



FITI 5

Fitter | Focused | Fun

White Paper

V 0.1.0



EXECUTIVE SUMMARY

Today's fitness world is ready for digitalization. At Fiti5, we are integrating Blockchain technology with the fitness industry and helping to transform it inside out. We are putting up the pursuit of a "healthy lifestyle" as the main objective of the Fiti5 platform by using blockchain technology that will enable better data analysis & security with world-class virtual services.

Fiti5 devised an application that motivates people to work out at their convenience and track their fitness goals. The app includes 5 exclusive features: walk and earn Fiti5 tokens, virtual training courses by influencers, Fiti Plus - in-built Social media platform (coming soon), nutritionists consultations, and Fiti Deal- in-built commercial store (coming soon). Apart from these features, we also have daily challenges through which users can earn rewards which will be monitored through an activity monitor innovative chain. Shortly Fiti5 will be equipped with a virtual commercial store known as Fiti Deal, where users can browse & buy multiple products sold by top quality suppliers globally. Fiti Deal will have a long thread of product categories like fitness equipment—accessories for training, food supplements, and many more. The application uses sensors fitted in an individual's smartphone to record footsteps whenever an individual is in motion. With Fiti5, they can forge more muscular legs and attain their ideal body goal.

The Fiti5 application is characterized by high timeliness, compatibility, and an easy-to-use interface using the blockchain system in the application. Users can choose a training program based on their preferences and workout type. They can set a schedule to work out and have a virtual trainer that will help them in every workout step with tips and advice that will not let them quit. This app provides an opportunity to control physical training in the comfort of one's home and also record their total footsteps count and reward them with tokens accordingly. One can track their activity and compare the results with friends or with other people in the world. Fiti5 also has its own in-built social media platform where users can follow their influencer coaches and chat with them. Users and influencers can build up a good following by posting their workout progress and routine on Fiti plus. Verification of individual accounts will be done based on their KYC and the number of followers.

The Fiti5 App strives to make technology adaptive for fitness enthusiasts. The app has one goal: To help people live happier, healthier lives through technology.



INDUSTRY OVERVIEW

The global fitness application market size was estimated at USD 4.4 billion in 2020 and is suspected of expanding at a CAGR of 21.6% from 2021 to 2028. The widespread COVID-19 pandemic resulted in nationwide lockdowns and social distancing norms. This has led to a transformation to virtual fitness applications from traditional studios and gyms. This, in turn, has raised the downloads and usage of fitness apps on devices. According to an article which was published in the World Economic Forum in September 2020, the global downloading rate of fitness and health apps increased by 46%. This increased usage rate of fitness apps due to a growing trend of online fitness training is driving the market globally. The escalating awareness regarding health and wellness is also driving the market.

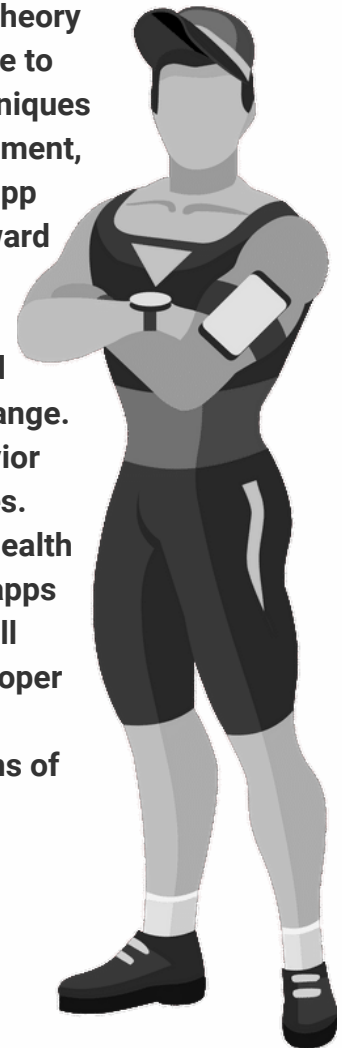
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BILLION
BY 2023



MARKET RESEARCH

This app was designed with the most significant health behavior theory constructs in mind to intervene effectively towards technology use to mitigate sedentary behavior. It also applies behavior change techniques that are most common, including changing an individual's environment, thoughts, social environment, and physical activity routine. This app assists users in effectively engaging in technology behaviors toward mitigating sedentary behavior.

Despite knowing this helpful app attributes to users, theory-based interventions support the standard ineffective health behavior change. Research suggests that apps lack features based on health behavior theory, behavior change techniques, and evidence-based practices. This makes it difficult to determine the usefulness of traditional health behavior change methods on mobile technologies. Furthermore, apps that utilize constructs of health behavior theories may not apply all constructs of a particular theory, whether known by the app developer or not, making it impossible to determine the theory's efficacy. Interestingly, more costly apps tend to be of higher quality in terms of usability and include some behavior change techniques.



Market Research

There are different types of individuals while talking about working out.

1. The fitness freaks who work out all the time.
2. People who are interested in doing easy-going walks whenever they can.
3. The people in between, always contemplating and trying to explore for some motivation.



RECENT TRENDS & OPPORTUNITIES

Health & fitness apps' usage grew by over 330% as smartphone users diversified application usage in the last three years. Users keep tracking workouts, signing up for classes, and keeping in touch with their general health. Fitness tracking has become a vital part of controlling people's health, relating to their muscle growth and overall well-being. Health & fitness apps show the highest usage rates across all application categories. This symbolizes that users are committed to their fitness apps once they start utilizing them. More than 75% of active users run their health & fitness app at least two times a week. And More than 25% of users access their fitness apps more than 10 times a week who happen to be fitness freaks. As a result, usage drives up.

Since technology has given us the means to easily track every aspect of our lives, improving health and fitness is no exception. Fiti5 was founded with this goal in mind to motivate people to live healthier lifestyles with fun and interactive workouts.

Fiti5 will be the new trend and face in the fitness industry that offers fitness in your pocket. Users can attain fitness by walking and earning tokens, following high-quality workout videos by certified trainers, consultation, etc., that will lead them to work out to get in shape anytime.



Mission

Our mission is to offer completely personalized workout and diet plan consultation with an attractive design to provide our users with a simple and easy-to-use app that will help them stay in shape, improve their overall health and get rewarded for their progress which is monitored through blockchain.



