

**Aiming for the Stars and Beyond** 



An integrated Blockchain Ecosystem developed to help rebuild the Travel, Tourism & Hospitality sector devastated by





"COVID-19 has decimated the global Travel, Tourism and Hospitality industry - this is unequivocal."

#### So the compelling question is how to best combat this?

This Litepaper provides insights into the current global Travel, Tourism & Hospitality landscape and explores the real opportunities that exist as the world and industry rebuild themselves post-COVID-19. There are a number of economic, social, and environmental factors that we have carefully and strategically considered in the development of our business model.



StarWORKS Global Pte Ltd is a Singapore corporation that operates in the hospitality sector, predominately in Bali, Indonesia. We have developed the StarONE Initiative, a program that combines elements of the StarWORKS Ecosystem into products and services to assist the Travel, Tourism & Hospitality industry recover the post-COVID-19 Pandemic. Underpinning the StarONE Initiative is a combination of Blockchain, Big Data, and Al (Artificial Intelligence) technologies integrated into business operations, packaged in a way to stimulate international travel & tourism and rebuilding of the economics of the industry.

StarWORKS has identified opportunities for the application of blockchain into business and we intend to explore and take advantage of this with the commercialization of our products and services.

Blockchain, as a peer-to-peer transactional version of a payment system, will be commercialized to connect guests directly with the venue; the Resort, Hotel, Restaurant, Airline, and/or Service Provider without the requirement to channel funds, channel time & energy through a Bank, Travel Agent or any other third party. Digital signatures and Smart Contracts will provide part of the solution, however, we propose a solution that links marketing, financial, operational, and promotional functions to allow uninterruptible and immutable transactions in the industry.



The Blockchain/Crypto network timestamps transactions by hashing them into an ongoing chain of hash-based proof-of-work, forming a record that cannot be changed without redoing the basic agreed "contract". The chain not only serves as proof of the sequence of events, but as long as a majority of nodes/computers are not cooperating to attack the network, they will generate the longest chain and outpace attackers. The network itself requires minimal structure. Nodes can leave and rejoin the network at will, accepting the longest proof-of-work chain as proof of work

The proceeds of Private Sales of StarX Tokens, an anticipated IEO offering, and listing of StarX on LATOKEN's Platform will be invested in the further development and launch of the StarONE Initiative and the elements comprising the StarWORKS Ecosystem.

## **Problems We Solve**

## We have identified several major problems within the Travel, Tourism & Hospitality industry that our integrated blockchain solution addresses

? Problem

## Tourism & Hospitality Industry has been decimated - how do we resolve this?

The COVID-19 pandemic has wreaked havoc on the Tourism & Hospitality industry globally.

Solution

## StarWORKS Integrated Blockchain/Crypto Ecosystem

Help rebuild industry by adopting blockchain technology within our StarWORKS Ecosystem portfolio of products & services.

? Problem

#### **Cross-border currency fee & transfer limit**

The traditional banking system involves high transaction fees, limited transfer amounts, and lengthy delays (days) in processing.

**Solution** 

## StarWORKS Integrated Cryptocurrency Ecosystem

With our cryptocurrency, we can minimize cross-border transfer fee & offer unlimited money transfers.

? Problem

## **Expiring Rewards Points System**

The traditional reward point systems within Tourism & Hospitality have expiry dates.

**Solution** 

## Non-expiring blockchain based reward points system

Within our blockchain technology, our loyalty & rewards program StarPOINTS offers a lifetime points system that can be redeemed into any products & services within the StarWORKS Group of businesses.

? Problem

## Limited use of Blockchain Technology within Travel, Tourism & Hospitality Industry

There appears to be limited use of Blockchain & other leading-edge technologies within the industry.

Solution

## **StarWORKS Integrated Blockchain Solution**

We will integrate advanced technology such as Blockchain, Cryptocurrency, Artificial Intelligence, and other integrated technologies that will be advantageous to this industry.

? Problem

#### Limited Funding & Guidance to Travel, Tourism & Hospitality Industry

The industry is fragmented and lacks overall guidance and access to funding.

>> Solution

## Fund Travel, Tourism & Hospitality Businesses & Offer Guidance

After the pandemic, we will help stimulate the recovery of our industry.

