



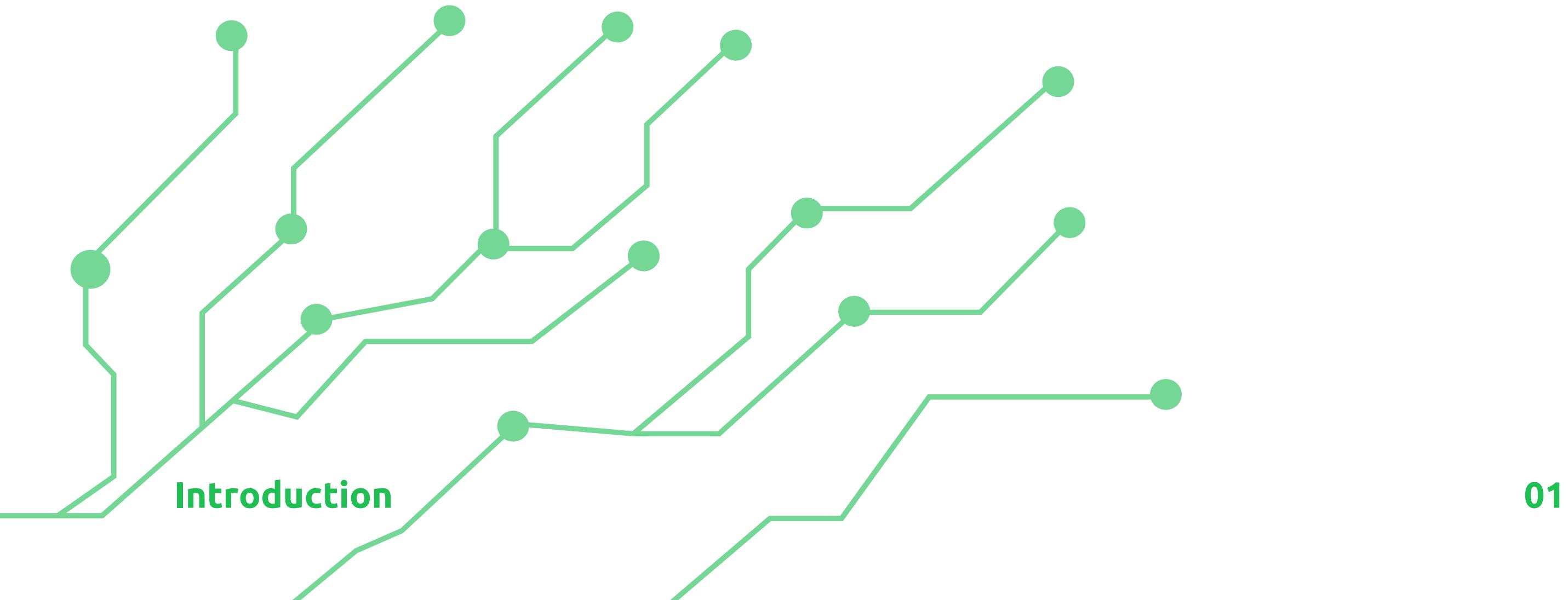
Litepaper v1.0

1. Introduction



Fit24 is an innovative fitness application harnessing the power of Web3, blockchain, and decentralization to transform how users engage with their fitness journeys. By utilizing Web3 technology, Fit24 ensures a seamless and interactive user experience, integrating various decentralized applications (Dapps) for enhanced functionality. Blockchain provides a secure, transparent, and immutable record of users' fitness data, achievements, and transactions, fostering trust and accountability. Decentralization empowers users by giving them full control over their data, eliminating intermediaries, and promoting a more equitable and user-centric fitness ecosystem. Join Fit24 and experience the future of fitness, where technology meets empowerment.

Fit24 aims to bridge this gap by offering a holistic approach to health and wellness. Our platform integrates fitness tracking, nutrition planning, mental health resources, and community support to provide users with a comprehensive solution for their well-being. By leveraging advanced technology, personalized plans, and a supportive community, Fit24 empowers users to achieve their fitness goals and improve their overall quality of life. The value proposition of Fit24 lies in its ability to provide a seamless, all-encompassing experience that addresses every aspect of health, ensuring users can lead balanced, healthy, and fulfilling lives.



2. Problem Statement

According to recent findings, nearly 1.8 billion adults worldwide are at risk of developing various diseases due to insufficient physical activity. This alarming statistic highlights a significant public health challenge that needs urgent attention. This widespread issue underscores the urgent need for effective interventions and solutions to promote healthier lifestyles.

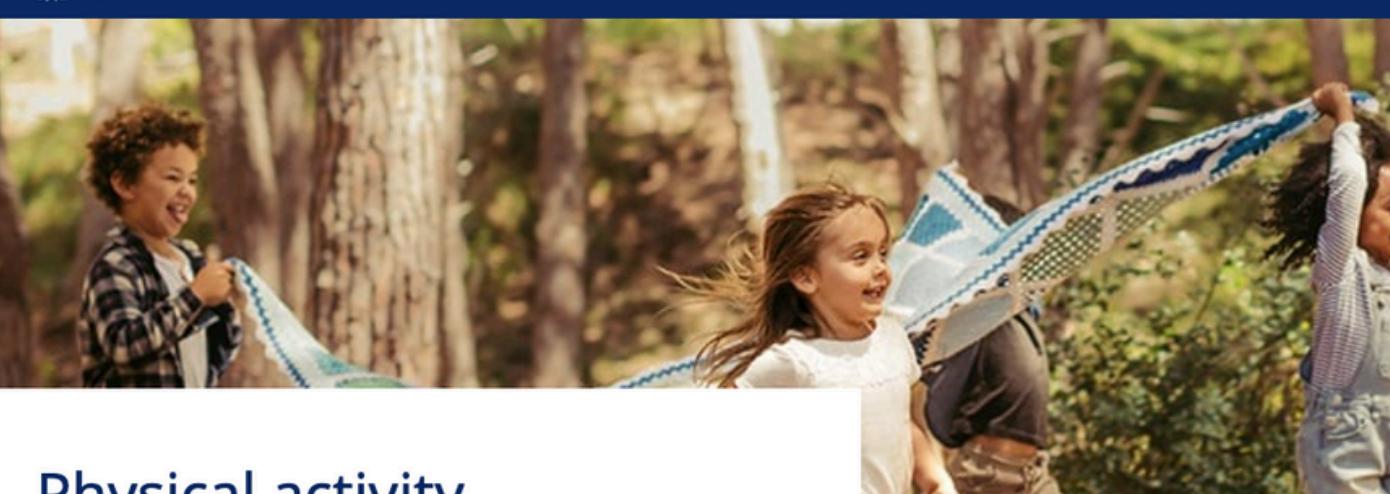
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Nearly 1.8 billion adults at risk of disease from not doing enough physical activity

26 June 2024 | News release | Geneva |Reading time: 2 min (636 words)

From source : [Nearly 1.8 billion adults at risk of disease from not doing enough physical activity](#)



A photograph showing three children outdoors in a park-like setting. One child is running with a kite, while others are watching or holding onto the kite string. The scene is bright and suggests a fun, active environment.

