

Vinnd is building the world's first decentralized digital healthcare platform to run express blood tests to evaluate your health featuring machine learning opportunities and blockchain technologies.

According to Deloitte's 2017 Global Health Care Outlook, effective care delivery and innovations in health care are among trending issues.

Vinnd revolutionizes one of the most 'hot' segments of healthcare market: weight loss and weight management market.

# survey minute

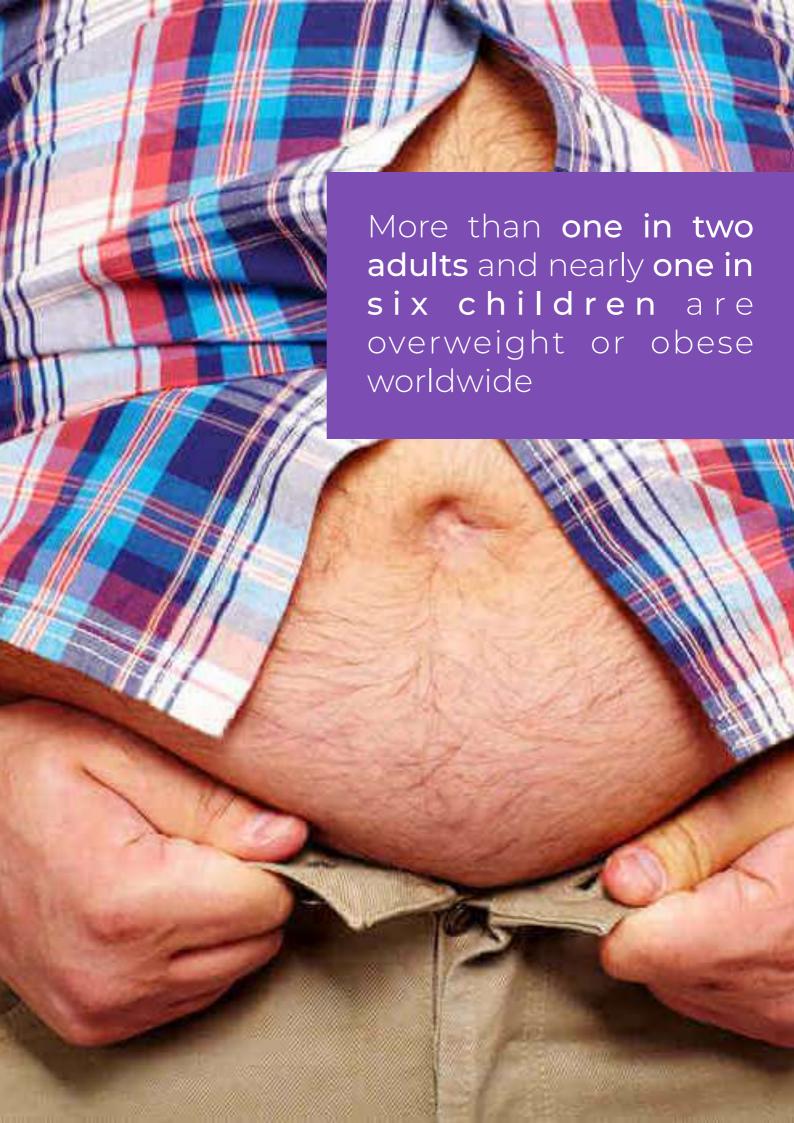
You think about managing (losing) your weight at least once a year. Yes or No?

You have bought gym membership at least once Yes or No?

You know at least three people who is on diet . Yes or No?