? Problem

## Lack of Infrastructure for Travelling Business People & Businesses

Many business travellers and small businesses lack the knowledge, expertise, and connections to access a wide range of business services under one roof.

Solution

#### **StarHUB Shared Workspaces**

We will create an entire ecosystem of shared workspaces (company-owned & franchisees) that include Hospitality, Entertainment and several other services/facilities such as Crypto ATM terminals, etc.

"We believe the StarWORKS Ecosystem will have a revolutionary and evolutionary impact on our business and more importantly the global Travel, Tourism & Hospitality Industry."

## **ABOUT US**

StarWORKS, established in Bali, 'The Island of the Gods', has been successfully operating in the Tourism and Hospitality sector for over 20 years. Comprising several complimentary industry business entities, our portfolio encompasses nightclub, entertainment genre through to cafe culture, specialty culinary offerings, spa, massage, and luxurious villa accommodation. In 2001, PT Island Concepts Indonesia Tbk was incorporated to operate the villa and spa resorts businesses of StarWORKS. It became a listed public company in 2004.

Currently, StarWORKS is operating, integrating, and upgrading its businesses with Blockchain and AI technologies. StarWORKS' mission is to develop products and services from its StarWORKS Ecosystem, commercialize and introduce them into the Travel, Tourism, & Hospitality industry globally. StarWORKS believes Blockchain can solve many problems facing the industry and create better opportunities for the people who work in the industry.

Awards Received by the Group	
2009	An Affiliate Member of Resort Condominiums International, LLC
2012	Winner, Certificate of Excellence by Tripadvisor
2012	Winner, Travellers' choice by Tripadvisor
2013	Winner, Certificate of Excellence by Tripadvisor
2015	Winner, Certificate of Excellence by Tripadvisor
2019	Best of the Best Award, The Top 50 IDX Companies for 2018 by Indonesia Forbes
2020	Best of the Best Award, The Top 50 IDX Companies for 2019 by Indonesia Forbes
2021	Traveler Review Award 9.4 out of 10, Booking.com

## **OUR ECOSYSTEM**

The StarWORKS business is an active participant in encouraging the growth and development of the blockchain world. We also seek to expand into community-based businesses whereby education, training, technology, and opportunities converge.

We see the day when the adoption of smart contracts and the implementation of blockchain will be an everyday event in our personal and business lives. StarWORKS "Ecosystem" platform elements are and will be more than a vision; they are a strategy to accelerate both personal and business wealth, health, growth and excitement.





StarTOKENS comprise two classifications - StarX Utility (operational) and the StarXS Secured Series of Tokens (in development for future release).

StarX Utility Token (operational) - the native currency of StarWORKS and developed based on the Ethereum Blockchain ERC 777 token standard. Released in 2019, StarX is the utility token that initial angel investors were issued. These investors provided the development capital to help develop the StarWORKS Ecosystem to its current state of readiness. StarWORKS will now launch the StarX on suitable digital exchanges, initially as an IEO, to raise funds to complete and commercialize the elements of the StarWORKS Ecosystem.

The StarXS Token Series comprises both StarXT (native token within StarTRAVELLER program) and StarXP (native token within StarPOINTS program) that are attached to the system, products, and services being developed under the StarWORKS Ecosystem.

## **Technology**

## **StarCHAIN**

Our own proprietary Blockchain

**Status - IN DEVELOPMENT** 



StarCHAIN is Starwork's proprietary blockchain technology that is being developed for our StarXS Series Tokens. Major benefits include that it will require fewer gas fees and energy consumption. StarCHAIN will negate the requirement of StarWORKS to invest and carry an inventory of Ether which is enjoying a rapid increase in value which in turn requires a higher gas fee per transaction. On the release of StarCHAIN we will offer migration of StarX from the incumbent Ethereum blockchain.

StarCHAIN is specifically developed for the Travel, Tourism and Hospitality Industry which forms the basis of our Ecosystem. It offers a plethora of advantages and benefits to the industry and creates more opportunities for businesses, employees, and customers.



