



**CLEAR
COST**

www.clearcost.io is a global project with its mission reflected in the name ClearCost: to allow consumers to receive goods and services without advertising costs and sellers' super-profits.

PRIMARY SERVICE

www.clearcost.club allows consumers to book accommodations in hotels from all over the world cheaper than the lowest market price by 5% to 15%; in some cases, up to 25%.

BUSINESS MODEL

Our business model is reflected in the formula **ClearCost = Cost price + membership fee.**

Cost price is the price of a wholesaler + a minimum charge to cover our expenses (not more than 4.85%, where more than half of the payment is a card-acquiring fee).

We have no marketing or advertising expenses (that can be up to 15% of the turnover cost) because our buyers are members of the club.

While selling accommodation services with a minimum margin, we get additional income from selling car rental services, excursions, tickets, and insurance.

MEMBERSHIP IN THE CLUB AND THE BENEFIT OF TOKENS

You can become a member of the club for money, paying an annual fee on the site. However, getting it with CCWT tokens is about four times more profitable, and this ratio will grow.

In addition, placing the club program in a block-chain environment would allow club members to exchange and trade tokens in a familiar and convenient form.

Table 1. Cost of annual membership in the club in US dollars and in CCWT tokens

Year	1	2	3	4	5	6
USD	45	47.5	50	50	50	50
CCWT	12	11	10	9	8	7
The gain factor when buying tokens in October 2018	3.8	4.3	5.0	5.6	6.3	7.1
The gain factor when buying tokens in July 2018	4.4	5.1	5.9	6.5	7.6	8.4

TOKENS AND THEIR SUBJECTIVE VALUE

Token subjective value is a price level below the level at which a particular person benefits from buying it.

According to the official statistics of Booking Holdings, the average room night cost is \$ 100.1.

Table 2. Calculation of the subjective value of tokens for a tourist who travels 15 nights a year. (\$)

Year	Tokens	Benefit *	Subjective value of CCWT
1	12	82	6.90
2	11	90	8.20
3	10	98	9.80
4	9	105	11.70
5	8	113	14.10
6	7	120	17.10
Total	57	608	Average: 10.66

* This benefit is calculated based on a mathematical model. Under it, a client's discount will grow by 0.5% annually in line with the growth of the company's turnover: the larger the buyer, the better the terms that will be offered by wholesalers and hotels. The benefit may differ significantly in each particular case, because it depends on a hotel's level and its price and discount policy.

ECONOMIC BASIS

The tourist services market has been showing sustainable growth for the past six years, and there are no indicators that this trend will change. At the same time, the share of online bookings grows, and its growth rate significantly exceeds the growth of the market as a whole.

The volume of the market amounted to \$1.3 trillion dollars in 2017. Remarkably, the common share of the two largest players accounts for only 17% of the market, so it leaves significant room for the growth and development of other companies, such as ClearCost.

TOKEN SALE

The total amount of tokens to be issued: **5 500 000**.

The total amount of Tokens to be put on sale: **3 500 000**, including tokens to be put on pre-ITO: **1 000 000**. All unsold tokens will be burned.

	pre-ITO - 21.05 20.06	ITO 01.07 31.07	ITO 01.08 31.08	ITO 01.09 30.09	ITO 01.10 30.11
Token price discount	20%	15%	10%	5%	0%
Price of 1 token, \$	0.8	0.85	0.9	0.95	1
Minimum purchase amount	2000	57	57	57	57
Price of the Minimum purchase amount, \$	1600	48.45	51.3	54.15	57

