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**Subject:** AIRSTAYZ™ : Update # 7  
**Date:** 8 November 2018 at 11:53 pm  
**To:** Marc ITALIA marc@airstayz.co  
**Cc:** Marco Antonio Soriano marco.soriano@airstayz.co

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Dear AIRSTAYZ™ Family...

a rather longish Update given the time gap and much happening since Update # 6, earlier in 2018.

During the months of May to October, the core team has been incredibly busy... with a primary focus on white-boarding to set a path in reaching key milestones in order to commercialize the AIRSTAYZ™ platform and mobile application, complete with booking integration, digital wallet and access to send / receive STAY within the onboarded hotel inventory. With further utility of STAY in future iterations of the App and platform.

We've broken up the 20+ milestones, between significant (7) and important (16) along our roadmap.

### 1. Family Offices and Private Equity & ICO's\*

- a number of meets been held and ongoing with various funders into the Parent Company, AIRSTAYZ™ International Holdings Ltd and STAY our digital currency. As several of these are both significant and now in advanced stages, timely to update all. Once materialises will provide an update to that affect - which will provide a healthy runway for the next 12+ months to focus on further tech build, on-boarding inventory, marketing, ICO, roadmap to cashflow and filling key positions.

#### 1b. Opening the ICO Sales Portal\*\*

- as part of reopening the sales portal we have targeted the 6th December to 16th December 2018, 10 days in all;  
- with a lead up time of 4 weeks from now where we will have further tech build out, some PR and Media campaigns, our telegram group and various in the network made aware;  
- objective being to have runway and hit 2019 running with our roadmap to cashflow, utility of STAY and aim to list on an appropriate exchange.

\*For those wishing to participate further please do contact either Marco (USA) or myself directly.

Terms are similar as for the Family Offices and Private networks we have been working with, whilst offering our Stakeholders a window to invest alongside or top-up.

\*\*For anyone wishing to get in ahead of the sales portal opening please also contact Marco (USA) or myself, or may wish to utilise this exclusive link to purchase STAY : [sale.airstayz.com/?ref=staymi](https://sale.airstayz.com/?ref=staymi)

### 2. AIRSTAYZ™ and Marc Hotels®

- announce a strategic partnership, alongside Marc Hotels® investment into AIRSTAYZ™;  
- the two companies are to trial "STAY" in Australia through Marc Hotels® as they rollout their Hotel roadmap, utilising all the AIRSTAYZ™ platform and technology, whilst being a case study / test bed for other local Hoteliers to touch and feel.

**Marc Hotels®** a new Hotel Company, associated with AIRSTAYZ™ Founder, is in the process of acquiring hotels and developing sites that fit / develop into the **Marc Hotels®** brand, where technology and design are at its core.

### 3. Tech build in test flight

- soon to be deployed as part of our POC (proof of concept) and MVP (minimal viable product) once we finish integrating with Simplenight (see point 5);  
- after several months of work, we have our 1st cut of the APP in test flight (iOS);  
- for a video of each version please click below:-

- [VIDEO 1](#) (provides a visual of booking, digital key and integration with wallet)
- [VIDEO 2](#) (the start of the native app build, greater functionality as we build to MVP)

- to interact and create a user account (in beta only), please click below:-

- [iOS 1](#)
- [Android 1](#)

Naturally, the APP and platform will evolve overtime as feedback from various focus groups (incl YOU, friends, Family etc) provide the constructive input we seek, to underpin a dynamic and seamless UX (user experience), look and feel and ultimately underpin engagement with the travel audience.

The MVP, in due course be the “one” we goto market with. **STAY** tuned :)

#### 4. Allegroitalia Agreement

- The Italian hotelier group we engaged with last year has agreed to preliminarily work with the **AIRSTAYZ™** platform and app while promoting the use of **STAY** currency upon learning how to manipulate its value and utility. <https://www.allegroitalia.it/en/> Offers 14 hotels for this trial.

#### 5. Simplenight (SN) agreement and integration underway

- These meetings led to the collaboration with [Simplenight.com](https://www.simplenight.com) on various verticals to allow us access to a significant inventory play (ie Hotel rooms) we can work with by connecting to Travelport and Amadeus. Simplenight also has a core focus to offer and provide a range of ‘travel’ services such as concert and event tickets, offers, tours etc which falls into the **AIRSTAYZ™** concierge activities. Together, there is a dedicated focus to ensure ongoing engagement with our user base providing that one-stop-shop and stickiness of using the **AIRSTAYZ™** App. There is potentially the opportunity to further strengthen the ties between Simplenight and **AIRSTAYZ™**, and discussions are ongoing.

