

White Paper



SIESTA
CLOUD

Travel & Accommodation Ecosystem

▲ Partner Series

Abstract

This paper presents Siesta Cloud's vision of a decentralized ecosystem for the customizable travel market. Our goal is to offer a simple interface that effectively utilizes the benefits of blockchain technology. We aim to collaborate with the most successful companies in this industry, in order to spread the impact of blockchain technology among common consumers.

Summary

Siesta Cloud is a decentralized ecosystem for the travel industry. Siesta Cloud will build a blockchain service that provides expertise and infrastructure to support regional communities, individual hoteliers and small businesses to reach a global audience. This project is an

introduction of Adel’s DNA Applications which links consumer behavior with hospitality, accommodations and events.

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Introduction

The rise of internet technologies and services in the past fifteen years has significantly changed the travel industry. Throughout the years, only a few companies have established a monopolistic position in this trillion-dollar market. Most of these companies are investing in marketing in order to maintain their competitiveness but are creating a false sense of variety and choice. They created elaborate ecosystems that are centralized and have moved away from the most important junctions of the ecosystem – the host and the guest.

Online travel agencies have dominated the industry. They suppress hoteliers by parity clauses (i.e. they require the lowest price on any channels including their own website, read more), but the European Union have banned this practice. They try to maintain a strong position amongst hoteliers and guests as a source of content and not as a source of key partnerships. Some online agencies do not stand out because they fail to provide an adequate facility description, since there is no option to highlight interesting or unique details of their offering.

This centralized and rehashed approach leads to monotone content and prevents the industry from evolving. Accommodation facilities are now built and customized to fit the average tourist. Online reviews by guests have helped agencies differentiate based on ratings but agencies focus on providing Wi-Fi and TV checkboxes instead of showcasing art, ecology or interesting features. This kind of centralized services assume that customers are not interested in anything beyond accommodations and therefore do not value uniqueness. This leads to subversive host/hoteliers and their staff perceive guests as uninterested mass of people resulting in alienation.

Additionally, guests are facing an overwhelming number of offers and the key difference focuses on price, not the facility's uniqueness. Guests are forced to observe sponsorship offers and their final decision is driven by price. Both the guest and host are slaves to search algorithms which focuses on who will pay a higher fee. There is no potential for attracting guests based on their interests, culture, or character.

Trends in travel and accommodation have evolved. Guests prefer a unique and personalized experiences over anonymous hotel chains. We refer to this evolution as “DNA Services” driven by “DNA Applications”. The rise of Airbnb was driven by these preferences but has resulted in them becoming another online travel agency full of monotonous offers. Typically, travelers prefer to explore with their friends or family over organized tours with strangers. They prefer to manage their own itinerary and schedule their own excursions. They stay in places that reflect their personal interests. This trend should even be integrated into flat sharing and renting services. Technology exists to search based on very specific personal preferences. This can be seen e.g. in many online music services such as Spotify.

Blockchain technology has the power to shift the paradigm of travel industries by directly connecting customers with providers, and eliminating the costs of middlemen (travel agencies, banks, credit card companies). Blockchain can



reduce friction points in the travel industry's supply chain and has the potential to reduce fees by as much as 30%.

“Blockchain technology presents a great opportunity to decentralize and liberate the travel industry.”

This transformation will lead to an increase in new utility applications, enabling simple and smart searching, and offer bookings over blockchained travel data. These utility applications will play a key role in the adoption of this technology and will be easily used by consumers with no understanding of blockchain. Therefore, timing is essential to boost blockchain solutions in these early stages.

Siesta Cloud's mission is to:

- ▲ Cooperate with various travel and accommodation blockchain projects.
- ▲ Develop a platform that is easily accessible to anyone who wants to create their own accommodation portal.
- ▲ Develop DNA Services and Applications to help hoteliers personalize their guests with local services, experiences and events.
- ▲ Maintain and grow an ecosystem of guests, hoteliers, service providers and accommodation portal operators, by providing them with the adequate tools to be successful.

