$FITS

The Official Health and Fitness Crypto

Empowering the World One Day at a Time

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Executive Summary

Functionised has been providing exceptional health and fitness services to individuals for over seven years now[1,] with its founders researching and applying in others for decades. In that time and for decades before leading up to its formation, we have developed a deep understanding of both the global obesity pandemic and the psychological struggles individuals face. Our mission is to encourage, not force, humans across the globe to be more mindful and responsible for their health. We believe that, with the right approach, we can not only reduce the financial burden placed on the world but also improve the lives of those who choose to commit to their health and fitness. To do this, we use wearable technology to track and reward individuals who achieve their daily health goals. We call these rewards $FITS. This is an acronym for Functionised Integrative Tokens (hereinafter referred to as FIT). We believe that, with this strategy, we can finally disrupt the ever-growing obesity pandemic.

We believe in the power of collective decentralization to build something stronger than a centralized team could ever create. A community-run token is nothing without the united individuals who give it purpose. It's been understood that humans thrive in packs and when it comes to health and fitness; these are some of the strongest communities and bonds found anywhere in the world. We are proud of how Functionised originated and equally excited for our future. Starting with nothing means everyone has to bring something to the table. The supporters and believers in our mission have been the source of all our successes. Functionised and $FITS solves the following problems:

1. Reduce the $4 trillion global burden by lowering healthcare costs associated with being overweight and/ or obese by lowering the risk and incidence of disease directly correlated to being overweight or obese.
2. Improve productivity through improved mental clarity, decreased negative mental illness, and/ or thought patterns directly correlated with individuals who are overweight or obese. Productivity will also be improved by eliminating overweight and obese conditions through improved daily energy, no longer going towards simply carrying around voluntary excess weight.
3. Improve satisfaction of life through the direct correlation of increased endorphins and overall happiness in those who are considered "fit" by achieving and maintaining an indefinite approved healthy body mass index score (BMI).[2]

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[1]https://wyobiz.wyo.gov/Business/FilingDetails.aspx?eFNum=19524906507317106207816525321600910
7017060007219
[2]https://www.worldobesityday.org/assets/downloads/World_Obesity_Atlas_2023_Report.pdf

The Big Picture and the Global Pandemic

Being overweight and obese is now a global pandemic that has no actionable plan, other than increasing clothing sizes (thus requiring more natural resources and further depleting the planet as a whole and driving up costs). Through the media and marketing, humans are encouraged to become apathetic to their plight. Our main aim is to truly eliminate this voluntary pandemic and reduce this plight.

The statistics presented in the World Obesity Federation's 2023 atlas are staggering and disheartening. The fact that over 1.9 billion adults were overweight in 2016 is a cause for concern, but the prediction that 4 billion people will be affected by 2035 is alarming. It is a problem that affects every country in the world, regardless of income level.[3]

One of the main concerns is that lower-income countries and communities are seeing the highest increase in obesity rates. This can be attributed to many factors, including lack of access to healthy foods and opportunities for physical activity but most of all depressive states that cause individuals to self-medicate with excess calorie consumption and decreased physical activity. However, this problem is not isolated to low-income areas. No country has reported a decline in obesity prevalence across its entire population, making it clear that this is a problem that affects us all.

While the World Health Organization (WHO) has introduced new comprehensive recommendations to address this problem, uneducated to the degree necessary and most often overweight themselves; politicians telling people what to do through new government spending bills is not going to improve one's health. We must increase efforts to prevent, manage and treat obesity throughout the life course. This action must be decisive, people-centered, centralized through decentralization and integrated to have any real chance of success.

Preventing and treating obesity will indeed require financial investment, but the cost of not addressing this issue will be far greater. Overweight and obesity are projected to cost the global economy over $4 trillion in potential income in 2035. That is nearly 3% of the current global GDP.[4]

It is important to note that the COVID-19 pandemic has exacerbated this problem. Lockdowns and restrictions have increased the risk of weight gain, as people felt they were forced to spend more time at home and have used this as an excuse to reduce physical activity and eating high-quality foods to the limits that one's body requires. The rise in obesity prevalence, especially among children, is cause for concern and suggests that the pandemic has had

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[3]https://www.worldobesityday.org/assets/downloads/World_Obesity_Atlas_2023_Report.pdf
[4]OECD (2019), The Heavy Burden of Obesity: The Economics of Prevention, OECD Health Policy

unintended consequences that may prove hard to reverse.

The rising prevalence of obesity among children and adolescents is particularly concerning. It is estimated that by 2035, 20% of the world's boys and 18% of the world's girls will be affected. We must take action now to prevent this from happening.[5]

Obesity is a problem that affects every country and community in the world, and we must take action to prevent, manage and treat obesity through the elimination of obesity on this planet. The cost of inaction is simply too great. It is time to come together to find solutions to this problem and ensure a healthier future for all. $FITS is the solution.

The Government Centralization Model of Health Never Worked

As far back as 1912, the United States government had attempted at controlling individuals' health when some believe Teddy Roosevelt proposed social and health insurance. We are continuously bombarded with health fallacies and propaganda to achieve not true health but instead have seen the results of a long history of poor health, resulting in pain and suffering through increased rates of obesity.