Physical activity

Furthermore, since then, the World Health Organization (WHO) has been actively releasing reports on this issue, highlighting the progressively dangerous nature of the situation.

[Overview](#)[Impact](#)[WHO response](#)

Physical inactivity is one of the leading risk factors for noncommunicable diseases (NCDs) and death worldwide. Alternately, regular physical activity reduces risk of many types of cancer by 8–28%; heart disease and stroke by 19%; diabetes by 17%, depression and dementia by 28–32%. It is estimated that 4–5 million deaths per year could be averted if the global population was more active.

One in 4 adults and 4 in 5 adolescents don't do enough physical activity. Women and girls generally are less active than men and boys, widening health inequalities. Older adults and people living with disabilities are also less likely to be active and miss out on the physical, mental and social health benefits. Physical inactivity burdens society through the hidden and growing cost of medical care and loss of productivity.

WHO developed an [economic analysis](#) which predicts that nearly 500 million new cases of preventable major NCDs will occur globally between 2020 and 2030 if the prevalence of physical inactivity does not change. These NCDs will cost an estimated US \$300 billion in healthcare costs alone in that 11 year period, or about US\$ 27 billion per year. These estimates do not include the significant indirect costs including loss of productivity.

Failing to increase levels of physical activity will negatively impact attainment of global targets as well as multiple SDGs.

From source : [Latest update - World Health Organization](#)

3. Market Analysis & Industry Overview



The fitness industry has undergone remarkable transformation and growth in recent years, driven largely by the rise of digital fitness applications. This trend was significantly accelerated by the COVID-19 pandemic, as people turned to digital solutions to maintain their health and fitness during lockdowns and social distancing measures.

The Growing Health and Wellness Market

The global health and wellness market is booming, reflecting a worldwide emphasis on well-being. Here's a snapshot of its impressive growth:

In 2019, the market revenue was valued at \$4,428,174 million USD.

By 2025, it is projected to reach \$6,033,196 million USD.

This growth represents a Compound Annual Growth Rate (CAGR) of 5.29% from 2020 to 2025.

This significant expansion underscores the increasing demand for health and wellness products and services. As people become more health-conscious, the market is set to flourish, creating ample opportunities for innovative solutions and businesses.

Post-pandemic, there has been a notable increase in health consciousness. More individuals are prioritizing physical fitness and overall well-being, driven by a heightened awareness of the importance of a healthy lifestyle in preventing illness and enhancing quality of life.

The convenience and accessibility of fitness apps have made them an essential tool for many, offering features such as workout routines, progress tracking, dietary guidance, and virtual coaching.

Despite the growth and popularity of fitness applications, several challenges persist that prevent users from achieving their health goals effectively. A significant problem is the lack of motivation and consistency in maintaining health routines. Many users start with enthusiasm but struggle to stay committed over time due to the absence of personalized guidance, community support, and engaging content. Traditional fitness apps often fail to address these needs, leading to high dropout rates and unmet fitness objectives.

Fit24 recognizes these challenges and aims to address them by providing a comprehensive, engaging, and supportive platform that fosters long-term commitment to health and wellness. Through personalized plans, motivational tools, and a vibrant community, Fit24 helps users overcome the barriers to maintaining consistent and effective fitness routines.



4. Solution

Solution:

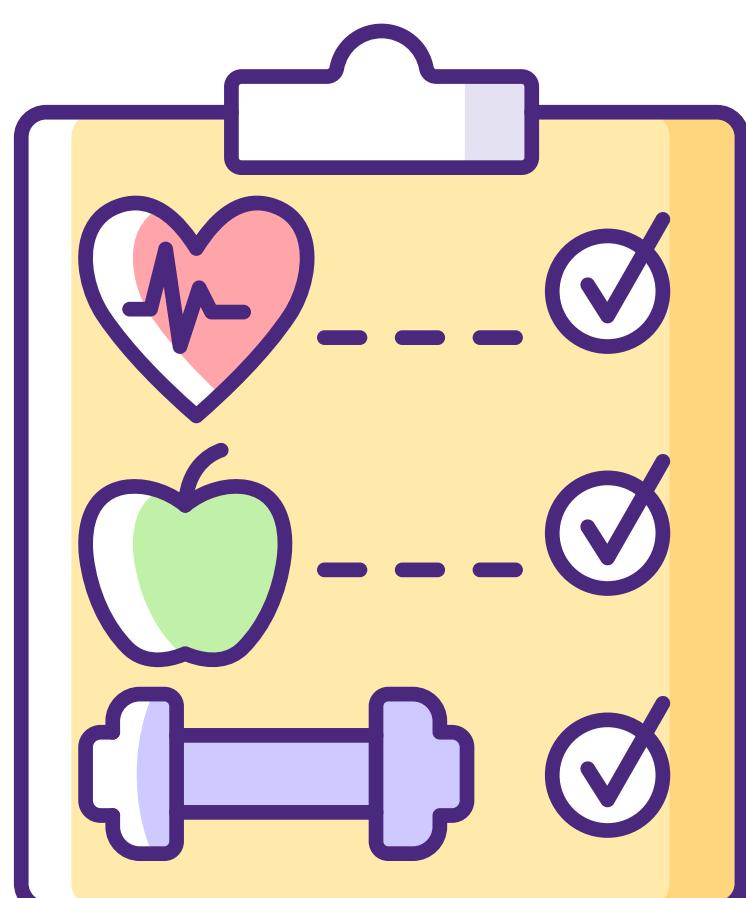
Fit24 is designed to tackle the prevalent issue of maintaining motivation and consistency in health routines by integrating advanced technology and gamification into the fitness journey. Recognising that many people struggle with staying committed to their fitness goals, Fit24 offers a dynamic and engaging platform that combines personalised tracking, social interaction, and reward systems to create a holistic approach to health and well-being.

Project Description:

Fit24 is an innovative digital fitness platform that aims to revolutionise the way individuals approach their fitness and wellness goals. By utilizing cutting-edge technology, Fit24 offers a comprehensive suite of tools and features that cater to the diverse needs of its users. The platform is designed to make fitness enjoyable, accessible, and rewarding, ensuring that users are continually motivated and supported throughout their fitness journey.

