

ICO **bench**

4.8

Track 

5.0

Findico  
rating

4.8



**ServAdvisor**



Finally consumers  
experience sharing is  
rewarded!



*ServAdvisor is a worldwide first decentralized services recommendation platform based on unique customer specific preferences. ServAdvisor utilizes Augmented Reality (AR), Artificial Intelligence (AI), Smart Contracts and Original Token, creating a revolutionary token-based economy connecting service consumers and retailers\ service providers into one eco-system.*

In a lifestyle dominated by the internet, consumers see unique value in a well-thought-out purchase decision. The younger generation appreciates a world where knowledge and user friendly interface reign. While travelling or at home, we all consume more and more services. At the same time, their offering increases dramatically and it has become a challenge to choose the most suitable ones

In a landscape where ratings are visible everywhere - and often more trusted than branded messages from local businesses - it should be no surprise that most of the review platforms have been massively stepping up their game in recent years.

Despite the importance of online reviews, attracting honest feedback organically is a little harder than it appears. Search Engine Land reports that 70% of customers are willing to leave a review asked and only approximately 50% do so when asked.\* And unfortunately for retailers\ service providers, customers who had a bad experience are two to three times as likely to leave feedback as someone who received great service.

**Unlike public pages, incentivized users are more likely to provide an unbiased look at the experience without allowing only negative feedback to muddy the waters.**

Award motivated users are more likely to write a review as soon as the service was consumed, thus significantly increasing the number of total unique personalized reviews.

<http://searchengineland.com/70-consumers-will-leave-review-business-asked-262802>

At the same time majority of such reviews tend to be positive, whereas standard approach is that `no award motivated` service consumers will rather wright a review on most popular sites (i.e. tripadvisor, google, yelp etc.) only when they are not satisfied with the service. Dissatisfaction is the only motivation for many service consumers. At the same time, most of satisfied service consumers are not personally motivated to place a review. As a result, many retailers\ service providers have lower review scores than their real quality of service.

### ServAdvisor mission is to change that trend!

Remember how many times you found yourself standing e.g. at the beginning of a restaurant street looking for a place to eat? You might have read a lot of traditional ratings and even have printed out some of top places addresses, however they will not help. Moreover, most of them were already forgotten.

Since you are at this very place and want to find a place to eat that fits your preferences, **the only possible solution would be to combine your human vision with internet knowledge**. That's where Augmented Reality (AR) as a real-time technology works by overlaying detailed information on user surroundings, including graphics, audio, video, and more, as captured through smartphone cameras and other devices.



In a world where **Artificial Intelligence (AI)** is gaining traction and being applied in a variety of ways, it is really possible for AI to do intuitive things better than humans can. ServAdvisor is aiming to do just that. We are utilizing AI to help optimize service offering based on user preferences and previous experience. ServAdvisor analyzes user ratings, view history, likes, pins, search history, follows, followers and other actions of each user within the app to match their service preferences with the most appropriate offering.

### **Benefits for Service consumers**

ServAdvisor shall create a truly global, high quality, decentralized retailers\ service providers information and recommendation platform based on Augmented Reality and Artificial Intelligence, something that has never been possible with centralized services before.

**This offers huge benefits to both users and retailers\ service providers and allows users to earn money while consuming services, that are tailored by AI to fit their preferences.**

Users will be rewarded for contributing their quality content and information to the App, even receiving part of the advertising fee from restaurants, and will be able to use the money they earn from their contributions to consume other services or even to transfer to fiat money. The platform also helps users find new and exciting services that they are sure to enjoy, helping them to enrich their daily lives.

### **Benefits for Retailers\ Service Providers**

The ServAdvisor Platform will provide retailers\ service providers with a new and highly targeted channel to send marketing messages to consumers, literally standing at the door. It will also provide retailers\ service providers with access to valuable aggregate data about these consumers' buying habits. This becomes a sustainable mechanism for retailers\ service providers to maintain customer loyalty, to provide rich product and promotional information to influence purchase decisions.

## ServCoin Tokens (SRV)

ServCoins is a utility token that will become the currency that enables retailers and service providers to utilize this powerful blockchain distributed platform to influence and reward consumers to make smarter choices.

ServCoins can be used to incentivize customers to engage, take actions, or simply integrate ServCoin as part of an in-built loyalty program. This reward model incentivizes users to interact with retailers\ service providers and continually redeem and spend ServCoins where appropriate.

**The ServCoin (SRV) token is an important component of the ServAdvisor ecosystem and is intended for backing all types of operations within this ecosystem. This makes the SRV token an integral part of the ecosystem and its economy driver. The ServCoin token is set to be listed on cryptocurrency exchanges and can be easily converted into other cryptocurrencies.**

Token Presale will be held from September 10<sup>th</sup> till December 12<sup>th</sup>, 2018 tokens will be issued at a special price for a limited number of participants.

Crowdsale will be held on official website, starting from January 21<sup>st</sup> till February 28<sup>th</sup>, 2019.

**Revolutionary approach leveraging benefits of blockchain technology and providing direct connection between retailers\ service providers and users. ServAdvisor is on the verge of revolutionizing the way we consume services by bringing customer experience to a new level due to a combination of Augmented Reality (AR), Artificial Intelligence (AI) and customer incentivized review platform.**

Pease join us on [www.ServAdvisor.co](http://www.ServAdvisor.co) for further details.



<https://youtu.be/3sskHGw9c-c>