While the original food guidelines were set in Sweden in 1974.[6] A very similar guideline was published in 1992 in the United States, known as the Food Pyramid. In 2005 this was updated and more recently, the My Plate was introduced in 2011.[7] While this was a better update, it is still inaccurate for the entire population as a whole as it over-exemplifies the importance of fruits and vegetables (toxic laden, high in obesity causing sugar, and low in absorbable nutrients) and ignores free-range end grass finished meats and a healthy amount of plants.

Food recommendations are also considered for a population as a whole and do not take into account genetic variables, such as those seen in the Functionised Productions movie, The Keto Project Movie (release date 2025)[8].

Another problem with government recommendations on health and fitness, using food guides as an example, is that these guidelines have been created and influenced by special interest groups. Lobbyists have greatly influenced these guidelines for profit as opposed to human health as the only deciding factor.

Finally, simply because there are guidelines and recommendations does not mean humans will follow them. What is the purpose and what is the ultimate motivating factor? Simply because

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[5] Chang et al, 2021. Weight Gain Associated with COVID-19 Lockdown in Children and Adolescents: A Systematic Review and Meta-Analysis. Nutrients 13(10): 3668.
[6] Ett provkok blev provkök" (in Swedish). kf.se. 2008-10-03. Archived from the original on 2015-03-09.Retrieved 2011-01-21.
[7] Melnick, Meredith. "The USDA Ditches the Food Pyramid for a Plate". Time. (2016)
[8] https://www.imdb.com/title/tt30796771/

someone knows what is healthy for them in no way causes them to make the healthy decision when unhealthy choices (known to be unhealthy or not) surround the individual daily.

Creating a utility cryptocurrency that rewards people daily for achieving quantified positive health metrics is an innovative way to create long-term sustainable lifestyles. Such a currency could be used to incentivize healthy habits and reward those who stay on track with their health goals thus creating new habits that can be perpetual.

This will be achieved through a platform that combines data from fitness trackers, health apps, and other sources to reward users with usable tokens for meeting certain health-related goals/ metrics. This could be a great way to encourage healthier lifestyles and help people make positive, lasting changes in their lives.

The Challenge

The challenge in any crypto project is functionality. It is important to create a currency that is accepted globally and can be used to purchase goods and services, particularly those related to healthcare and fitness. Insurance companies refuse to pay for preventative and longevity care. This token gives the ability to the individual to pay for it themselves through their lifestyle efforts. The ultimate goal is to create a non-fungible token that can be used to not only purchase health and fitness services and products but purchase food deemed appropriate for a healthy lifestyle, as determined by health research experts and not any organization with the potential for bias. It is essential to create a currency that is accepted across global markets to maximize its potential.

The solution to implementing token functionality is garnering a need for existing businesses to accept a form of payment outside of the current paradigm of accepting only the equivalent of the country's currency in which they operate.

A very educated yet hungry and motivated team must be formed and implemented to personally visit and encourage business owners across the globe to accept this form of currency as a benefit to them and their company.

By accepting this token, the business will garner a new market of opportunity driving new sales. They may also utilize the token for B2B or personal goods and services while also maintaining the ability to swap currencies for the currency of their choosing.

A Network of Quantification for your Health

Our ambition is to overcome the limitations of current health monitoring networks and deliver high-quality dating while striking an optimal balance between data quality network deployment, time, and costs.

To achieve this, we have developed a strategy based on:

1. Adopting current technologies, which are at the same time highly reliable, affordable, and easy to operate.
2. Encouraging the global population and providing them incentives to help us deploy this network and manage their sensors in a fast and cost-effective way.

In Each Location, We Proceed as Follows:

We partner with influencers and community leaders to raise awareness for a healthier and more fit world and to select FIT ambassadors among reputable individuals who recruit others supporting our efforts.

Network Setup

Health and fitness sensors are utilized in the form of wearable sensors from existing products on the market today. Systems are thoroughly tested.

Value From Data

$FITS leverages advanced technologies and the engagement of local communities to raise the standards of healthy monitoring. By encouraging citizens to operate sensors and earn rewards for data streams we can deploy dense, real-time sensor networks and deliver hyperlocal, street-level data quickly and cost-effectively. Moreover, we enable "Healthy Globe as a Service" solutions and implement a circular, "green data" economy where citizens make their community healthier and fitter and reap immediate benefits from their commitment.

Data transmitted is validated, analyzed, and written on the Polygon 2.0 (formerly MATIC) Blockchain (initially). It is planned to build the Functionised blockchain (if necessary) and move the token over to a coin when the time is right. Sensor owners receive FIT rewards, which can be used as an official currency of health, wellness, fitness, longevity and insurance rewards to make purchases as Bitcoin (BTC) was intended.

Completely anonymous and decentralized data may then be shared across a range of channels, including mobile and web Apps for consumers, specialized dashboards for corporate and governmental users, as well as data feeds for online media outlets.

Core Technology

Our turnkey solutions to collect, analyze and share human performance data, monitor key parameters and reward data originators are based on the following advanced and environmentally-friendly technologies:

"The vision behind Polygon as the Value Layer of the Internet is to usher a world in which value can be created and exchanged freely and globally, similarly to how we create and exchange information today. A world which enables new – fairer, more inclusive and more efficient – forms of human organizations and governance. We strongly believe that realizing this vision can significantly advance our society".[9] Developed by the Polygon Team with build out for this project by Functionised Blockchain Technology LLC, led by Jim Goetz. We use the blockchain as both an immutable data repository and as a tracking and rewarding system for all data streams.