Unique Selling Points (USPs):

Incentivized Workouts: Fit24 incorporates a unique reward system where users earn Fit24 Tokens for completing workouts, reaching daily step goals, and achieving fitness milestones. This gamified approach turns the fitness journey into an engaging and motivating experience, encouraging users to stay active and committed.



Personalized Health Tracking: The platform provides detailed and personalized tracking of various health metrics, including workouts, steps, calories burned, meals, and vital health indicators such as heart rate and sleep patterns. This comprehensive tracking allows users to monitor their progress accurately and make informed decisions about their fitness routines.

Community Engagement: Fit24 fosters a vibrant and supportive community through challenges, competitions, and social sharing features. By connecting users with like-minded individuals, the platform creates an environment of encouragement and camaraderie, helping users stay motivated and accountable.



Expert Guidance: Access to professional advice from fitness experts, nutritionists, and health coaches is a key feature of Fit24. Users can receive personalized guidance and tips tailored to their specific needs and goals, ensuring they are following the best practices for their fitness and wellness journey.

Customized Plans: Fit24 offers tailored workout and nutrition plans that adapt to the user's evolving fitness levels and goals. These customized plans provide a unique and personalized fitness experience, helping users achieve their objectives in a structured and effective manner.



Redeemable Rewards: Users can redeem their Fit24 Tokens for a variety of exciting rewards, including swap on exchange, shop on Fit24 marketplace, discounts on fitness gear, gift cards, and exclusive offers from partner brands. This reward system adds an extra layer of motivation, making the pursuit of fitness goals more enjoyable and gratifying.

5. Key Features of Fit24 Application

5.1 Mint as you move : Earn Fit24 Token

Earn Fit24 Tokens: Earn Fit24 Tokens for every positive health-related activity you undertake, ranging from completing workouts to achieving daily step milestones

Milestone Achievement Badges: Unlock a variety of badges as you reach significant milestones in your fitness journey, whether it's consecutive workout streaks, weight loss achievements, or other noteworthy goals.

Redeemable Rewards Catalog: Utilize your Fit24 Tokens to redeem exciting rewards, including discounts on top-notch fitness gear, gift cards to your favourite retailers, and exclusive offers from our esteemed partner brands.

5.2 Tailored Health Monitoring

Fitness Tracking: Keep tabs on various aspects of your fitness regimen, including workouts, steps taken, calories burned, and more, with unparalleled precision in data collection.

Nutrition Logging: Maintain a detailed record of your dietary intake and receive insightful feedback to optimize your nutrition and dietary choices.

Comprehensive Health Metrics: Monitor vital indicators such as heart rate variability, sleep quality, stress levels, and other pertinent metrics to gain a holistic understanding of your health status.

5.3 Expert Guidance and Personalized Support

Access to Professional Insights: Benefit from a wealth of tips, advice, and guidance curated by seasoned fitness experts, certified nutritionists, and experienced health coaches.

Tailored Workout and Nutrition Plans: Receive personalized workout routines and dietary plans meticulously tailored to align with your evolving fitness goals, preferences, and lifestyle requirements.

5.4 Engaging Community Interaction

Dynamic Challenges and Competitions: Engage in thrilling challenges with friends or participate in broader community-wide competitions to inject an extra dose of motivation and camaraderie into your fitness journey.

Seamless Social Sharing Integration: Share your progress, achievements, and fitness milestones effortlessly on your preferred social media platforms, inspiring and motivating others in your network to embark on their own wellness endeavours.

5.5 Enhancing Virtual Reality with fit24 Application

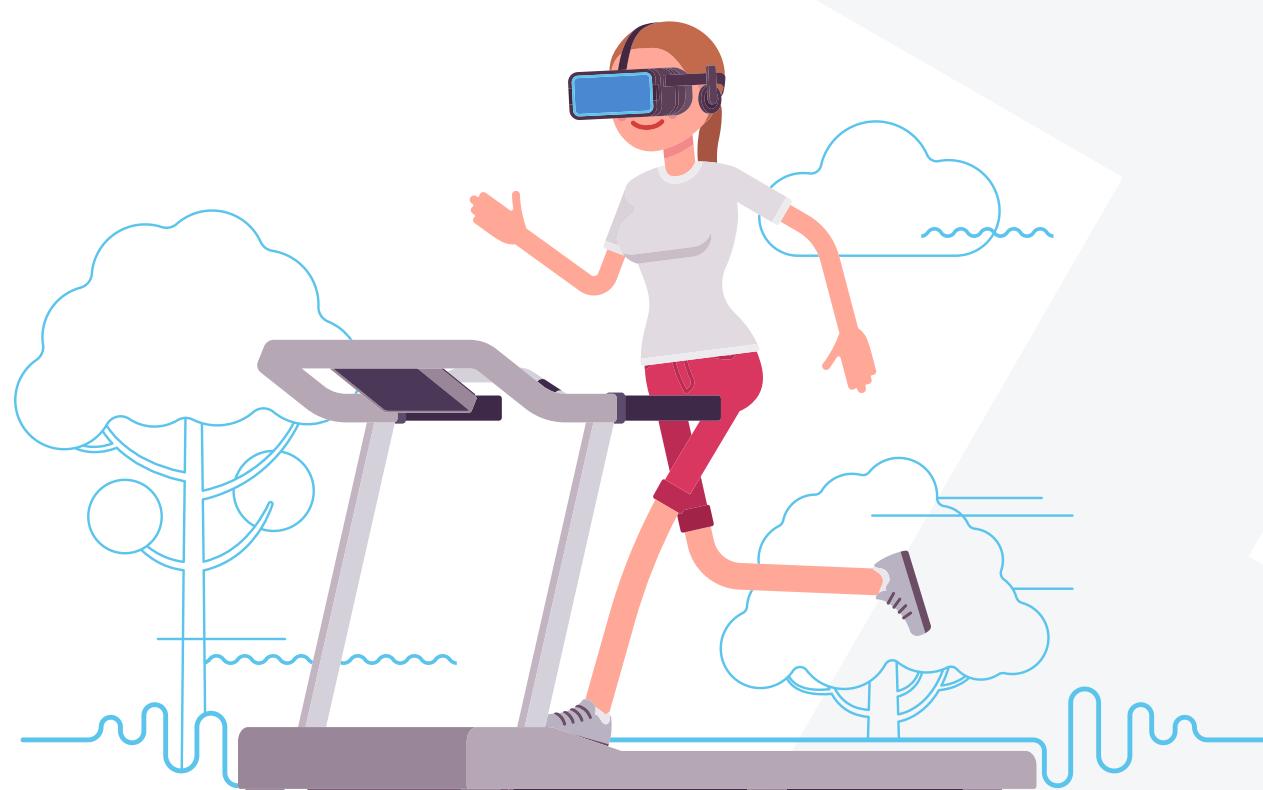
As the health and wellness market continues to expand, integrating cutting-edge technology becomes essential to providing innovative and engaging solutions. The fit24 application, integrated with virtual reality (VR), is designed to offer an immersive wellness experience, transforming how users approach their health and fitness routines.