Vision

To enhance the community's lifestyle, we provide through our fitness live trainers, workout videos, nutritionists consultancy, and fitness products and to instill the value of health and fitness in people's lives.



USP

Fitter| Focused | Fun

Blockchain
-based ledger steps
count.

Daily
Workouts
charts

Video courses
for exercise and
training

Global
access anywhere

Unlimited
opportunities to gain
fitness at home.

Progress
Tracking

Goal-based
Online Workout
Programs
to be followed at
your convenience

Fitness Consultation
to set your specific
fitness goals.

Royalty structure to
instructor, professional
& user

Value of platform -
personal interaction
on video conference

Live Interactive
sessions with a
Certified Coach.

Unlimited
Chat Support

Nutrition
Consultation to
curate a Customized
Diet Plan



Future collaboration

Bringing creativity & innovation to the world of activewear and other products from your favourite brand on our platform to give you confidence and colour. FiTi5 is the next generation fitness and lifestyle platform that is about to disrupt the fitness industry by leveraging the Blockchain Technology and User-based Online Social Networks.

We have big plans for Fiti5. We're currently working on collaborations with famous brands like Adidas, Puma, Nike, Reebok and Skechers. The products you know and love will be available on our in-built commercial app where you can get an amazing deal. FITI5 is looking forward to become an exclusive specialised platform where customers will be able to purchase branded products.

Abstract

At present, the center of the sports industry has grown due to significant sports organizations and related companies. The digital content created by the sports experts' has just been accumulating for many years and has not been rewarded with enough value compared with creators like the movie and music.

Existing mobile fitness has several problems. The lack of a platform for sports experts to produce and monetize content is causing the degradation of content diversity and quality. For the other reasons, such as informing the company's products and brands rather than the purpose of the exercise content, the company is playing the role of paying the model fee to the exercise fitness star producing the exercise contents and providing the customer (user) with content service. For these reasons, fitness experts find it hard to lead the fitness industry.

By eliminating the specific issues to be addressed below exercise, Fiti5 experts will take the initiative to produce their own athletic know as valuable digital content and look forward to a world where all people exercise through sports and fitness content around the world.



Fitness app problems

Lack of mobile fitness motivation

Growth of mobile fitness market

A variety of mobile fitness services are emerging due to the needs of modern people who want to exercise comfortably on a schedule that meets their time and place. In fact, the global mobile fitness market is growing rapidly by 13.8% annually, and more than 100,000 related apps have been released. The number of "home training" keyword searches and subscriptions is increasing year by year.

Non-face-to-face training

In the mobile fitness environment, non-face-to-face training is the basic model, so users learn exercise through posts and visual content. This can bring freshness to the user, but it lacks communication and feedback for the continuity of the exercise, and users will lose motivation to learn and give up immediately.

The need for high-quality content

As it is not easy for the users to get motivation, it is necessary to provide a training program with customized recommendations and professional know-how to match the user's needs. However, most mobile fitness apps are not on-demand but are primarily business-oriented services that plan and produce content based on information we can find from anywhere. Therefore, it is challenging to create various content, and it is challenging to make customized recommendations due to a lack of user feedback collection.

The bunch of Fitness Influencers

Although there is a growing demand for mobile fitness, one thing which can increase user satisfaction and health is "How well can we teach (people to work out)?". In other words, the know-how of exercise experts should maximize learning efficiency. So many Sports & Fitness Influencers have appeared. They share a healthy lifestyle on various platforms and positively influence their followers. Through Sports & Fitness Influencers, followers learn to play sports, interact with and buy health-related products. Influencer marketing is expected to reach \$ 1 billion by 2024 by leveraging their influence. Influencer marketing is booming, creating brand content, promoting products, and securing sales channels. Sports & Fitness influencer marketing is expected to expand into the sports industry, with a worldwide market size of \$ 1.3 trillion and an annual growth rate of 3.5%.



Absence of compensation system

However, we do not receive any compensation for delivering high-quality exercise content with the know-how to the public, promoting health, and contributing to a company's brand identity and revenue growth. This is because the athletic content itself does not generate. Revenue and there is an unnecessary brokerage fee in the marketing process.

The need for growth opportunities

Most athletic experts, except for a few Sports & Fitness stars who generate ad revenue through their followers and deliver health-related content, have barriers to growth. When most elite sportsmen retire after the Olympics or season, 3.5 out of 10 are unemployed, or 8 of 10 will live a different life with no relationship with their majors. In addition, 80% of retired athletes are in their 20s because of the nature of their careers. General fitness experts also work as personal trainers in the gym, but they are also in a harsh working environment, such as labor contracts and low salaries. Just as various athletic content is created in a mobile fitness environment, there is a need to discover the new potential to draw their know-how and reach out to the public.



Solution

Fiti5 Network

In order to overcome the problems mentioned above, Fiti5 will help the experts to create new values with the competitiveness and exercise know-how accumulated over a long period of time. In addition, we will provide a unique ecosystem in which experts can create digital content like work out videos on their own and consult directly with customers (users, corporations). The Fiti5 blockchain ecosystem will enable everyone to exercise very diverse fitness digital content and grow the fitness industry as a marketing partner for sports companies or brands.

Influencer Value-Up Ecosystem

We build an ecosystem where sports experts are the center. We name our fitness expert as "Influencer" and aim to support exercise not only content production but also a variety of opportunities such as the contracting model with the company, communicating with followers, and advertising activity. As the ecosystem becomes more robust, the value of exercise experts will expand as the quality of training content enhances. Fiti5 tokens will use blockchains to ensure transparency in the interaction between ecosystem members.

Content Market

The fitness companies no longer do content planning/creation, but the influencers will be the center who will create the content of their own know-how and promote it to the public. Users who want to participate in exercise can purchase digital content through our in-built commercial marketplace. During this process, fitness experts will create their fitness workout high-quality video and upload it on our platform, which will drive more interactive content on the Fiti5 platform.



Solution

Workout-based Social Networking platform

The social networking features included in the platform allow fitness influencers and users to build and communicate with the community. Fitness influencers customize content based on the users' needs who follow them, and users receive information about exercise.