SENSORS and NETWORKS

By achieving the metrics understood as "healthy" by organizations such as the American College of Sports Medicine[10] and integrating current smart wearable technology such as Fit Bit, Apple Watch, Whoop, and others, we can not only quantify an individual's daily fitness lifestyle but use these metrics to reward individuals for achieving their activities of daily living in a manner that physiologically benefits the human body.

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[9] https://polygon.technology/papers/pol-whitepaper
[10] American College of Sports Medicine. (2000). ACSM's guidelines for exercise testing and prescription.Philadelphia :Lippincott Williams & Wilkins.

Middle 50% of HRV Values by Age

HRV (ms)

Age (years)
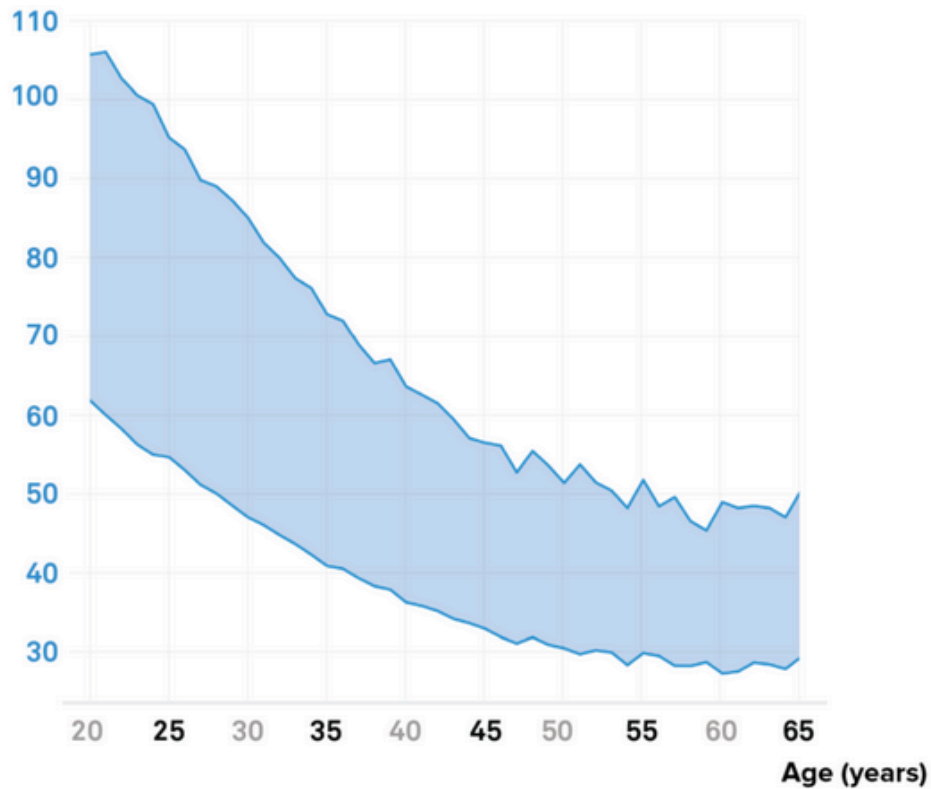
*All figures below represent a daily average unless otherwise noted.
● Breathing rate (12-20 bpm)
● Heart-rate variability (HRV) (declines with age)
● Skin temperature (TBD)
● Oxygen saturation (SpO2) (95%- 100%)
● Resting heart rate (RHR) (60-90 bpm with bonus for being at 50-60)
● Steps per day (10,000 plus)
● Weight (rewards to fall into a healthy BMI range)

