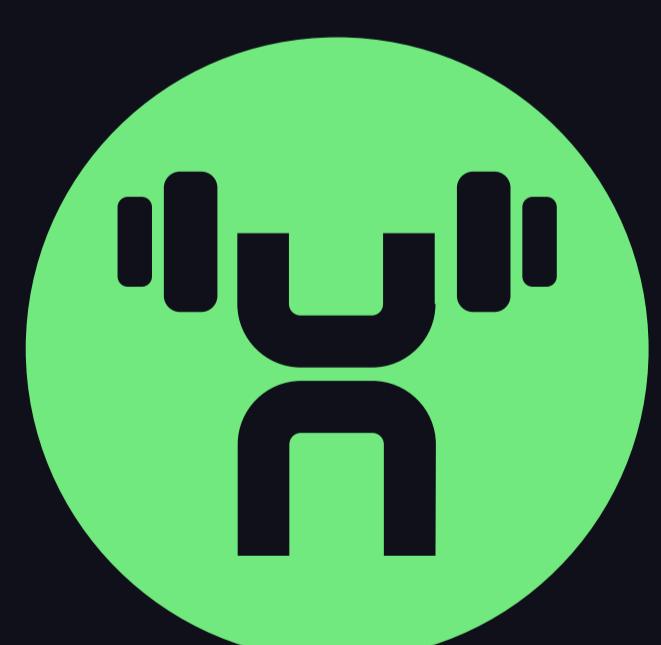




RUNFY

WHITE
PAPER

- 1 ————— 1-) Abstract
- 1 ————— 2-) Introduction
- 2 ————— 3-) Metaverse
- 3 ————— 4-) What is Runfy?
- 4 ————— 5-) Runfy Universes
- 4 ————— 6-) Market and Competition
- 5 ————— 7-) How is Binance Smart Chain Work?
- 6 ————— 8-) Tokenomics
- 7 ————— 9-) Staking
- 7 ————— 10-) Roadmap
- 8 ————— 11-) Runfy Project Team
- 8 ————— 12-) Partners & Investors
- 8 ————— 13-) Security & Terms
- 10 ————— 14-) Legal Disclaimer



RUNFY

WHITE

PAPER

1-) ABSTRACT

Especially in the last 2 years, billions of people around the world have spent their lives locked in their homes due to the pandemic. According to the researches, the number of people who gained 10 kg or more in this period is very high. So in a simpler way; in the last 2 years, most of us have gained weight and become fat. As exercise at home is very limited and gyms are closed during this time, we are all available to gain weight.

Has anyone encouraged you to lose weight during this process? For example, has anyone said, "Come on, if you get slimmer, I'll give you this reward"? We guess it didn't. Runfy is exactly like that friend of yours that encourages you.

We will tell you about the details of the Runfy Project, but let's briefly state that Runfy encourages you to both lose weight and gain weight, and gives you rewards when you achieve it. Doesn't that sound very convincing? Yes, as interesting as it sounds, Runfy is the world's first and only both slimming and rewarding project. We are aware that the idea of making money by slimming down excites you. So let's start telling about the Runfy project right away without boring you with too many details.

2-) Introduction

Obesity is one of the most important health problems in the world. Various diet programs, exercise programs and even obesity surgeries applied to lose weight are really a very initial process. In order to lose weight, it is necessary to spend both performance, time and money. In fact, it often takes a very long time to do this.

I wish we had a magic wand, so we could lose weight and earn money. Wait a minute! Did someone say Runfy? The Runfy Project promises you just that. It makes you slim and rewards you with the Runfy Token - \$RUNF

With Runfy, we make it easy to get fit and earn crypto at the same time! It's like a gym membership that pays you back for hitting your target of getting fit. There are several ways to gain additional rewards following our daily tips. We track your progress with our software/app and payout in cryptocurrency based on how far you go each day. Get fit, earn crypto, and be the best version of yourself with Runfy.