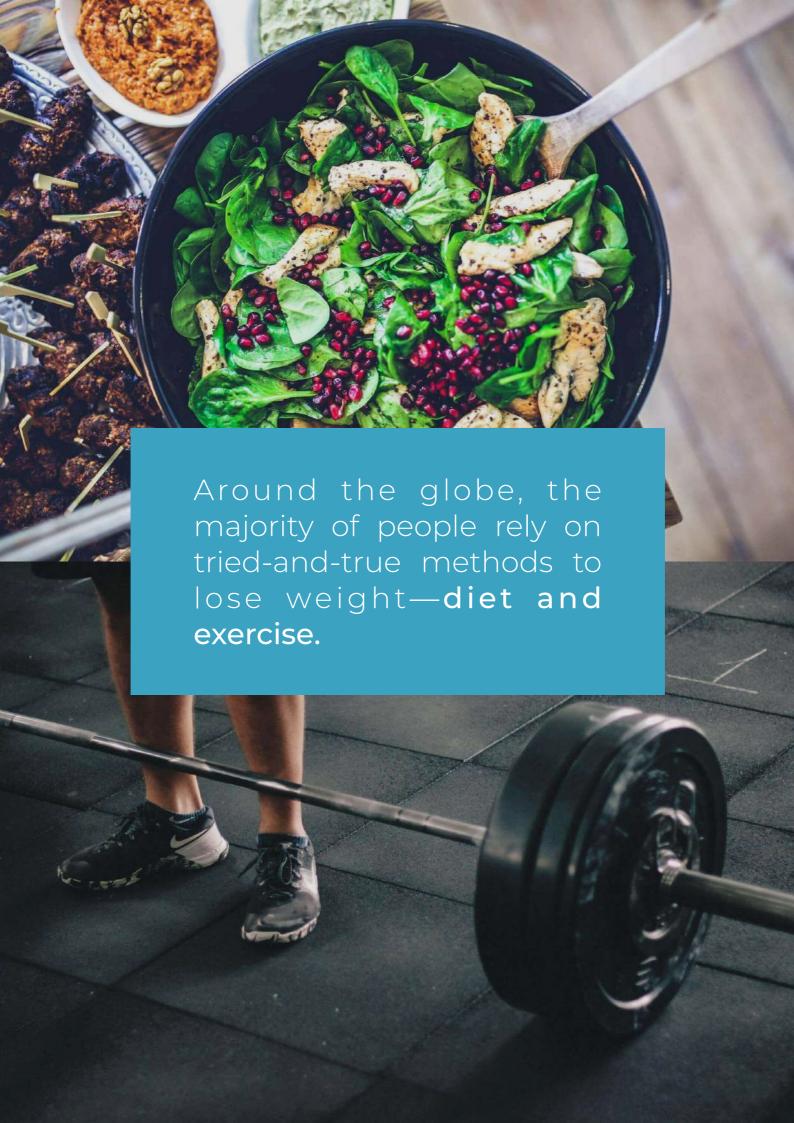
Vous mangez souvent de la nourriture rapide pendant votre voyage ou votre travail.
Oui ou non?

Note: Si vous avez répondu oui à au moins 2 des questions ci-dessus, félicitations! Vous êtes donc un utilisateur potentiel!