Body Mass Index Table

	Optimum range						Overweight					Class I obesity					Class II obesity					Class III obesity														
BMI	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54
Height (inches)	Body Weight (pounds)																																			
58	91	96	100	105	110	115	119	124	129	134	138	143	148	153	158	162	167	172	177	181	186	191	196	201	205	210	215	220	224	229	234	239	244	248	253	258
59	94	99	104	109	114	119	124	128	133	138	143	148	153	158	163	168	173	178	183	188	193	198	203	208	212	217	222	227	232	237	242	247	252	257	262	267
60	97	102	107	112	118	123	128	133	138	143	148	153	158	163	168	174	179	184	189	194	199	204	209	215	220	225	230	235	240	245	250	255	261	266	271	276
61	100	106	111	116	122	127	132	137	143	148	153	158	164	169	174	180	185	190	195	201	206	211	217	222	227	232	238	243	248	254	259	264	269	275	280	285
62	104	109	115	120	126	131	136	142	147	153	158	164	169	175	180	186	191	196	202	207	213	218	224	229	235	240	246	251	256	262	267	273	278	284	289	295
63	107	113	118	124	130	135	141	146	152	158	163	169	175	180	186	191	197	203	208	214	220	225	231	237	242	248	254	259	265	270	278	282	287	293	299	304
64	110	116	122	128	134	140	145	151	157	163	169	174	180	186	192	197	204	209	215	221	227	232	238	244	250	256	262	267	273	279	285	291	296	302	308	314
65	114	120	126	132	138	144	150	156	162	168	174	180	186	192	198	204	210	216	222	228	234	240	246	252	258	264	270	276	282	288	294	300	306	312	318	324
66	118	124	130	136	142	148	155	161	167	173	179	186	192	198	204	210	216	223	229	235	241	247	253	260	266	272	278	284	291	297	303	309	315	322	328	334
67	121	127	134	140	146	153	159	166	172	178	185	191	198	204	211	217	223	230	236	242	249	255	261	268	274	280	287	293	299	306	312	319	325	331	338	344
68	125	131	138	144	151	158	164	171	177	184	190	197	203	210	216	223	230	236	243	249	256	262	269	276	282	289	295	302	308	315	322	328	335	341	348	354
69	128	135	142	149	155	162	169	176	182	189	196	203	209	216	223	230	236	243	250	257	263	270	277	284	291	297	304	311	318	324	331	338	345	351	358	365
70	132	139	146	153	160	167	174	181	188	195	202	209	216	222	229	236	243	250	257	264	271	278	285	292	299	306	313	320	327	334	341	348	355	362	369	376
71	136	143	150	157	165	172	179	186	193	200	208	215	222	229	236	243	250	257	265	272	279	286	293	301	308	315	322	329	338	343	351	358	365	372	379	386
72	140	147	154	162	169	177	184	191	199	206	213	221	228	235	242	250	258	265	272	279	287	294	302	309	316	324	331	338	346	353	361	368	375	383	390	397
73	144	151	159	166	174	182	189	197	204	212	219	227	235	242	250	257	265	272	280	288	295	302	310	318	325	333	340	348	355	363	371	378	386	393	401	408
74	148	155	163	171	179	186	194	202	210	218	225	233	241	249	256	264	272	280	287	295	303	311	319	326	334	342	350	358	365	373	381	389	396	404	412	420
75	152	160	168	176	184	192	200	208	216	224	232	240	248	256	264	272	279	287	295	303	311	319	327	335	343	351	359	367	375	383	391	399	407	415	423	431
76	156	164	172	180	189	197	205	213	221	230	238	246	254	263	271	279	287	295	304	312	320	328	336	344	353	361	369	377	385	394	402	410	418	426	435	443

● Stages of Sleep (25% of total sleep coming from REM and 25% coming from Deep Sleep for a minimum of 6.5 hours of sleep with bonuses at 7.6 hours)

● Active Minutes (3 separate days of a min of 30 mins of moderate activityquantified by an average heart rate of 64% to 76% of maximum heart rate.

● Nutrition (this will come into play during the second phase of implementation whereas individuals will be either penalized or rewarded based on food purchase choices).

● Stages of Sleep (25% of total sleep coming from REM and 25% coming from Deep Sleep for a minimum of 6.5 hours of sleep with bonuses at 7.6 hours)

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● Nutrition (this will come into play during the second phase of implementation whereas individuals will be either penalized or rewarded based on food purchase choices).

Science & Technology

User Interfaces

We have the potential to release a wide range of user tools and interfaces to deliver useful information to all of our potential partners, which include academic institutions, partner corporations, blockchain experts as well as people with no interest in technicalities.

Dashboard

Our main user dashboard enables sensor owners to view live as well as historical data from their sensors to analyze trends over time. In particular, it is possible to check:

-Sensor type
-Last data written on the blockchain
-Number of data streams sent
-Number of pixels visited
-The balance on the account of the sensor owner and the third-party infrastructure provider, if any.
-Finally, it is possible to switch between different sensors and check online/ offline status.

Mobile App

The $FITS App is developed in native language both in Android and iOS versions to offer the best user experience and speed. Special attention was paid to delivering a simple, ergonomic, and intuitive design for maximum ease of use.

Through the mobile App, it is possible to create, import, and manage one or more blockchain accounts, see the user's metrics, and receive updates on services and products as well as news and updates that may apply to them.

$FITS Explorer

The Explorer lets users browse FIT related transactions on the polygon blockchain. It also lists the most active sensors in the FIT network together with additional historical data, statistics, and information.

Tokenomics

Functionised Integrative Token's are issued on the polygon blockchain. FIT's are earned when a sensor (wearable device) sends valid quality data to Functionised.

Principles

Before considering how FIT design should evolve, it is essential to first establish a set of guiding principles. Good tokenomics for FIT should incentivize and reward positive contributions to the network such as users who generate valuable data, spend within the marketplace (global economy who accepts FIT at point of sale), and developers that build apps and integrations. In addition, it should not deter other participants such as healthcare and fitness professionals and app developers and should remain a neutral, open, and reasonably priced platform for them to build on. Furthermore, tokenomics should be:

1. Sustainable. A token burn will not result in a future with no tokens remaining.
2. Be reasonably predictable- the token supply should cause immediate inflation and the cost to utilize FIT shouldn't wildly fluctuate.
3. Be implementable- tokenomics must be technologically feasible, commercially enforceable, and comply with regulations
4. Vest authority with a decentralized and aligned community of stakeholders.
5. Be transparent and basic for the general public to understand.