Every holder of \$RUNF token would have access to this health fitness instruction and they get a reward as they get to use our daily fitness tips which will help keep them fit. Remember our chief goal is to keep you fit plus reward you being healthy.

If your goal is to lose weight, the tool would provide you with some tips and guide as regards to your aim, those looking to build their muscles also have their interface, and also those in search of flat tummy. Stay fit with us and get rewarded for that.

The Runfy Project, supported by Binance Smart Chain (BSC), also establishes 2 different universes unique to the Metaverse world, allowing users to participate in various activities, earn money and shop in this universe.



3-) Metaverse

Metaverse, whose name we have started to hear frequently lately, is a digital sharing and communication platform created by combining virtual worlds. This technology, which is increasing its popularity from day to day, is called the most favorite innovation of the Internet world and makes possible the idea of an alternative universe that looks utopian. It refers to a fictional universe parallel to physical reality, where users can exist and interact through characters called avatars of their choice. The Metaverse gives us the opportunity to find ourselves in a digital universe and create a new life through virtual reality or augmented reality.

Another popular investment area today is crypto currencies, which also have a big share in the establishment and continuation of the Metaverse. On the NFT platform, where digital artworks are presented, sales are made with these crypto currencies and the artworks are protected in these fictional worlds. At the same time, the Metaverse provides the ability to use a digital asset owned by blockchain technology in a fictional universe. Crypto coins allow the Metaverse to have its own economy, just like in the physical world.

One of the reasons why the Metaverse has become so popular lately is the COVID-19 pandemic. the pandemic that emerged in the last months of 2019 and had an impact all over the world as of 2020 has turned

everything about our daily lives upside down. We started to carry out our business, education and many other works from our homes and digital environments. For this reason, the idea of an alternative universe such as the Metaverse has become more possible for us to realize. Even small investors, except for giant technology companies, have taken their place on this platform.

3.1-) Metaverse and Runfy

Runfy is a project with 2 universes in the world of the Metaverse. The fact that the Runfy project, prepared with the BSC infrastructure, is supported by Metaverse, increases the value of the project. At the same time, it also increases the value of the \$RUNF Token, speeding up the process of entering global cryptocurrency exchanges.

An infrastructure that does not currently exist is required for the Metaverse. Because the internet was not designed for anything close to this experience, it was designed to share files from one computer to another.

For the Metaverse, more than the possibilities offered by video conferencing and video games and

an infrastructure with a high level of concurrency are required. Most video chat programs allow mutual calls of up to several dozen people. If there is a situation that reaches hundreds of people, instead of two-way sharing, viewers are provided with a live broadcast image of several people.

4-) What is Runfy?

Runfy Project is a 100% community-driven platform that empowers members to take control of their health and wellness. Runfy Project promotes everything relating to health and fitness, while allowing users to earn cryptos. Runfy Token - \$RUNF is a utility token that's built on the BSC (Binance Smart Chain) which has the lowest transaction fee.

Conceptualized as a smart technology, \$RUNF Token aims to import health and fitness into the crypto space and give members the leverage to earn money while keeping fit. Whether you are looking to keep fit or your fitness goal is to shed some weight, runfy team is here to help you.

Runfy is not an ordinary crypto project, it's a way of life. The Runfy App encompasses innovative utilities needed to drive user adoption on a massive scale. The app provides step tracking, calorie counting, in-app rewards, and in-app coaching. It also encapsulates every aspect of your wealth accumulation and weight loss journey.

4.1-) Why?

Runfy Project is at the front edge of the most inventive advances, keeping enormous centralized brands on their toes. The team has a simple task to leverage cutting-edge technologies to create products that will be accessible to all community members.

Our scope has extended beyond artificial

intelligence to wearable and other accessories to help keep you fit and comfortable.

Our project would use technology to make everyone stay fit. By joining hands with health experts and professionals, we would be able to structure our system to best serve you and help you achieve your goal in lesser time.

