



MOBILE PRIMER

JUNE 2018

A photograph of a woman in a red dress hugging a young child on a residential street at dusk. The scene is framed by a large, semi-transparent circular overlay centered on the couple. Inside this circle is a white play button icon pointing to the right. The background shows houses, trees, and a street lamp.

IRREPLACEABLE

HUMAN | PROBLEMS



PHYSICAL INACTIVITY

causes as many deaths as smoking



LONELINESS

affects 40% of adults



POOR WEIGHT MANAGEMENT

affects 2 billion people globally

SOLUTIONS | NEEDED

“ Are there any runners, bikers or swimmers on here that live near Evanston Illinois? I'd love to find workout partners.” - @Rnrave

MYFITNESSPAL FORUM SCRUB

(PEOPLE ARE LOOKING FOR FITNESS PARTNERS AND COMMUNITIES!)

[VIEW HERE](#)



BUSINESS | PROBLEMS



INDUSTRY FRAGMENTATION

brands fortified, potential customers walled off



KINKS IN DATA FLOW

siloed data, cannot be aggregated

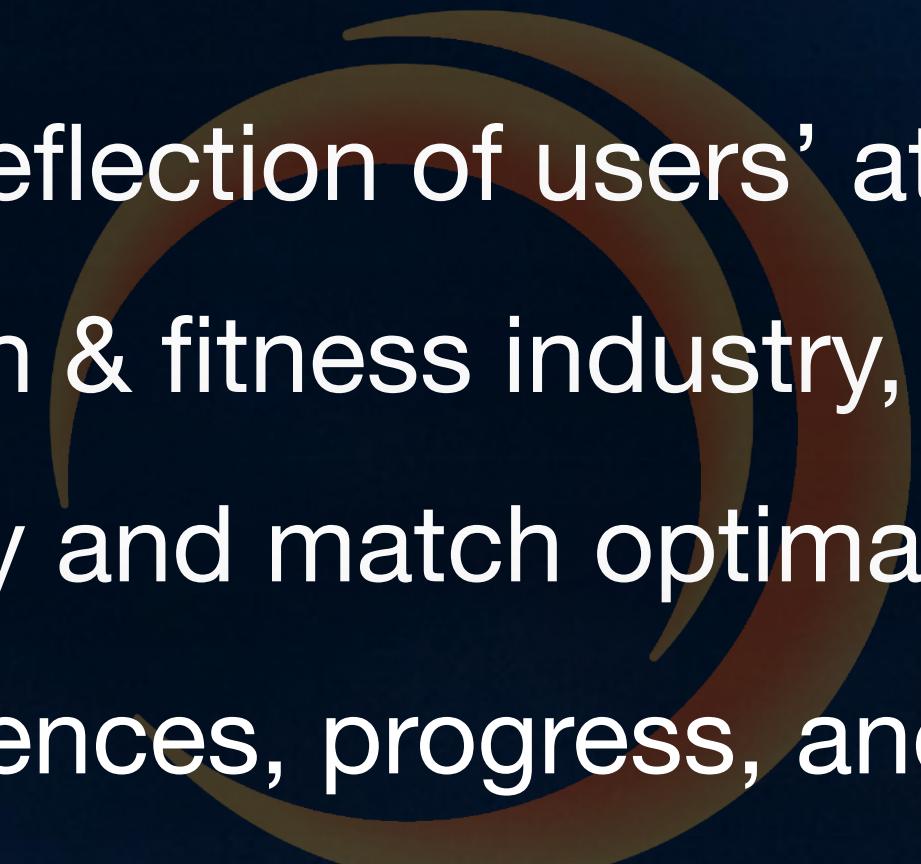


DIGITAL BUSINESS DEVELOPMENT

inconsistencies and gaps in execution

B2B | B2C

SOLUTION



TeamMate is a digital reflection of users' athletic lives, a conduit of communication to the health & fitness industry, and a smart social discovery tool that learns how to identify and match optimal training partners according to each user's preferences, progress, and athletic evolution.

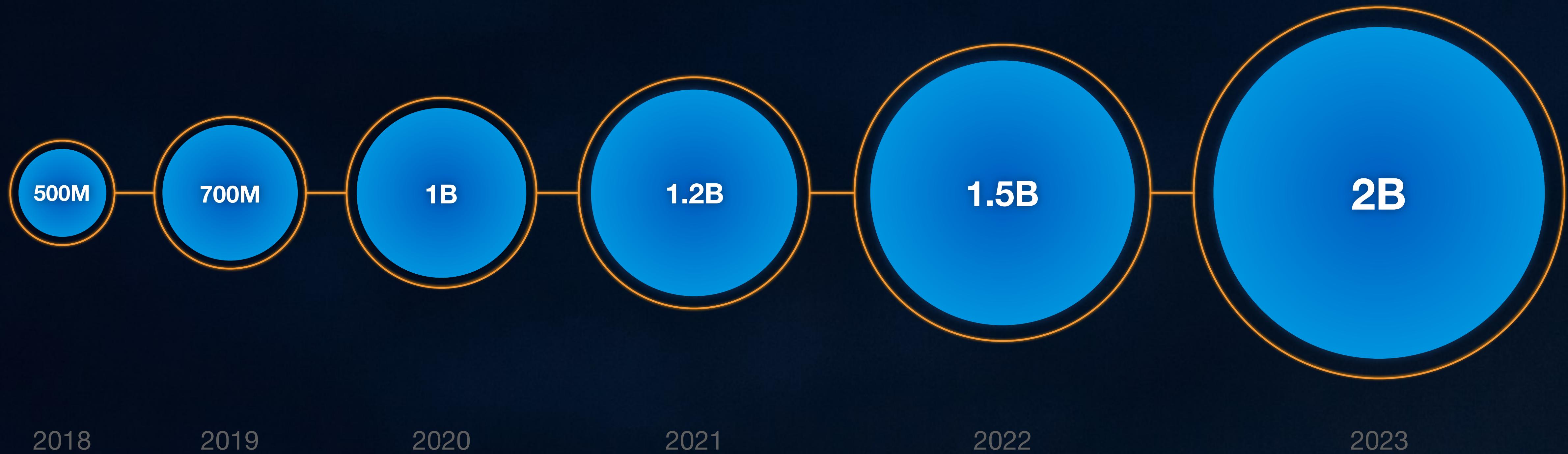
Workouts are **87%** more effective with a partner.

Proven increases in exercise **consistency** and **enjoyment**.

Proven increases in overall mood, health, productivity, life expectancy.