PERCENTAGE TAKING EACH ACTION TO LOSE WEIGHT\*

## weight loss: diet ain't panacea, unless your diet is smart

**FUROPE** 

NORTH AMERICA

ASIA-PACIFIC

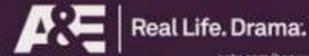
LATIN AMERICA

GLOBAL AVERAGE

MIDDLE EAST/AFRICA



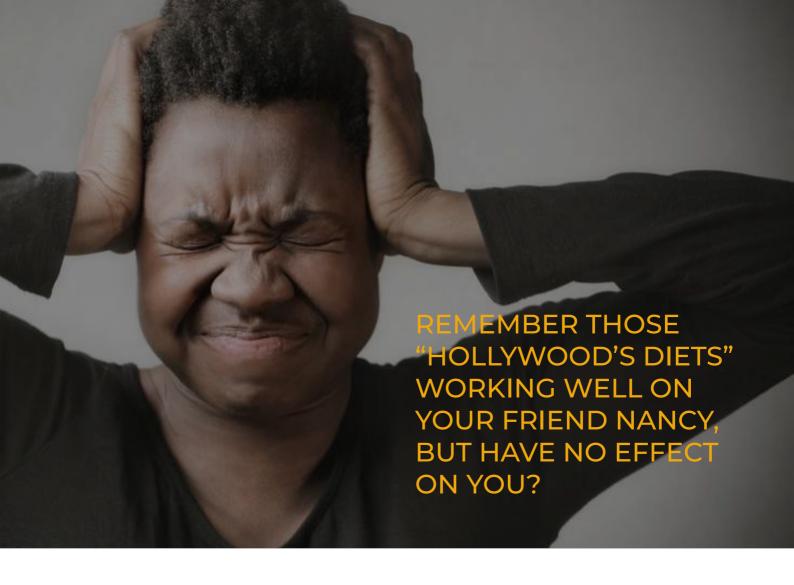
**NEW REAL LIFE SERIES** MONDAYS 10/9C | JAN 17