The more you explore using our tools, the more you get healthier plus, you get more rewards which would increase your wealth. We are complimenting the saying that goes like this: "Health is wealth."

We intend to revolutionize the health and fitness industries by developing an app. With this App, users will be able to keep track of their fitness goals and know exactly when to increase or decrease the pace. The App will enable you to easily earn tokens by completing daily, weekly, and monthly challenges.

You will also be able to track your nutrition intake and calories. Plus, there are recommended workout programs to help you achieve your fitness goals.

4.2-) How does Runfy work?

Runfy is a smart technology-anchored project aiming to refine the crypto space with the importation of health and fitness into the ecosystem. Full utilization of our concept brings about the following:

Rewarding token holders and other community member's for reaching their fitness goals.

Empowering community members to be in control of their health and fitness Creating transparency, active community, and sustainable leadership.

Bringing cutting-edge technology and tools to the health and fitness Industries.

While the crypto world may be vast and unimaginable, earning cryptos can be done

via Runfy App. Users can earn cryptos once they can reach their fitness goals using the App.

Here is how to safely do that – launch the app and lock-in your fitness goals within the app. For instance, if your fitness goal is to lose X weight in X number of days or to complete 40,000 steps over a certain amount of days, you can lock-in the appropriate figures.

Once you lock-in your fitness goals, you will start to earn our Tokens, paid through the App. Users can also earn more runfy Tokens by participating in daily, weekly, and monthly fitness challenges. You also earns using our daily tips.

5-) Runfy Universes

There are 2 different universes in the Metaverse world of the Runfy project. These universes allow Runfy users to easily participate in activities with their own avatars. The universe called RunfTR (Runfy Trainers) is a universe reserved for fitness trainers. In this universe, fitness trainers will be able to prepare diet or exercise programs for users and collect the fee in \$RUNF Tokens. Another universe is the RunfShop universe (Runfy Shopping). In this universe, users will be able to buy fitness equipment, protein powders, fitness clothes and everything related to fitness. Of course, \$RUNF Token will still be valid for all purchases.

5.1-) RunfTR

The RunfTR universe is the Metaverse universe for fitness and diet trainers and consultants. Users who want to lose weight with a professional diet and exercise program will be able to provide counseling for a fee. They will be able to receive their service fee with \$RUNF Token in exchange for special exercise programs, personalized diet lists and healthy lifestyle suggestions.

5.2-) RunfShop

The RunfShop universe is open to all users. In this universe, all users will be able to examine and buy the products of companies selling fitness equipment and materials. Users will be able to sell second-hand fitness equipment here, as they do not need them. Instructors will also be able to open sales advertisements in this universe if they wish. Briefly; This will be the shopping center of the Runfy project. Of course, as always, you will be able to trade with the \$RUNF Token.

The initial resolution was to bring health and fitness programs online but as the pandemic continued, the needs of the consumer changed. It quickly became evident that customers were seeking more than just a digital gym workout and were demanding a complete solution to their health needs. Consumers are now looking, not only for preventative tactics, but also the ability to track and monitor their progress as well as quantitative proof of the program's outcomes.

These evolving consumer needs have been driven predominantly from increased public health messaging around pre-existing or underlying health conditions in response to the pandemic. This in turn has created a

6-) Market and Competition

The global gym industry is worth \$96.7 billion in 2020, with more than 184 million gym members in total. 2020 is a true testament to the growing gym industry trends where the global gym industry is worth \$96.7 billion. On top of that, the health and fitness clubs in the US have more than 184 gym members in total. The past few years have seen a number of significant and innovative changes to the health and fitness industry – not surprising due to the forced closures and customers under lockdown. This has made it necessary for businesses to find new solutions in order to survive.

thirst within the community for education and acceptance of the importance of pursuing a healthy lifestyle and keeping physically active to live a prolonged life.