GLOBAL FITNESS APP MARKET SIZE



GLOBAL DIGITAL HEALTH MARKET

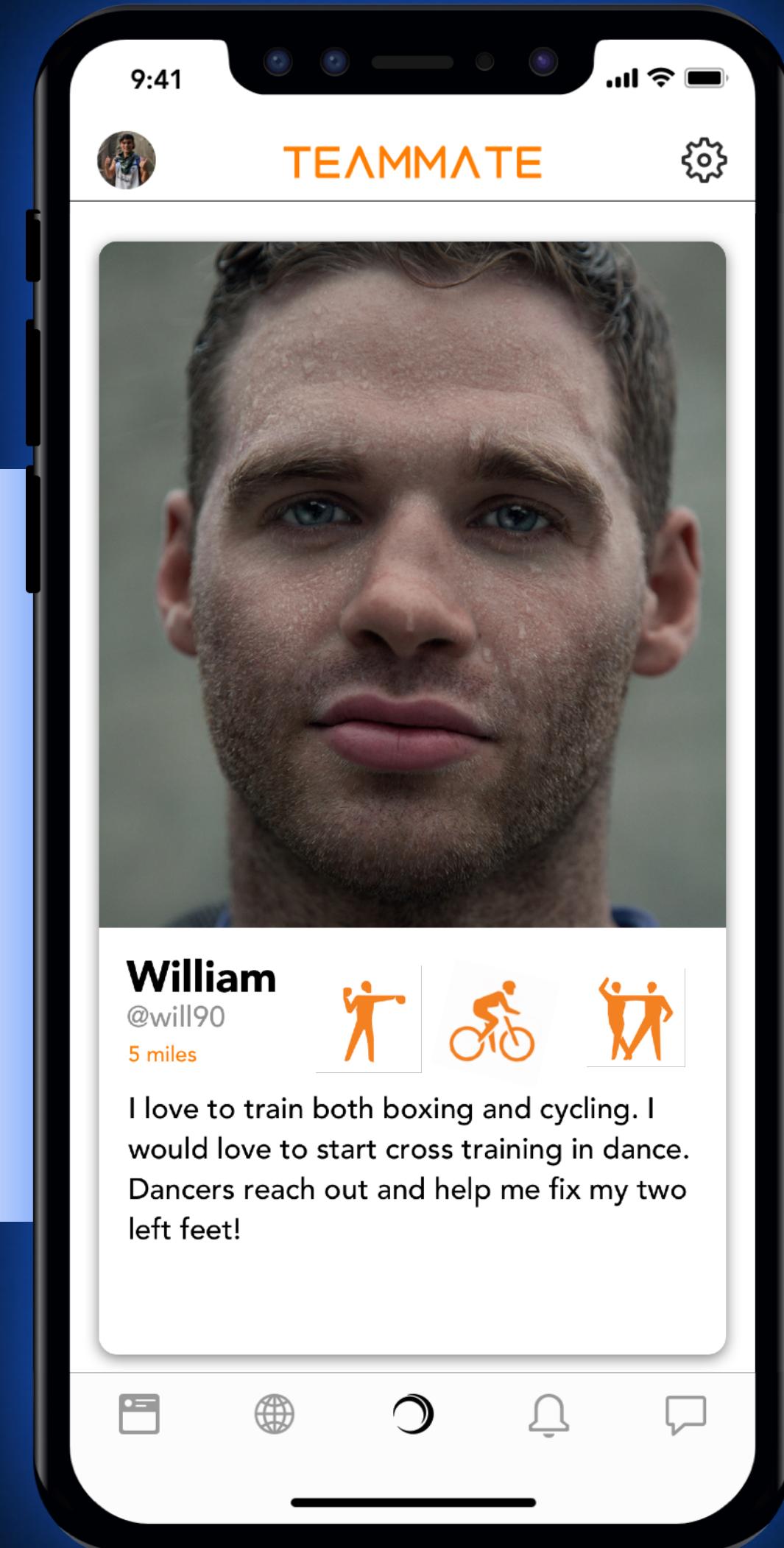
as of 2017

3.7B

mobile health & fitness app downloads

118B_{USD}

value created

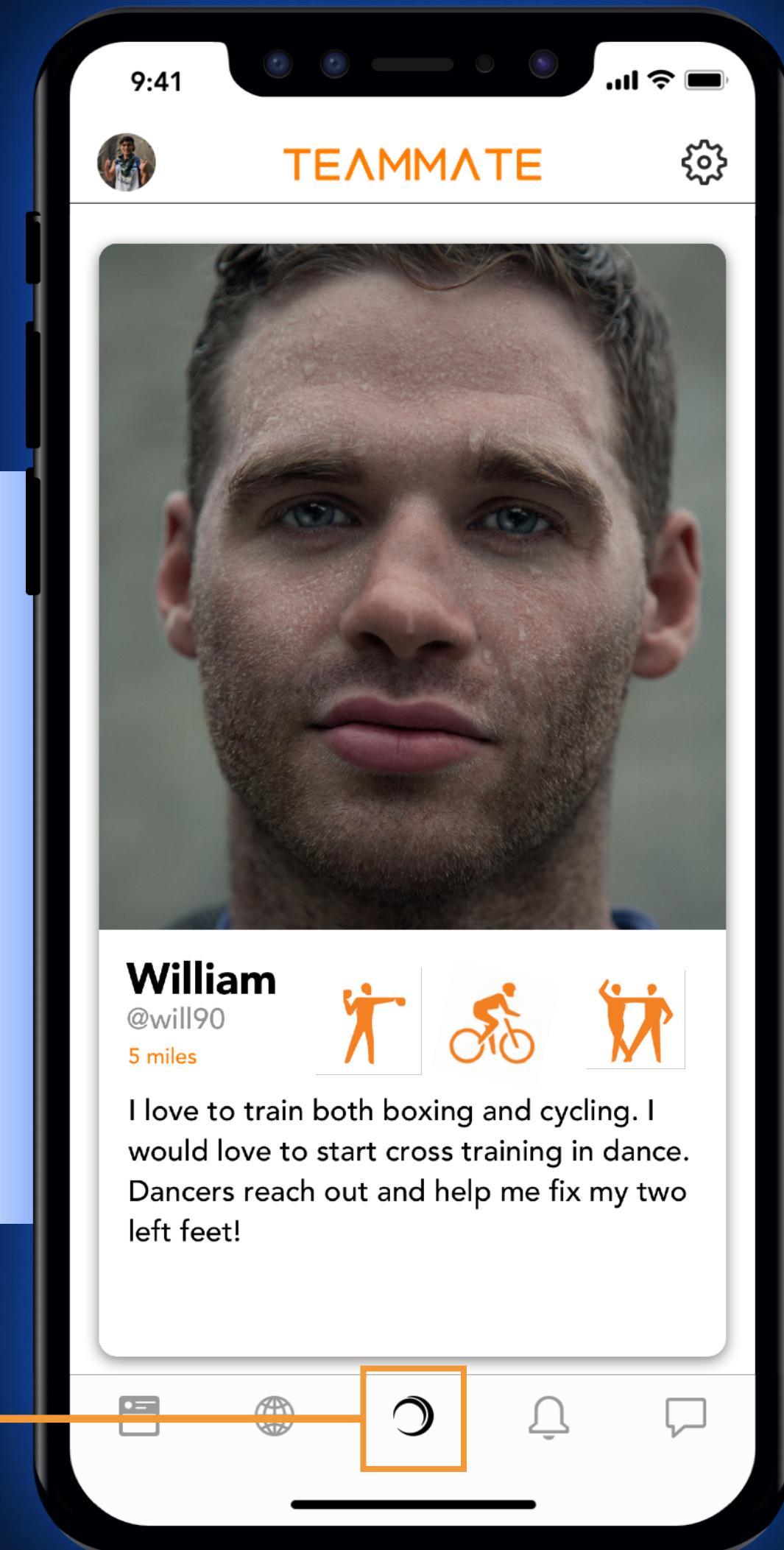


TEAMMATE | FEATURES



DISCOVER

find and match with new workout partners,
fitness professionals, and new friends in
your area.

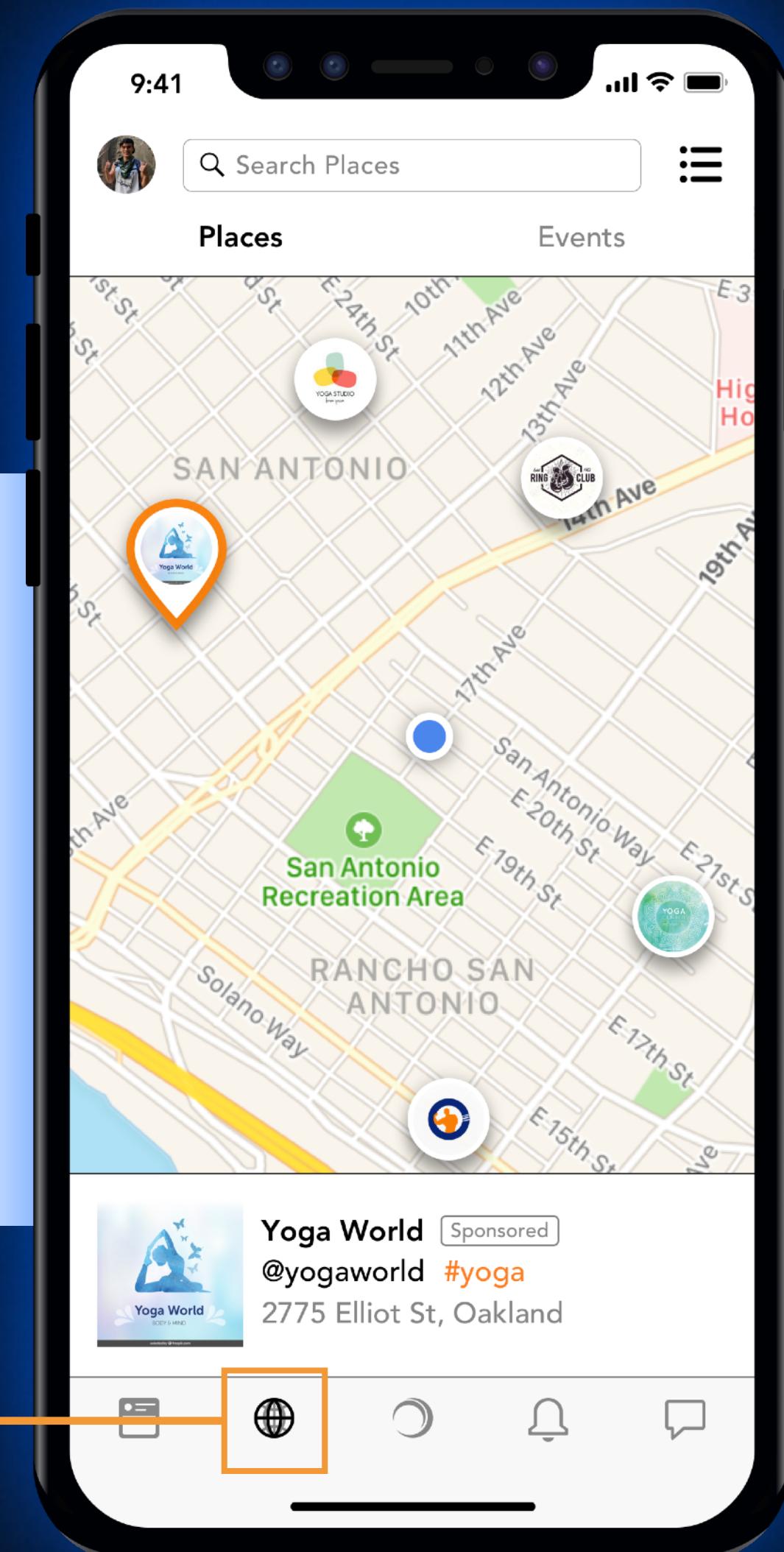


TEAMMATE | FEATURES



EXPLORE

find out what fitness facilities, athletic events,
and regional activity centers are in your area,
and learn more about them.

