



# WHITE PAPER

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## **ABSTRACT**

TiBYK Token based on Blockchain technology will be used to advance cycling through technology and personal achievement, pursuing a more inclusive community that benefits everyone.

## 1. FOREWARD

The TiBYK Token hits the ground running (or should that be cycling?) as Travers Bikes have already been trading successfully for over 5 years with increasing sales year on year. Unlike many other Blockchain start-ups we are already established, with customers spread all over the world.

Travers Bikes have always been willing to push the envelope, whether it be in design of our frames and components or out on the race track. The TiBYK Token seemed the logical next step, rather than rushing in, we decided to research all possibilities, options and benefits that could be gained from the Token, making sure there was a need and a purpose, rather than launching just another Crypto Token.

The goal of the “Token Sale” is to offer everyone a chance to experience the excitement of being involved in a cycling team/club, the high, the lows and the warm glow that comes from saying I played a part.

## **2. COMPANY BACKGROUND**

The heart of Travers Bikes are our beautifully handcrafted Titanium frames with an attention to detail and our forward thinking attitude where we are always pushing for perfection. Maybe less well known are our carbon products, especially the XC Prong MTB fork which, now is in its 3rd edition, is one of the world's lightest MTB forks on the market.

We have also be involved in all aspects of riding from Road to Fat Bike expeditions, supporting riders to help them achieve their dreams on the finest bikes available. For the last 3 years we have run a Mountain Bike Series to encourage grass roots racing. This will expand in 2018 to include 5 rounds with 4 race events held each race day, culminating in the Potash Classic which will incorporate the race series but also include other fun cycle events.

The Team has also been a big part of Travers Bikes from the start, not just in racing where we have won 3 World Championships with Travers frames and The Twenty Four Twelve (24hr race) as well as taking part in a number of multi-day endurance races like the Tour Divide. We have also organised regular weekly road rides for local riders.

### **3. Going Forward**

This brings us neatly to the TiBYK TOKEN, we have so many ideas that will help move the company onto the next stage of our evolution.

For a detailed outline of everything we are planning see the Road Map on the ICO Home page

3.1 Youth development; expand the Race Team and Ambassadors program. This is something that has been happening organically over the last 5 years. The plan is to take on a Team Manager to organise the plan for the next year, evolving and experimenting as we go. We are speaking to a coach to develop training plans.

3.2 Cutting edge technology; again this is already in place since the inception of Travers Bikes. With the expanded team we will be able to produce prototype products quicker. We are currently developing a new frame using elements of 3D printing technology which will also allow us to bring some production back to the UK.

3.3 Then obviously there is the TiBYK Token itself; the reason for producing the Token was to give something back. We have many loyal customers and followers who want to get involved. We didn't want to just produce Tokens with no functions so we thought long and hard about the approach to take and the "Club" formula seemed the perfect avenue. The TiBYK Token allows you to be a part of it, experience the Highs and Lows of the sport and you are on board with us for the journey.

## 4 TOKEN LAUNCH

The TiBYK Token will be available through the WAVES DEX Exchange. After the ICO has finished, we hope to launch it on other exchanges and we will inform you of these closer to the time.

There are a number of guides on the TiBYK ICO homepage, explaining how to purchase the TiBYK Token and outlining the bonuses available during the different phases.

There is also a FAQ page.

If you require any further information you can check out our:

**FaceBook**

**Twitter**

**BitcoinTalk**

We cannot offer any financial advice and this white paper is simply a guide.