## **Technology**

## **StarWallet**

Cryptocurrency Wallet

Status - OPERATIONAL



StarWALLET, initially developed to manage StarX tokens is an ERC 20 compatible wallet where users can store their crypto assets. StarWALLET has various functions allowing for purchasing of StarX tokens, management of integrated StarPOINTS reward program (from participating StarWORKS business partners & merchants), payment transfers, promotional offers and monitoring of StarX price.

StarWALLET, with "tap and go" functionality is also an important element of the StarWORKS Ecosystem used to support and record financial activities as well as actual purchases of goods and services. Under the Ethereum network, StarWALLET is known as an ERC 20 compatible wallet allowing it to store other tokens apart from StarX tokens.



## **Products & Services**

#### **StarTRAVELLER**

Lifestyle Travel Membership Club

Status - OPERATIONAL



StarTRAVELLER is an exclusive membership-only online travel club developed for the StarONE Initiative. Access via a secure website allows members to make a variety of global bookings from travel, hotel & resort accommodation, flights, car rental, cruises, theme parks, sports packages and so much more - all at heavily discounted rates that are further backed by a 'best price guarantee'.

Members pay an initial lifetime joining fee. This fee is represented by StarXT Secured Income earning tokens (initially StarX tokens which will be converted to StarXT upon its release). Upon signing as a member they also automatically become a holder of StarXT crypto tokens with an annual interest more than covering the StarTRAVELLER Club annual dues.



## Exclusive member access:-

- ✓ Hotel reservation
- √ Flights Booking
- √ Tour Package
- ✓ Cruises
- ✓ Travelling Activities
- ✓ Group Tour
- And many more...

## **Products & Services**

#### **StarPOINTS**

Loyalty & Rewards Program

**Status - IN DEVELOPMENT** 





StarPOINTS is a loyalty program offered by StarWORKS. This is a marketing program that allows merchants to record their loyalty programs on blockchain. StarPOINTS is built into the StarWALLET (e-wallet), which is convenient for both merchants and users to manage and use.

Blockchain technology will help solve problems associated with managing and tracking reward programs. StarWORKS' StarPOINTS program will also benefit the merchant in expanding the reach and efficiency of their programs using StarPOINTS as a currency.

## **Products & Services**

#### **StarFIN**

Blockchain Financial Systems & Services

**Status - IN DEVELOPMENT** 



StarFIN

StarFIN aims to incorporate Blockchain into traditional financial systems & services such as Insurance, Finance, and Commerce which in turn are integrated into the StarWORKS StarTRAVELLER program. StarFIN is a "DeFi" product, a decentralized financial system without a central Bank, Insurance Company or Stock Market Exchange exercising its total control over transactions.

Token holders can lend, borrow or trade within the crypto economy, as a traditional bank does with fiat currency, and earn interest as a lender. Borrowing and lending are among the most common use cases for DeFi applications. But, there are many more options, such as becoming a StarWORKS OTC Affiliate, a liquidity provider and income earner to a decentralized market exchange.



## **Business Operations**

## **StarLABS**

Technology & Blockchain Development

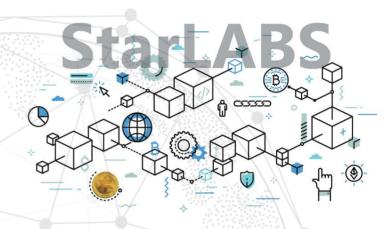
**Status - OPERATIONAL** 



StarLABS operates as a separate business within the StarWORKS family of businesses in Bali, Indonesia, and Los Angeles, California. It includes financial and digital marketing, data mining, social media, blockchain technologies, hosting services, point-to-point transaction processing, web and mobile phone apps, and much more. Integration is a key component of StarWORKS Technologies which in turn supports the StarWORKS Corporate business of incubating and accelerating client and related businesses.

Future expansion is expected to come from the establishment of the StarWORKS Academy and StarLABS Campuses at Bali. We seek to predominantly target the ASEAN countries, the world's fastest developing region in tourism, internet, and mobile phone markets, where demand for sophisticated mobile integration services is escalating and where specialist skills and systems are in development.

The key element of StarWORKS Technology's strategy is the development of compelling tools for the hospitality, food & beverage, and lifestyle market sectors. We have identified many opportunities via our technology development and web/net integration business. Our Ecosystem platform developed by StarLABS is tailored for specific business applications within the Travel, Tourism and Hospitality sector including marketing, content, operations, communications, and e-commerce systems.