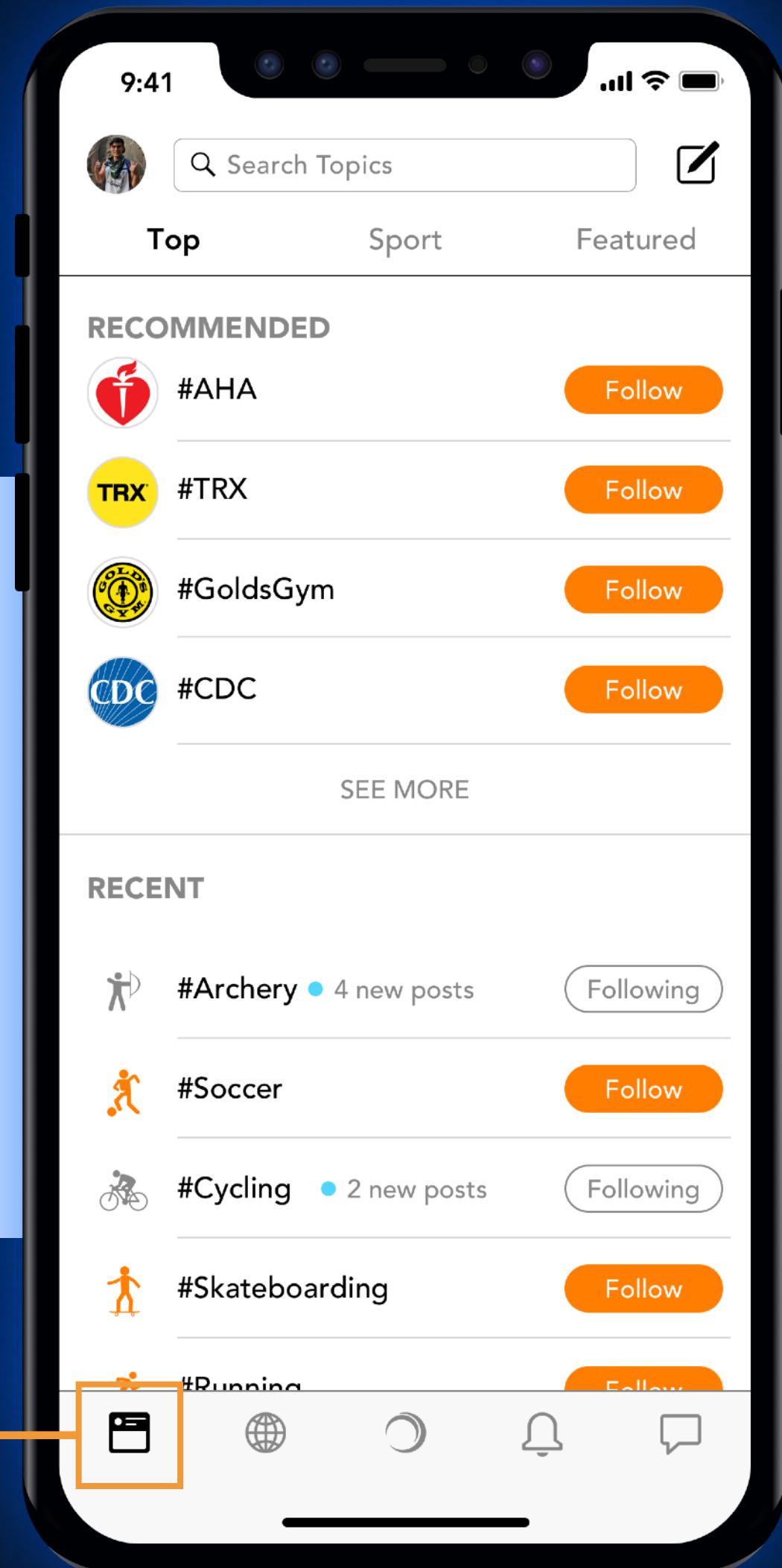


TEAMMATE | FEATURES



DISCUSS

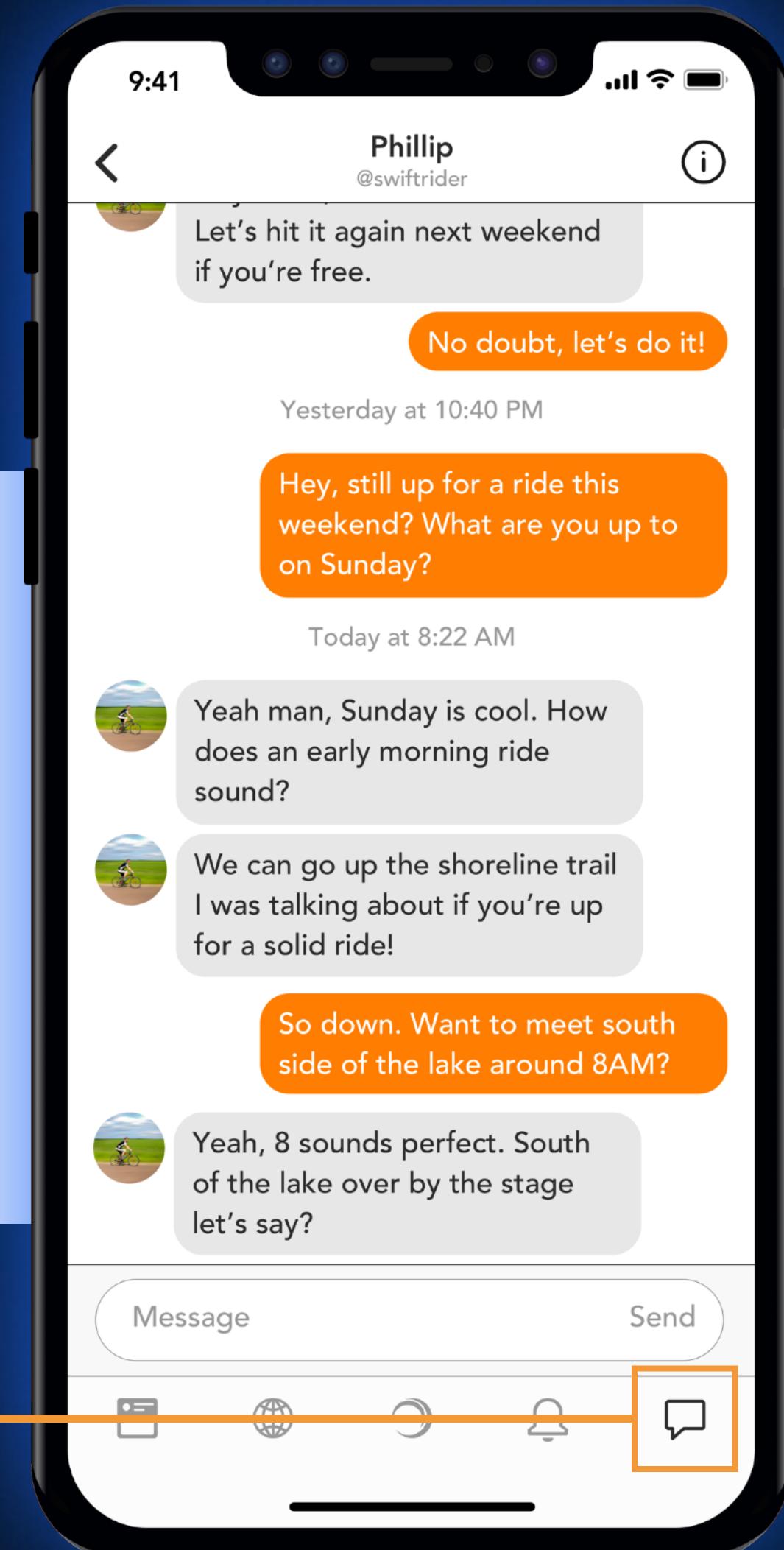
localized, sport specific channels help you
find out what's going on, and get into the
conversation.



TEAMMATE | FEATURES

CHAT

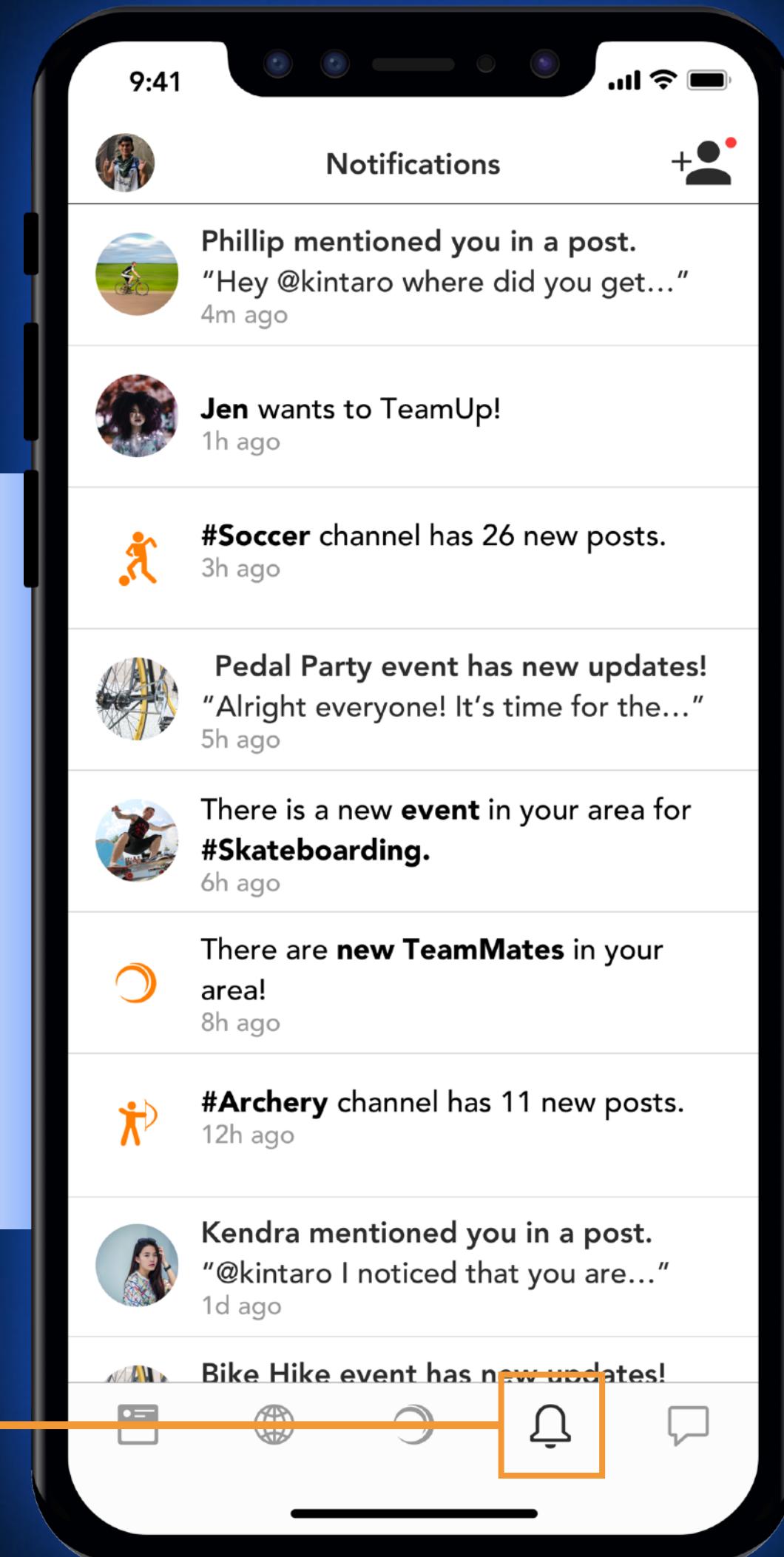
1:1 chat allows you to chat with others in your area who share the same passion and athletic interests as you.



