NFT platform FEED SYSTEM dedicated to the hospitality industry
  - Introducing real estate transactions on FEED SYSTEM app

# TEAM



## **HEDI MESME – PARTNER & COMMERCIAL MANAGER**

Since 2005, Hedi has been working for 12 years in the hospitality industry with multiple distinctions won along the path. Those 12 years built a strong experience in the luxury industry. Then, he worked for one year for the leader of the spirits industry in the world. Since 2015, he has driven several companies involved in the importation, exportation and brand building of luxury spirits and champagne through Europe.

Working in crypto business development and blockchain technology since early 2020, he naturally helped to build and lead the FEED SYSTEM project.



## **AUDREY GINER – PARTNER & MARKETING MANAGER**

Audrey holds a Master's Degree in International Business & Marketing. She worked for 10 years in leading companies involved in the hospitality industry such as RÖSLE (luxury kitchen utensils) and BACARDI MARTINI FRANCE. Since 2016, she has been managing the marketing & communication of several spirit brands and distribution companies in Europe and has created successful leadership brands.

She has been working on FEED SYSTEM idea from the early stages. Her expertise is extremely valuable for this company.



## **MATT ARROW – HEAD AMBASSADOR & BUSINESS DEVELOPMENT**

Since 2007, Matt has been working as a commercial manager of Private Markets in office automation industry. He is a successful trader since 2012 and invested in the crypto trading since 2017.

Matt is also the CEO of [DARK ARROW](#).

His knowledge in the crypto world is extremely valuable to drive the ambassadors and help in the commercial strategy of FEED SYSTEM.

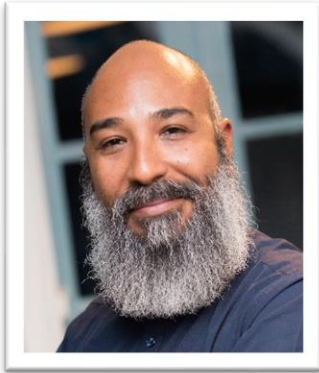




## **FLORIAN GAILLARD**

### **BUSINESS DEVELOPMENT**

Florian has started his career as a bartender in 2007. Then, he worked for more than 10 years in Monaco where he built a nice experience in the hospitality and luxury industry. Passionate about cryptocurrency, he started mining several tokens several years ago. He is also an absolute fan of the blockchain. Florian's experience in luxury hotels is a strong asset for FEED SYSTEM.



## **JEAN FRANCOIS COL**

### **CREATIVE & COMMUNICATION LEAD**

J.F holds a Master's Degree (University of Hertfordshire, UK) in Graphic Design.

He has worked for renowned brands such as Peugeot, Citroen, Bosch, Gaggenau, Standard Bank. In recent years, his design and advertising career has brought him to work for agencies and clients that are blockchain and crypto related. He joined Ducorp XTM, as Brand Identity Executive where he helped in building the Visual Identity of the company offering consultancy in setting up businesses using blockchain technology. His experience in communication and crypto trading will be helpful to create awareness around FEED SYSTEM.



## **MICHAEL LI**

### **DIGITAL LEAD**

Michael holds an MBA in Project Management (Arden University, UK) and a degree in design. Founder and Business Developer of Design Lounge – an advertising and digital agency, he has 18 years of experience in design, advertising, digital, and print production.

A self-taught entrepreneur, he combines his knowledge in digital advertising, crypto trading and communication to promote FEED SYSTEM.



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We strongly advocate an engagement of the services of appropriate experts including but not limited to an accountant, lawyer, or other specialists before purchasing, if there are questions pertaining to any information shared in this whitepaper.

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5. Please note that the information in the field of law, tax, regulation, finance and accounting does not constitute legal advice. Material loss including material assets paid for purchasing FEEDTOKEN may be caused to FEEDTOKEN holders. Prior to purchasing FEEDTOKEN, we strongly recommend to engage in the services of appropriate experts on tax, regulation, finance, law, etc. in relation to the potential risk, returns and other consequences that may

arise from FEEDTOKEN transactions.

6. It is each FEEDTOKEN purchaser's responsibility to carefully review the legal and regulatory requirements within their own jurisdiction for acquisition and/or disposal of FEEDTOKEN including income tax and for any foreign exchange restriction.
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## Investment Risk

Feed System SL is notifying a variety of risks to purchasers including the probability of occurrence of substantial loss relative to payments made for purchasing FEEDTOKEN. This document does not provide any guarantee as to the accuracy of the information about the burden of risk or uncertainties enumerated hereunder.

Trading and holding of FEEDTOKEN constitutes agreement to such purchasing of FEEDTOKEN by purchasers who have recognized the burden of risk that is inherent as they stand, explicitly without any type of guarantees.

1. **Blockchain Risk:** transaction processing may take longer than expected or be nullified due to congestion in the blockchain system. Notably, a smart contract, intended to issue and distribute FEEDTOKEN, is based on Stellar's blockchain technology. The Stellar protocol may contain both weakness and vulnerability, and various bugs including a bug that causes loss of FEEDTOKEN may be occurred. In addition, those Stellar blockchain-related issues may incur material damages to Feed System SL and FEEDTOKEN purchasers.
2. **Privacy Risk:** personal information of users is required for distributing and controlling FEEDTOKEN that are stored in users' digital wallets. Accordingly, those FEEDTOKEN s stored in purchasers' digital wallets may be lost upon the exposure of personal information. Even worse, the exposure of personal information may allow the third party to have access to digital wallets for stealing REAPs.
3. **Security Risk:** like all other cryptocurrencies, Stellar is also vulnerable to mining attacks such as a 'double-spend attack' or a '51% attack'. Hackers or other groups with malevolent intention may attack Feed System SL or FEEDTOKEN by using any of the assaults stated above, and the

success of the intended assault on a blockchain may badly damage the transaction of FEEDTOKEN and FEEDTOKEN itself.

4. Digital Wallet Compatibility Risk: users shall use a digital wallet that is technically compatible with FEEDTOKEN s for buying and storing them. Digital wallets that are not compatible may not allow users to access to the purchased FEEDTOKEN.
5. Force Majeure Risk: Feed System is still under development and Feed System SL uses reasonable efforts for Feed System to develop and to stay to true to the source of the whitepaper. However, the details of the content including laws, design, technology, administrative regulations and others are subject to change for various factors. Irresistible events such as changes in the regulatory framework, required permission and license or in tax policies, and the emergence of a platform or open source that would have an adverse effect on Feed System SL or Feed System, lack of interest in market and other similar situations may arise in the journey of developing Feed System. Feed System SL, in this regard, shall be free from all the liabilities and compensation for damages such as on the decrease of FEEDTOKEN value as well as for liquidity loss arising from those factors.