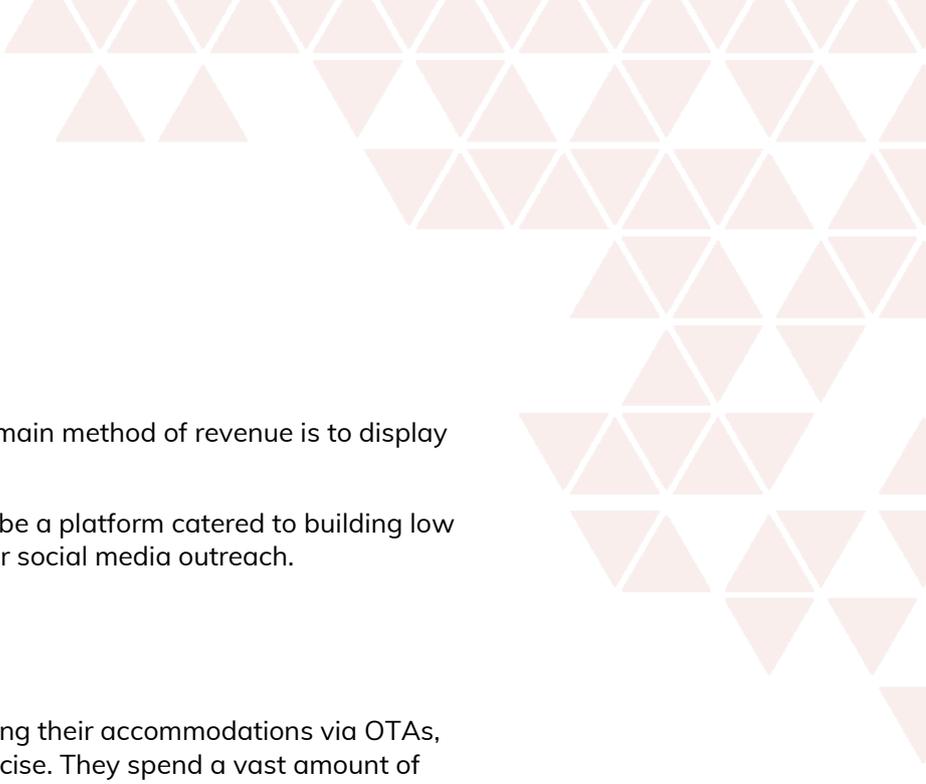
Travel Ecosystem Challenges

Online Travel Agencies Challenges

Online travel agencies (OTA) are the fastest-growing distribution channels in the travel industry. They provide travel related services such as: accommodations, flight tickets and car rentals. OTAs are available for holiday traveling or business clientele but may not be offered through the same interface. OTAs are usually the biggest cost in this supply chain, with commissions fee up to 25%.

For OTAs to differentiate their offering by individual guest profiles, this would require a massive investment to develop private OTA channels and maintain its functionality. In order for OTAs to achieve that, the commission fees would need to be even higher aside from additional development costs.

Challenges for OTAs include; The inability of adapting their services to focus on individual tastes and preferences, due to high development costs and smaller audience; The inability to offer dedicated content and reviews due to the centralized and monotonous approach; Online services such as travel bloggers, influencers, associations and other organizations do not have proper ways to



monetize their social media capital. Their main method of revenue is to display commercials in their posts or opinions.

For these industry players, there needs to be a platform catered to building low cost travel services that complements their social media outreach.

Guest Challenges

Today's travelers have the option of booking their accommodations via OTAs, keeping their choices and preferences concise. They spend a vast amount of time researching their options when booking every part of their journey. Other than car rentals, there isn't a one-stop-shop to booking accommodations along with tickets to cultural events along their journey. Many people are travelling in pursuit of their hobbies and interests.

Challenges for guests include; Lack of community and interest oriented accommodation platforms; A focus on generalized reviews, while special interests are overlooked; Missing searches for booking local experiences and events. Guests have to rely on Google to find interesting activities.

The ideal solution is to have personalized list of activities based on their profile.

Channel Manager Challenges

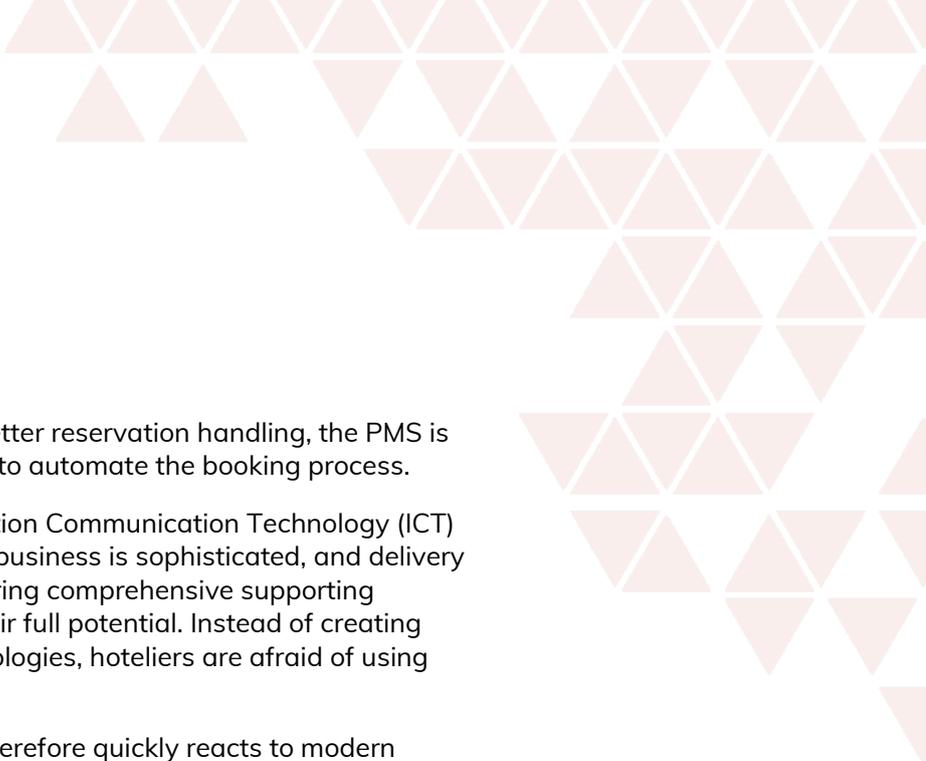
Channel managers allow accommodation properties to efficiently manage their portfolios on different OTAs. They are connected through APIs (Application Programming Interface) to major OTAs like Booking.com, Expedia, Airbnb and others, and synchronize availability, prices and download reservations.