aetv.com/heavy

\*Source is in referral links

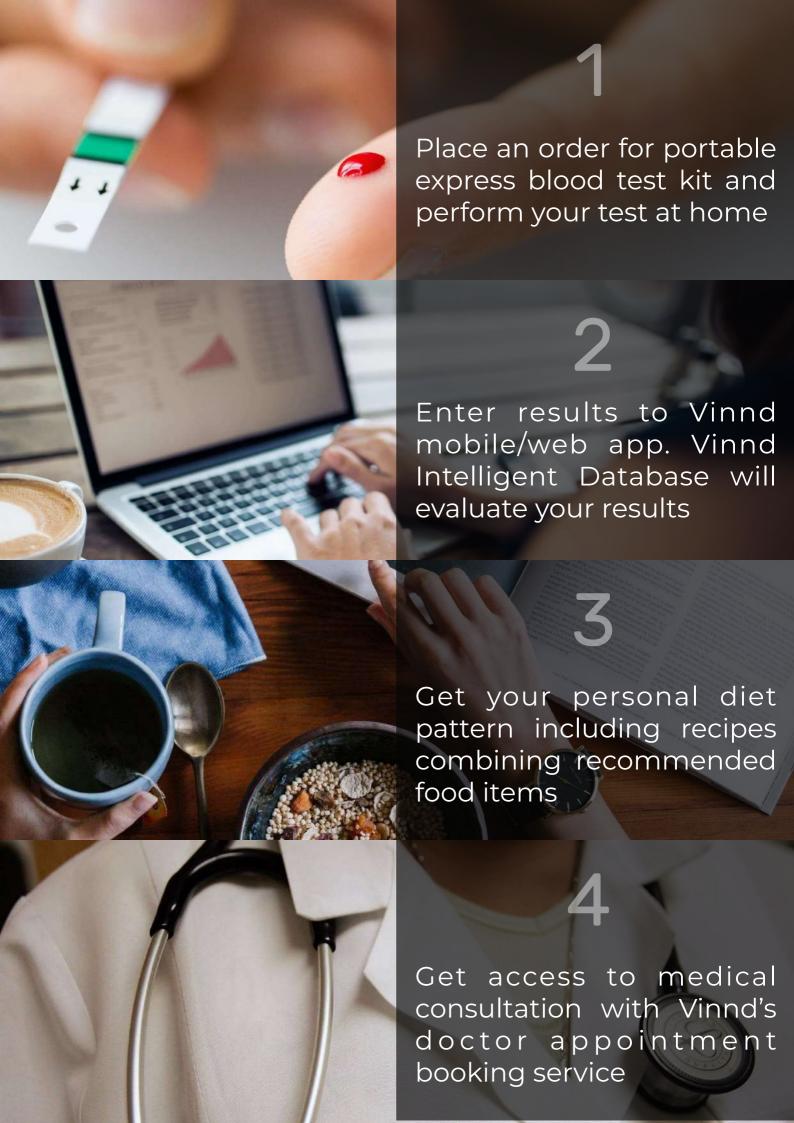




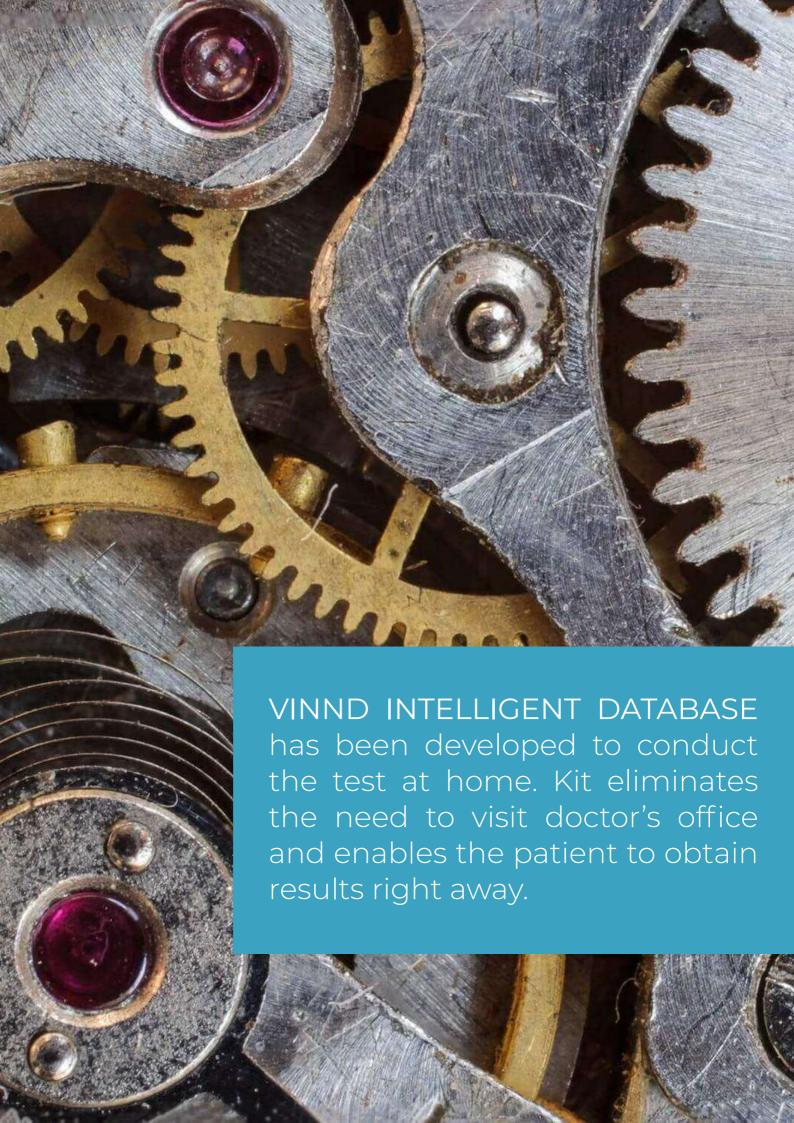
Leading weight-loss researchers from Harvard T.H. Chan School of Public Health are showing that the key to weight loss appears to be highly personalized rather than trendy diets. Individual responses to different diets vary enormously: there is no universal diet for suitable for everyone trying to lose weight.

Vinnd is designed to form individually - crafted diets based on your blood test results. A drop of blood may reveal what kind of products would positively affect your metabolism.