6.2-) Competition Analysis

Contemporary society faces various challenges arising from the refocus and redefinition of consumer mentality. Currently, an important goal for consumers of all ages, genders, ethnicities, backgrounds etc. is the lifestyle adopted, which should be as healthy and natural as possible. Thus, "natural" and/ or ecological food products and dietary supplements are increasingly preferred. However, no matter how "healthy" the diet, a healthy lifestyle is not possible without regularly practicing team or individual sports.

Attentive to changes and current developments in the lifestyle, attitudes and preferences of consumers, small entrepreneurs in the sports industry are trying to benefit from this wave of amplified demand for sports activities. In Romania, this trend is apparent not only in the increased number of sports fields, but also in the growing number of fitness gyms.

This exploratory research aims to highlight the specific marketing strategies that gyms employ to gain market share.

The secondary objective of the research, carried out through observation, is to determine the degree of differentiation among fitness gyms and their positioning strategies. In total, over 50 observation sheets have been collected, corresponding to the most important gyms in Transylvania.

Regardless of being part of a national or international chain, or independent, all businesses try, through specific means, to attract and retain their clientele. This approach highlights a number of practical and theoretical implications, emphasizing, among others, clearly identifiable differences between the strategies used by leader, challenger or follower fitness gyms.

7-) How is Binance Smart Chain Work?

Binance Smart Chain (BSC) is a blockchain that runs parallel to Binance's premier blockchain Binance Chain (BC). It was launched almost one and a half years after the latter with the explicit purpose of introducing smart contract programmability that was not supported in BC.

Smart contracts are pieces of code that execute automatically once a preset condition is met. The crypto community refers to them as decentralized applications (dApps), and they are most popular on the Ethereum blockchain.

Binance Smart Chain (BSC) launched in September 2020, about a year and a half after the launch of its older sibling BC. It is a smart contract platform mimicking the functionality of Ethereum and other dApp platforms such as Tron and EOS.

It's interesting to note that Binance opted to launch a second blockchain after Binance Chain instead of upgrading it, given that it was possible. According to the exchange,

introducing the smart functionality to the BC blockchain would have bogged down the network speed making it less efficient

7.1-) BSC Principles

When designing BSC, Binance had four key principles that they based the blockchain on that guided its architecture and development. These are:

Standalone blockchain – Binance required the BSC to stand alone from the Binance Chain. Decoupling the two blockchains ensured no service interruptions if one of them failed. Separating the two networks also enabled Binance to incorporate new technologies that were either not utilized before or were used but had undesirable side effects.

Staking – BSC uses a staking model to ensure participation in governance and block creation from the BSC community. However, the biggest reason that Binance adopted staking instead of mining was that they prioritized network speed at the expense of decentralization and security. Furthermore, staking models are more environmentally friendly and support faster block generation.

Ethereum compatibility – Ethereum, the most popular smart contract platform, did the heavy work for Binance. It had a large user base, miners, and development community. The network has beaten the competition despite problems including high gas prices and security vulnerabilities. Binance decided not to reinvent the wheel and instead used what worked for Ethereum with a few modifications, notably the consensus mechanism. Copying Ethereum's source code makes cross-chain interoperability simpler, enabling native Ethereum dApps to be easily transferred to BSC.

Native Cross-Chain Communication – even though Binance opted to create BSC as a parallel chain to BC, it made sure to design native cross-chain compatibility between the two blockchains. Tokens on the BSC network can now be easily swapped to other tokens by using the relatively ultra-fast Binance DEX on the Binance Chain.

DEX

5%

Reward Pool Fee

2%

Liquidity Pool Fee

CEX

5%

Tax on every buy/sell allocated to marketing and teammembers payments.

Supply: 1 Billion Runfy (1,000,000,000)

8-) Tokenomics

Runfy Token \$RUNF vesting period is 2 months on average.