Challenges for Channel Manager include the fact that each new OTA needs to negotiate with several channel managers in order to agree on building API booking automation, availability and price flow. This leads to a reluctance to connect new OTAs in their early stages of commercial development.

Siesta's approach is for channel managers to connect via Property Management System (PMS, see the next section) to enable host's/hotelier's control of prices, availability and bookings within one system. Their role of middleman is appreciated by hotel operators as it saves time and prevent overbookings.

Property Management System Challenges

Property management system (PMS) is software used by travel industries to enable local control over accommodation property. It automates the front-office agenda, including billing operations, housekeeping management, visual room



reservations layout and food plans. For better reservation handling, the PMS is directly connected to a Channel manager to automate the booking process.

PMS providers have to overcome Information Communication Technology (ICT) knowledge barriers. The accommodation business is sophisticated, and delivery of software is not enough. Without delivering comprehensive supporting services, PMS features are not used to their full potential. Instead of creating positive relationships towards new technologies, hoteliers are afraid of using such technology.

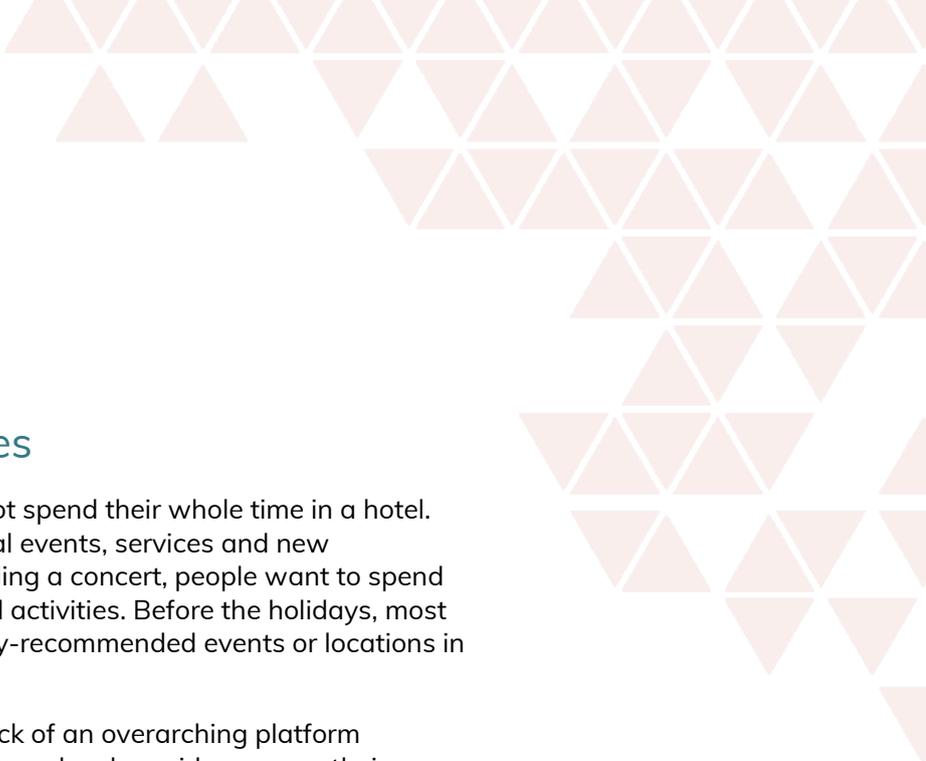
Siesta runs their own PMS solution and therefore quickly reacts to modern trends and customer demands. The PMS Siesta Extranet is part of all-in-one long-term service relationship with hotels. Siesta's PMS offers services like price management, legal consultancy, OTA profiles management, websites, photography, Internet of Things (IoT) solutions and others. For quick overview of Siesta Solution services, watch this [video](#).