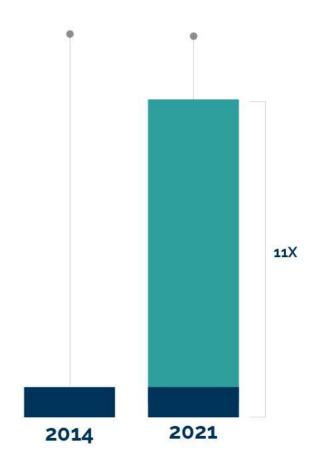
Human metabolism ain't about pop star's fancy diet anymore; it is about your health. **SEE HOW IT WORKS** 







VINND INTELLIGENT DATABASE



HEALTH AI MARKET SIZE 2014 - 2021

SOURCE: ACCENTURE ANALYSIS

With immense power to unleash improvements in cost, quality and access, AI is exploding in popularity. Growth in the AI health market is expected to reach \$6.6 billion by 2021—that's a compound annual growth rate of 40 percent. In just the next five years, the health AI market will grow more than 10x2

Acquisition of AI startups are rapidly increasing while health AI market is set to register an explosive CAGR of 40% though 2021.





### \$115.93

per exprees blood device\* This price has been calculated based on prototype cost and anticipated production cost.

\$69.90 monthly subscription

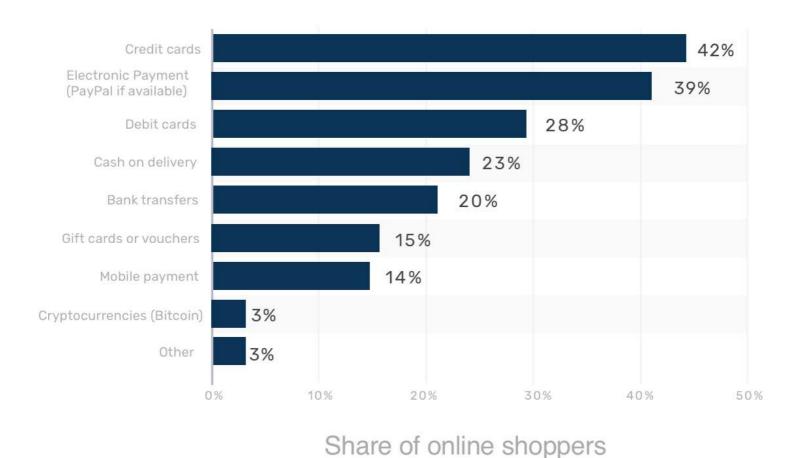
National Business Research Institute shows cost differences from \$90 to \$380 per month for leading weight loss programs.

\$3.90

Pack of 10 count test stripes

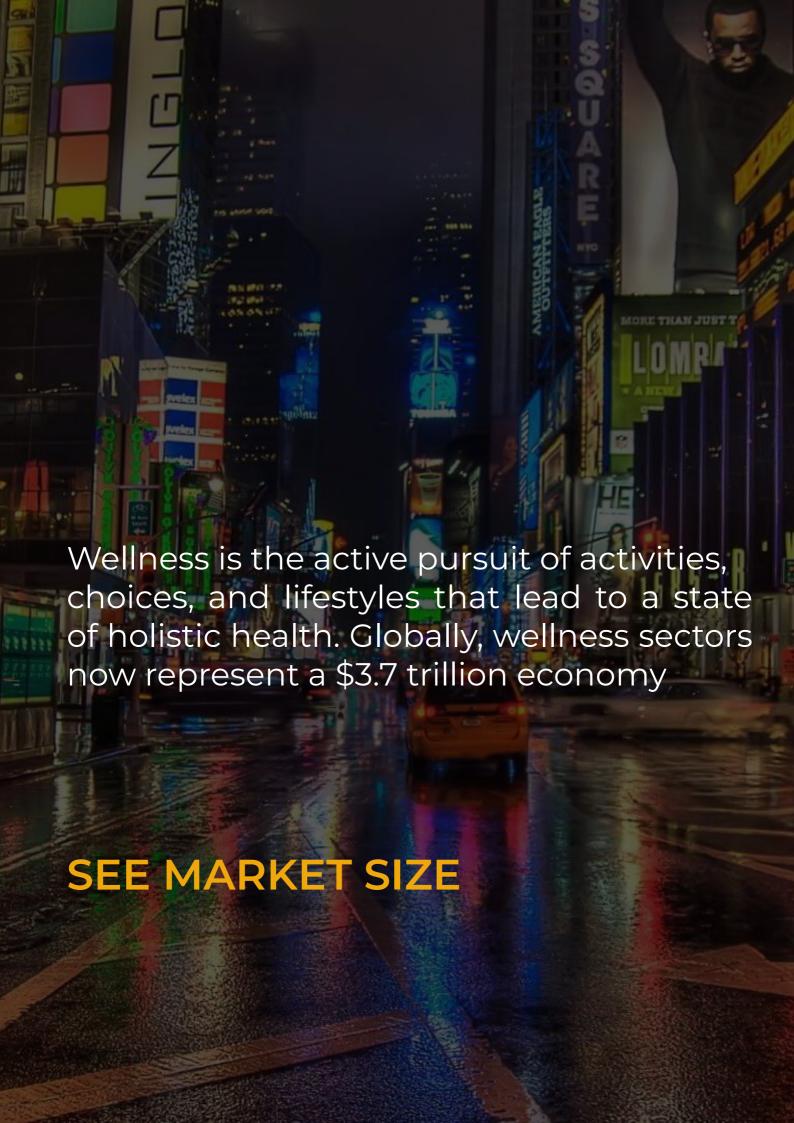
According Diabetes Daily major manufacturers sell stripes for 15 - 35 cents each.