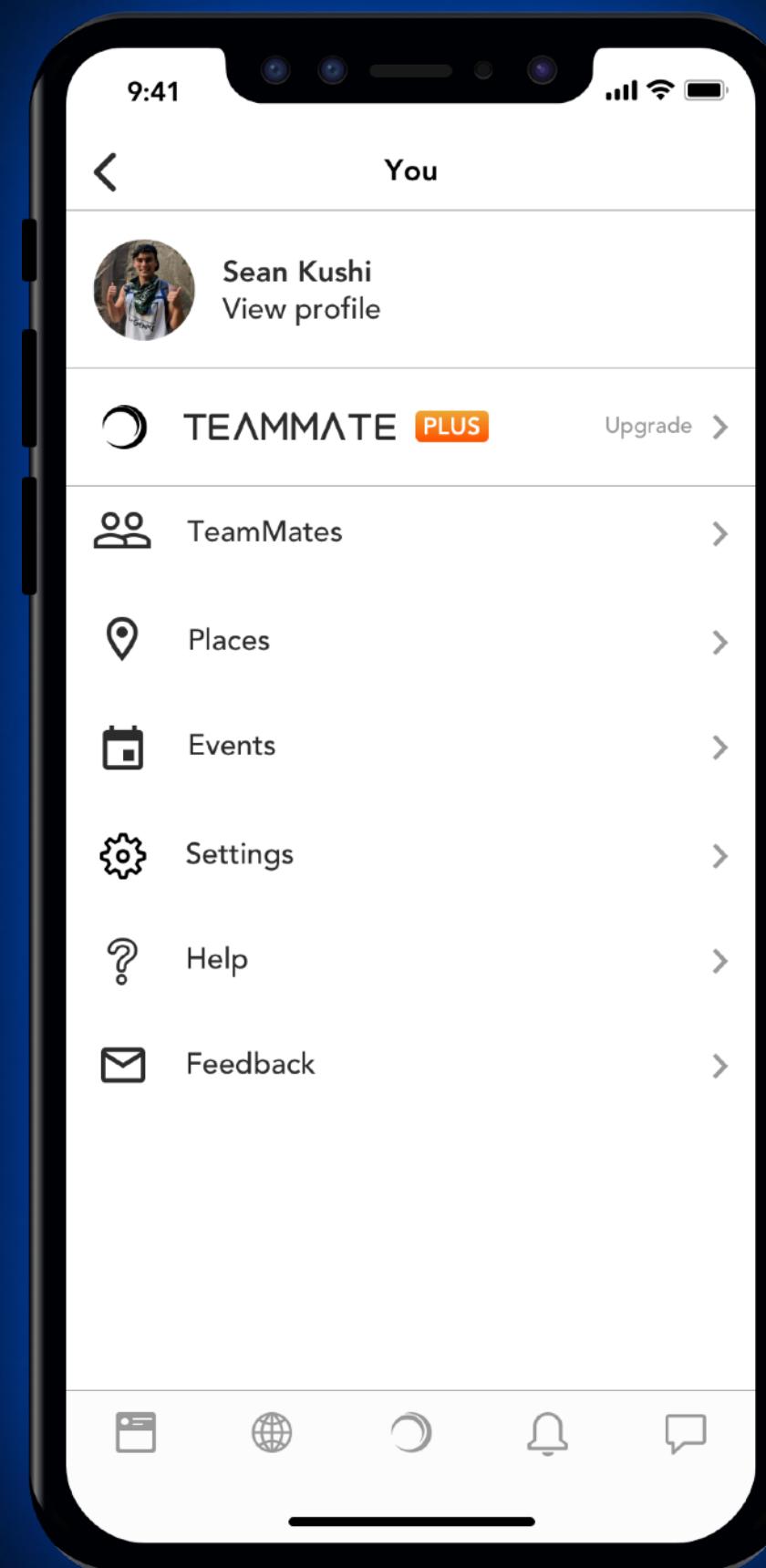


NOTIFICATIONS

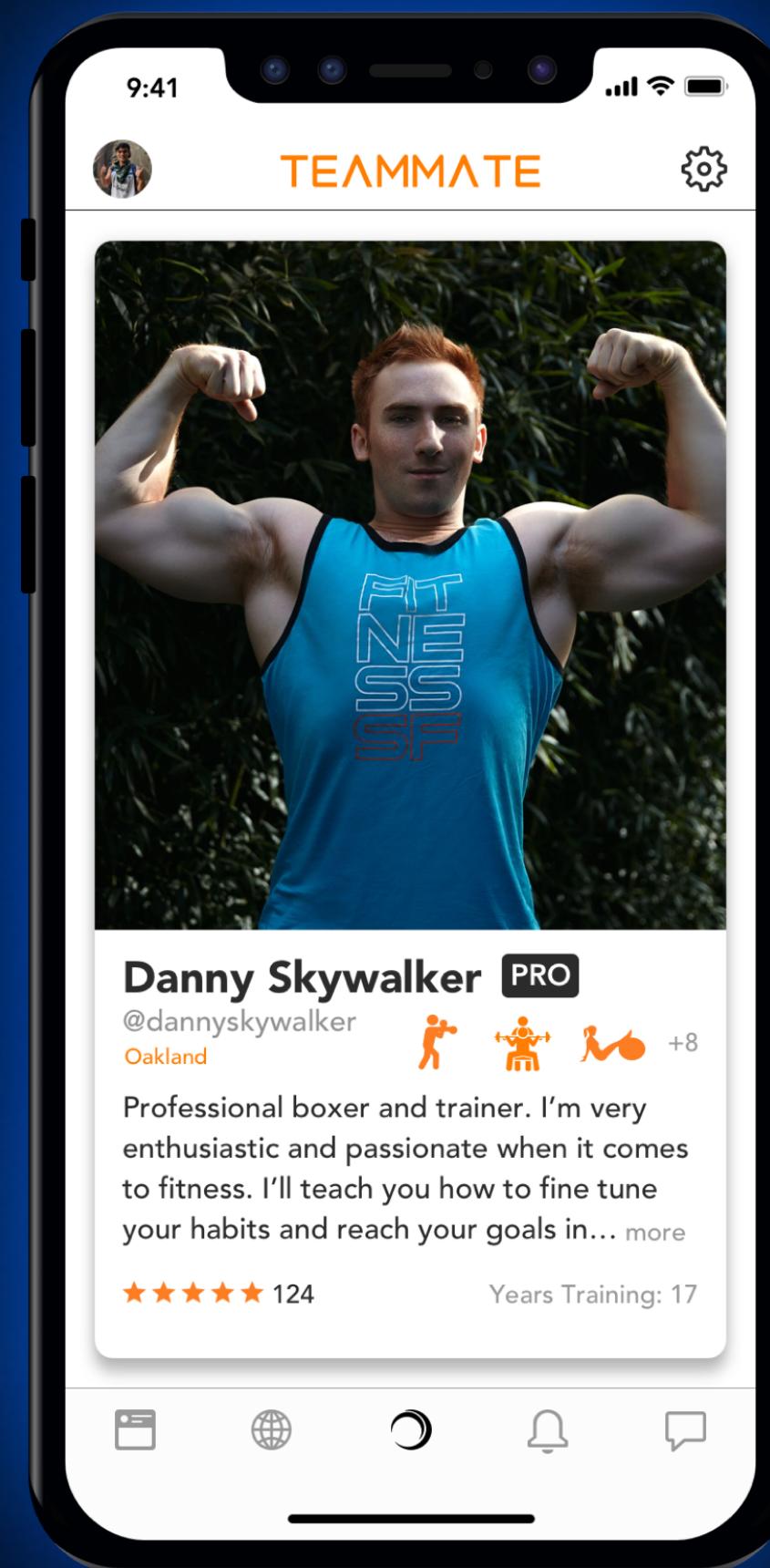
stay engaged with your TeamMates and the fitness brands, facilities, and events that interest you.