Tokenomics Mechanisms

It's time to embrace the power of tokenomic mechanisms that comply with the principles and can be deployed in any combination with one another, ensuring that each principle is fully covered. We must move past the industry's traditional reluctance to embrace uncertainty in protocol design and leverage the advanced use cases and governance structures of protocols like Functionised to safely and iteratively improve the token design. Just as we wouldn't expect Google to limit its budget for the next century, we should not impose such limitations on networks that exist in a dynamic environment. For a high-level overview of relevant mechanisms, refer to the table below.

Mechanism	Brief description	Examples
Baseline Rewards	Predictable rewards that go out to users for remaining connected	Helium
Promotions & Airdrops	Ad hoc promotional programs to reward a specific type of contribution	Uniswap, Yearn, Arbitrum
Flat protocol Fees	Flat fees charged per some on-chain event (e.g., to mint a vehicle)	Bitcoin, Ethereum
Lock-up for Licenses	Require those seeking a license to lock tokens in order to ensure skin-in-the-game	Ethereum, Graph, Livepeer
Vehicle Data as a Service	Fees charged to data consumers for accessing user data	Helium, Hivemapper
Rebates & Direct User Incentives	Sign-up bonuses and rebates given to users who transact in the marketplace	Airline Miles
Variable Transaction Fees	Fees charged as a % of transaction volume on $DIMO (e.g., 0.5% of a monthly car payment)	Braintrust, Visa, Apple

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Booting up a two-sided market is a big challenge. It's difficult to generate demand without supply or build up supply without demand. For $FITS to be successful, it needs to establish a supply of user and connected wearables on one side and create interest in the human performance data and connectivity on the other.

Helium demonstrated how decentralized physical infrastructure networks (DePIN) can support the supply side of a network with token rewards while the demand side matures. $FITS Rewards were designed to achieve the same outcome. Each week, tokens are issued to users just for simply moving. Longer-term rewards are rewarded with reaching for higher metrics are rewarded with more FITs.

With many projects baseline rewards can be used as a promotional strategy, where the award amount gradually decreases over time as demand increases. In that case, we are not playing these games. The promotion is being rewarded for doing the things humans should be doing daily regardless. The user is being positively rewarded for reprogramming faults and correcting them with a truly healthier lifestyle.

Stable $FITS as an Alternative Token

Many crypto projects fail due to lack of efficacy, which leads to drop in price. In this age of instant gratification, few stick with a token/ coin long term as a result.

We offer an adjusted rewards token that will closely mirror the USD regarding daily payouts.

The amount of tokens created daily in the form of rewards. To preserve the value with a fluctuating market, we utilize algorithmic stability. If it appears the token's value will drop, we will implement an additional burn (as opposed to a buy back). As will be seen in the tokenomics section, there will also be a burn each day regarding tokens that had potential to be earned but instead resulted in a failure by the user to earn them by performing basic healthy lifestyle habits. Metaphorically, this is a true "burn".

Flat Protocol Fees

Part of why so many crypto projects fail is because they continuously integrate fiat currency as solutions as opposed to having full faith in the network. In this case, we believe in $FITS and will capture any network fees for various on-chain actions, such as transferring or adding devices, etc., in our native token. The user's confidence should help bolster the long-term stability of this fungible token.

Flat fees have the benefit of being easy to enforce and the drawback of being unrelated to the value created in those transactions. For example, should sending 10,000,000 ETH cost as much as it does to send one? Both a feature (fairness) and a bug (regressive).

Natural examples of on-chain transactions where fees could be added in the future include

account creation; transmitting data; and/or emitting a credential. Already, the FIT Mobile app trains users to expect other fees in the future by utilizing a 5% outgoing transaction fee from the users wallet in the app.

Such fees alone could generate sufficient demand to drive the $FITS Network. Each year hundreds of millions of individuals realize how unhappy they are for being obese. Even the smallest fees could generate billions in revenue at scale.

Lock-up for Licenses

Parties that require the trust of FIT participants should have skin in the game and a long-term incentive to do the right thing. To accomplish this, licensees should be required as a personal commitment deposit. This will ensure that they remain long-term holders of the token and face consequences, if they misbehave.

This will be achieved via app subscriptions, which are to be viewed as licensing. The user will pay the Apple Store or Google Play store a small fee to use the app and enjoy $FITS as added benefits of a healthy lifestyle.

There will also be a 48 hour hold period for rewards to be available to avoid daily conversions to another token or USD.

Human Data as a Service

Human performance data and connectivity are valuable, and apps and data consumers will pay to get it. These connections can either be monetized with a universally defined fee structure or a revenue-sharing agreement. Personal identification data will not be shared.

Fee structure

For example, a fee structure might be arranged such that it's free for certain volumes and types of data, then USD 0.25 worth of $FITS per user per month to stream its anonymous metrics, and another $0.25 to stream its telemetry data.

Both Helium and Hivemapper use such a format for assigning a fixed price to a unit of data. Similar to both, $FITS could introduce a data credit for each data type that simplifies the process of spending $FITS.