## Preferred payment method online shoppers worldwide as March of 2017

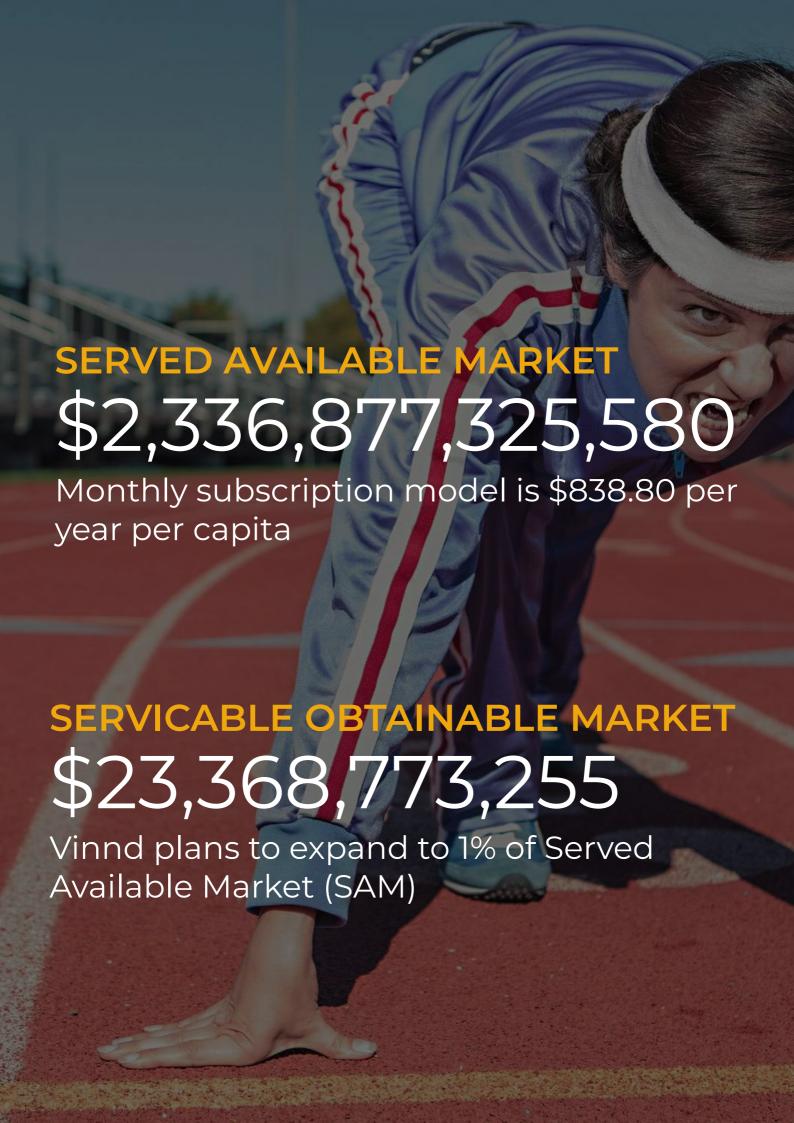


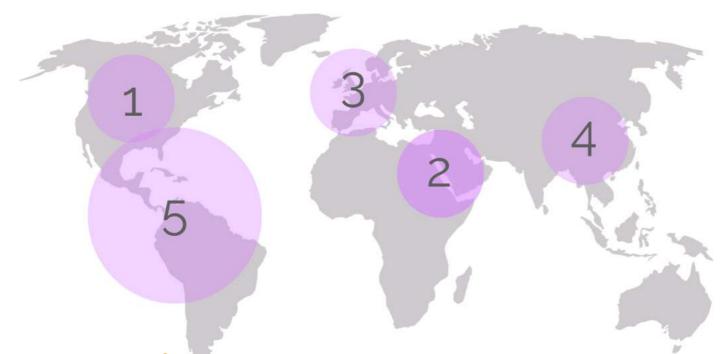
Statista Digital Market Outlook

# payment method: online payments









## The projected company turnover by 3rd Quarter 2022 is

\$23,368,773,255

#### **BUSINESS GOALS**

- 1. Gradual Market Expansion
- 2. Reach 1% of Served Available Market by 2022

#### Market Expansion

- 1. US and Canada 69% of people trying to lose weight
- 2. Middle East highest obesity rates in the world
- 3. United Kingdom biggest weight loss market share in Europe
- 4. China biggest weight loss market share in Asia
- 5. Mexico and Brazil highest obesity rates in the Central and Latin America

December 2017	Launch Pre-ICO tokensale
January 2018	ICO starts
February 2018	ICO ends
March 2018	Develop technical specifications for Portable Express Blood test kit
	Develop technical specifications for Vinnd Intelligent Database
April 2018	Establish partnership with leading marketing agencies on entry point countries to conduct the broad market research
	Develop UI/UX design for Vinnd
	Launch development of Vinnd Portable Express Blood test kit
May 2018	Launch development of Vinnd Mobile and Web App
	Launch development of Vinnd Intelligent Database

August 2018	Launch Vinnd Mobile and Web App beta- testing
September - October 2018	Test Vinnd Portable Express Blood test kit (beta)
	Test Vinnd Intelligent Database (beta)
	Present the most effective PR and marketing channels in entry point countries to develop product launch campaigns
November -December 2018	Start product's pre launch PR and Marketing campaigns. Launch product's pre-sales
January 2019	Launch product in the United States and Canada
Quarter III 2019	Launch product in Middle East countries
Quarter IV 2019 - Quarter II 2020	Launch product in China
	Launch product in CIS Countries



#### ICO

#### Dates:

11 December - 17th January

#### Dates:

18th January - 18th February

#### **Token Amount:**

28 888 888 VIN (5%) at special rate for Pre-ICO period 9629 ETH (~4M\$)

#### **Token Amount:**

534 444 444 VIN (95%)

356 296 ETH (~150M\$)