Host Challenges

Unlike entrepreneurs who come from diverse business backgrounds, running an accommodation facility lacks a deep understanding of modern technologies and complexities of the accommodation industry. The amount of content is excessive, making it difficult to become competitive. It is important to continually keep abreast of new trends and laws which is often neglected.

Host Challenges include: The management of many complex tasks. These include price and revenue management, housekeeping, human resources and compliance with local laws and regulations. The impact of digitalization impacts many aspects, in order to remain competitive. A guide is often needed to help hosts navigate through these challenges; In addition, even though direct bookings are on the rise, property owners still have to list their room portfolio on various OTAs. They have to rely on OTA search algorithms and compete with other properties by cutting their profit by increasing their commission fee; On the most used OTAs, any original feature or property uniqueness is lost in the sea of mundane offers, usually distinguished only by price.

Managing a hotel is not simple. The hotelier is often asked to suggest the best events and activities in the neighborhood in order to ensure a positive experience from the stay and receive a high rating amongst the reviews. Receptionists are pushed to offer various activities by email and then check availability by phone from the service provider. This leads to a high amount of communication and the eventual fee for managing such activity for the hotelier is consumed by the workflow. Siesta integrates these activities and suggestions into their service platform.



Service Provider Challenges

When travelers go on vacation, they do not spend their whole time in a hotel. Most tourists are interested in local cultural events, services and new experiences. From riding a horse to attending a concert, people want to spend their travels exploring the new culture and activities. Before the holidays, most people plan their activities based on highly-recommended events or locations in the area.

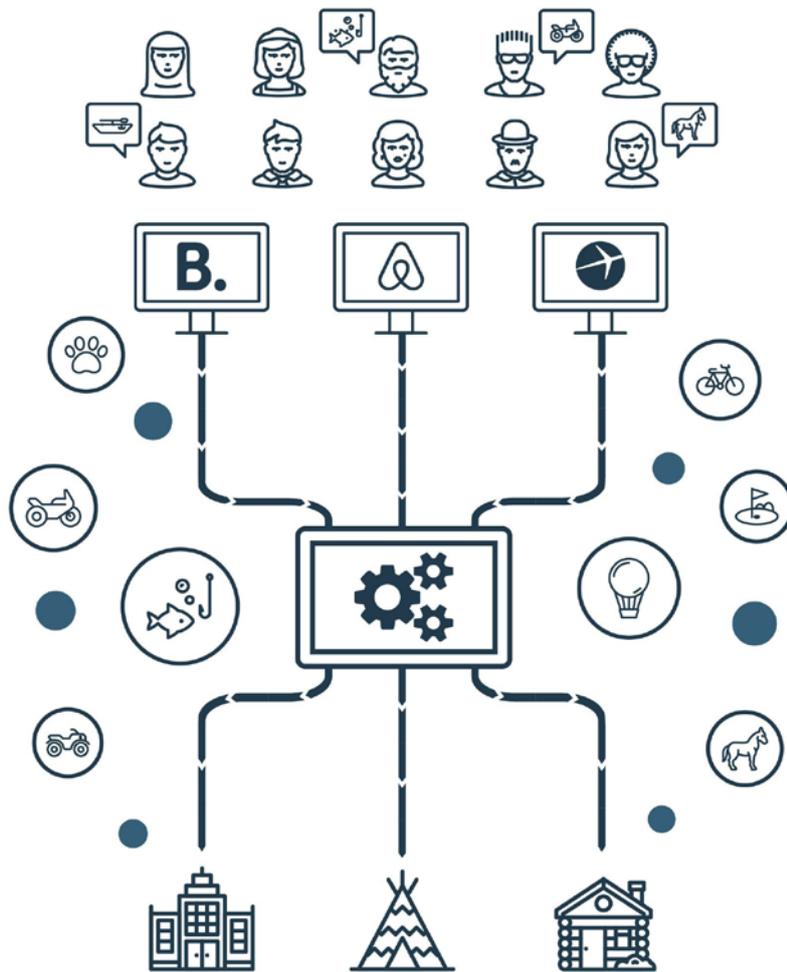
Service Provider Challenges include the lack of an overarching platform connecting local vendors with travelers. These local providers are on their own to promote their business. Online marketing could be very complex and overwhelming while local promotion using hotels is difficult, partly due to the necessary cooperation from property owners, unreliable information, human error and commission-based competition.