Key Features of fit24 with Virtual Reality:

Immersive Workouts:

Users can participate in virtual workout sessions that simulate real-world environments, from serene beaches to high-energy fitness studios.

This immersive experience makes exercising more engaging and enjoyable.



Interactive Challenges:

Participate in virtual fitness challenges and competitions with other users worldwide.

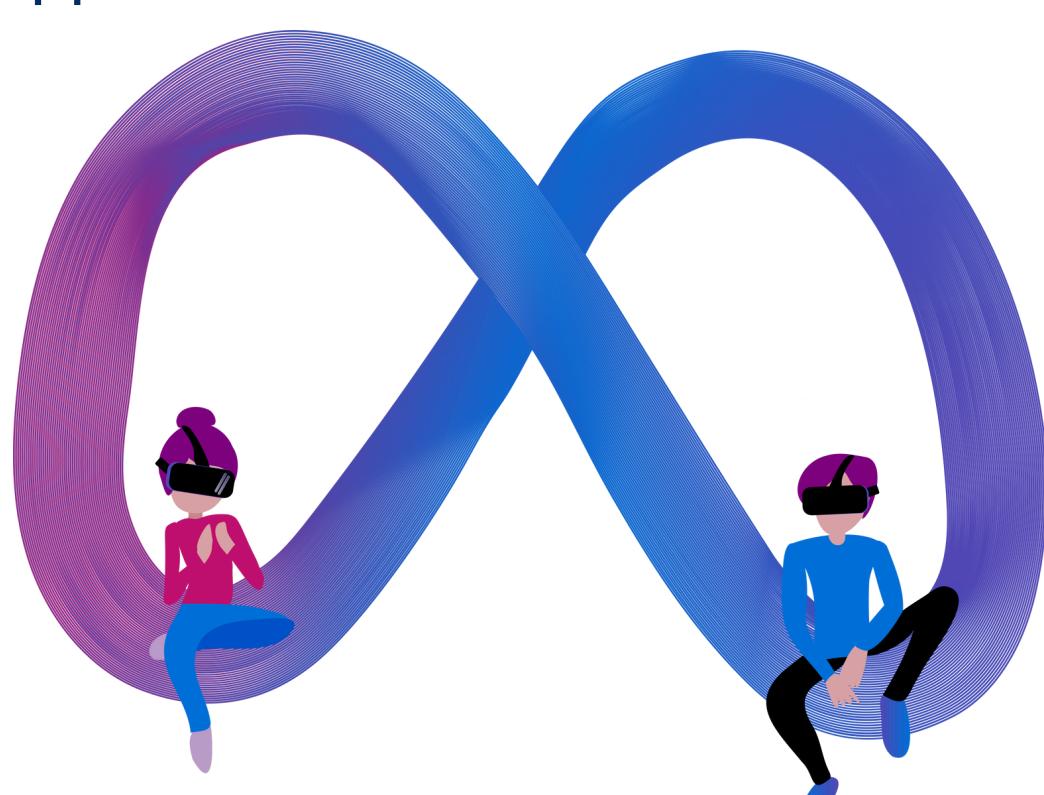
Earn fit24 tokens as rewards for completing challenges, fostering a sense of community and achievement.



Gamification:

Turn fitness routines into interactive games, making exercise fun and motivating.

Users can unlock achievements, earn rewards, and level up within the fit24 application.



Social Engagement:

Connect with friends and other fitness enthusiasts in virtual spaces. Attend group workouts, wellness seminars, and social events to build a supportive and motivating community.

Accessibility:

At Fit24, VR will enable people who may not be able to travel due to physical limitations, financial constraints, or other reasons to experience destinations virtually.



Virtual Tours:

Fit24 with VR will allow potential tourists to take virtual tours of destinations, hotels, and attractions, helping them make informed decisions before booking.



Historical Reconstructions:

Users at Fit24 can recreate historical sites and events, providing a unique way for tourists to explore and learn about history with help of VR.



