



# Winding Tree in a Nutshell

[Windingtree.com](http://Windingtree.com)

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*"Competition always has been and always will be troublesome to those who have to meet it"*

*- Frédéric Bastiat*

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**Winding Tree** is a **blockchain-based distribution platform** for the travel industry. Today the travel industry is highly concentrated on the distribution front due to core inefficiencies of the internet. The need of a trusted party on the internet allowed intermediaries to concentrate the sector and raise the barrier of entry for new startups. In travel, consumer facing intermediaries often source their inventory from other B2B intermediaries causing **double marginalization** and inflating the prices.

Winding Tree is building a **decentralized alternative**, to the current concentrated travel distribution landscape, where anyone can access inventory directly from the suppliers. The travel industry is particularly suitable for a decentralized marketplace as the suppliers are experts in what the blockchain cannot provide: **customer service, and arbitration.**

Initially we're positioning the platform as B2B, we already have suppliers and resellers committed to the platform. B2B will allow for mainstream adoption and incentivize suppliers to list their inventory. Blockchain-savvy users will be able to book directly through the blockchain. However, we do not expect the average traveler to have any blockchain experience, just as today most don't have any understanding of the TCP/IP protocol used to book their travel.

Winding Tree is public and permissionless, allowing anyone to source inventory from the platform. Today distribution fees are arbitrarily set by the concentrated intermediaries, Winding Tree gives everyone access to the inventory directly at the source enabling **permissionless innovation** and allows the free market to determine distribution costs.

The fuel of our platform is the **Líf token**. Líf is an ERC20 compatible token with added functionality required by travel companies to send the necessary information within transactions. Líf tokens will have three additional methods, compared to the basic ERC20 token, through which the token holder is able to send value, data, and/or execute a function on those transfers. This brings extra value and use cases to the token, allowing companies to design more complex and tailored applications on our platform.

Beyond the technological advantages of Líf it also has the benefits of other cryptocurrencies such as reduced transaction costs and, particularly important for the travel industry, cheaper **international payments**. A simple travel booking today can go through multiple FXs. With Líf every party is able to only FX what they need without bearing other parties FX costs.

Settlement is also a significant cost for the travel industry today, Líf tokens can be programmed to automatically settle costs. Government departments, airports, staffing agencies and suppliers have a high incentive for settlements to be automated while ensuring on-time payments, low **cost of verification**, and cutting the currently high costs of settlement.

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