Revenue share

Functionised looks to employ a revenue share arrangement whereby Functionised Infrastructure Inc., the first licensed node operator, helps to store and sell aggregate and anonymized user data for the best rates it can get, passing along 90% of the revenue to users in $FITS. By not assigning fixed prices to data, the network preserves optionality and

enables price discovery and competition across node operators. In the future with multiple node operators, users will be able to opt-in with those that do the best job of monetizing their data, effectively turning node operators into data coops.

Fees generated from data as a service could power the network on their own. Today, 1% of these fees are burned, 9.9% goes to the node operator, and 89.1% goes to the user. In the future, these fees could be reallocated and flow back into the treasury, get burned, go directly to the users selling their data, and/or top up rewards pools.

Sound tokenomics must do more than just extract fees wherever possible and reward contributors; they must also be sustainable, avoiding burning away completely and creating an outflow of resources that are out of balance. Currently, there is no automated rebalancing mechanism in place, so token holders must vote on specific interventions to adjust the Baseline Rewards formula, reallocate tokens, and other measures to keep flows in balance. Additionally, tokenomics should ensure that stakeholders remain in balance when it comes to governance authority and that the fee and bonding amounts are denominated in USD equivalent amounts. Finally, proposals should be introduced to add new flat fees in $FITS.

Daily Payout Structure

(subject to change based on daily rate in order to give users an ability to earn tokens of value)
(rewards below in $FITS and may change based on token price in order to reward users with a reasonable claim)

- Breathing rate (12-20 bpm)- 1.5
- Heart-rate variability (HRV) (declines with age) 1.5
remains constant in the zone corresponding to age for a majority parasympathetic state)
- Skin temperature (TBD as more research is needed)
- Oxygen saturation (SpO2) (95%- 100%)- 1.5
- Resting heart rate (RHR) (60-90 bpm with bonus for being at 50-60)- 1.5
- Weight (rewards to fall into a healthy BMI range) 2
- Stages of Sleep (25% of total sleep coming from REM and 25% coming from Deep Sleep for a minimum of 6.5 hours of sleep with bonuses at 7.6 hours)- 5
- Active Minutes (3 separate days of a min of 30 mins of moderate activity- quantified by an average heart rate of 64% to 76% of maximum heart rate.- 10
- Nutrition (this will come into play during the second phase of implementation whereas individuals will be either penalized or rewarded based on food purchase choices).
- Daily Steps
  ○ 4,000- 5/d
  ○ 7,000-6/d
  ○ 10,000-7/d
  ○ 20,000-8/d
  5 $FITS to 20 $FITS

*Payouts received daily from 48 hours previous to eliminate "cheating" and quick token drops.
**Nutrition arrangements will begin in stage 2.

Competitive Analysis

Sweatcoin is the primary competitor in the fitness reward sector, but it lacks blockchain-backed transparency, does not support decentralized data ownership, and has an unclear revenue model. In contrast, $FITS operates on the Polygon blockchain, ensuring secure transactions, user-controlled data privacy, and a sustainable token economy. With a clear revenue model that includes subscription fees, transaction fees, and future data monetization, $FITS is poised to become the dominant force in this space.

Tokenomics & Economic Stability

The $FITS tokenomics model is designed to balance token distribution, liquidity, and economic stability. The initial market cap is set at $10 million, with a liquidity pool structured to ensure stability. The liquidity pool allocations consist of 80% USDC to $FITS, providing a stable price floor, and 20% Polygon to $FITS, maintaining blockchain ecosystem integration.

The token allocation is structured to support long-term growth, with 50% reserved for rewards and ecosystem expansion, 20% dedicated to development and marketing, 15% allocated to the team with a three-year vesting schedule, and 15% set aside for liquidity reserves. Controlled emissions ensure that new token minting is based on demand, preventing inflation and maintaining long-term value.

Technology & Security

The $FITS platform is built on the Polygon Layer-2 blockchain, ensuring scalability, low transaction costs, and energy efficiency. Security is a top priority, with GDPR and HIPAA-compliant anonymized data collection protocols. To enhance privacy, Zero-Knowledge Proofs (ZKPs) are implemented to verify transactions without revealing sensitive personal information. The use of smart contracts guarantees that rewards are distributed fairly and transparently.

Revenue Model & Business Strategy

The $FITS revenue model is structured around three primary income streams: the $2.99 monthly app subscription, the 5% transaction fee on wallet transfers, and future monetization of anonymized health and fitness data. Additionally, strategic partnerships with health and fitness, grocery and research brands will provide further opportunities for revenue growth, including co-branded opportunities and sponsored incentives.

NFT Integration & Community Engagement

To enhance community engagement, $FITS will introduce NFT-based membership badges. Initially, these NFTs will serve as aesthetic digital collectibles, rewarding early adopters. Over time, they will evolve into functional assets that unlock premium platform features, including exclusive discounts, enhanced staking rewards, and priority access to new groups, events and challenges within the global community.

User Incentive Management:

- Start with a **smaller user base** to manage payouts effectively.
- Scale rewards as the token value grows, allowing fewer tokens to yield the same USD value.

Swap and Sustainability Plan

1. **Swap Frequency**:
   - Quarterly or as needed, depending on trading volume and app user growth.
2. **Projected Needs**:
   - Adjust rewards if $FITS value rises significantly (e.g., distribute fewer tokens at $0.20 or $0.50).
3. **Reserve Allocation**:
   - Maintain at least **5M $FITS and $5,000 in MATIC** for ongoing liquidity and rewards.