Siesta has built this specialized platform for similar service providers. We communicate with several regional service market operators and their service market. Siesta is capable of agreeing with local vendors and providing content even when they are unable to achieve high traffic to their website.

Industry Challenges

The digitalization revolution has been a tremendous technical challenge for the travel industry. Even though accommodations have evolved on the Internet over the past 20 years, the current situation is still not ideal. Guests are pushed to select accommodation facilities without the option to search by personal tastes or by recommendations with people of a similar mindset. No platform exists today that highlights local services, accommodations and events into a single platform. In addition, hoteliers need deep technical knowledge in order to set up a Channel Manager platform and Property Management System or they need to create it manually. There are only a few companies which offer comprehensive services, software, consultancy and other services.

Siesta Solution is a leader in this space. Service operators depend on SEO and some offline marketing activities.

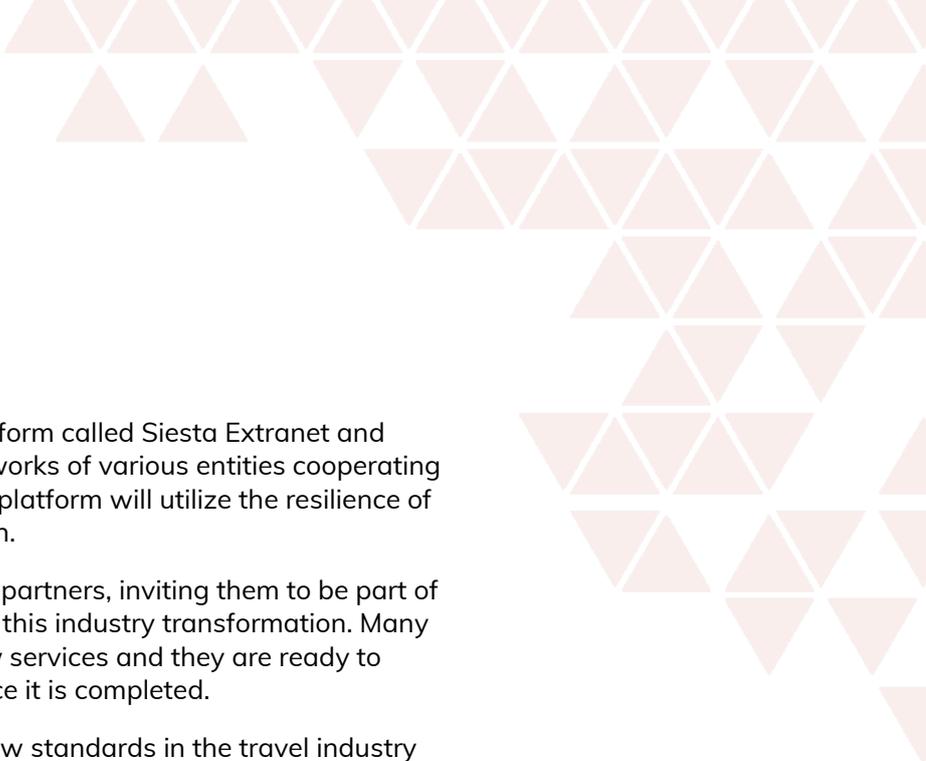


Siesta's Solutions

Siesta Solution has an experienced team that realizes current relationships and problems in the travel and accommodation industry, and a platform that evolves this industry to a new level. Development in Siesta Solution is agile and reflects recent industry trends.

Siesta Solution is creating a global ecosystem that identifies the interests and desires of the modern traveler, addressing major gaps in the travel industry.

Siesta offers software services and know-how to help involved parties in the ecosystem to reach the benefits of new technologies.



Siesta's solution is centered around a platform called Siesta Extranet and utilizes a business model for creating networks of various entities cooperating with mutual benefits. This transformative platform will utilize the resilience of blockchain to speed up this transformation.

Siesta is actively negotiating with various partners, inviting them to be part of this new ecosystem and prepare them for this industry transformation. Many partners are interested in using these new services and they are ready to spread the word regarding the project once it is completed.

Once successful, this project will define new standards in the travel industry regarding cooperation, and the future of personalized services.

Siesta Cloud aims to create a multifaceted approach for hospitality that goes beyond price differentiation. Organizations and communities will be able to create and customize their portfolios specific to their targeted audience. Guests will be able to search for accommodations, hospitality services and events that suits their individual hobbies and behaviors. Search results will be filtered by many attributes to create personalized recommendations from like-minded guests with similar backgrounds and opinions.

Siesta Cloud offers several attractive innovations which we refer to as "DNA Services": This is an evolutionary trend to cybercification where the behaviors and interests of consumers map directly to online services and applications. The Siesta Cloud platform will harness distributed ledger technology by creating DNA Applications that connect local businesses in different countries with new customers.