## **Business Operations**

## **StarHUBS**

Cafe, Crypto Lounges & Kiosks

Status - IN DEVELOPMENT



StarHUB is a business concept developed by StarWORKS, wherein the company is developing an entire ecosystem comprising hospitality, food and beverage, co-working spaces, entertainment, spa, and wellness centers, and several other services like Immigration Services/Money Changer facilities/Access to Crypto ATM terminals, etc. The concept of StarHUB will be initiated in 3 locations to start with – Bali, Jakarta, and Batam. The Bali location is already in development and will have the entire ecosystem in place from the

The StarHUB ecosystem is a compelling tool for hospitality services such as food & beverage, and lifestyle market sectors. The Ecosystem elements and the complete platform is tailored to specific business applications within the hospitality industry, including training & internship programs, marketing,

accommodation offering, food and beverage to entertainment, wellness center, and co-working spaces.

cross-boundary financial transactions, e-commerce systems, as well as everyday business operations for an industry that has climbed its way through the most devastating time in history for travel, tourism, and lifestyle activities

lifestyle activities.



## **Token Benefits & Details**

# STARX tokens are not only digital currency but an opportunity for business participation and ownership

- ✓ With StarX currency you can share in the rewards of ownership and be involved in all matters relating to the development and growth of the StarWORKS Ecosystem platform, its components, its partners, affiliates and operated businesses, simply by using your StarX tokens to acquire services.
- ✓ With StarXS tokens you are potentially a stockholder/shareholder of the StarWORKS family of business start-ups and/or investments.
- ✓ The current token being issued is for the StarTRAVELLER business. The investors will have direct ownership in the StarTRAVELLER business via this coin offering.

#### **Key Benefits:**

## Transparency and full traceability

- ✓ Blockchain records every transaction in the network.
- $\checkmark$  It brings transparency to the markets and stakeholders involved.

## 24x7 Liquidity

- ✓ Offers investors liquidity on exchange.
- Easily traded or transferred.

## **Token Details**

**Official Name: STARX Token** 

Type of Coin: StarX is a utility token based on the Ethereum ERC 777 standard

**Token Decimals: 18 decimals** 

Token Contract Address: 0xC4e8A9D47000Ab8E59c7031e311762c68215e467

**Date of Investment Token: 21 September 2021** 

Number of Tokens: 1 billion;