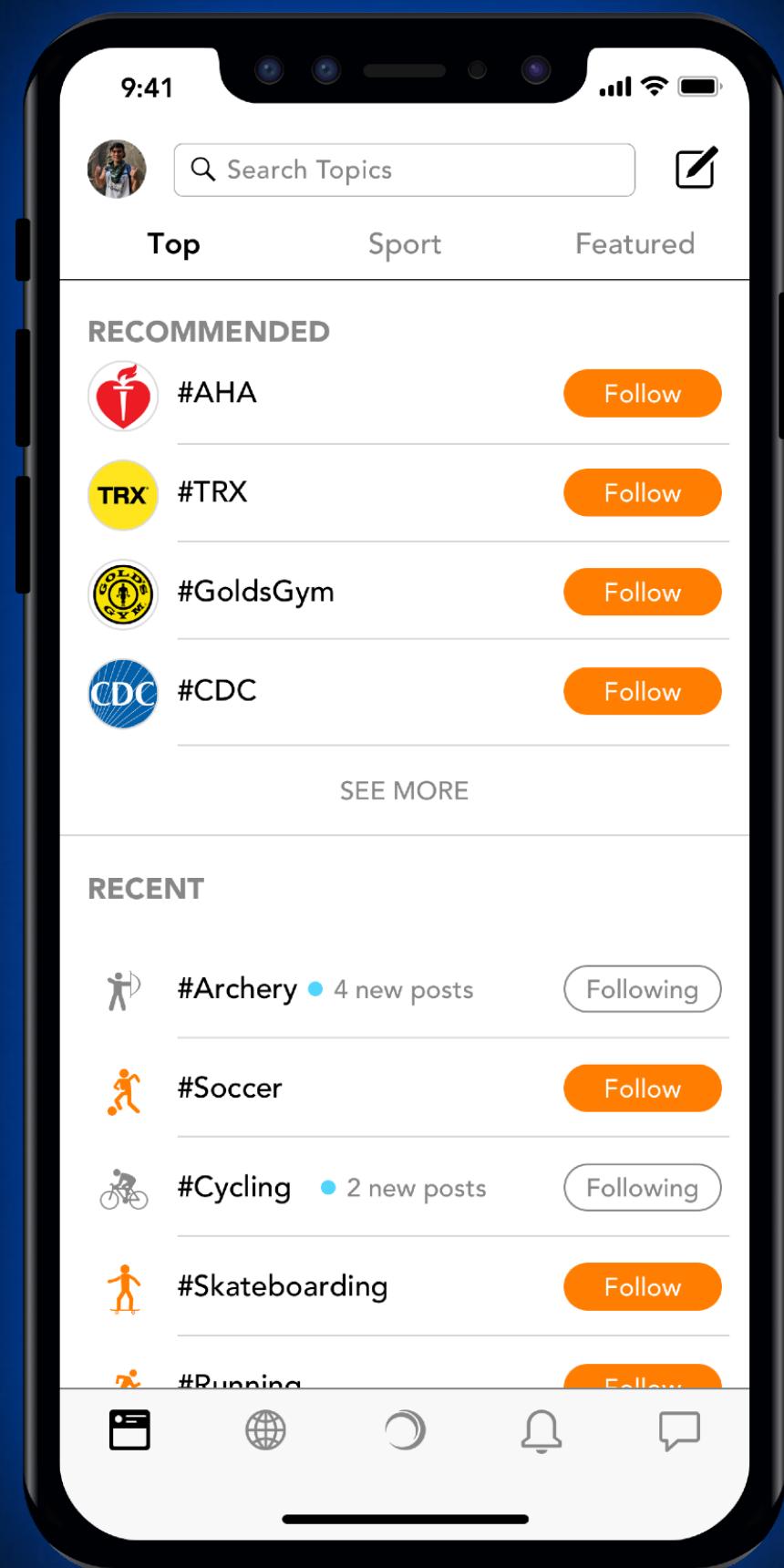
REVENUE | STREAMS



TEAMMATE PLUS



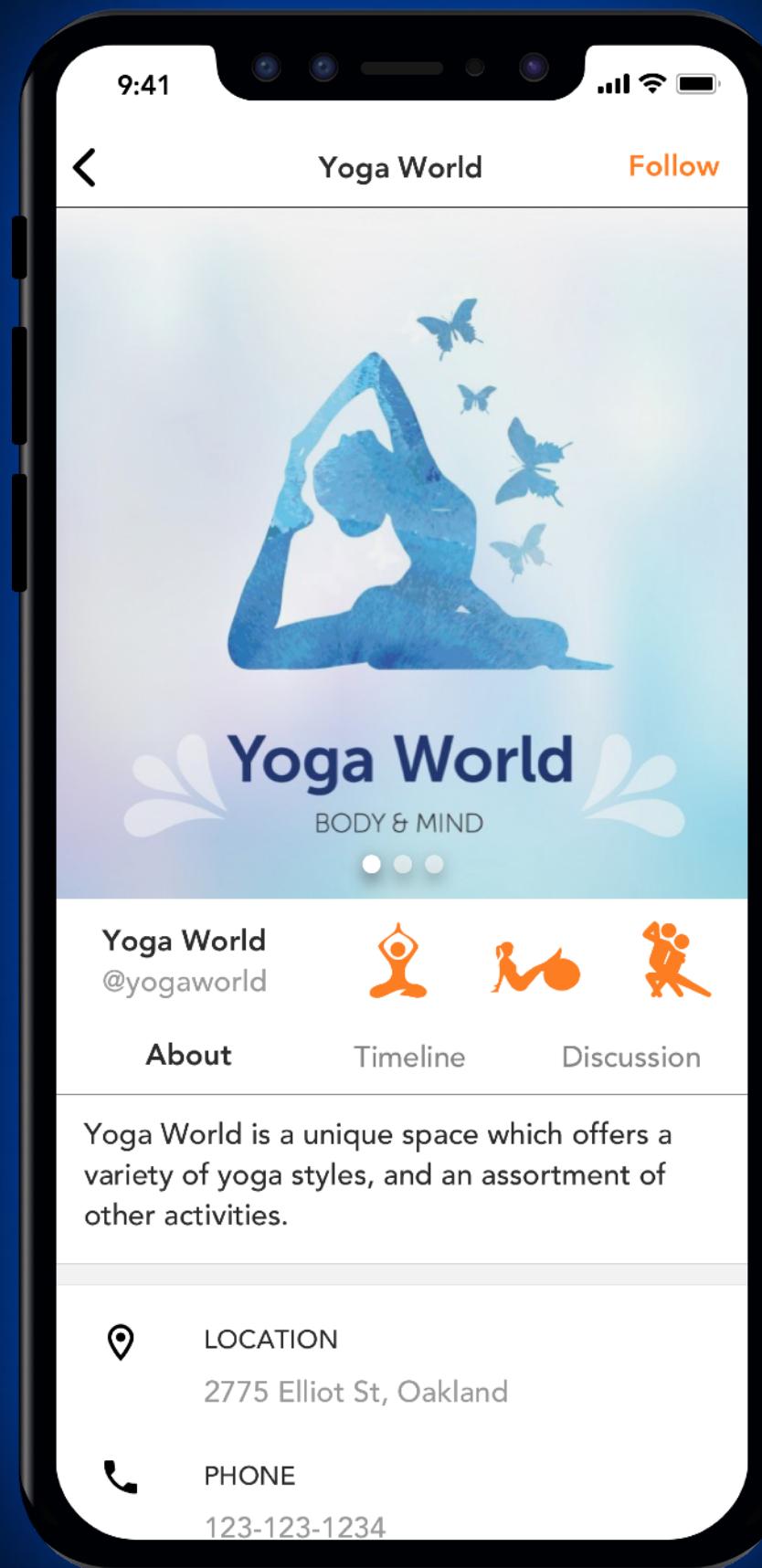
TEAMMATE PRO



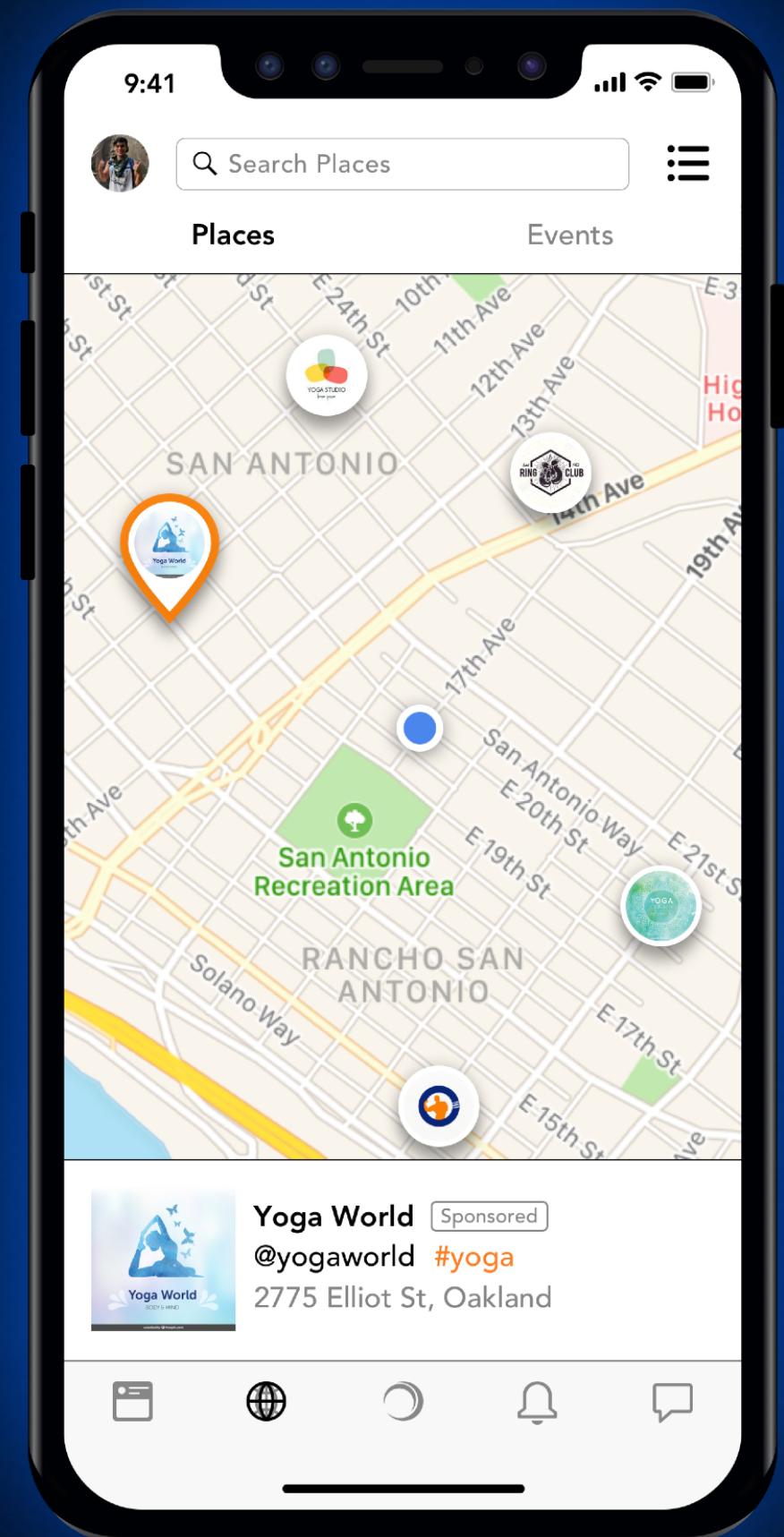
SPONSORED CHANNELS

FOR DETAILS ABOUT REVENUE STREAMS, REQUEST TEAMMATE BUSINESS PLAN

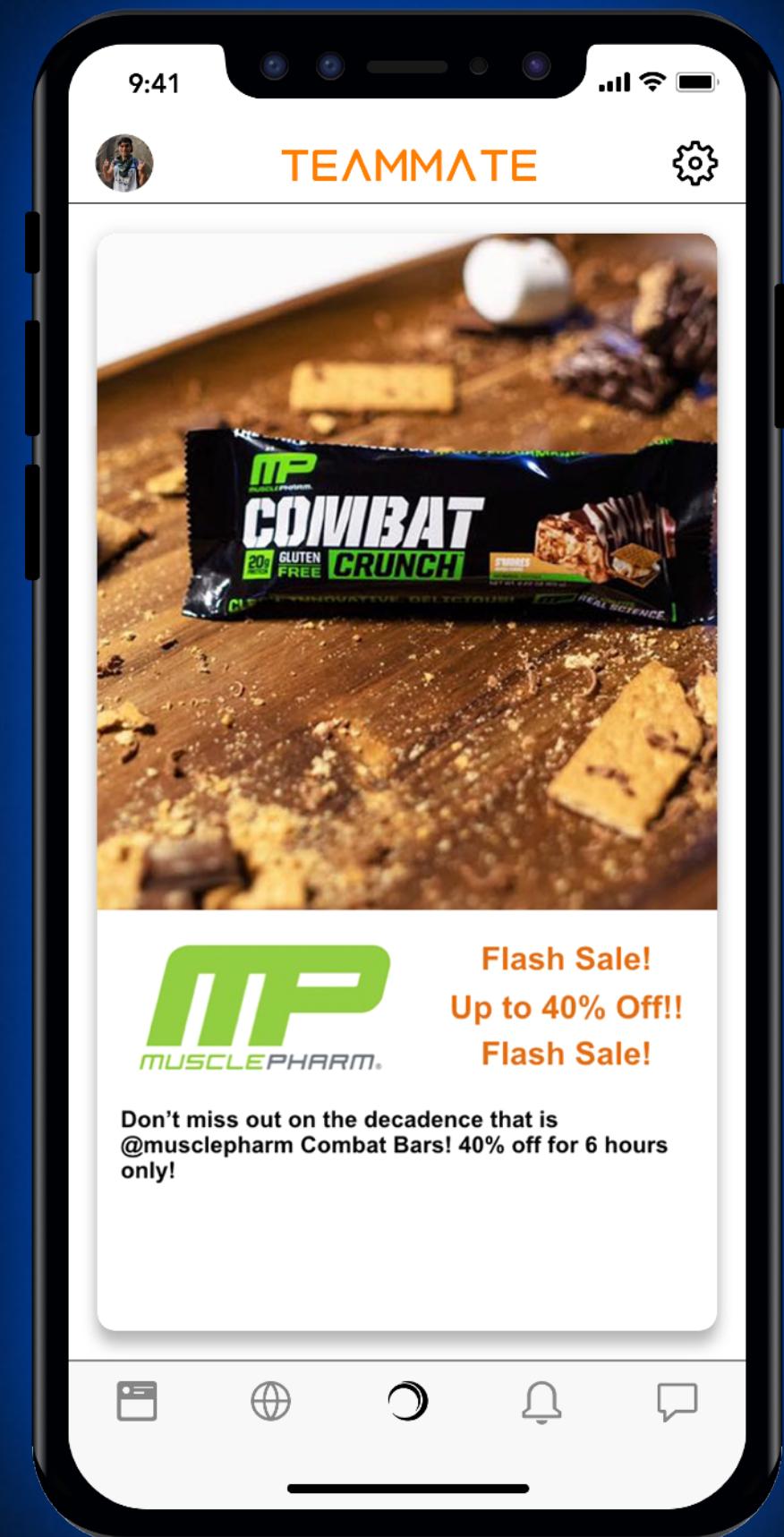
REVENUE | STREAMS



SPONSORED GYMS



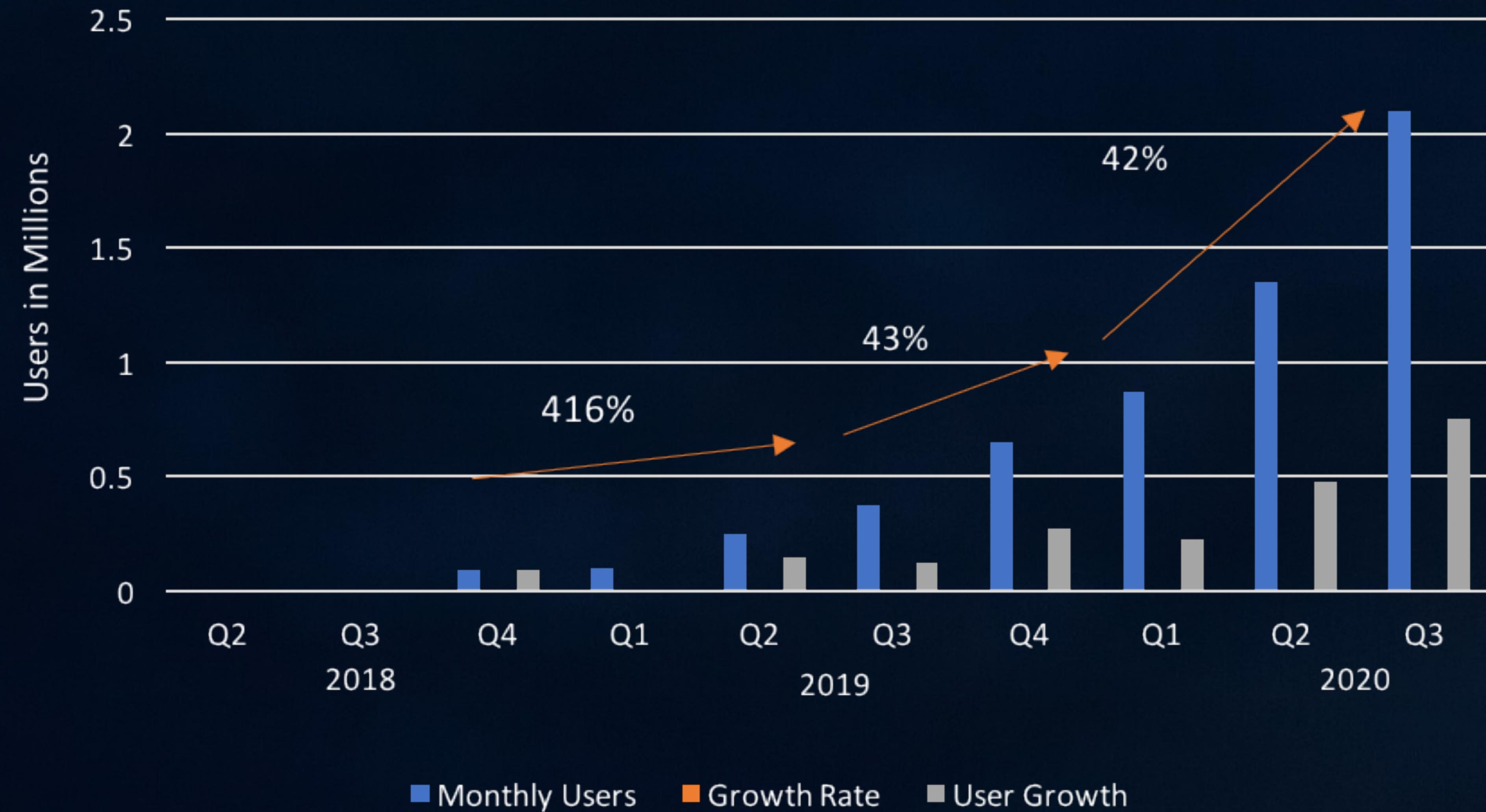
SPONSORED PLACES / EVENTS



SWIPEABLE ADVERTISEMENTS

FOR DETAILS ABOUT REVENUE STREAMS, REQUEST TEAMMATE BUSINESS PLAN

PROJECTED | GROWTH



USER | ACQUISITION



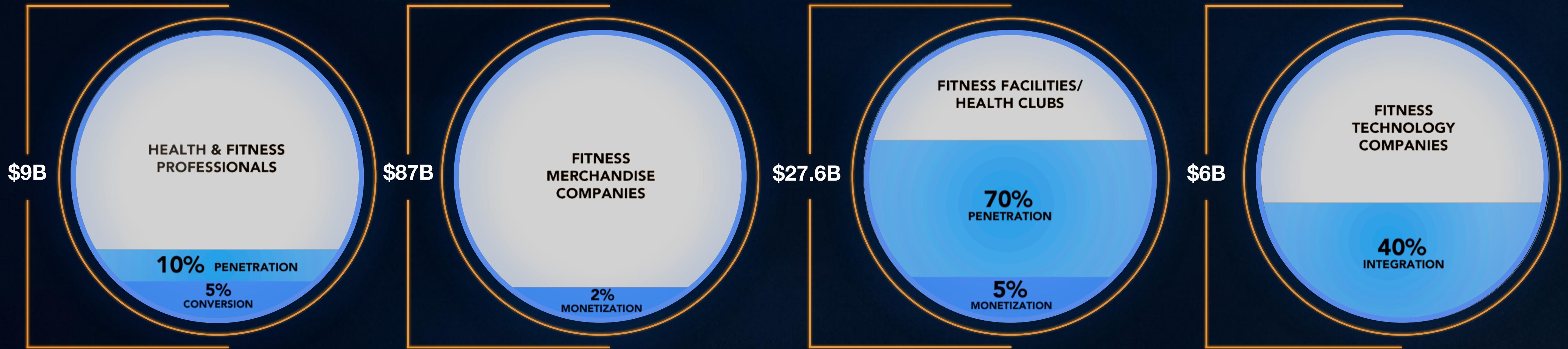
DATA DRIVEN

• GROWTH FOCUSED

• VIRAL OPTIMIZED