Mark (Halberstein), Founder & CEO of SN, a great advocator of travel with what he and his team have created, their visions and shared vision with **AIRSTAYZ™**... and terrific guys as well.

#### 6. Updated Information Pack, incl Mission Statement and interviews in USA

- [Please click here to view at leisure](#)

- [Executive Summary version](#)

(i)

[NASDAQ interview with JD Seraphine : Marc, Marco, Jon, Brad](#) [click to watch]

NB: JD is producing a documentary on Blockchain, ICO's and Crypto - release date early 2019



(ii)

[Oheka Castle : Marc](#) [click to watch]

[Oheka Castle : Marco](#) (click to watch)

## 7. Gamifying Travel

We are in the middle of negotiating the acquisition of valuable IP (Intellectual Property) from **Piñya™** which would allow **AIRSTAYZ™** to further disruption the “travel” industry via a Pokemon style approach to earning **STAY**, booking, concierge services and traveling.

“Gamifying” travel has been part of our plan post going to market... as we now gather momentum, with our soon to be deployed MVP, on-boarding Hotels, our agreement with **Simplemnight** and the PR that ensues, giving us sufficient depth to bring this forward.

‘Gamifying’, aka, greater engagement with our user base, making it fun and hitting a significant cord with our audience, giving **AIRSTAYZ™** another point of difference within its platform and within the travel ecosystem.

The broad terms with **Piñya™** (formerly BOMBD, BOMBD Pty Ltd) have been discussed the parties are currently working through more detailed business plan and terms sheet. Note: whilst the IP will be owned by **AIRSTAYZ™**, the agreement allows **Piñya™** to develop the IP and tech independently as a white label for other 3rd party customers (ie non-travel platforms, **AIRSTAYZ™** retains exclusivity in the travel segment) or other commercial uses non-related to **AIRSTAYZ™**, thus potentially being an independent revenue source and increasing in value which **AIRSTAYZ™** would own.

**Piñya™** over the course of 12 months been in discussions with the likes of DISNEY, NIKE, 7-11 amongst other major global brands.

With **AIRSTAYZ™** coming in at a timely juncture allows **Piñya™** to propel its vision whilst providing marketing and consumer momentum to **AIRSTAYZ™**.

Please [Click HERE](#) to view the **Piñya™** details; video of the tech and other information. Further information be made available at this link in due course.

It should be noted, **AIRSTAYZ™** Founder (Marc Italia), alongside a handful of Investors are key longterm and shareholders of **Piñya™**. With long held belief in the gamifying of travel to underpin points of difference and engagement. Jayson Hornibrook, Founder of **Piñya™**, and also on the **AIRSTAYZ™** team, with substantial experience in social media and marketing, together with Jamie Olsen (MD, CMB Capital) and also key Shareholder in **Piñya™** and an **AIRSTAYZ™** adviser, came together to realise this transaction in what is considered adding strategic value to **AIRSTAYZ™** and providing a way forward to realise the value in **Piñya™**.

Jayson is currently the acting CEO of gamification startup, **RUBIN8**, in the gaming sector (Australia). Having turned the company around and a clear path forward, he will form part of the **AIRSTAYZ™** and **Piñya™** go forward plan. Attracting Jayson to the business is fundamental for **AIRSTAYZ™** and we are excited to have him, his experiences and his skills to deepen our customer base engagement. The business plan and market fit currently being formalised and ready for our goto market strategies during 2019.

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## 8. Tomas Dufec (Prague) updates / synergies / agreement

- we’re still working through where synergies “our market fit” to define exactly the use of their software for PMS/POS capabilities within Hotels’ operations, especially resort style and amenities, and also the use of their self-service touch screens machine (similar to McDonalds when ordering) to accept **STAY** tokens within hotels, resorts and casinos. Awaiting on Tomas' next proposals and presentation of our tech teams to one another.