Commerce

In the Fiti5 ecosystem, commerce means promoting a healthy lifestyle for people through various features on our platform. Such as selling products for health and fitness through our in-built commercial store, workout sessions by expert professional influencers, nutritionist consultation, Referral commission, and our walk and earn system. (Detailed information about revenue share policies will be provided in our tokenomics).

Improving user's continuity of exercising

Fiti5 users can exercise effectively in a mobile fitness environment with various interactivity with fitness influencers. The social networking features in the platform allow you to follow or subscribe to fitness influencers and communicate with them smoothly.

Fiti5 supports online and offline exercise experiences. Using the pedometer Tracking & motion recognition technology, it is possible to compare the user's motion data with the influencer's motion data and give our users an experience just like they are working out at an offline gym with a personal trainer. By interacting with fitness influencers, users can have fun and exercise constantly. We are always thinking about expanding contact points with fitness influencers to create an environment where users can exercise.



Technology platform

1) Data integrity and privacy

Problem : An intruder can hack the device, extract all the user data, and sell it to a third party who may target him with spoofing attacks.

Solution : To secure the users' data, Fiti5 developer should start encrypting any data the application generates. They should also make the data unreadable to an unauthorized user.

3) Rapid application development

Problem : Due to hasty fitness app development, they end up making half-baked apps, which destroys the fitness app's purpose and turns into a loss.

Solutions: Our Developers practice agile development to make mobile app more accessible and result in a faster upgrade in the market.

2) Hardware Integration

Problem : For some fitness apps, it's hard for the app to integrate with devices other than a smartphone. Ideally, fitness apps should be compatible with all devices such as smartwatches, tablets, etc.

Solutions : An APIs and SDKs are provided to the third-party app to integrate with the hardware app.

4) Application updates

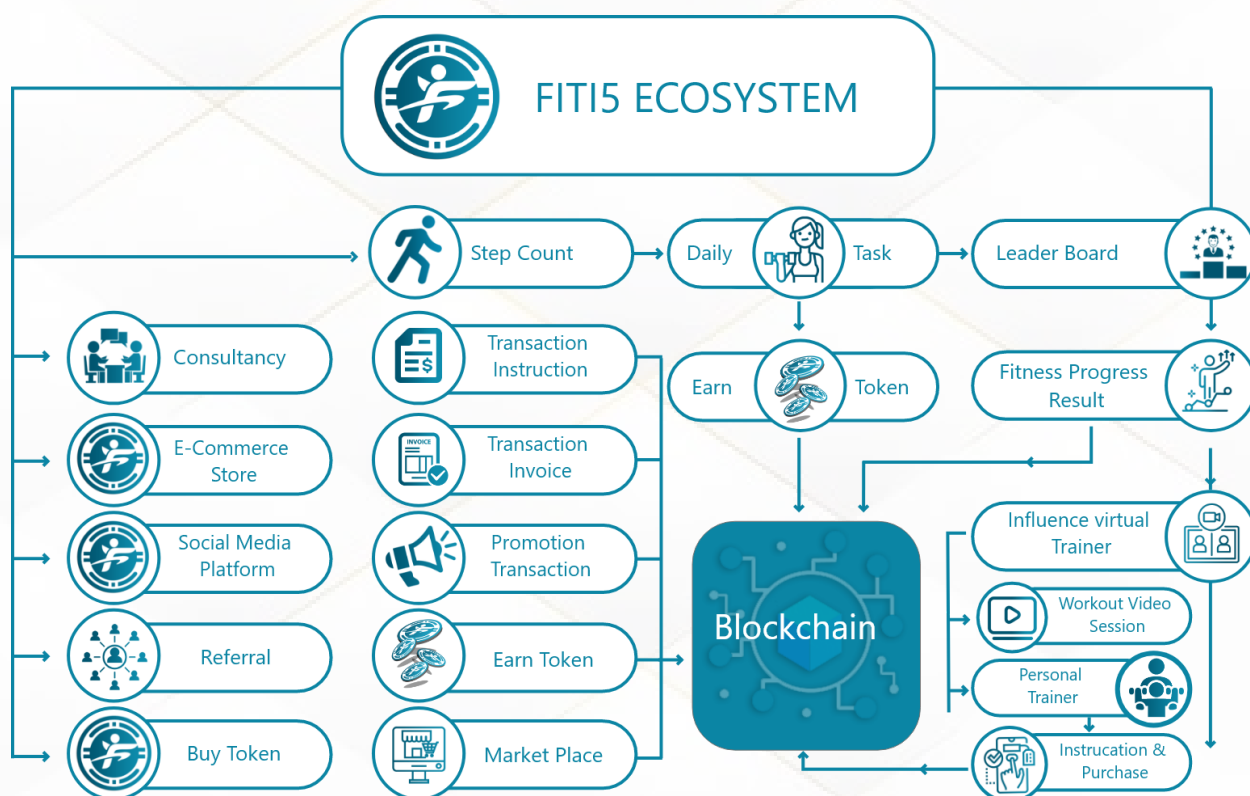
Problem : The applications upgrading span is neglected, leaving the app completely abandoned.

Solution : The concerned team update the app up to date for the user convenience for easy accessibility.



FITI5 Ecosystem

A robust ecosystem plays an essential role in the Fitness industry. We are using a more advanced and efficient ecosystem for online digital fitness. In Fiti5, you'll find a community of health-conscious users, workout videos, and daily fitness challenges, fitness equipment/products. Fiti5 Ecosystem provides a structured platform that has all the fitness facilities one requires for maintaining and carrying out exercises to improve their way of living with better health.



Why Blockchain?

FITI5 Solution through Blockchain

In today's world, Blockchain has penetrated every sector globally, be it agriculture, finance, education, etc. Everyone is becoming more and more health-conscious and is highly promoting a healthy standard of living, giving the fitness industry a vital boom.

People are switching to healthier food habits and quality foods like organic and vegan. Gyms and other fitness centers are witnessing a heavy flow of individuals who are enthusiastic about fitness. They are also becoming self-aware about everything they do, be it the type of food they consume or the benefits of being fit. What makes our fitness platform unique from others is the integration and creation of a blockchain-based fitness platform to keep track of individuals' fitness progression, allot rewards to them according to terms and conditions and carry safe, secured, and transparent transactions.

The fitness service industry is probably the most mature industry for Blockchain technology implementation. Fitness service providers find lots of issues in their system, both technological and non-technological, that can be eliminated or improved by introducing Blockchain technology.