Blockchain Solutions

There are few projects which aim to replace the backbone of travel industries by using blockchain (e.g. [Winding Tree](#)). Their open source solution offers platforms for selling hotel capacity and booking hotel information for guests by skipping the channel manager in the supply chain of the: "OTA → Channel Manager → PMS" data flow. The main advantage is maintaining data in a single blockchain while being displayed in many OTAs. Anyone can connect, and access hotel offers and use them for various purposes.

Blockchain and the crypto sphere was created to help people to decentralize and disrupt monopoly players. But blockchain requires a steep learning curve. Siesta's goal is to implement DNA services in a way that is easy-to-use. Implementing these protocols is only part of the challenge. A solution needs to be usable by common people. There are continuing issues regarding scalability and the speed of the blockchain network. These problems will be eventually solved, but it will require the support of researchers and developers who are working on these challenges.



Siesta's Accommodation Portal Generator

Siesta have identified various interests, hobbies and communities who would like to book their accommodation based on their client's interests:

Here are just a few examples:

- ▲ Scuba Diving
- ▲ Yoga retreat centers
- ▲ Eco-farms
- ▲ Cryptocurrency accepting hotels
- ▲ Surfing
- ▲ Disabled people
- ▲ Religious people
- ▲ Amateur astronomers
- ▲ Fishermen

In many cases, these travelers do extensive research, read reviews, blogs and forums to decide their final itinerary. Many of these communities could utilize specialized websites where they search hotels by specialized attributes such as what type of fish are in the area or which star constellation can be observed at that location.

To develop such a portal, this requires an experienced development team such as Siesta. This portal has to be connected to channel managers and a solid Property Management System in order to be competitive. This is a costly process since the fees are much higher to accommodate multiple niche markets.

Siesta solves this with an Accommodation Portal Generator (APG). We offer a generic solution to companies and communities which will want to run their own Online Travel Agency (OTA) without the need for expensive and long development cycles. All that is needed is to upload their logo, name, description, choose template and upload the hotels to whom they want to sell their services. There won't be any necessary coding or blockchain knowledge needed.



The accommodation portal generator contains customizable attributes. For example, the user could search on a map or use an advanced search tool to find specific hotels close to their specific interests and even being offered recommendations. In addition:

- ▲ There will be a common booking flow with instant booking and various payment options (credit cards, PayPal, cryptocurrencies).
- ▲ There will be options to customize the portal to the communities they are targeting.
- ▲ There will be easy access to JavaScript libraries and iFrame widgets to enable placement on various websites or articles.
- ▲ Monetization is easily implemented by charging a reasonable fee for each OTAs with a maintenance contract to ensure ongoing improvements.
- ▲ Fees will vary, but thanks to Siesta's generator, once one OTA would be too high then another portal could be easily created with lower fees. With this approach Siesta has the tools to auto-balance the market.
- ▲ This accommodation portal generator will be useful for special interest communities and also for travel bloggers in order to capitalize on their social content.

Guest Benefits

- ▲ Siesta offers detailed information on accommodation compared to current generic portals, by focusing on specific areas of interest.
- ▲ Recommendations of selected hotels from "Accommodation Portal Operator" based on real experiences (plus classic rating from the targeted user community).
- ▲ Ordering based on personal interests or hobbies.
- ▲ Siesta enables specific communities to travel to specific locations with people of like-minded interests.
- ▲ Fees collected by the OTA operator provides financial support to the local community without a price increase for the guest

Host Benefits

- ▲ New sales channels are enabled by the Accommodation Portal Generator beyond just bookings.com or Expedia.
- ▲ Siesta's platform enables increased sales, and price optimization through DNA Services
- ▲ DNA Applications establishing a closer relationship with a specific community
- ▲ Minimal costs and effort - integration of one additional sales channel because connections to Siesta Cloud will be standardized so the host can connect to more Siesta Cloud portals via one integration

Accommodation Portal Operators

Siesta enables Travel bloggers, influencers, companies or associations with followers/members to be owners of their own travel services.

- ▲ This enables the possibility of additional monetization of local events by linking commissions with accommodation facilities.
- ▲ Minimal implementation effort because Siesta provides all the services and know-how.
- ▲ Siesta's main focus is to support niche communities, thereby addressing a major gap in the travel industry.
- ▲ Possibility to customize and improve portal by attributes. For example, if the host would like to offer an adrenaline sport accommodation portal they could specify the height of waves and wind conditions.
- ▲ Various widgets provided by Siesta can be promoted on blogs, YouTube, Vimeo, and partner websites.