## 9. Developed and developing a range of key and strategic ICO network

- KeyRock (Brussels), Vontobel (Zurich) - as Zurich (and nearby Zugg) are developing a Blockchain & ICO hub. Malta becoming more and more a focus, as is Singapore, however Malta and Zugg are a keen focus;  
- World Blockchain Forum (London) event we attended, and f/up in Zurich;  
- engaged with several exchanges (Australia and internationally) as we look to list as soon as practical and the steps to best achieve (timing too) in providing greater utility and value to **STAY**.

#### 10. Spent time with the exclusive subscriber base (London, UK, September)

- that led to our initial \$1m US raise in June, and a further catchup in Sydney Australia (October);
- insights and thoughts on the sector, marketing, regulations, sales portal & ICO, and looking to participate further as we reach key milestones.

#### 11. Dublin, our domicile

- met with our legal team in Dublin (Mathesons) and our Bankers (BOI) and Irish Government;
- continuing to work with Irish Govt re local assistance;
- ....and tasted my 1st Guinness at the Guinness Factory (terrific too).

#### 12. Incorporated

- AIRSTAYZ UK LIMITED
- AIRSTAYZ USA, INC. (Delaware)
- AIRSTAYZ (Asia, ie Singapore) and AIRSTAYZ (LatAm, ie Brazil) being worked through the best option.

#### 13. A comprehensive LatAm trip being developed

- with Ministers of Tourism, Hoteliers and key industry participants;
- ETA, QTR 1 2019;
- a handpicked team has been earmarked to go as a delegation:-

- <https://www.linkedin.com/in/marcos-ballester-1b9287/>
- <https://www.linkedin.com/in/larissaforte/>
- [and several others that for the moment we cannot disclose](#)

#### 14. Developing a PR & Media campaign

- having suspended all external outreach, vs internal media / news flow generated during recent trip and other relevant events. The updated PR and Media campaign is planned to be announced alongside key milestones, and general narrative as a lead up to opening the ICO sales portal.
- working with SparksPR (NY, USA) and Sidekick Communications (Melbourne, Australia).

- [sparkpr.com](http://sparkpr.com)
- [www.sidekickcommunications.com.au](http://www.sidekickcommunications.com.au)

Collectively covering USA and Australia, with news content to be translated into Spanish (LatAm) and Mandarin (China / Asia). And other key markets as the footprint grows.

We see this as fundamental with expectations of further reopening of the ICO sales portal over the next 3,6 and 12 months to reach our hardcap of \$24m US.

An additional Marketing and PR firm, primarily focused on online and APP engagement, with a series of meets already had. Once formalised will be announced as part of our roll out.

NB: the “face” of AIRSTAYZ™ still taking shape and various thoughts on how best to fill this fundamental pillar... watch this space for further updates.

#### 15. Working with a range of Family Offices and Private Networks

- from Australia, NY, Miami, London, Prague, Romania re the ICO hardcap - dovetails media announcements;
- timing is key here, once we are ready to make the press releases and announcements to these groups we'll then provide them with links to the App and the platform to buy directly.

#### 16. A trial of the international “Delos®” Health Room

- together and through Marc Hotels® where STAY will be able to be used to pay for the “Delos® Health Room”.

A 1st in Australia for Delos®, Marc Hotels® and AIRSTAYZ™.

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**Delos®** is a wellness real estate and technology company that is transforming the lives of people around the world by creating residential and commercial spaces designed to improve health, well-being, and performance.

- <https://delos.com>
- <https://youtu.be/1J7-UJIGTn0> (interview with Delos® Founder and CEO, Mr Paul Scialla)

## **"Healthy Travel**

Creating a healthy environment for business and leisure travelers is at the heart of Delos' hospitality programs. As we travel, we are distanced from our daily biological rhythms – constantly exposed to countless unknowns, new environmental hazards and many discomforts. At Delos we design hotel spaces to mitigate these variables by introducing scientifically validated features into the built environment to positively impact health, vitality, sense of relaxation and well-being."

**17. Working closely with the following to trial the AIRSTAYZ™ platform incl STAY** once we go live with the end to end booking:-

- Red Carnation Hotel Group (London) - <https://www.redcarnationhotels.com>
- Malak Hotels and Aqua Palace (Czech Republic, Prague)
- Menin Hospitality (USA, Miami) - <http://meninhospitality.com>

**18. Working closely with Brosda & Bentley Group (Miami)** in using **AIRSTAYZ™ VIP** platform for holiday makers that purchase apartments (condominiums) where **AIRSTAYZ™** can generate lead-in fees. In principal approach reached, on how to cut & paste the platform to suit the collective vision. Miami, a key market for **AIRSTAYZ™**. This also leads into greater utility of **STAY** in the home vacation market and localised application.

