About SEL

Share Everything Lab Pte. Ltd.'s, (SEL) Singapore, is developing a protocol that will decentralize and revolutionize the sharing economy industry. Our first adopter is Cozystay™ , an operating vacation rental platform since 2015. SEL's mission is to connect people globally with vacation rentals and related services anytime, anywhere, in a decentralized, fair and transparent manner.

Who is Cozystay™ ?

Founded in January 2015, Cozystay™ is headquartered in Vancouver, British Columbia, Canada and has a sales and technical office in Beijing, China. It is the first Chinese offshore vacation rental platform catering to global departures from China and local Chinese vacationers.

Highlights of Cozystay

Head Office	Sales Office	Worldwide Listings
Vancouver	**Beijing**	**200,000**

Cities	Countries	Users
500	**20**	**60,000**

Capital Raised	Employees
$4M	**30**

Industry Pain Points

SEL will meet the demand for a new generation of decentralized platform and to resolve four key issues that plague all current vacation rental platforms by providing a set of key blockchain protocols and incentive mechanism. These are essential to building and scaling our community:

Double Booking

Owners typically list their properties on multiple platforms for greater exposure but experience the problem of double booking due to a lack of real time, synchronized booking system.

Security and Fraud

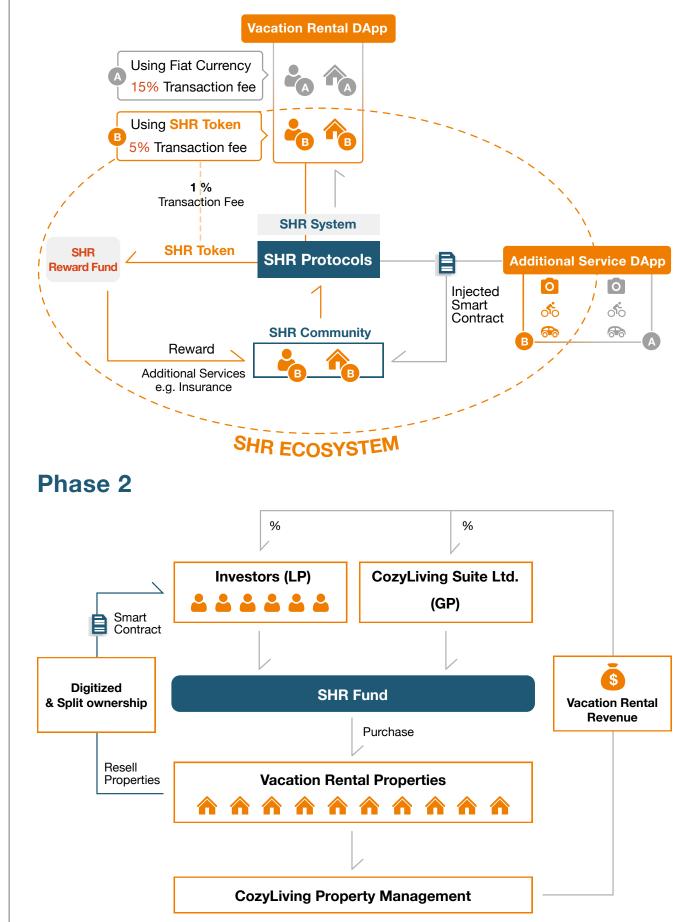Security and fraudulent activity in the vacation rental space have always been an issue. Many centralized intermediary platforms are unwilling to fully guarantee the credit of guests, and will not share their date to reduce the credit risk.

Reviews

Reviews can be modified by a centralized platform without leaving a trail, and hosts often do not give honest reviews because they fear retaliation or reputation loss.

High Fees

Existing conventional platforms rely on multiple intermediaries or third-party service providers to complete the full transaction cycle. The fees can range from 7%-25% of the rental after all the fees are aggregated.

Our Solution

SEL will define six protocols that aim to sove the vacation rental industry pain points, listed above and that aim to create new opportunities for the short-term rental ecosystem.