Liquidity 40%

Get Fit and Earn 15%

Presale 30%

Ecosystem 10%

Advisors 1%

Team 4%

Runfy taxes a total of 5% on every buy/sell transaction:



9-) Staking

Staking and farming for the Runfy project will begin shortly after the project is launched. Follow the updates on the Runfy website and Runfy social media accounts.

10.3-) Q2 2023

MARKETPLACE: Collection with our Native Token

10.4-) Q3 2023

DeFi WALLET: Launch of first fitness-based DeFi wallet

10-) Roadmap

10.1-) Q3 2022

Platform development

Mobile app development

Marketing Q4 2022

RUNF token development

Air drop/ referral rewards

Pre-sales

CONTESTS: Contest Shill Twitter/ Telegram Youtube/Reddit

STABLECOIN: To expand the ecosystem

MARKETING AND PARTNERSHIPS: New partnerships and more marketing

10.2-) Q1 2023

GIVEAWAY: 2 x giveaway with minimum worth USD20.00 USD/Token prize.

STAKING: Launch the Staking Platform

LENDING PLATFORM: Launch of Lending Platform

LISTING CEX: Listing on TOP 5 CEX

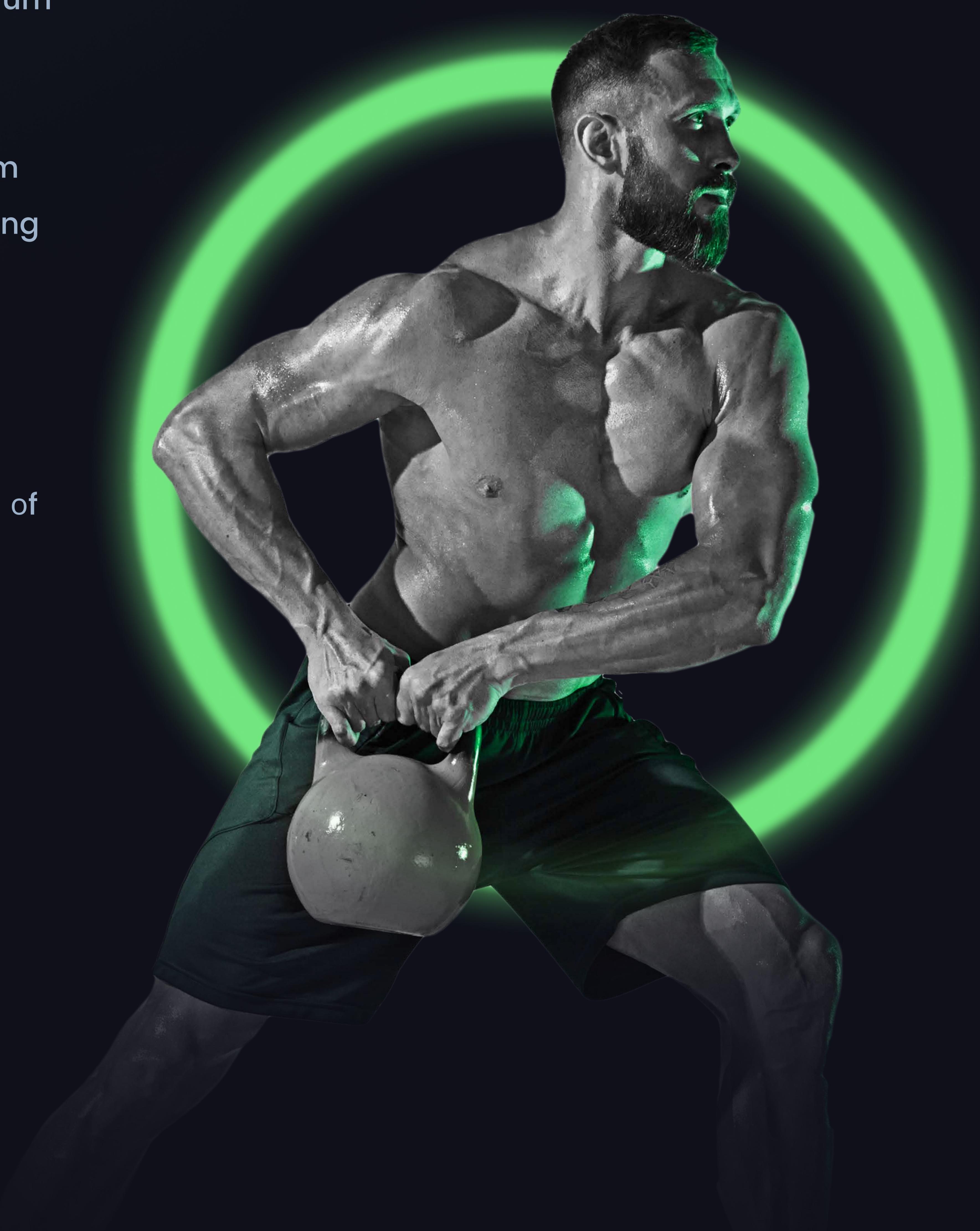
PRICE PREDICTOR PLATFORM: Launch of Price Predictor Platform