Siesta Cloud

We will provide ongoing development reflecting recent trends support, distribution and operation in exchange of a transparent and reasonable service fee.

- ▲ Siesta will minimize distribution costs for the Accommodation Portal Operator (APO) who are motivated by commission revenue
- ▲ There will be limited distribution costs because existing portal owners (APO) will be actively joining the APG solution (because of monetary commission and minimum implementation effort). Siesta Cloud will provide an easy-to-implement technical solution



Siesta's Service Market Portal

Once guests purchase an accommodation in a hotel, there is high chance for upselling thanks to established trust between the host and the guest. To sell services in advance requires communication by email or phone, negotiating with the guest, and liaising with the service provider (e.g. tour guide).

Local event services are typically small companies that have contracts with various services in the region. These are offered using low quality marketing tools and lacks automation for purchasers as well as service providers. These sites often have very low traffic because Search Engine Optimization (SEO) is not enough to give them visibility on the first page of Google searches.

Siesta's Service Market works with hundreds of hoteliers providing expertise and services. There are hundreds of hoteliers using Siesta Solution PMS software. Many of these hoteliers will use the Service Market Portal by sending automatically triggered emails and receive fees from successful reservations

The connection between travelers and hoteliers is Siesta PMS, offering automated triggers. But the local service markets quality is typically low. As number of guests coming to each region is limited and it is not financially viable to develop a high-quality application for a single region. Alternatively, expensive portals would have to charge much higher fees.

Siesta will develop a service market portal containing events, services, experiences and other activities with a goal to bring desired experiences closer to guests. This solution will provide hoteliers with easy to use tools to satisfy their guests without extensive workflows. Siesta provides a high-quality platform that focuses on highlighting unique services.



Siesta offers advanced features for service providers to manage reservations. Hoteliers will have an overview of their profits by traffic and partners.

Siesta's solutions save time and money compared to developing a custom service platform for each region. The Siesta Service Market generates more profit due to higher conversion rates from incoming guests, while at the same time streamlining cooperation between various hoteliers and service providers.

This service could be used for niche marketing e.g. by various influencers, bloggers, and other brands leveraging their own social capital. Any interested party will be available to create their own service market, customize it, and add content. Examples include festivals, training courses, or retreats.

The Siesta Service Market enable widgets for promoting services directly on external websites (similar to Google AdWords). A trip planner can search for interesting events and activities based on the profile of the traveler and suggest schedules, considering the window of their travel schedule as well as their budget.

Guest Benefits

- ▲ Receive offers from recommended services based on positive reviews and discovering hidden gems, places or events during their travel window

- ▲ Booking and purchasing events along with their accommodations, via web in advance of their travel, resulting in a more comprehensive and fulfilling journey
- ▲ Offers can be customized based on distinct customer profiles - prediction of services would match a guest's preferences.

Host Benefits

- ▲ Higher customer satisfaction due to DNA services that match profiles with events
- ▲ Commission from realized bookings since the host also upsells to local events
- ▲ Simple connection via API, email triggers, and widgets

Service Provider Benefits

- ▲ Getting leads to customers visiting the region (who they otherwise would never reach)
- ▲ Provide additional unique services as upsell opportunities
- ▲ Simple connections via Siesta's API, webhooks, and widgets

Siesta provides ongoing development reflecting recent the latest trends, support, distribution and operations for a transparent service fee. We organize and support connections between Service Providers and Hotels - Agent role would be in some cases delegated to an already established service operators in an exchange for a small fee.



Ecosystem

Future Relationships

Thanks to Siesta Cloud's ecosystem and blockchain solutions, niche communities can take advantage of efficient and cost-effective tools that support their operations. Guests will be able to connect directly with service providers, which will organically create hubs with various roles and similar mindsets.

Regional branches

The combined effects of Siesta Extranet, service markets and generated accommodation portals, are helpful and profitable for guests, hoteliers, receptionists, service providers and various operators.



More hoteliers using our Extranet with automated email triggers means higher traffic and this results in higher profits for everyone. Once the community adopts the new tools and models offered by the Siesta Extranet, they will gain monthly profits.

Siesta has a set e-learning, know-how, processes, contract templates, Customer Relationship Management (CRM) and other useful resources to support everyone who wishes to participate in this ecosystem. They can even open their own branch anywhere in the world.

Siesta has worked on several new branches in the EU, enabling partnerships with the following modules:

- ▲ Accommodation portal generator
- ▲ Service market
- ▲ PMS
- ▲ Know-how
- ▲ CRM

- 
- ▲ Contract template
 - ▲ Legal documents
 - ▲ Billing system
 - ▲ E-learning and education
 - ▲ Processes and standards

With our help one local hotelier was able to connect 30 hotels and became profitable in the first year.

