

ETHFitness

Health and Fitness “3.0”

- ✓ Incentivized by ERC20
- ✓ Proof of Location
- ✓ Proof of Participation



Idea and Concept

HOW

Using NobeBB and Metamask for User Registration.

APIs enrich data from cross –platform sources.

Payment negotiations through smart contracts

WHAT

Multi-Phased approach to creating a consumer adopted,
(Insurance funded) health awareness eco-system.

- Seed through Gamification of current wearables and apps
- Transactions could Monetized through user data; (key market segments, activity types, Location, verified activities, etc.)

Next-generation location awareness powers Proof of Location
and Proof of Participation concepts

WHY

Immutability – Transparency – Reduce Fraud

Platform Agnostic – Reduces overhead

Trustless – Smart Contracts

Private key providing Data Ownership by users



Race Types and Development Maturity



Real Time Racing (Same Geo)



Casual Users



Virtualized - Cross Platform



Flash Race

Cross Platform Race Type

Phase 1

Activity Data

APIs will pull in data from whichever platform(s) the user chooses to track their race progress and validate their location



GeoMapping

Mapbox is being used as our GeoMapping service and allows for us to display real-time race progress and completion



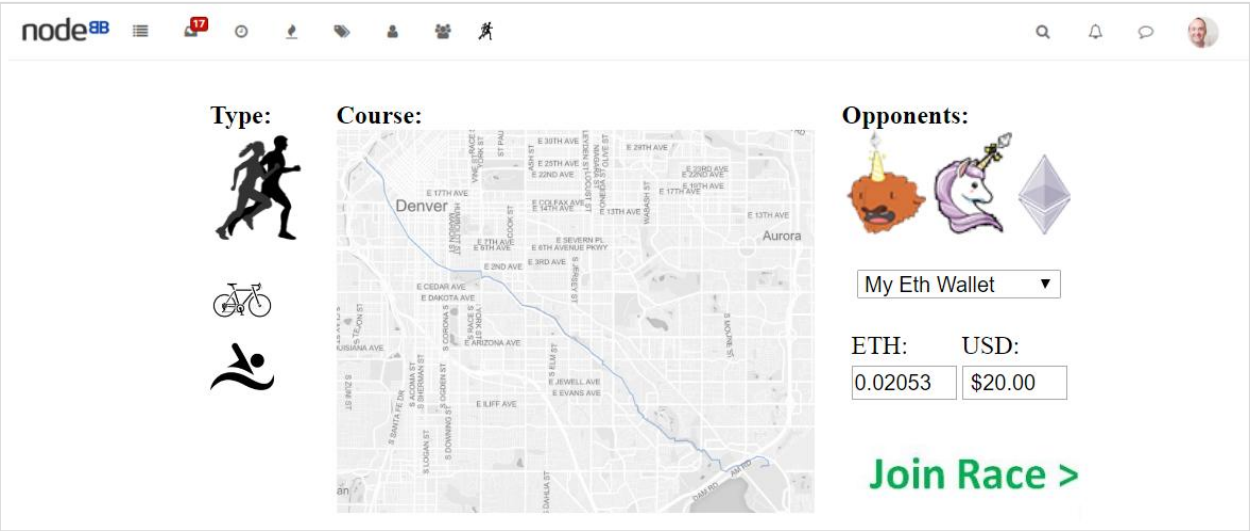
ETH Tokens

Allow the funds incentive activity to be held in escrow during the event(race), with payouts automatically distributed based on the outcome




Record of Participation

Allows for further gamification of achievements and incentives to drive health and fitness



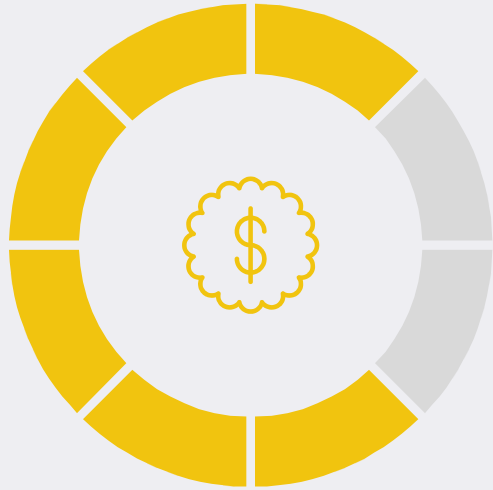


Watch Live

The background of the lower half of the page is a photograph of a paved path, possibly in a park or urban area. A bicycle is parked on the left side of the path. The image is heavily overlaid with a yellow gradient, which is darker at the bottom and lighter towards the top. In the distance, some figures of people can be seen walking on the path.

Hosted Race: <http://104.236.16.91:9020/>

The Corporate Use Case



Value

FY 2016 Companies with Corporate wellness programs performed 7% higher than the S&P 500.

Decreased Sick Days. CDC Estimates
\$103/year/Employee

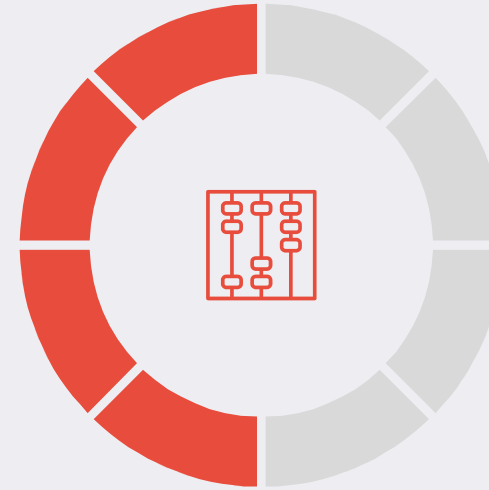


Quality

Employee Engagement and Satisfaction.

Cheaper Talent Acquisition
Improves Talent retention

Gamification



Quantity

60% of corporate organizations either actively running or considering Corporate wellness programs

Motivated → Productivity

Reduced Sick days



Concept Timeline



**Capitalize on Current Wearable
And Tracking momentum**

Apply Gamification to create a beachhead
where novelty and utility intersect

**Apply Deeper Experience Elements
Into Platform**

Using current Geo and AR technology make
application more relevant creating the next
generation of Experience of health
competition .

Monetize using Geo location and relevant offers

**Proof of Location
Poof of Participation**

Utilize near-term P.O.L. to expand
platform and take further advantage of
trustless & Immutability attributes of
Blockchain .

THANK YOU!

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ETH DENVER Proof of Concept Team:

- [Will Carter](#)
- [David Martinsen](#)
- [Daniel Dougherty](#)