**19. Working closely with:**

- the significant Nicolaus Group (Southern Italy), and a trial hotel for **AIRSTAYZ™** platform and **STAY**.  
<https://www.nicolaus.it>
- the incredible Nancy (Melius) owner and operators of the beautiful Oheka Castle (Long Island, scene of the Taylor Swift video) to trial with their unique hotel for **AIRSTAYZ™** platform and **STAY**.  
<https://www.oheka.com>

**20. A number of key people brought on**

- others identified in varying roles to support Business Development and Operations across USA, Australia, Europe and LatAm.

**21. Australia rollout, already developed**

- delayed until sufficient resources were in hand, including access to our own PMS, Channel Manager, CRM, billing and hotel on-boarding - all forming part of the **AIRSTAYZ™** ethos, a "one-stop-shop" platform not just for Guests, but for Hoteliers too. Should be noted this is achieved through our own Co-Founder Ajit (Mann) and his proven Update 24/7 tech.

Please [click HERE](#) for a demo of the CRM, PMS and Channel Manager.

A suite of tech forms part of our go to market and roadmap to revenue.

**22. A China and Asia strategy being developed**

- still assessing the best approach, and in context of allocating sufficient resources to execute. Having developed key relationships to assist in accessing a growing and one of the largest global markets... and keen travellers too. So, getting it right and making the smallest mistakes possible, keys to success. Sometime during 2019 an Asia & China Strategy should be developed.

**23. Local's finalising seeing the light on OTA's**

Aussie, Dick Smith joined the band wagon in recent months on the "extortion" of OTA's. Underpinning our view and mantra, **AIRSTAYZ™** - the good guys, for the industry by the industry. At least reaffirms we are not alone.

- [DICK SMITH video](#)

## **Summary...**

A massive thanks to all the Team, across the continents, time zones and divide...dedication, passion and incredible skills a driving force over the past 6 months, a hectic period with lots accomplished.

- to our Stakeholders, the various Family Offices, Private Networks, Telegram Group, ICO Community that have taken the time to listen, engage and keenly interested.... we welcome your support and financial

- commitments in the days and weeks ahead to support our next stages in realising our vision;
- Eric, in spending considerable time in overseeing and providing immeasurable guidance in the Tech build with Ajit, Simon and Deed, and rehashing our Mission Statement, instrumental input to the roadmap;
  - Marco for taking a significant amount of time to travel, present, coordinate, establishing World class networks, generating PR and Media through his strategic network, and fundamental in accessing FO's and in spreading our message... allowing **AIRSTAYZ™** to propel its vision;
  - to all we've engaged with and continue to engage as we build our tech, platform, and position to reduce the cost of travel whilst making it simpler, effortless, fun and being connected.

### **Media and ahead of the curve...**

You may have noticed an increase in our social media chatter, posts, videos and interviews. Mostly generated internally as we undertook our roadshow in August to September. Further to this, also an increase in articles, reports, research etc on the ever growing mergence between Hotels and Technology and Blockchain. Reaffirming our long held belief, and in short **AIRSTAYZ™** vision and mission to take full advantage. We are well positioned and striving to keep ahead of the curve.

- [PROMO AIRSTAYZ™](#)
- [Other Media Material / Videos](#)

Marco and his regular spot on Fox News and Fox Business, and Jon with his CNBC spot and international authority on Crypto and Blockchain... keeps us in a regular News cycle. More to be undertaken in Australia, Europe and LatAm in due course.

### **AIRSTAYZ™ Official telegram**

For those not joined, we welcome all to become a Member on the Official **AIRSTAYZ™** telegram site, your invite-link is [HERE](#), where updates, news and so on are posted, alongside other social media channels - Facebook, Instagram, LinkedIn, Twitter.

### **AIRSTAYZ™ Official telegram Announcements**

Alongside our Official telegram Group, there is also our **telegram Announcements** page... which can provide timely updates to keep informed : [CLICK HERE](#) to join.

with all our best wishes,  
Marc

**Marc ITALIA**

**Founder & Executive Chairman**

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