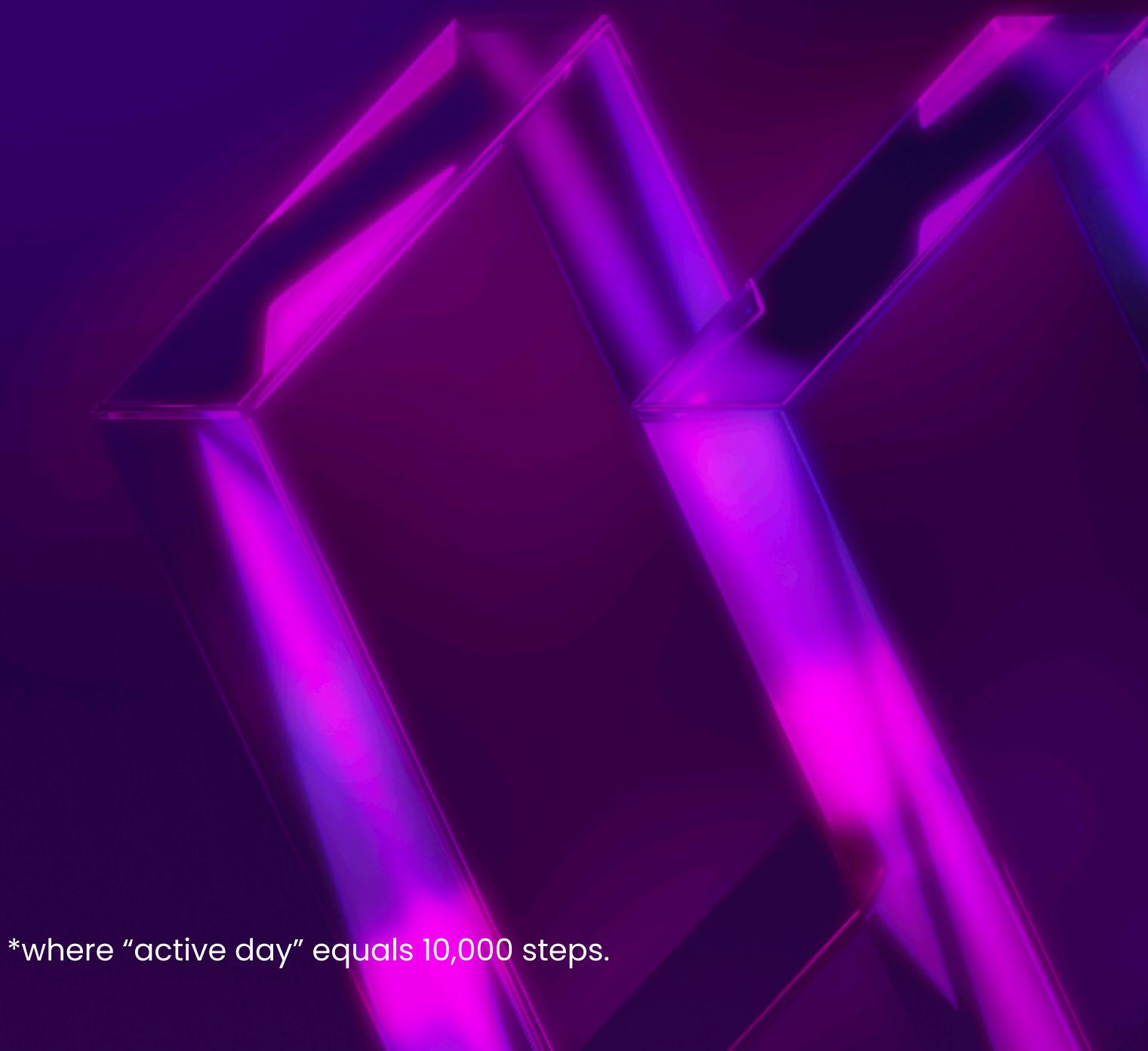


Request for proposal: What is the value of an active day?*



*where “active day” equals 10,000 steps.

SUMMARY

When someone says "**Physical activity has value**" everyone nods. It is obvious—being active keeps us in better physical shape, improves our mental health, makes us more productive, less often sick, and ultimately, extends our life span.

However, when someone asks more specifically, "**What exactly is the value of physical activity?**" there is no answer. Sweat Economy was created to find an answer to this question and to make the world more physically active by rewarding active participants for their movement.

In pursuit of an answer, we are seeking objective proposals from the academic community developed from various perspectives (for example individual, industry and government/nation) considering the myriad utilities of exercise such as its impact on healthcare costs; effect on productivity/absenteeism; relationship to mental and physical health, life expectancy; and more (because we are certain that there are more positives from exercise that we haven't yet considered!).

To bring these analyses to a common denominator, proposals should focus on the economic value of an "**active day**" which we equate with **10,000 steps** taken.