#### **Pricing:**

1 VIN = 0,00033 ETH Yeild - 100% to ICO - price 1 ETH = 3000 VIN

#### Pricing:

1 VIN = 0,00066 ETH 1 ETH = 1500 VIN

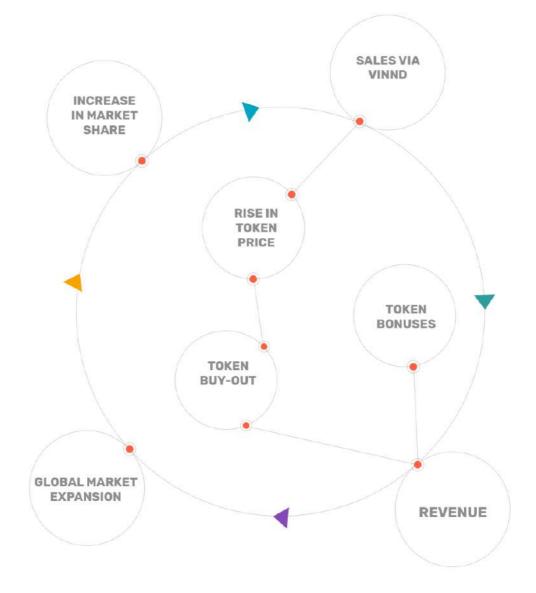
#### **Security:**

Multi-Signature wallet Tokens are released only for investors

#### **Security:**

Multi-Signature wallet ICO funds are held on Escrow
Multi-Signature wallet
VIN tokens of Founders are non-transferable upon ICO completion – locked up for 5 month with smart contract

Fund Allocation	Token Distribution
<b>50</b> % Product Development	<b>60.125</b> %
25% Marketing (product launch campaigns, legal fees)	<b>3.25%</b> Pre-ICO
<b>20</b> % Team	<b>35</b> % Founders
<b>5</b> % Advisory Board	<b>1.625</b> % Bounty program



Vinnd aims to offer investors attractive for investing. So investors may invest in Vinnd's growth. That is why Vinnd presents token profitability scheme where the rate of ROI comes from two channels:

- 1. Profit out of bonuses
- 2. Growth of tokens' market value

25% of company profit goes towards bonus distribution. Distributions are accrued once a month.

25% of profit goes to buying up tokens on the market with the aim of increasing their market value.

Marat Yerken
CEO and co-Founder

Aidana Kaskyrbek co-Founder and Cheif of People

Amir Shabanov
Chief Technical Officer



PR and content managers(3), marketing managers(4), software engineers(11), data scientists(4) and project managers(2). There are 24 people in our family

#### REFERRAL LINKS

http://www.who.int/mediacentre/factsheets/fs311/en/

http://www.healthdata.org/news-release/nearly-one-third-world%E2%80%99s-population-obese-or-overweight-new-data-show

MGI\_Overcoming\_obesity\_Full\_report.pdf

https://www.oecd.org/els/health-systems/Obesity-Update-2017.pdf

http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/ 2017-reports/health-wellness-report-feb-2017.pdf

http://newsroom.ucla.edu/releases/Dieting-Does-Not-Work-UCLA-Researchers-7832

https://www.mckinsey.com/mgi/overview/in-the-news/the-obesity-crisis

https://www.nbrii.com/blog/new-study-reveals-major-disparities-in-costs-of-weight-loss-programs/

https://www.diabetesdaily.com/blog/comparing-the-cost-of-diabetes-test-strips-at-major-retailers-120078/

https://www.nytimes.com/2016/05/02/health/biggest-loser-weight-loss.html

https://www.statista.com/statistics/508988/preferred-payment-methods-of-online-shoppers-worldwide/

https://www2.deloitte.com/content/dam/Deloitte/global/Documents/Life-Sciences-Health-Care/gx-lshc-2016-health-care-outlook.pdf

https://static1.squarespace.com/static/54306a8ee4b07ea66ea32cc0/t 58862a472994ca37b8416c61/1485187660666/ GWI\_WellnessEconomyMonitor2017\_FINALweb.pdf

https://www.statista.com/statistics/270720/market-size-of-the-wellness-industry-by-segment/

http://www.businessinsider.com/the-death-of-the-diet-industry-2016-7

http://www.womensmarketing.com/blog/u.s.-weight-loss-and-diet-trends-2016-wmi

**NOTE:** Photo materials utilized in this document are open source free stock photos or property of vinnd.io. Credits to pexel.com for free stock photos.