- 1) Encrypted data and privacy.
- 2) Secured payments.
- 3) Tracking system.

The use of blockchain on our platform are mentioned below:

- 1) On purchasing an item from our in-built store, the user will receive an invoice stating the ownership of the purchased item. The invoice sent will be a Blockchain verified invoice.
- 2) Instructions given by the trainers/consultant will be recorded and verified through blockchain once the user submits a "Yes" response for every given instruction.
- 3) Footsteps taken by the user will be recorded through a pedometer running on their device and will also be verified via blockchain.
- 4) Transactions carried out on the whole platform for every purpose will be rectified and recorded on blockchain.

Fiti5 provide smart applications for iOS, Android, and Web platforms. All the top features will be integrated into one ecosystem that will be based on blockchain technology. Fiti5 is a platform based on Blockchain that aims to disrupt the traditional fitness industry by building a blockchain-based fitness application- a new approach to daily fitness in a transparent and secured ecosystem. With the help of our innovative service, clients will have easier access to both personal trainers and classes that fit their needs.



Functions of the Solution

Explicitly created to offer an all-in-one solution to fitness and health. Fitness experts and nutrition experts work closely at Fiti5 to provide a completely personalized workout and diet plan delivered straight to the user. With a clean and attractive design, we aim to provide our users with a simple and easy-to-use app to help them stay in shape and improve their overall health.

As the user opens the application, they will see the total number of steps walked throughout the day (24 Hours), the amount of footsteps they have to achieve for the day, the number of steps they have to take before their next reward is accrued, the level they've reached, distance covered, Burn calories, daily rewards, and token balance. Apart from this, features like paid and free workout videos for different body parts and a paid personal gym trainer are also available on the app along with nutritionists experts where they can directly communicate with a professional nutritionist and get a personal diet plan to make their workout routine more effective. The users can spend their tokens on fitness products available in the in-app market, workout videos, personal gym trainers, and nutritionists consultancy (payment will be made in XYZ token only). In case they fall short of tokens to buy a particular product they desire to own, they can purchase tokens from the website directly. This will create a continuous flow of revenue for the company's finance.

Key propositions

- To provide personal training services that offer an unmatched training experience.
- To motivate every individual to be physically active by rewarding them and providing a platform to earn tokens and showcase their healthy lifestyle experiences.
- To positively influence physical fitness and ultimately the lives of as many people as possible with our interactive app.
- To offer workout videos based on (HIIT) High-intensity interval training that blends with overall personal fitness.
- A new way to enjoy fitness is by selecting from the vast list of qualified expert professional coaches.
- To improve lives and health through motivating community challenges to build a healthy community.



Features

Step up your pathway to Fiti5 token

Walk your way to greater health and marvelous rewards while tracking your daily steps, distance & calories.

Win 1 Fiti5 token every 1000 steps

In-built Commercial store (coming soon)

Build your Fiti5 token balance by performing daily activities, purchasing Fiti5 tokens from our token store, and buying fitness products from our in-built commercial store.

In-built Social Media Platform

Increase & Build your presence and followers by uploading your fitness progression and activities on our in-built social media platform.

Daily task

Earn tokens by completing exciting tasks. Our daily tasks are specially designed to make your fitness routine more effective.

Leaderboard

Walk and earn to be a part of the leaderboard. Compete with your companions and family and see who walks and earns the most every day. Get fit together.

Fitness progression result

The Fiti5 tracker records fitness stats like steps taken, distance traveled, calories burnt. It is the perfect companion for those looking to take control of their fitness goals.



Features

Arena

The arena is where the real deal happens. Here, individuals can challenge themselves, accomplish their goals, get rewarded, compete with friends, and join public challenges.

Virtual trainers

Select from over 1200 workout videos with the most advanced exercise database on the internet and HD video demonstrations from Trainers. Get in shape with our 'Fit Equipped' training videos.

Consultation

Through our online consultation, individuals can get a designated meal plan schedule along with diet tips, recipes, and exercise routines tailored for their needs after taking an online survey and communicating with our certified nutritioni

Connect with Family & Friends

Invite & connect with your family and friends circle on/to the application, monitor their fitness progress, and help each other achieve health goals from your phone.

Referral commission

The bigger the circle of friends, the higher your commission. You can invite your friends and family to join and use your unique referral link whenever they make a purchase of Fiti5 tokens. You will earn 10% of their purchase as commission in Fiti5 tokens.



User Protagonist Redefined

Fitness Goal

Anyone who wants to attain their fitness goals can log in to our fitness application and can take the Service from Fiti5.

Benefit

User can customize their fitness routine

Virtual influencer trainers

Our virtual influencer trainers will provide you with fitness workout videos with proper instructions & demonstrations to follow. To make their workout more effective nutritionist consultancy will also be available.

Benefit

Virtual influencer trainers & Nutrition Consultancy will receive Fiti5 Tokens, which can be converted into cash.

Suppliers and Retailers

Fitness suppliers and retailers can contact our team for collaborations and tie up to sell their products on our platform through our in-built commercial store.

Benefit

Suppliers and Retailers will profit due to high exposure and purchasing power of the users.



Revenue Model

Fiti5 is an innovative approach to personal fitness training. It is a blockchain-based fitness platform that is the perfect blend of technology & human fitness skills. We are converting all the health constraints into online fitness industry opportunities and increasing the scope of the Fiti5 blockchain-based website. Being an all in one fitness application, we have numerous sources of Revenue Generation, and a few of them are listed below:

1) Influencer Virtual training videos

After a user logs in and subscribes to the desired trainers' workout video sessions, users have to pay a certain amount of fee with Fiti5 tokens in order to watch the Paid session or workouts. From the fee payment, 50% of the commission will be allotted to the trainer in the form of a FITI5 token.

2) Personal Virtual trainer

Users can subscribe to personal virtual trainers. A zoom call will be set according to the time preferred by the user with the trainer for working out. Users have to make the payment from our secure platform for further training. From that payment, 50% of the amount will be allotted to the Virtual trainer for the service provided to the users.

3) Nutritionist Consultancy

For users to make their fitness more effective, they can consult a nutritionist on our platform and get specially designed diet plans and advice. Users will pay a fee amount of tokens out of that; 70% will be allotted to the nutritionist or advisors.