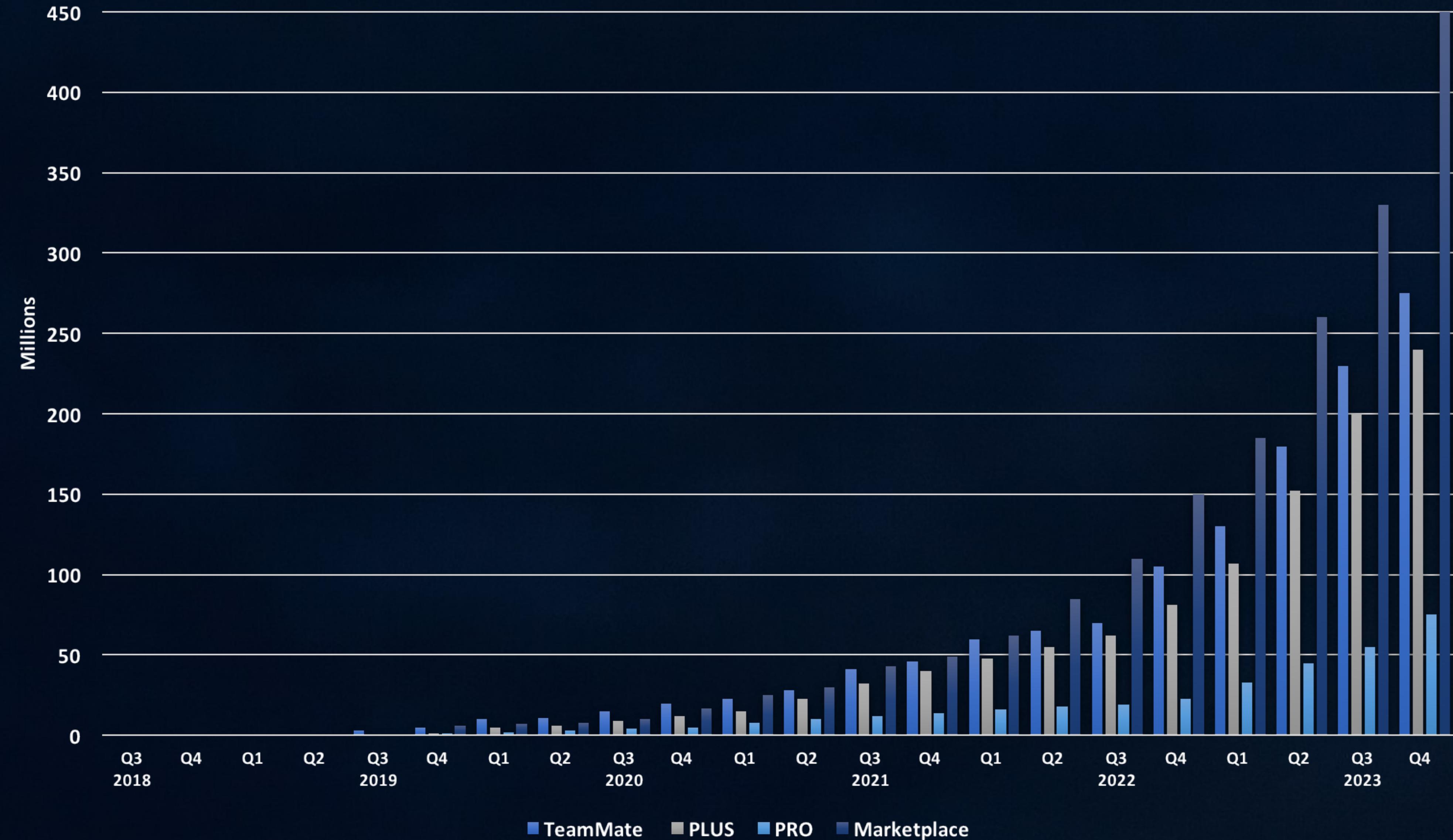
REALIZED IMPRESSIONS	A measure of reach, PR Hacker reports Realized Impressions (7-day data), not Total Impressions (30-day data), to give a more realistic view	50M	CALL TO ACTION	Primarily a measure used in Influencer Campaigns, PR Hacker embeds technology in outreach to influencers and their audiences to understand actions taken, such as clicks to site or coupon downloads.	1K
SOCIAL ENGAGEMENTS	For each media placement, PR Hacker assess Social Engagement across social platforms - helping gauge impact and virality from the media hit.	5K	PR VALUE	A tally of ad buy equivalency, PR Hacker calculates PR Value by multiplying Realized