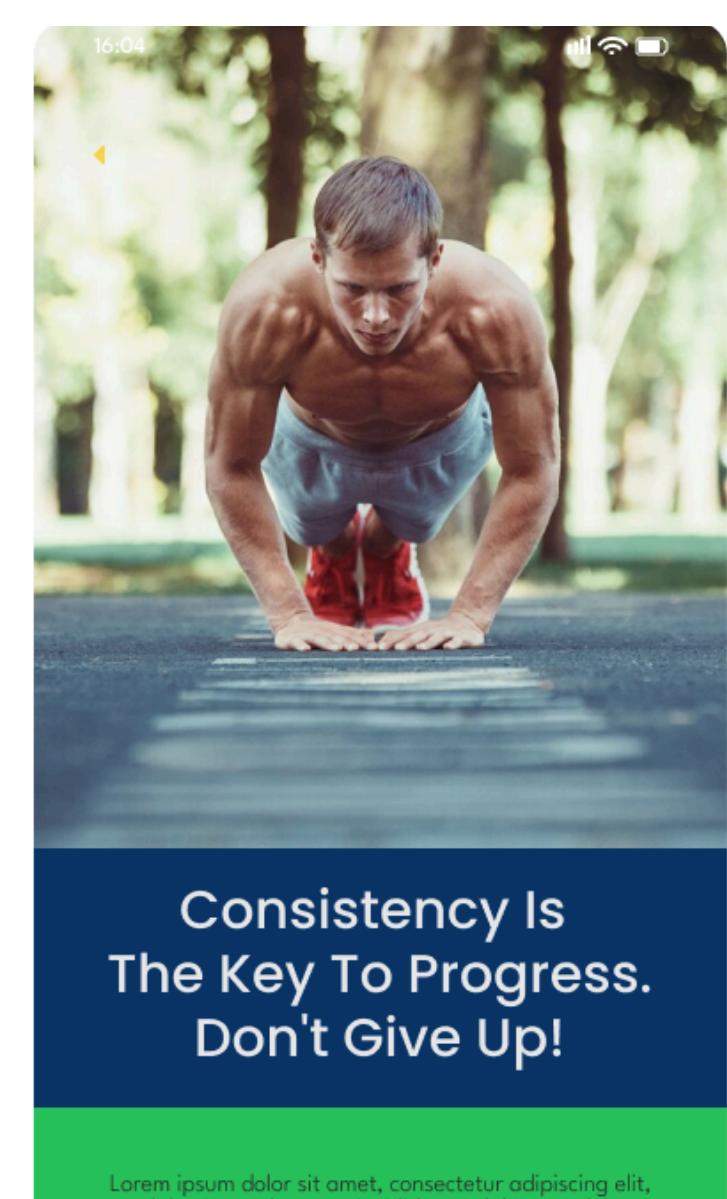
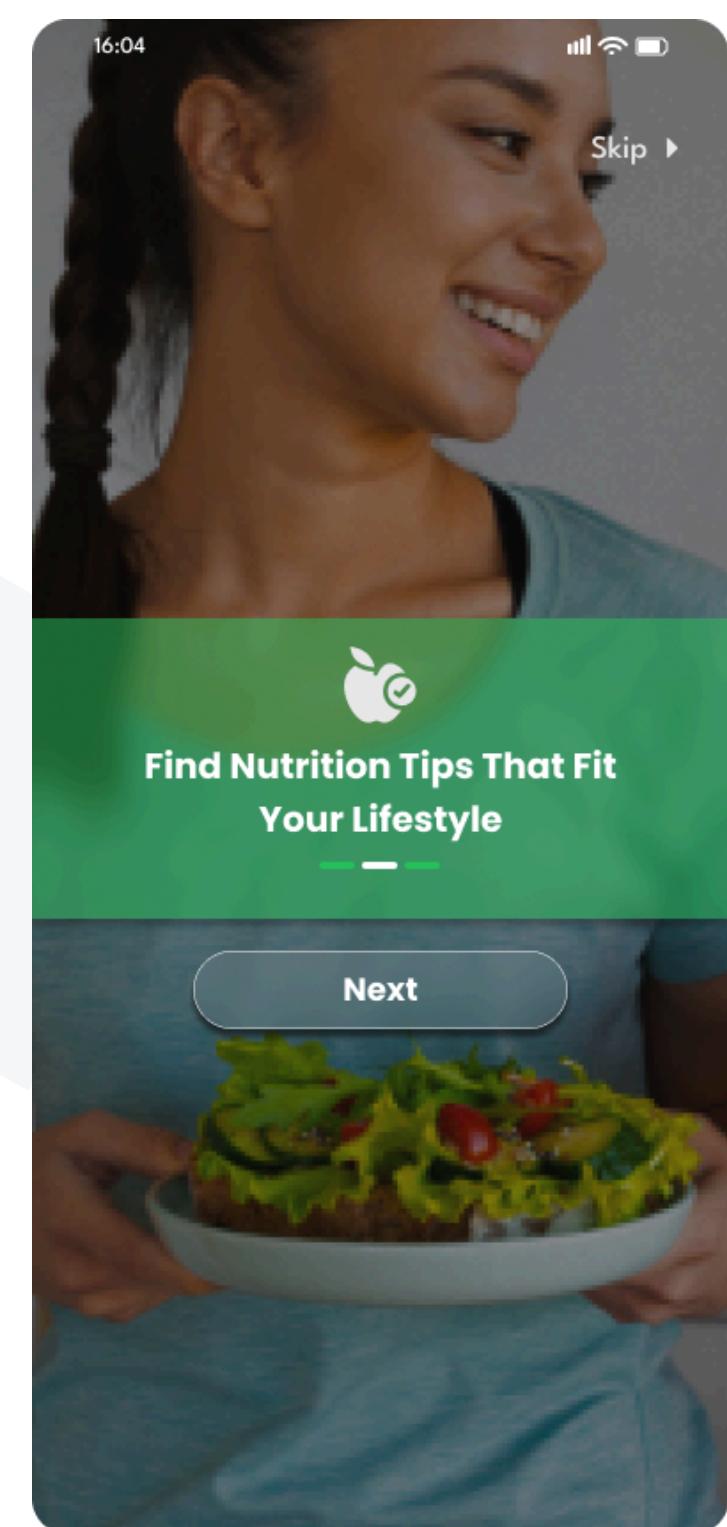
6. Technology Stack : Fit24 Application

Fit24 Integration on BlockFit Network

BlockFit network blockchain will enhance Fit24 by securely storing and verifying user data, powered by BlockFit network. Each fitness activity and health record can be recorded as a tamper-proof transaction, ensuring transparency and data integrity.

Smart contracts could automate rewards for achieving fitness goals or sharing anonymized data for research. Additionally, decentralized storage solutions can offer users control over their data privacy, while blockchain-based tokens could incentivize healthy behaviors or enable seamless transactions within fitness ecosystems.

This technology ensures data remains trustworthy, traceable, and accessible across devices and platforms, fostering a more secure and user-centric approach to fitness tracking and wellness management.