4) In-built Commercial store

Fitness equipment/ product suppliers & retailers can enroll on our platform and sell their products on our in-built commercial store. On every product purchased, 90% of the total price will be allotted to the supplier/ retailer.

5) In-built Social media app

Fiti5 will have its own social media platform where people will be able to post and promote and also get the chance to collaborate with influencers in their posts for a specific amount of tokens.



Become a Trainer

Fiti5 is revolutionizing the personal training industry by providing trainers with an online platform that allows them to reach more people through their fitness courses and profit from the growing demand for fitness.

At Fiti5, personal trainers can create their online presence by offering classes and appointments online and reach a wider client base that is cost-effective through the use of Smartphone applications. Their main benefits would be that they will earn tokens, publicity and be known for their courses and branding. With built-in social media platforms, trainers need not worry about setting up their own platform since they can reach a wider audience through Fiti5 by uploading their workout videos, posting on our social media and interacting with users. Trainers will get the opportunity to earn on every video they upload. Users will have to purchase their video with Fiti5 tokens. We strive to be the best fitness brand that caters to individuals who want to get fit and healthy instantly.

To enroll as a trainer, you have to :

1) Submit fitness training certification

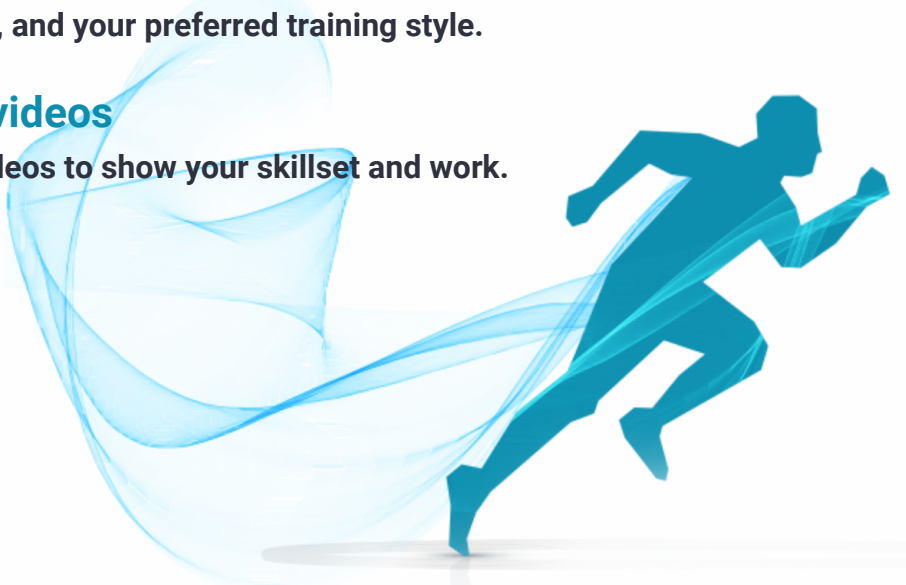
If you have professional expertise as a trainer, send a copy of your certificate.

2) Define their specialty

It is essential to mention your fitness training expertise to have a clear idea of your target market to connect with the audience who will be a good fit for your services. To find out which area you should pursue, consider the needs in your community, what you are most passionate about, and your preferred training style.

3) Workout sample videos

Submit workout sample videos to show your skillset and work.

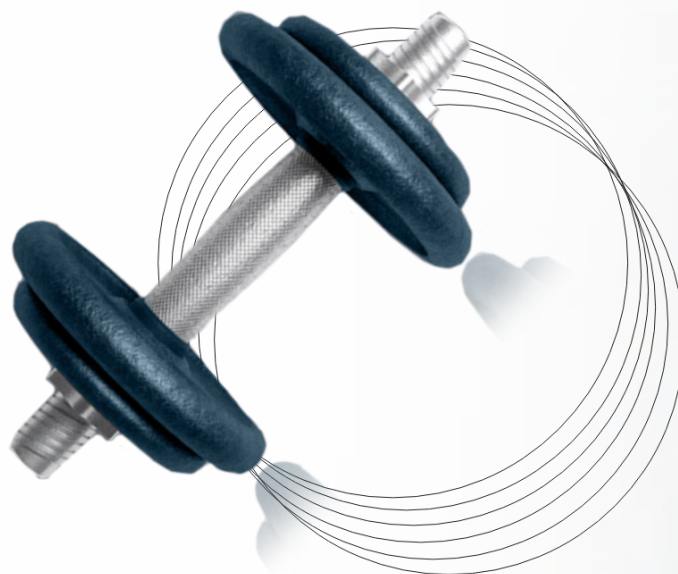


Token usability

Few fitness platforms have delivered such beneficial service, but users weren't able to be consistent with their routine due to low application interaction and lack of progress accuracy. Fiti5 believes in providing the right motivation to users to consistently workout out daily through constant reminders, training sessions, and delivering accurate fitness reports. On Fiti5 blockchain-based platform, users can use a token for any workout session they wish to follow, personal virtual trainer, consultancy, in-built commercial store, and an in-built social media platform. Similarly, Virtual trainers will receive tokens on purchase of their workout sessions. The maximum flow of tokens in Fiti5 enhances the value of tokens.

Below are some essential uses of the token

- Tokens are the mode of a transaction on the Fiti5 platform for the exchange of fitness services.
- The maximum flow of tokens increases their value and provides benefits to instructors and trainers.
- Work out sessions, consultancy fees, product purchases can be done with tokens.
- Tokens can be purchased from FITI5 secured payment gateways with bonuses.
- Users/ trainers/nutritionists can convert tokens into cash at any time.
- Token earning creates zeal and improves the performance of influencer trainers.
- The token system is the most secure way of a transaction between users and our platform.



Fitinomics

Token Distribution



Fund Allocation



Fitinomics

Ticker: Fiti5

Network: Binance Smart Chain

Token Type: BEP - 20

Private Sale Price: 1 Fiti5 = \$ 0.03 (Exclusive Price)

Public Sale Price (IFO): 1 Fiti5 = \$ 0.05

Accepted Currencies: BTC, ETH, LTC, TRX



Our MVP

1) Video trainers

Fiti5 offers diverse virtual fitness training videos for weight loss, muscle gain, strength, flexibility & stability that are tailored to individual needs & goals. The app has a combination of workout videos of trainers uploaded by the trainers themselves. Users can view the first video of every trainer for free. They can select a workout based on their fitness needs; if they are satisfied with it, they can pay and follow that specific trainer training course. Workout videos are set for different body parts, fitness inventory, and levels of complexity are available. This will help users to adjust the exercises to their goals, preferences, and needs.