Impressions by typical CPM (cost per thousand impressions) values for each media type. Each media outlet will have a different CPM based on tier.	750K
REALIZED IMPRESSIONS	Message Quality summarizes how well key brand messages were communicated in media coverage on a 10-point scale.	7+			

MARKET | CONVERSION



penetration → conversion → lifetime value

PROJECTED | REVENUE



ARTIFICIAL | INTELLIGENCE

TEAMMATE VIRTUAL ASSISTANT COACH (VAC)

DEEP LEARNING

domain-specific, adaptive gamification

COMPUTER VISION

convolutional neural networks

RECOMMENDATION ENGINES

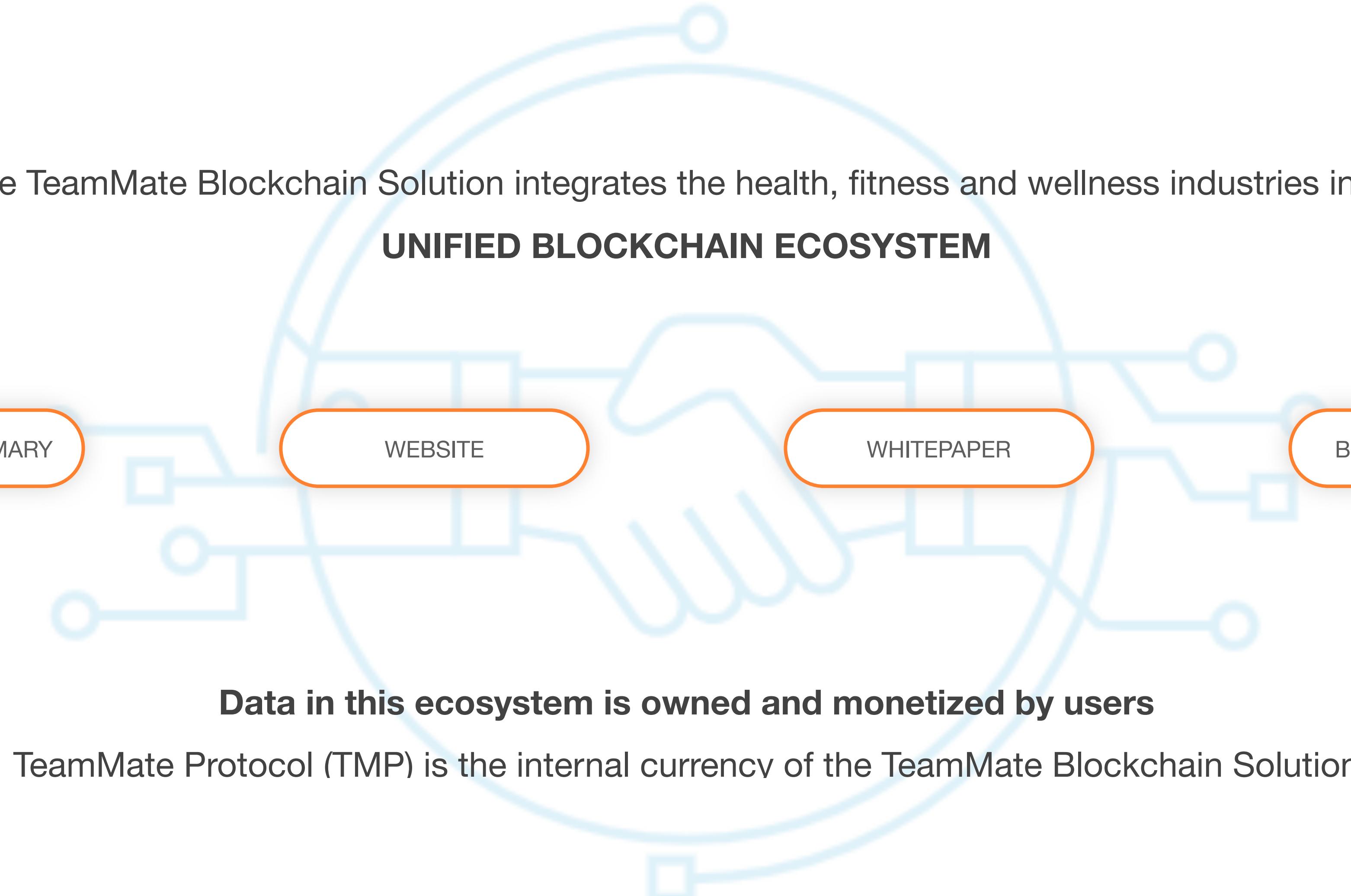
maximization algorithms power the TeamMate VAC