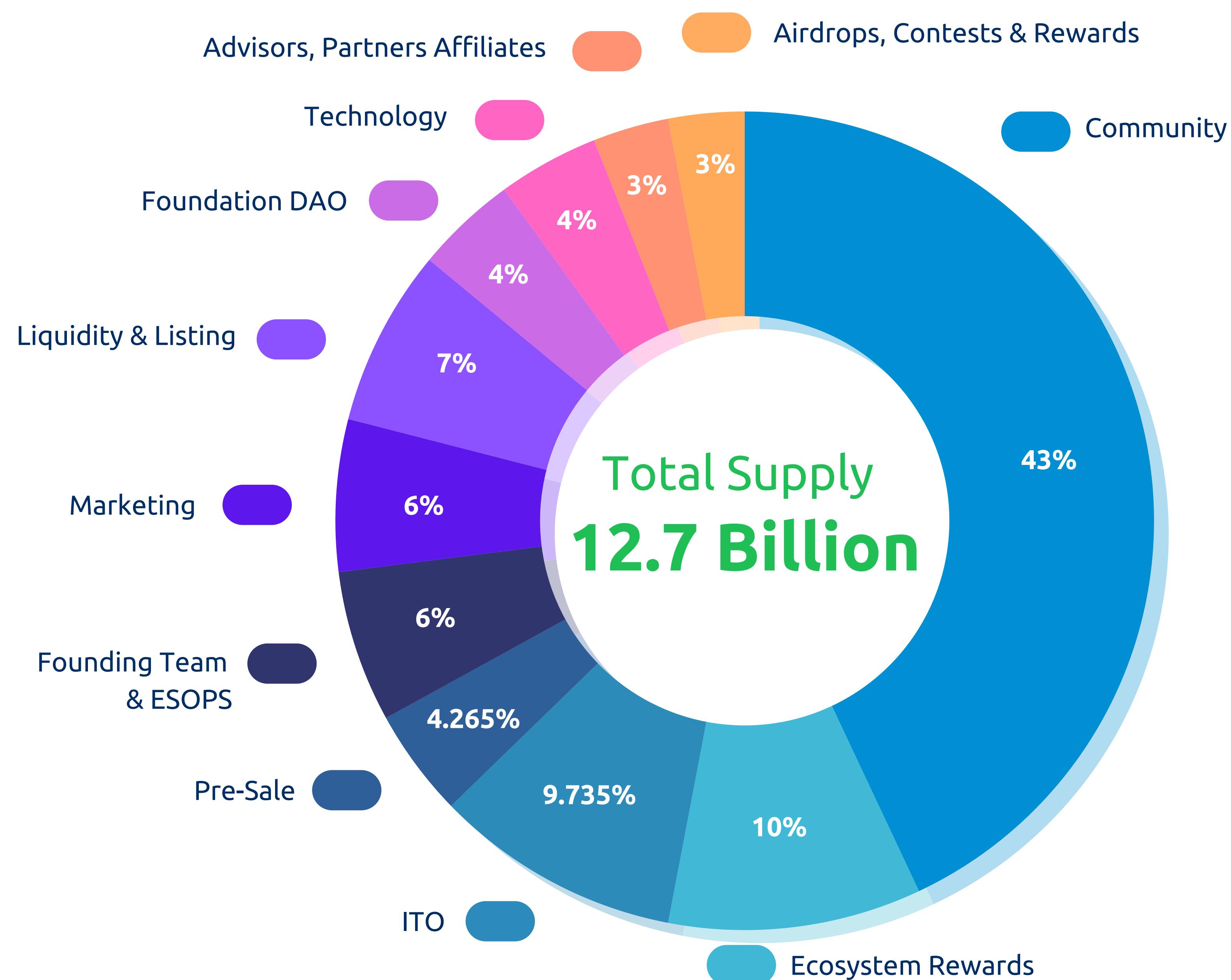


7. Introducing Fit24 Token

Introduction

Fit24 Token, built on Blockfit network, is the essence and soul of this revolutionary ecosystem. It is a mintable token designed to Incentivise physical activity. The Fit24 Token will be usable with a large portion of the products and services offered within the realms of this large global community. As a Fit24 Token holder, you benefit directly from discounts, staking rewards and platform features, such as Marketplace of Fit24 Application

7.1 Tokenomics of Fit24 Token



7.2 Private Sale Breakdown

4.26% of Token supply is allotted for early believers in the project, who can invest in any of the three phases of private sale as per availability of allocation which is defined in the Tokenomics.

Phase	Token Qty	Price/Token	Total Raise	% of total supply
Phase 1	250000000	\$0.004	\$1 Million	1.969
Phase 2	166666666.7	\$0.006	\$1 Million	1.312
Phase 3	125000000	\$0.008	\$1 Million	0.984

7.3 Vesting Schedule

Holder Category	Cliff period after TGE	Linear vesting after cliff	Months
Phase 1 Investor	6 Months	4%	25
Phase 2 Investor	6 Months	5%	20
Phase 3 Investor	6 Months	6.25%	16
Founders & ESOP Tokens	12 Months	3.33%	36

7.5 Public ITO

A total supply of 9.735% is allocated for public sale for the general investors of Fit24 token. It will be available on some major exchanges like Bybit, Coinstore and others.

Phase	Token Qty	Price/Token	TGE	% of total supply
Public ITO	1236333333	\$0.04	1st week of Sept 24	9.735%

7.6 Utility of Fit24 Token

Rewards and Incentives: Users can earn Fit24 tokens as rewards for participating in wellness activities, completing fitness challenges, and achieving health goals.

Membership and Subscriptions: Holding a certain amount of Fit24 tokens might grant users access to premium features, exclusive content, and special membership tiers.

Discounts and Offers: Users may receive discounts on wellness services and products when paying with Fit24 tokens.

Staking and Earning: Users can stake Fit24 tokens to earn additional tokens or access higher earning rates on their holdings.

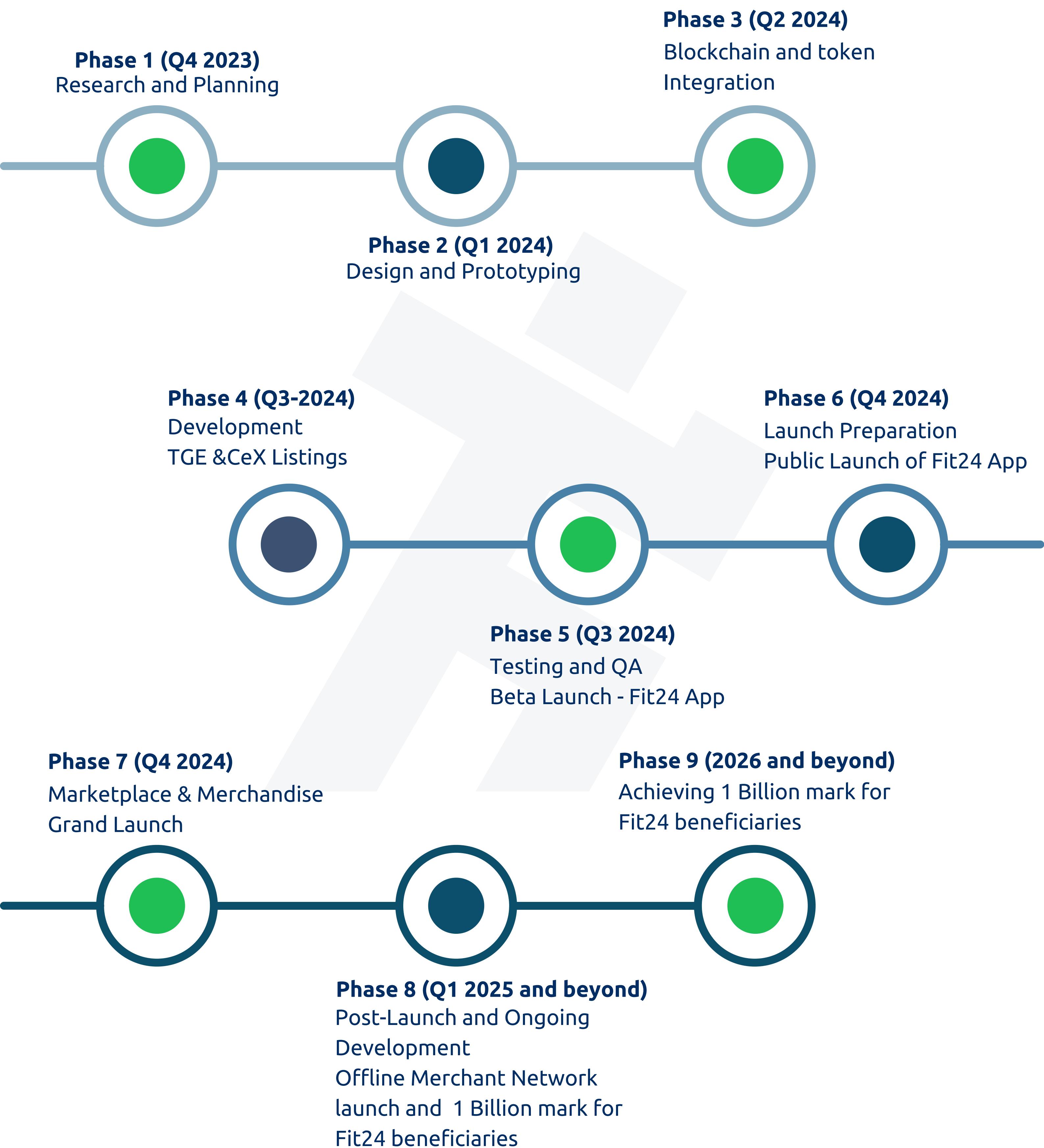
Governance: Fit24 token holders might have voting rights on key decisions regarding the development and management of the Blockfit platform.