2) Statistics

Fiti5 is a health app that provides users with real-time statistics, progress sheets, virtual trophies, and rewards to motivate them to perform at their best. Stats about users progress will be shown in a graph format. Every month, the user will be able to access their performance-based statistics. A report will show users how many steps they took based on an average, the number of calories burned each day, and the weekly breakdown. Along with this, a progress report will be displayed portraying the progress rate of the individual and how much they need to work on attaining their fitness goal and earning tokens. Showing the achievements and reminding about missed workouts makes users regularly return to the app to continue their fitness journey.

3) In-built Social media platform :

Fiti Plus is the world's first social media open forum platform for Crypto users where they can network, interact, voice their opinions, share daily gossip and promote their businesses on our simple and friendly user interface. Users will also enjoy intriguing features like marketing tools, following and sending a friend request, messaging system (private communication), real-time notification & customizable privacy settings. We aim to bring content creators and sharers together and give them a platform to share their experiences and network, making the perfect crypto social system for the betterment of the community.



Our MVP

4)Marketplace

Fiti5 will have an in-built marketplace, "Fiti Deal," where users can buy multiple items round the click. Fiti Deal will have multiple category products like nutrition food, gym equipment, supplements, protein drinks, etc. Users can purchase these products anytime and anywhere and have them delivered to their doorstep. The mode of payment for purchasing any items can either be done with stable coins or Fiti5 tokens. On purchasing items with the Fiti5 token, users can avail of incredible discounts with coupon codes. When users use Fiti5 discount coupons, they're making the transition to a healthier lifestyle that is more accessible and more affordable.

5)Consultancy :

In order to make their fitness routine more effective, they can consult a top expert nutritionist for a customized diet plan on the Fiti5 application and get a personalized dietary plan. An expert will help the user with the right nutrition counseling for weight goals. A personal video conference can be arranged on the application through which users can have a virtual meeting with the nutritionist. The date and time would be fixed for the video conference meeting. Payments for the consultancy fee has to be done with Fiti5 tokens.



RoadMap

Q4 2021

- Idea & Concept generation
- In-depth Market Research
- Marketing Strategy
- Website development & testing
- Whitepaper formation & designing
- Brand Establishment

Q 1 2022

- Website Launch
- FIT15 Ecosystem Formulation
- Whitepaper 0.1 Version released
- Social Media Activity & Marketing Campaign
- Private Sales Round (Exclusive Price)

Q 2 2022

- Development of social media platform
- Influencer Partnerships
- Tie up with certified Trainers
- Certified Fitness and Workout courses
- Nutrition Plans with Dietician
- Public Sales Round (Revised Price)

Q 3 2022

- Open platform of Social Media
- Token Sale Round
- Dashboard & Transaction testing
- Development of E-commerce platform
- Partnership with Verified fitness product Suppliers

Q 4 2022

- FIT15 CEX Listing
- Launch E-commerce platform
- Global Tie-ups with logistic companies
- New Version of platform launch

Q 1 2023

- FitPlus Ideation and concept
- MetaVerse with NFT concept
- Designing Digital identities - Avatars
- Metaverse platform FIT15 (BETA)



Terms & Conditions

Privacy Policy

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‘Platform’ shall collectively mean the proprietary Fitness Platform including but not limited to online website under the domain name <https://www.Fiti5.com/> and mobile applications under the brand name ‘Fiti5’ to deliver prompt access to fitness data so You can track Your development, push your bounds and regulate Your fitness routine.

Our privacy policy is designed to provide greater transparency into Our privacy practices and principles in a more easily navigated, read and understood format. We respect the privacy of Our Platform users (“You” or “Your”) and the confidentiality of the information provided by You and have developed this Privacy Policy to demonstrate Our commitment to protecting the same.

Privacy Policy

Effective Date: 09 May 2020 This Privacy Policy describes the type or treatment of information provided or collected on the Platform where this privacy policy is posted. It also explains the treatment of information provided or collected on the Platform. We make it available on third-party sites or platforms if disclosed to You in connection with the use of the Platform. We follow this privacy policy in accordance with local law in the place where we operate. We collect, purpose, usage, storage, handle such information, and disclosure thereof. We encourage You to read this Privacy Policy carefully when (i) using Our Platform from any computer, computer device, mobile, smartphone, or any electronic device, or (ii) availing of any products or services offered on or through the Platform. By using Our Platform, You are hereby consenting to collect Your information by Us. The information in some cases may include Personal Information and Sensitive Personal Information. In case of collection of Sensitive Personal Information, You will be required to click on the box below, confirming Your acceptance of this Privacy Policy. By accepting this Privacy Policy, you represent that You are eighteen (18) years of age or above. In case You are under the age of eighteen (18) years. You are requested to not share any Sensitive Personal Information or Personal Information with us without having Your Parents accept this Privacy Policy on Your behalf.



Terms & Conditions

1. WHAT INFORMATION DO WE COLLECT?

2. At the outset, You are free to refrain from sharing Your information with Us. When You use the Platform, We may collect two basic types of information - Your personal and anonymous information. We may use personal and anonymous information to create a third type of information, aggregate information. We may also collect information that may be Sensitive Personal Information. We collect the following categories of information:

- Registration information You provide when You create an account, including Your first name and surname, country of residence, gender, date of birth, email address, username, and password.
- Transaction information You provide when You request information or purchase a product or service from Us, whether on our Platform, including your postal address, telephone number, and payment information.
- Information You provide in public forums on Our Platform.
- Information is sent either one-to-one or within a limited group using Our message, chat, post, or similar functionality, where We are permitted by law to collect this information.
- Information You Provide to Us when You use Our Platform, Our Platform on third-party sites or platforms such as social networking sites or link Your profile on a third-party site or platform with Your registration account.
- When you visit Our Platform, the location information includes location information either provided by a mobile device interacting with one of Our Platform, website, or Application or associated with your IP address. We are permitted by law to process this information.
- Usage, viewing, and technical data, including Your device identifier or IP address, when You visit Our Platform on third-party sites or platforms or open emails we send.