1 Reputation Protocol
- Based on Member's Activities
- Promote Good Behaviours
- Eliminate Bad Activities

2 Community Sel-Management Protocol
- Know Your Member (KYM)
- Listing Verification
- Review Verification
- Dispute Resolution

3 Booking Protocol
- Instant Booking
- Double Booking Resolution

4 Ecosystem Partnership Protocol
- Customized Smart Contract
- Enrich SHR Token Economy
- Strengthen SHR Ecosystem

5 Payment Protocol
- Eliminate Platform Fees
- Instant Transaction
- More Secure Transaction
- Staking for Discount

6 Smart Lock Payout Protocol
- Detect Service Delivered
- Instant Payout to Host
- Instant Payout to Smart Lock
- Eliminate Transaction Fees
- Reduce Accounting Effort

Technical Team

Peng Shen / Co-Founder & CTO
UBC, BA. Sc./Engineering Physics. Peng has six years of management experience with Amazon, ACL, IBM and Electronic Arts. He has extensive knowledge in software development, product development, system architecture, RESTful platform, mobile application, data analysis and blockchain technology.
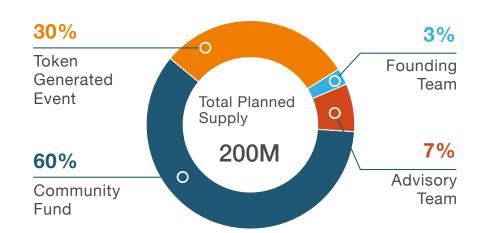
Terry Wang / Director of Software Development
Simon Fraser University, Computer Science. Seasoned technician and manager in the Internet industry with more than 10 years' experience. Previously worked at SAP, ifeng.com, 360.com and Perfect World Inc. He also served as CTO at Lady Pie Inc. and Media Focus Plus, based in Beijing.
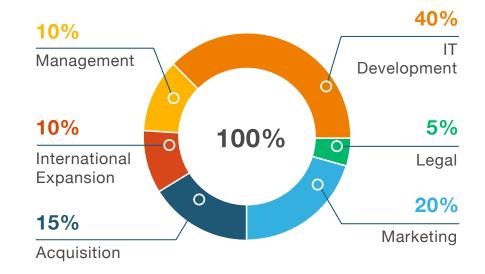
Max Ma / Technology Director
Simon Fraser University, Computer Science. He has seven years of professional experience in government, finance and education as technical support and consultant, including working at Revenue Canada Agency for five years as Senior Tech Analyst.

SHR Ecosystem
Phase 1

- A Using Fiat Currency 15% Transaction fee
- B Using SHR Token 5% Transaction fee
- 1 % Transaction Fee
- SHR System
- SHR Token
- SHR Protocols
- SHR Reward Fund
- Additional Service DApp
- Injected Smart Contract
- SHR Community
- Reward
- Additional Services e.g. Insurance
- Vacation Rental DApp

SHR ECOSYSTEM

Phase 2

- Investors (LP)
- CozyLiving Suite Ltd. (GP)
- Smart Contract
- Digitized & Split ownership
- SHR Fund
- Vacation Rental Revenue
- Resell Properties
- Purchase
- Vacation Rental Properties
- CozyLiving Property Management

Token Sale Structure

Total Planned Supply **200M**

- 30% Token Generated Event
- 3% Founding Team
- 60% Community Fund
- 7% Advisory Team

Allocation of Proceeds

100%

- 10% Management
- 40% IT Development
- 10% International Expansion
- 5% Legal
- 15% Acquisition
- 20% Marketing

Technical Partner

Cascadia Blockchain Group (stock symbol: CK) is a publicly listed company on the Canadian Securities Exchange (CSE) since 2013. Cascadia is the subsidiary of the largest blockchain technology solutions provider in China, Tai Cloud. Tai Cloud will cooperate with SEL to develop the blockchain.

Early Contribution Investors

- New Pacific Metals Corp.
- Hyper Fund
- Ginkgo Capital
- Tianxingjiuzhou Investment Inc

Cozystay™ Partners

- caissa 凯撒旅游
- 首都航空 Capital Airlines
- Ctrip
- tujia 途家