## Roadmap

1. **Phase 1: Launch & Initial Liquidity Pool**
   - Seed Uniswap liquidity with $10,000 ($5,000 in MATIC and $5,000 in $FITS).
   - Begin app user rewards program.
2. **Phase 2**: ICO and Marketing
   - Raise additional funds to expand rewards and liquidity.
   - Focus on small, targeted marketing campaigns.
3. **Phase 3**: Growth & Scalability
   - Increase liquidity pool size as user base and trading volume grow.
   - Drive token adoption through partnerships and ecosystem development.

This plan ensures that $FITS can launch successfully with $10,000 USD while supporting user rewards and creating a foundation for long-term growth.

Privacy

Privacy remains an essential element of any financial system, and the traditional banking model offers a high degree of privacy by limiting access to information to only those involved and any trusted third party. However, this is not possible with the requirement to announce all transactions publicly. Nevertheless, privacy can still be maintained by obscuring the link between the transaction and the parties involved. This is similar to the level of information released by stock exchanges, where the time and size of individual trades are made public without revealing the identities of the parties involved.
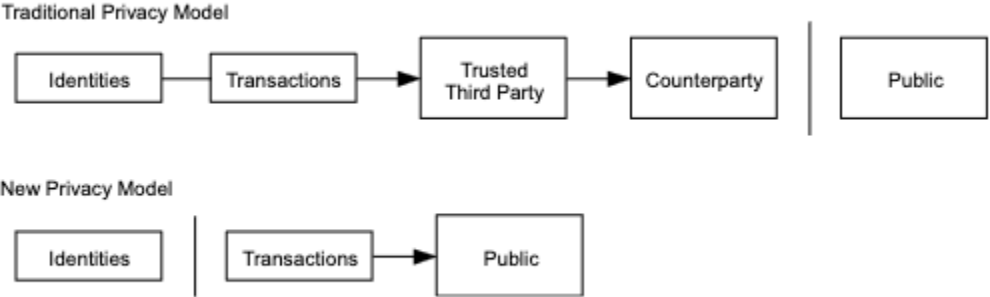
To further strengthen security, a new key pair should be used for each transaction to prevent them from being linked back to the same owner. Unfortunately, multi-input transactions will still reveal that all the inputs belong to the same owner, leaving the risk of linking other transactions if the key owner is identified.

Board of Directors

Founder
Jim Goetz, NBCE, CSCS

Jim Goetz is a certified strength and conditioning specialist with a profound dedication to optimizing human performance. He has successfully passed both the chiropractic and physiotherapy National Board exams, underscoring his comprehensive expertise in health and fitness. Jim's passion for biohacking and human optimization has led him to acquire numerous certifications in related fields, enabling him to implement cutting-edge techniques in his coaching practices.

Throughout his career, Jim has coached a diverse array of athletes, including high school wrestling champions, NCAA Division I football players, and professionals in the NFL, MLB, and MLS. His experience extends to working with USA Gymnastics, Olympic athletes, NCAA women's basketball players, professional boxers, and NPC women's figure competitors. Jim's coaching philosophy centers on living as a champion in all aspects of life by giving 110% effort, emphasizing that doing things the right way, though challenging, breeds success.

An accomplished writer, Jim has published numerous articles on topics ranging from ADHD to nutritional science, often challenging accepted theories to uncover the most effective methods for human physiology. He is the author of the #1 best-selling book, *600 Burgers in 30 Days*, which delves into the intricacies of the ketogenic diet. Additionally, Jim is the creator of the Keto Project Movie, further showcasing his commitment to advancing nutritional science.

In the realm of innovation, Jim developed $FITS, a revolutionary health-based cryptocurrency with real-world applications, set to launch in Fall 2024. This initiative reflects his goal to leave a positive impact on the world through his innovative contributions.

As the founder of $FITS and a member of its board of directors, Jim brings unparalleled expertise in health, fitness, and human performance optimization. His leadership and vision are instrumental in driving $FITS' mission to revolutionize health, wellness, and fitness through sustainable and innovative financial models.

Angelo Gingerelli, MEd, MBA, CSCS

Angelo Gingerelli brings a wealth of expertise to the $FITS board of directors, combining decades of experience in athletic performance, education, and leadership. With a career spanning collegiate, youth, and professional athletics, Angelo has dedicated himself to the science of human performance and the art of coaching.

As a seasoned strength and conditioning specialist, Angelo has worked with athletes across all levels, from aspiring youth competitors to collegiate and professional champions. His ability to optimize performance while prioritizing health and injury prevention has made him a trusted figure in the athletic community.

In addition to his hands-on coaching, Angelo is an accomplished educator, serving as an adjunct professor for numerous graduate and undergraduate courses. His expertise extends to essential life-saving skills as an American Red Cross-certified First Aid, CPR, and AED instructor, ensuring the well-being of athletes and teams under his care.

Angelo is also the author of *Finish Strong: Resistance Training for Endurance Athletes*, a definitive guide to strength training for runners, cyclists, and endurance enthusiasts, published by Bloomsbury Publishing. His insights empower athletes to achieve peak performance through scientifically backed training methods.