Price: 1 Token = 0.15 USD Payments Accepted: USDT/ETH/BTC/Ripple

IEO token distribution: 20,000,000 STARX token plus AirDrop/Bounty campaigns

**FOC distribution 5,000,000 STARX** 

Token Running Time: 1 month IEO Date 21 September 2021 - 21 October 202

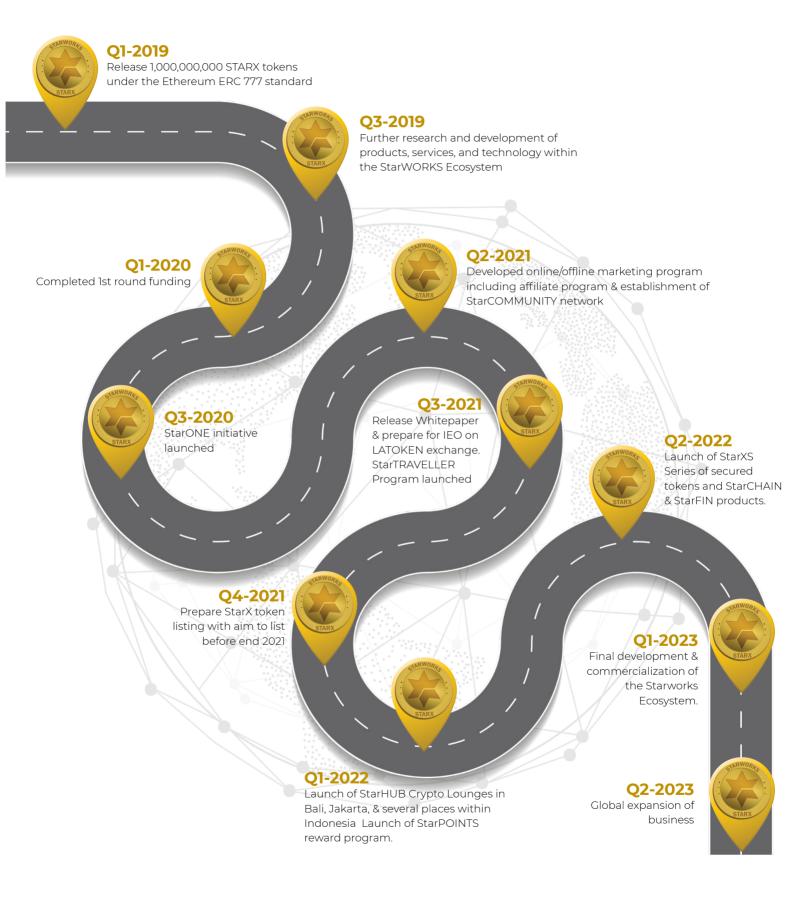
#### **Token Distribution**

**15%** Affiliate Partners

60%

Public Sale

**20%** StarWORKS Team 5% Reserve



StarWORKS Global Executive and Advisory Teams comprises passionate individuals with extensive knowledge and expertise across a wide range of business, management and technology disciplines.



**Graham Bristow**Chairman & Co-Founder



**Troy Bradbury**Chief Executive Officer



**David E. Roes**Financial Advisor



**Fransiska Lamora**President Director StarLABS



**Lukas Dombrowski** Chief Marketing Officer



**Darren Selby**Chief Operating Officer



I Made Chandra Riyadi Kusuma Chief Technology Officer



**I Gede Gunadi Wirawan** Head Blockchain Programmer



**Verry Gusti Andrea**Head Software Engineering



**Cynthia Tanidi** Marketing Manager



**Ama Hanifah**Group Administration Manager



**Made Putra Yasa**Co-Founder & Co-Founder &
Chief Liaison Officer

# **Advisory Team**



**Dr. Ir H. Marzuki Usman** Capital Market & Corporate Governance Advisory



**Sonny Mohanty**Cryptocurrency Marketing
Consultant



**Rudi Rusdiah** Blockchain Advisor



**Paul Counihan** Hospitality Consultant



Rosman Musa
StarWORKS Global Pte Ltd
Non-Executive Director



Margaret Ann Ojala HR & Ethics Advisory



**Barton Brent**Sales & Marketing Advisory



**Cayla Callista**Public Relations Consultant



**Brian Torrance**Technology Advisory



**Mark Canning** SEO Marketing Consultant



**Luckie** Lifestyle Advisor

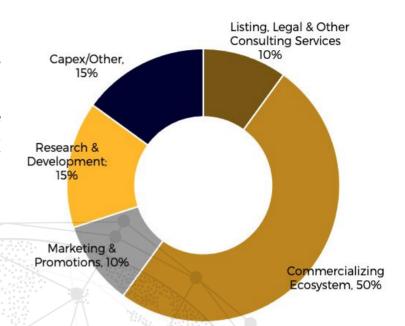


I Ketut Swiga Legal Advisor

# **Application of Funds**

Funds raised via this offering will be invested in the commercialization of elements within the StarWORKS Ecosystem under the StarONE Initiative which comprises various products and services as outlined in the document. 15% of the funds will be used for further research & product enhancement purposes. 10% will be used for marketing and promotional activities pre and post-listing. A further 10% towards the actual listing on the LATOKEN Digital Exchange and further support services.

The balance will be applied to Capex requirements and expansion of the Company's Data Centre.



## **Disclaimer**

This Litepaper is issued by StarWORKS Global Pte Ltd ("StarWORKS"). It sets out general information about the Company's objectives to commercialize its Ecosystem in a way to provide tools & systems to help rebuild the Travel, Tourism, and Hospitality sector, devastated by the effects of the COVID-19 Pandemic. The document is intended to assist in assessing whether to conduct an independent review, investigation, and analysis of a possible investment with StarWORKS in its mission.

This Litepaper is only available to investors who would not require a prospectus or other legal disclosure document that would be applicable under any Corporations Act.

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