Data Access: Users can utilize Fit24 tokens to access personalized health and wellness data analytics and reports.

Partnership Benefits: Fit24 tokens can be used within partner networks for cross-platform benefits and services.

8.0 Roadmap

8.1 Roadmap Highlights



8.2 Roadmap in Detail

Phase 1: Research and Planning (Q4 2023)

- **Market Analysis:** Conduct market research to understand user needs and identify competitors.
- **Define Objectives:** Set clear objectives and goals for the app, focusing on user engagement and retention through digital token rewards.
- **Feature List:** Draft a list of core features (e.g., workout plans, nutrition tracking, crypto rewards system).
- **Regulatory Research:** Investigate legal and regulatory requirements for crypto rewards in different jurisdictions.

Phase 2: Design and Prototyping (Q1 2024)

- **Wireframes and Mockups:** Create wireframes and visual mockups for the app's user interface.
- **User Flow Diagrams:** Design user flow diagrams to map out the user experience.
- **Prototype Development:** Develop a clickable prototype to visualize the app's functionality, including the rewards system.

Phase 3: Blockchain and token Integration (Q2 2024)

- **Blockchain development:** Developing our own blockchain- blockfit network
- **Smart Contracts:** Develop and test smart contracts for distributing rewards.
- **Wallet Integration:** Integrate a digital wallet for users to store and manage their rewards.
- **Security Measures:** Implement security protocols to ensure the safe handling of digital transactions.

Phase 4: Development (Q3-2024)

- **Backend Development:** Set up the server, database, APIs, and integrate blockchain components.
- **Frontend Development:** Develop the app's frontend for both iOS and Android platforms.

Feature Implementation:

- User Registration and Profile Creation
- Workout Plan Library
- Nutrition and Diet Tracking
- Activity Tracking (e.g., steps, exercises)
- Social Features (e.g., friends, challenges)
- Notifications and Reminders
- Token Rewards System (earn token for completing workouts, challenges, etc.)
- Integration: Integrate third-party services (e.g., fitness trackers, payment gateways).

Phase 5: Testing and QA (Q3 2024)

- Internal Testing:** Conduct internal testing to identify and fix bugs.
- Beta Testing:** Release a beta version to a select group of users for feedback.
- Usability Testing:** Conduct usability tests to ensure the app is user-friendly and the rewards system works seamlessly.

Phase 6: Launch Preparation (Q4 2024)

- Marketing Strategy:** Develop and initiate a marketing strategy, including social media, influencer partnerships, and advertising.
- App Store Optimization (ASO):** Prepare app store listings (descriptions, keywords, screenshots, videos).
- Launch Campaign:** Plan a launch campaign to generate buzz and attract users.
- Legal Compliance:** Ensure all regulatory and compliance checks are complete for crypto rewards.

Phase 7: Launch (Q4 2024)

- Official Launch:** Release the app on iOS and Android platforms.
- Monitor Performance:** Track app performance metrics (downloads, user engagement, reviews).
- User Support:** Provide customer support to handle any issues and gather user feedback.

Phase 8: Post-Launch and Ongoing Development (Q1 2025 and beyond)

- **Feature Enhancements:** Continuously improve existing features based on user feedback.
- **New Features:** Develop and release new features (e.g., personalized workout plans, integration with more wearable devices).
- **Performance Optimization:** Regularly optimize app performance and fix bugs.
- **Community Building:** Foster a user community through social features, events, and content.
- **Partnerships:** Establish more partnerships with fitness influencers, gyms, and other relevant businesses.

Phase 9: Long-Term Vision (2026 and beyond)

- **Market place: launching Marketplace of fit24. An e commerce store**
- **Expansion:** Expand the app's reach to new markets and demographics.
- **Advanced Analytics:** Implement advanced analytics to provide personalized insights and recommendations.
- **AI Integration:** Incorporate AI to offer smart suggestions for workouts and nutrition plans.
- **Cross-Platform Synchronization:** Enable seamless integration with other health and fitness platforms.
- **Enhanced Rewards System:** Explore additional reward mechanisms, such as staking or loyalty programs.

9 Community Governance & Engagement

9.1 Community Engagement & Growth

1. Token-Based Incentives: Fit24 has implemented a rewards program using its native tokens to incentivize users for achieving fitness goals, participating in challenges, and contributing valuable data. These tokens can be redeemed for fitness gear, services, or exclusive content, encouraging active participation and sustained engagement.

2. Gamification and Challenges: Fit24 introduces gamified elements like leaderboards, badges, and fitness challenges to motivate users. Weekly and monthly competitions with token rewards foster a sense of community and friendly competition. Gamification keeps users motivated and engaged by making fitness activities fun and rewarding.

3. Social Interaction Features: Fit24 integrates social features like community forums, group chats, and peer support systems. Users are encouraged to share their progress, tips, and experiences. This facilitates user-generated content and peer motivation, fostering a supportive and interactive community that drives engagement and retention.

4. Collaborations and Partnerships: Fit24 partners with fitness influencers, gyms, health brands, and wellness professionals to expand its reach. Collaborations bring in new users, offer exclusive benefits, and enhance credibility. Co-hosted events, challenges, and content leverage established audiences and expertise.