3. How We Collect Your Information?



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4. In order to register as a user with the Platform, You can either create an account on Our Platform. Alternatively, You can sign in using Your Facebook/Google/ any other social networking website login. If You do so, You authorize Us to access specific Facebook/Google or any additional social networking website account information, such as Your public Facebook/Google or any other social networking website profile (consistent with your privacy settings in Facebook/Google or any other social networking website). You will also be asked to allow Us to collect Your location and movement, Fitness information from the device when You use the Platform.

5. We collect information. You provide to Us when You request products, services, or information from Us, register with Us, participate in public forums or other activities on Our Platform, respond to customer surveys, or otherwise interact with Us. Please keep in mind that when You provide information to Us on a third-party site or platform (for example, via Our Platform), the information You provide may be separately collected by the third-party site or platform. This privacy policy covers the data We collect, and the information the third-party site or platform collects is subject to the third-party site or platform's privacy practices. Privacy choices You have made on the third-party site or platform will not apply to Our use of the information We have collected directly through Our Platform.

6. You provide while using Our Platform or in some other manner. You may also provide Us photos, a personal description, and information about Your gender and preferences. In case any chat facility is provided through the Platform, and if You chat with other Platform users, You provide Us the content of Your chats. If You contact Us for customer service or other inquiries, You provide Us with the content of that communication.

7. We neither knowingly collect any information nor promote Our Platform to any minor under the age of 18 (eighteen) years. If You are less than 18 (eighteen) years old or a minor in any other jurisdiction from where You access Our Platform, We request that You do not submit information to Us. Suppose We become aware that a minor has registered with Us and provided Us with personal information. In that case, We may take steps to terminate such person's registration and delete their account with Us.



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8. We use various tools and technologies, such as cookies, Flash cookies, and Web beacons, including when You visit Our Platform or use Our Platform on third-party sites or platforms, to collect Your personal information and non-personal information from the device from which You access the Platform and learn about Your activities taking place under Your account when You use Our Platform. Such non-personal information could include Your IP address, device ID and type, Your browser type and language, operating system used by Your device, access times, Your device's geographic location, and the referring website address. We may use web beacons and other similar technologies to track Your Platform's use and deliver or communicate with cookies.

9. Advertising networks service providers, web traffic analysis service providers, Our business partners, vendors, and other third parties may also use cookies beyond Our control. These would most likely be analytical/performance cookies or targeting cookies. Blocking such cookies is possible by activating the appropriate settings on Your device browser. However, this may affect the functionality of the Platform.

10. We acquire information from other trusted sources to update or supplement the information You provided, or We collect automatically. Local law may require that you authorize the third party to share Your information with Us before Acquiring it.

11. HOW DO WE USE THE INFORMATION WE COLLECT?

Our company member, which includes many different brands, will be the data controller for Your information. A user can reach out to our data controllers by emailing privacy@Fiti5.com. Other members of Our Company may have access to Your information where they perform services on behalf of the data controller(s) (as a data processor) and, unless prohibited under applicable law, for use on their own behalf (as a data controller) for the following purposes:

- deliver and improve Our Platform and manage Our business;
- manage Your account and provide You with customer support;
- tracking of Your physical movement, Fitness, and location for step count and coin conversion;
- creating daily leader board rankings;
- providing access to offers and facilitating transactions for availing Ours and third party's goods and services through the Platform;
- perform research and analysis about Your use of, or interest in, Our or third party's products, services, or content or such products, services, or content as may be available on or through the Platform;



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- communicate with You by email, postal mail, telephone, and/or mobile devices about products or services that may be of interest to You either from Us or third parties or such products, services, or content as may be available on or through the Website;
- develop, display, and track content and advertising tailored to Your interests on Our App, including providing advertisements to You;
- undertake Platform analytics;
- enforce or exercise any rights in our Platform Terms and Conditions;
- perform functions or services as otherwise described to You at the time of collection; and
- Resolve disputes, diagnose errors, troubleshoot problems, detect and protect Us against any activity not expressly authorized under the Platform Terms & Conditions as available at the link.
- consistent with local law and choices and controls that may be available to you :
 1. send you offers and promotions for our products and services or third-party products and services;
 2. personalize content and experiences on Our Platform;
 3. Provide you with advertising based on your activity on Our Platform and third-party sites and applications.

- **TO WHOM DO WE SHARE YOUR INFORMATION?**

- When You register as a user of Our Platform, Your profile details (information You have provided Us directly or through your Facebook/Google or any other social networking website account) will be accessible and viewable by other Platform users and Our business partners, sub-contractors, payment, and delivery service providers, advertising networks, analytics providers, search information providers, and credit reference agencies.
- We do not share Your personal information with others except as indicated in this Privacy Policy or when We inform You and give You an opportunity to opt-out of having Your personal information shared.
- We may also disclose Your personal information:



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1. for complying with applicable laws, requests, or orders from law enforcement agencies, appropriate competent authorities, or for any legal process;
 2. for enforcing the Platform Terms and Conditions;
 3. for protecting or defending Ours, any Platform user's or any third party's rights or property;
 4. for supporting any fraud/ legal investigation/ verification checks; or
 5. In connection with a corporate transaction, including but not limited to the sale of Our business, merger, consolidation, or in the unlikely event of bankruptcy.
- We may use and share Your non-personal information We collect under any of the above circumstances, including with third parties, to develop and deliver targeted advertising on Our Platform and websites and/or applications of third parties and undertake analysis thereof. We may combine non-personal information We collect with additional non-personal information collected from other sources. We also may share aggregated, non-personal information or personal information in hashed, non-human readable form with third parties, including advisors, advertisers, and investors, to conduct general business analysis or other business purposes.
 - **HOW CAN YOU ACCESS OR CONTROL YOUR INFORMATION?**
 - If You have an account with Us on Our Platform, We provide You the ability to exercise specific controls regarding our collection, use, and sharing of Your information. In accordance with local law, your controls and choices may include:
 - You may correct, update and delete your registration account;
 - You may change your choices for subscriptions, newsletters and alerts;
 - You may choose whether to receive from us offers and promotions for our products and services or products and services that we think may be of interest to you;
 - You may choose whether we share your personal information with other companies so they can send you offers and promotions about their products and services;
 - You may choose whether to receive targeted advertising from many ad networks, data exchanges, marketing analytics, and other service providers;