PARTNERSHIP: Grow and Build more Partnership

CONTESTS: Create more contests

GIVEAWAYS: More Giveaways

GIFT: More Gift to our users



11-) Runfy Project Team

Staking and farming for the Runfy project will begin shortly after the project is launched. Follow the updates on the Runfy website and Runfy social media accounts.

CEO: Jim S. Knowlton

Chief Strategy Officer (CSO): Ronald Scotch

Asc. Creative Director: Winford Martin

Creative Group Head: Johnny C. Chavez

Project Manager: Charity Barstow

Analyst: Frankie Flournoy

Social Media Team Supervisor: Judith

Evans

HR Director: Ronald T. Miller

Technical Project Manager: Joshua Garrett

Social Media Expert: Craig C. Wade

12-) Partners & Investors



13-) Security & Terms

By accessing the Current Information or interacting with the Runfy token or Runfy Platform, you represent and warrant to Runfy:

you are over 18 (eighteen) years of age;

you agree, accept, and acknowledge that the Tokens do not constitute shares or equities or securities or financial instruments or investments in any form in any jurisdiction for any purpose;

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you agree and acknowledge that no regulatory authority has examined or approved of the Current Information, and presently there is no plan for the Current Information to be so reviewed;

the distribution or dissemination of the Current Information any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to

possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to Runfy;

you will not make any representation to any person regarding the Tokens that conflict with these Legal Notices;

you agree and acknowledge that in the case where you wish to acquire any Tokens, the Tokens are not to be construed, interpreted, classified or treated as:

debentures, stocks or shares issued by any person or entity (whether Runfy or otherwise);

rights, options or derivatives in respect of such debentures, stocks or shares;

rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;

units in a collective investment scheme;

units in a business trust;

derivatives of units in a business trust;

any other security or class of securities; or

any type of investment

you are fully aware of and understand that you are not eligible to acquire or own any Tokens or access the Current Information if you are a citizen, national, resident (tax or otherwise) of an internationally sanctioned country;

you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;

you are fully aware and understand, there are risks associated with: (A) Runfy and its business and operations; (B) the Tokens; (C) the Runfy Platform; (D) storage of the Tokens, and (E) relying or acting on all or any part of the Current Information; you agree and acknowledge that Runfy are not liable for any direct, indirect, special, incidental, consequential, or other losses of any kind in tort contract or otherwise (including but not limited to loss of revenue income or profits or loss of use or data or loss of reputation or loss of any economic or other opportunity of whatsoever nature or howsoever arising) arising out of or in connection with any acceptance of or reliance on the Current Information, Sites, or any part thereof by you; and

all of the above representations and warranties are true, complete, accurate and not misleading from the time of your last access to and/or possession of (as the case may be) the Current Information.



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