5. Educational Content and Workshops: Fit24 provides valuable educational content through blogs, videos, webinars, and workshops on fitness, nutrition, and blockchain technology. Regular Q&A sessions, expert talks, and live demonstrations keep the community informed and engaged. Education fosters trust, enhances user experience, and encourages long-term commitment.

9.2 Governance Model

- 1. Decentralized Governance:** Fit24 has implemented a decentralized governance model, empowering users to participate in the decision-making process. Token holders can propose and vote on key aspects of the project, ensuring that the community has a direct influence on the platform's development and direction.
- 2. Proposal Submission:** Fit24 allows token holders to submit proposals for new features, updates, and improvements. This inclusive approach ensures that innovative ideas from the community can be formally considered and integrated into the project, enhancing user engagement and satisfaction.
- 3. Voting Mechanism:** Fit24 utilizes a transparent and secure voting mechanism where token holders can vote on submitted proposals. The weight of each vote is proportional to the number of tokens held, ensuring that active and invested community members have a significant say in the decision-making process.
- 4. Implementation of Proposals:** Approved proposals are systematically implemented by the Fit24 development team. This structured approach ensures that the community's voice is not only heard but also acted upon, fostering a sense of ownership and responsibility among users.
- 5. Regular Governance Meetings:** Fit24 hosts regular governance meetings and AMAs (Ask Me Anything) sessions where community members can discuss upcoming proposals, share feedback, and interact with the core team. These meetings promote transparency, build trust, and keep the community informed about ongoing and future developments.

9.3 Legal Compliance and Regulatory Compliance

This paper is for information and discussion only. Fit24 is dedicated to innovating how physical activity and healthy habits can be monetized using block chain technology. We may change our business model at any time to comply with local laws and regulations. Fit24 may also update these papers or documents at any time, at our sole discretion, without obligation to do so.

While Fit24 might hold a token sale in the future, this paper is not an offer or invitation to invest or purchase any token, asset, security, or instrument. The information here can be changed or removed at any time, and you should not rely on it for any purpose, including potential future token sales by Fit24.



9.4 Community guidelines for Fit24 app and token

Respectful Communication

Be Respectful: Treat everyone with respect.

Discrimination, harassment, or hate speech will not be tolerated.

Constructive Feedback: Provide constructive feedback and engage in discussions that are beneficial to the community.

Privacy: Respect the privacy of others. Do not share personal information without consent.



Content and Conduct

Appropriate Content: Share content that is relevant to fitness, wellness, and the Fit24 community. Avoid posting inappropriate or offensive content.

No Spam: Avoid spamming, including irrelevant links, advertisements, or repetitive messages.

Legal Content: Do not share or promote illegal activities or content.



Security and Integrity

Protect Your Account: Keep your account secure. Do not share your login details with anyone.

No Fraud: Engaging in fraudulent activities, including scamming, phishing, or misleading others, is strictly prohibited.

Fair Use: Use the Fit24 platform as intended. Exploiting bugs or using unauthorized tools to gain an advantage is not allowed.

Moderation and Enforcement

Moderators: Moderators have the right to remove content or ban users who violate these guidelines.

Token and Transaction Guidelines

Transparency: Be transparent in your transactions and communications regarding the Fit24 token.

No Manipulation: Do not manipulate token prices or engage in market manipulation.

Comply with Laws: Ensure all token transactions comply with relevant laws and regulations of the country.



Support and Reporting

Report Issues: Report any issues, bugs, or violations of these guidelines to the support team.

Help Each Other: Support and help fellow community members, fostering a positive and collaborative environment.

Health and Wellness

Safe Practices: Promote safe and healthy fitness practices. Avoid encouraging harmful or dangerous activities.

Inclusive Environment: Create an inclusive environment where people of all fitness levels feel welcome.



Updates and Changes

Stay Informed: Stay informed about updates to these guidelines. Changes will be communicated through official channels.

Feedback: Provide feedback on these guidelines to help improve the community standards.

9. Potential Partners and Collaborations

Fit24 is excited to collaborate in fitness, healthcare, and wellness of the community with prominent global organizations to expand the impact of our virtual reality fitness application. We see immense value in sharing platform with:

United Nations (UN)



**United
Nations**

By teaming up with the UN, we can support global health initiatives and leverage their extensive network to promote fitness and wellness worldwide.

World Health Organization

Collaborating with WHO brings credibility and valuable insights, ensuring our application aligns with global health standards and initiatives, enhancing public trust and engagement.



**World Health
Organization**

UN DESA



**UN
DESA**

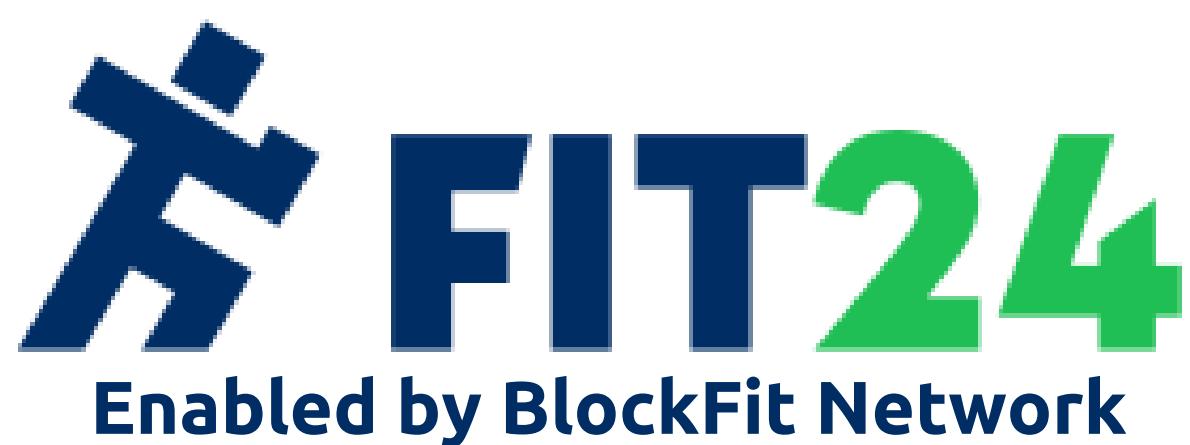
Partnering with UN DESA allows us to integrate Fit24 into wider socio-economic development programs, promoting sustainable and inclusive health practices.

Dubai Fitness Challenge

Working with DFC provides an exciting platform to showcase Fit24 during one of the most dynamic fitness events globally, boosting user engagement and fostering a culture of fitness and wellness.



Through these collaborations, we aim to amplify our impact, engage more users, and promote a healthier, more active lifestyle worldwide using the innovative power of virtual reality.



Stay Fit. Stay Wealthy. with Fit24

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