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- In addition, We give You the control to opt-out of having Your personal information shared via the Platform settings. Suppose You log out of Your Platform account or uninstall the Platform. In that case, We may retain certain information associated with Your account for analytical purposes and recordkeeping purposes or as required by law, as well as to prevent fraud, enforce our Platform Terms and Conditions, take actions We deem necessary to protect the integrity of Our Platform or other Platform users or take other actions otherwise permitted by law. In addition, if certain information has already been provided to third parties as described in this Privacy Policy, retention of that information will be subject to those third parties policies.
- You can choose not to provide Us with certain information; however, please be aware this may result in You being unable to use certain features of Our Platform. Our Platform may also deliver notifications to Your email or mobile device. You can avoid or disable these notifications by deleting or terminating the Platform or by making changes in the Platform settings.
- You are solely liable and responsible for any information. You provide and/or share using the Platform.
- **HOW DO WE PROTECT YOUR PERSONAL INFORMATION?**
- We adopt reasonable security practices and procedures to help safeguard Your personal information under Our control from unauthorized access. However, You acknowledge that no Internet transmission, system, or server can be 100% secure. Therefore, although We take all reasonable steps to secure Your personal information, We do not promise or guarantee the same. You should not expect that Your personal information, or other communications while using the Platform will always remain secure and safeguarded by Us. You should always exercise caution while providing, sharing, or disclosing Your personal information using the Platform.
- **CHILDREN'S PRIVACY**
- Although Our Platform is a general audience Platform, We try Our best to restrict the use of Our Platform to individuals aged 18 (eighteen) years and above. We do not knowingly collect, maintain or use personal information from children under the age of 18 (eighteen) years.
- **DATA SECURITY AND INTEGRITY**



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- The security, integrity, and confidentiality of Your information are extremely important to Us. We have implemented technical, administrative, and physical security measures that are designed to protect guest information from unauthorized access, disclosure, use, and modification. We review Our security procedures to consider appropriate new technology and methods from time to time. Please be aware, though, that, despite Our best efforts, no security measures are perfect or impenetrable.
- **DATA TRANSFERS, STORAGE, AND PROCESSING GLOBALLY**
- While We do not operate globally, and We may / may not transfer your Personal Information to any third parties in locations around the world for the purposes described in this Privacy Policy. Wherever your personal information is transferred, stored, or processed by us, we will take reasonable steps to safeguard the privacy of your personal information.
- **CHANGES TO THIS PRIVACY POLICY**
- We may occasionally update this Privacy Policy. When We post changes to this Privacy Policy, We will revise the "last updated" date. We recommend that You check Our Platform from time to time to keep Yourself updated on any changes in this Privacy Policy or any of Our other Platform related terms and policies.
- **GRIEVANCE OFFICER/ COMMENTS AND QUESTIONS**
- In accordance with Information Technology Act, 2000 and rules made thereunder, the name and contact details of the Grievance Officer are provided below:
 - Name: Abhay Pai
 - Email: support@Fiti5.com
- Our Platform may contain links to other sites not owned or controlled by Us, and We are not responsible for the privacy practices of those sites. We encourage You to be aware when You leave Our sites or applications and to read the privacy policies of other sites that may collect Your personal information.
- **CONTACT US.**

Please contact Us by email at support@Fiti5.com for any questions or comments regarding this Privacy Policy.

Last Updated on: May 8, 2020.



Terms & Conditions

DEFINITIONS

Aggregate Information. Aggregate information means information about groups or categories of guests, which does not identify and cannot reasonably be used to identify an individual guest.

Anonymous Information. Anonymous information means information that does not directly or indirectly identify an individual guest and cannot reasonably be used to identify.

Children. Children mean individuals we have identified are not of legal age to consent to collecting and processing their personal information. In the United States and Latin America, the term “children” refers to individuals under 13 years of age. In India, the term “children” refers to individuals under 18 years of age.

IP address. An IP address is associated with the access point through which you enter the Internet and is typically controlled by your Internet Service Provider (ISP), your company, or your university. We may use IP addresses to collect information regarding the frequency with which our guests visit various parts of our Platform, and we may combine IP addresses with Personal Information.

Notice. Notice may be by email to you at the last email address you provided us, by posting notice of such changes on our Platform, or by other means consistent with applicable law.

Parents. Parents mean a parent or legal guardian of the Children.

Personal information. Personal information means and includes information that identifies (whether directly or indirectly) and Sensitive Personal Information. When anonymous information is directly or indirectly associated with personal information, this anonymous information also is treated as personal information.

Public Forums. Our Platform may offer message boards, conversation pages, blogs, chat rooms, social community environments, profile pages, and other forums that do not have a restricted audience. If you provide personal information when you use any of these features, that personal information may be publicly posted and otherwise disclosed without limitation to its use by a third party or by us. To request the removal of your personal information from a public forum on one of our Platforms, please contact support@Fiti5F.com.



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Sensitive Personal Information. Sensitive Personal Information shall have the meaning ascribed to it under the applicable law and is presently defined to mean such personal information which consists of information relating to (i) passwords; (ii) financial information such as bank accounts or credit card or debit card or other payment instrument details; (iii) physical, physiological and mental health conditions; (iv) sexual orientation; (v) medical records and history; (vi) Biometric information; (vii) any detail relating to the above clauses as provided to body corporate for providing service; and (viii) any of the information received under above clauses by body corporate for processing, stored or processed under lawful contract or otherwise; provided that any information that is freely available or accessible in the public domain or furnished under the Right to Information Act, 2005 or any other law for the time being in force shall not be regarded as sensitive personal information.

Fitness. for this Privacy Policy shall mean any activities related to health, fitness, or wellness of person including but not limited to physical movements, jumping, running, meditation, jogging, etc.



CONTACT INFORMATION

We take our mission of increasing global access to fitness seriously. We connect Fitness influencers to the best Gym and Industry from around the world.



@fiti5



@fiti5official



@fiti5official



@fiti5.medium.com



@fiti5official



partners@fiti5.com