PHASE ONE

To kick off Phase One of this process we created a grant program to engage five academic institutions to develop submissions that will include:

1. A brief analysis of existing prior literature and thinking around the economic value of physical activity, particularly, **10,000 daily steps**.
2. **Three different approaches** or formulas to estimate the aggregate value of physical activity. The examples below are just for illustration purposes:

2.1 From the individual perspective

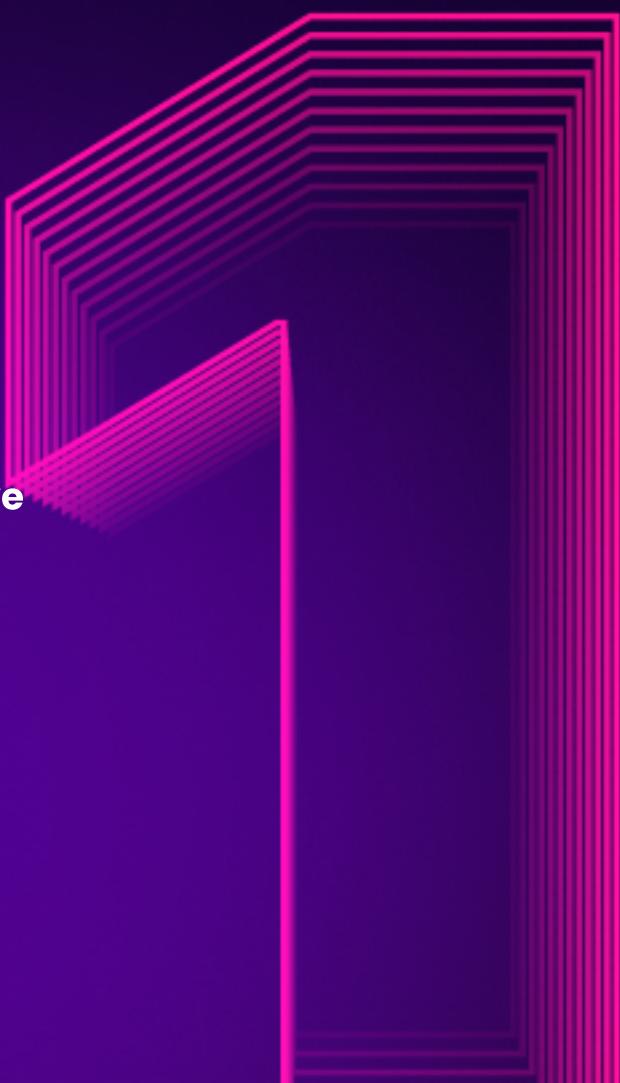
- Transport utility (savings on gas, public transportation costs, etc)
- health care costs savings and productivity increase;
- mental health improvement;
- life expectancy increases, etc.

2.2 From the industry perspective

- Increased productivity;
- reduced absenteeism;
- improved workplace morale;
- increased staff retention, etc.

2.3 From a government/country perspective

- Reduction in healthcare costs;
- increase in productivity;
- ecological impact;
- an increase in life expectancy, etc.



PHASE ONE

3. Three estimated values for the formulas proposed above using existing data sources and assumptions (please document these). We are asking for three formulas and three values to make sure triangulation of estimates is possible.
4. After Phase One, we will move onto Phase Two, where we expect to move from rough estimates into more precise calculations by collecting additional data and performing tests.



GRANT AND TIMELINE

- **Number of Grant recipients:**

UP TO FIVE

- **Grant size per recipient:**

\$10,000 TO \$20,000 USD

- **Submissions open on:**

JANUARY 17, 2024

- **Submissions close on:**

FEBRUARY 14, 2024

- **Phase One reports are due by:**

MAY 15, 2024

The grant sponsor will provide awards valued at \$10,000-\$20,000 USD to five recipients in respect of proposals that present the most comprehensive, innovative, and well-supported framework for quantifying the economic value of an active day, as represented by 10,000 steps.

APPLICATION REQUIREMENTS

All applications should include the following:

- Credentials and relevant experience in health and behavioral economics
- Team structure
- Proposed methodology and process
- Timeline and costs
- A short video (1-3 minutes) that we will share with our audience of more than 150M+ people. Should your application be accepted, you may be required to sign an authorization or release form that allows us to use your name, likeness, and/or video in this regard.

Final submissions will be publicized and will give you exposure to our audience, who are already conscious about health and generally interested in exploring the value of physical activity. In case rough estimates are a concern and you would rather not publicize your specific estimates with your name attached to them, we will anonymize the outcomes across all five institutions.



FUNDING PROVIDED BY THE SWEAT FOUNDATION

The Sweat Foundation operates and develops Sweat Economy, a Web3 ecosystem on a mission to promote healthier lifestyles by encouraging people to move more.

DISQUALIFICATIONS

We will accept all proposals that meet the criteria for submission, but the following are grounds for disqualification:

- Late submissions
- Submissions that do not meet the minimum application requirements listed above
- Researchers who have been awarded similar grants to complete the same project
- Proposals that include budgets above the capped amounts

...and some legalese for your reading pleasure.



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You agree not to bring a legal challenge of any kind against the Foundation relating to the Foundation's selection and award of a grant arising from this RFP.

You represent that you have responded to the RFP with complete honesty and accuracy. If facts provided in your response change, you will supplement your response in writing with any deletions, additions or changes within ten days of the changes, as necessary, throughout the selection process. You understand that any material misrepresentation, including omissions, may disqualify you from consideration for a grant award.

By responding to this RFP, you are representing: (i) that you have authority to bind the named applicant to the RFP Terms set forth above, without amendment; and (ii) that you agree to be bound by them.