Currently serving as the New Jersey State Director for the National Strength & Conditioning

Association (NSCA), Angelo plays a vital role in advancing the field of sports science and fostering professional development for coaches and trainers statewide.

With his vast experience, commitment to excellence, and passion for fitness, Angelo Gingerelli is a driving force behind $FITS' mission to revolutionize fitness and health through innovative solutions. His leadership ensures the board remains focused on creating opportunities for individuals to achieve their wellness goals.

Matthew B. Schultz
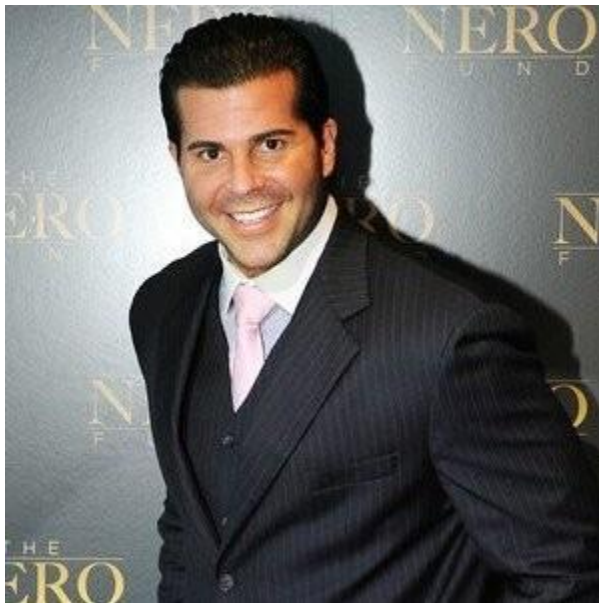
Matthew Brian Schultz is a seasoned leader with over 20 years of expertise in the financial and banking industry. Currently serving as the President of Retail for American Financial Network (AFN) since 2015, Matthew has played a pivotal role in the company's remarkable growth and success. Under his leadership, AFN funded over $14 billion in 2021, earning a position as the 26th-ranked Independent Mortgage Bank in the United States for total loan volume, as recognized by *Scotsman's Guide*.

Matthew's achievements in the mortgage industry are widely recognized. He has been named the Most Connected Mortgage Professional in the Country by *National Mortgage Professional (NMP)* and has guided AFN to earn numerous accolades, including:

- The #1 company in consumer satisfaction, backed by over 67,000 online reviews.
- Inclusion in the *Top 100 Mortgage Companies in America*.

- Recognition as one of the *Mortgage Executive 50 Best Companies to Work For*.
- Selection as an *NMP Top Mortgage Employer*.
- A spot on the *INC 5000* list of fastest-growing private companies.

Beyond his success at AFN, Matthew has a proven track record of building multiple companies into multi-billion-dollar organizations in annual production. His deep understanding of the financial sector, combined with his innovative leadership and commitment to excellence, has made him a sought-after expert in the mortgage and banking industries.

As a member of the $FITS board of directors, Matthew brings unparalleled financial acumen and strategic vision to the organization. His insights will be instrumental in driving $FITS' mission to revolutionize health, wellness, and fitness through sustainable and innovative financial models.
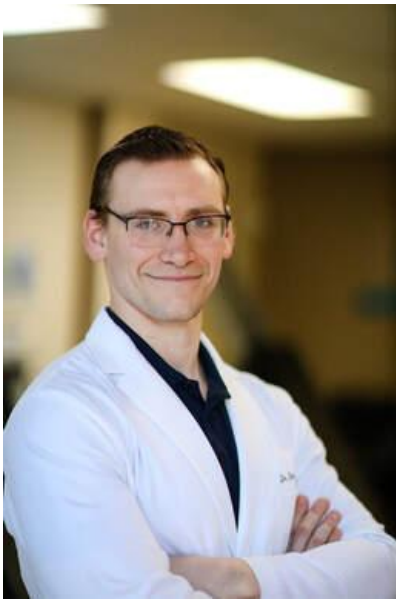
Dr. Michael Brandon

Dr. Michael Brandon is a distinguished professional with a robust background in both the medical and financial sectors. Transitioning into the financial realm, Dr. Brandon has become a prominent figure in the cryptocurrency community. He is the creator and host of the YouTube channel "Fighting Crypto," where he provides insightful analysis and commentary on the latest developments in the crypto market.

As a member of the $FITS board of directors, Dr. Brandon brings a unique blend of medical

knowledge and financial acumen. His diverse expertise is instrumental in guiding $FITS' mission to revolutionize health, wellness, and fitness through innovative financial models.

Dr. Chantea Goetz, PhDs, MS, CES

"Dr. Chantea" Goetz is the Peak Performance Coach and Board Member at $FITS, where she focuses on enhancing mental performance for corporate employees. With extensive experience working with professional athletes and business leaders, Dr. Chantea specializes in helping individuals overcome obstacles and unlock their full potential. Her coaching empowers teams and executives to navigate challenges, optimize focus, and build resilience, driving both personal and organizational success. Dr. Chantea's expertise in mental performance plays a pivotal role in fostering a thriving, high-performance culture at $FITS, ensuring both individuals and the company excel.