These branches will help spread the Siesta Cloud platform and generate profit. Their goal is to help local hoteliers, hosts and service providers to automate their agendas and educate them with our modern approach to the travel industry.

Participation

We welcome any local entrepreneurs and organizations willing to open and operate a regional branch and provide our software, know-how and other services to local businesses.

We are open to different types of cooperation, from being managed by Siesta to a more independent approach where sales, client onboarding, customer care and invoicing is the responsibility of the branch operator.

Apart from profitability and accessibility for communities this also brings an interesting modern agenda including Artificial Intelligence for price predictions, Internet of Things for hotel buildings and consultancy in various areas.

If you are interested in investing or operating branches in your region, contact us through this [form](#), we look forward to discussing your case.

Partners

Siesta Solution

Siesta Solution is a software, service and consultancy company that helps hosts and hoteliers with their strategy. Siesta Extranet is a cloud-based service utilized by hundreds of facilities and contain features for pricing, housekeeping, storage, billing, emailing, channel manager connectivity and many more. As a young and modern company, Siesta is redefining the field of hotel software. Their philosophy is to create long-term partnerships with each hotel and provide a comprehensive service-offering. Siesta Solution is based in the EU and is actively pursuing global expansion.



Adel

Adel is a technology incubator for blockchain innovation. The community collaborates on ideas and uses the AdelWiki™ to collectively create business plans. Members vote on projects and can become profit participates when they are launched. Expertise within the community brings mentoring, learning, and employment opportunities. Successful projects are re-invested for further growth or issued as rewards to members. Adel is blockchain agnostic and will harness the features of any open-ledger platform to showcase its potential. Adel's mission is to incubate projects that will positively change the world.



Roadmap

Q3 2018

Idea incubation

- ▶ This stage is focused on the internal brainstorming of challenges, ideas, solutions and the overall business model, and publication of this white paper.

Q4 2018

Research & Prototyping

- ▶ We will perform a series of interviews with various parties and other research processes to shape the final business model, supported by the Adel community and market research. This stage includes various prototypes, engaging hoteliers, guests and other parties. Potential business model failures and inaccuracies will be eliminated and replaced by innovative mechanisms.

Q1 2019

Development & Funding Campaign

- ▶ Based on a verified business model we will focus on creating the beta release of the platform, and other activities including negotiation with future clients and partners, funding campaign for facilitating development, operational costs, and preparing the marketing and sales strategy.

Q2 2019

Development & Testing

- ▶ Once the platform is in the early beta stages, we will launch the service with our pre-agreed clients for testing. We will implement suggested adjustments and fixes. We will focus on rolling out the community infrastructure to ensure fast and resourceful cycles of improving products.

Q3 2019

Launch & Marketing

- ▶ After finishing and releasing the first version of the platform, we will launch promotional campaigns. We will focus on the promotion and spread of our products in various communities and common awareness. We will use several global channels to promote our platform to gain leads and clients. We will create a network of mutually supportive entities and clusters of regional branches, portal operators and service providers.
- ▶ Thanks to the Adel community and other contacts of our partners, we will be able to get in direct touch with entities that opens the possibility of becoming new customers. We will select various bloggers, influencers, community leaders, associations, non-profit organisations, regional entrepreneurs, hoteliers, accommodation portal operators, service and experience providers, event organizers and other interested parties - directly contacting them with this opportunity while explaining to them the Siesta vision and unique selling points (USPs) of our service.

Q4 2019

Blockchain Adaptation

- ▶ While the Siesta platform is rolled out and adopted by users, we will focus on cooperation with several blockchain solutions that meet the vision of an independent decentralized ecosystem. We will implement blockchain and open our platforms for clients already using blockchain. We will adopt these blockchain solutions in the Siesta Extranet to provide the utility application directly connected to blockchain and surround the blockchain ecosystem with smart applications and tools for all parties involved.

Team

Advisors

- ▶ The executive team is guided by experienced business architects and innovative think-tanks coming from various backgrounds of finance, education, travel, accommodation and blockchain. In order to be connected with the industry, we have an ongoing advisory from hotel operators, service providers and accommodation portal operators.
- ▶ This advisory is actively supported by the Adel Board.

Community

- ▶ Our ideas and strategy will be shared with the Adel members and will forge the opinions of this collective intelligence. This scheme will help spread the Siesta vision along with products into communities and provide the opportunity for people to contribute by work or capital and share in the project's success.

Executive

- ▶ Awareness of the project and development of products will be operated by a team of researchers, developers, managers and other experienced team members from Siesta Solution. Projects with an amazing track record of delivering scalable SaaS product of Siesta Extranet in a short timeframe. New positions will be filled by leading candidates, either from the Adel community or externally.