TEAMMATE | GAMIFICATION

- real-world social engagement
- real-world physical achievement and reward
- positive digital social reinforcement







The TeamMate Blockchain Solution integrates the health, fitness and wellness industries into a
UNIFIED BLOCKCHAIN ECOSYSTEM

EXECUTIVE SUMMARY

WEBSITE

WHITEPAPER

BOUNTY PROGRAM

Data in this ecosystem is owned and monetized by users

TeamMate Protocol (TMP) is the internal currency of the TeamMate Blockchain Solution



WELLNESS INDUSTRY



FITNESS INDUSTRY



MEDICAL INDUSTRY

The TeamMate Blockchain Foundation meets Health Level Seven (HL7) Fast Healthcare Interoperability Resources (FHIR) standards

HL7 FHIR compliant APIs can participate in a growing digital international health community

Fitness Data is a Vital Sign

... and the future of preventative care

KEY FEATURES

SUSTAINABILITY | SCALABILITY | THROUGHTPUT

- CROWDFUNDING

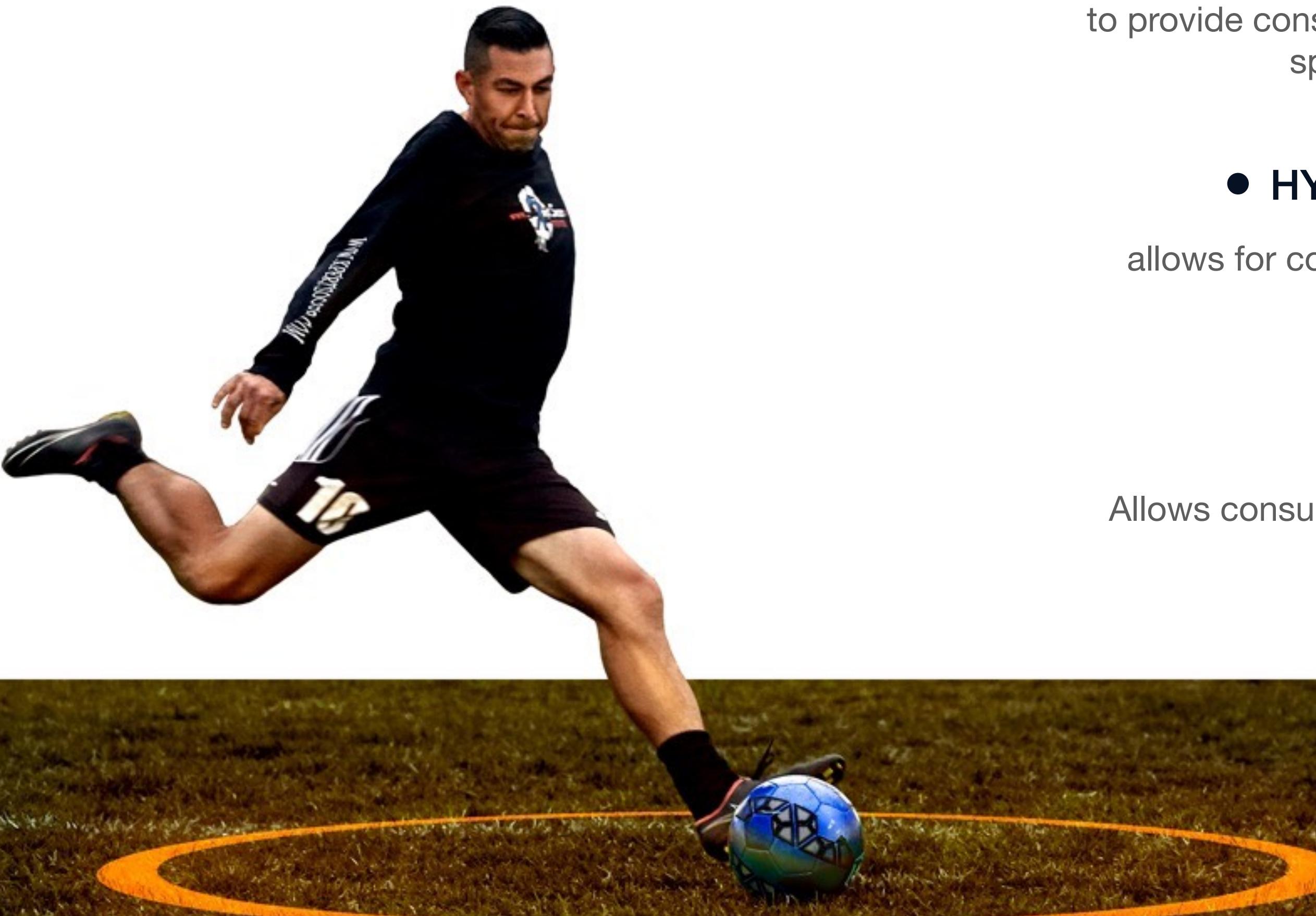
to provide consumers with the opportunity to directly fund intramural sports events and/or local fitness facilities.

- HYBRID CONSENSUS (PoW/PoS/PoA)

allows for community members to earn TMP for various actions within the network

- VOTING GOVERNANCE

Allows consumers to vote on upgrades to the platform using TMP tokens



KEY FEATURES

SUSTAINABILITY | **SCALABILITY** | THROUGHPUT

- **MODULAR DESIGN**

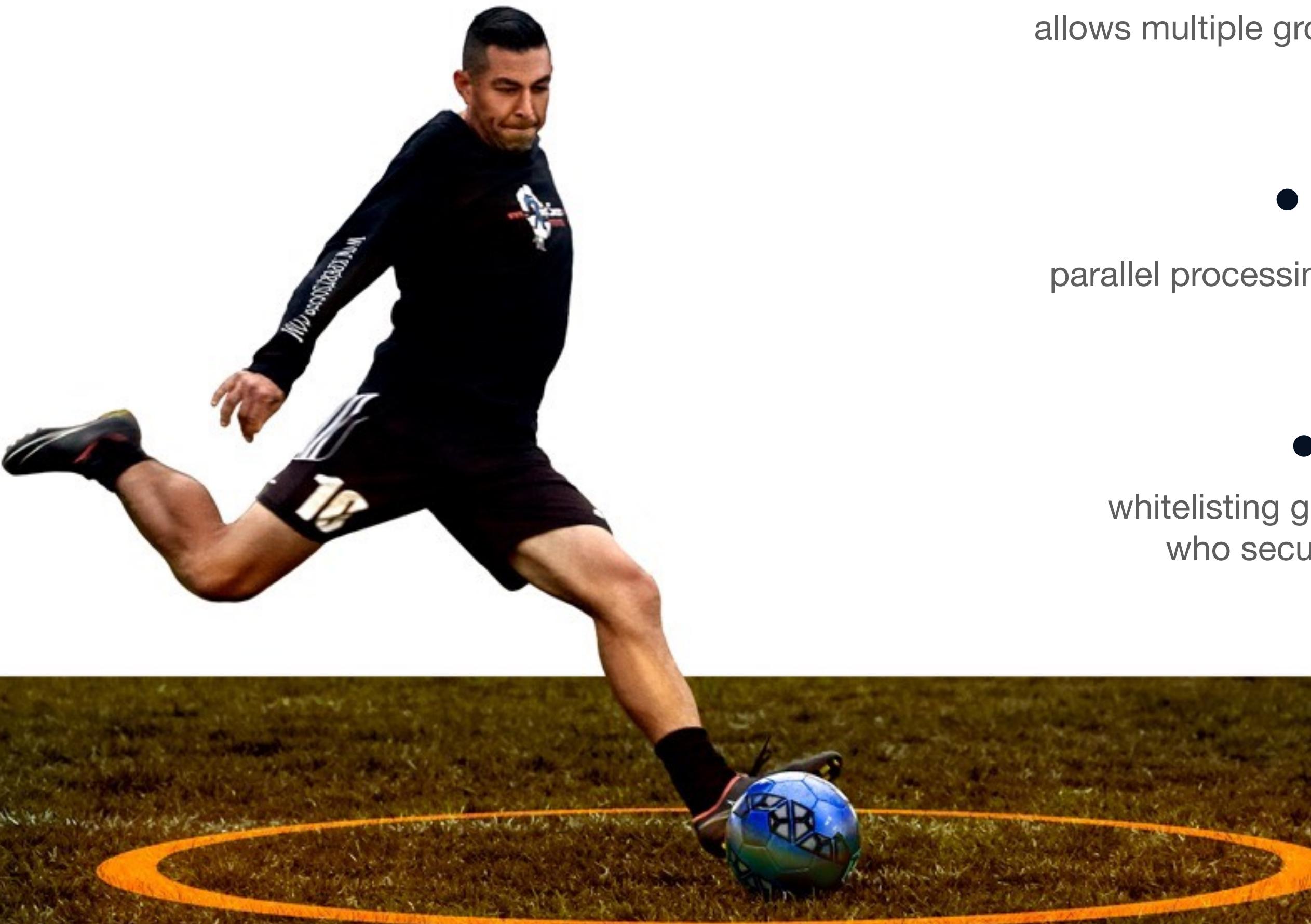
allows multiple groups to utilize the network as individual corporate entities instead of as a group

- **OPTIMIZED FOR DATA-SCALING**

parallel processing infrastructure allows platform to process independent transactions simultaneously

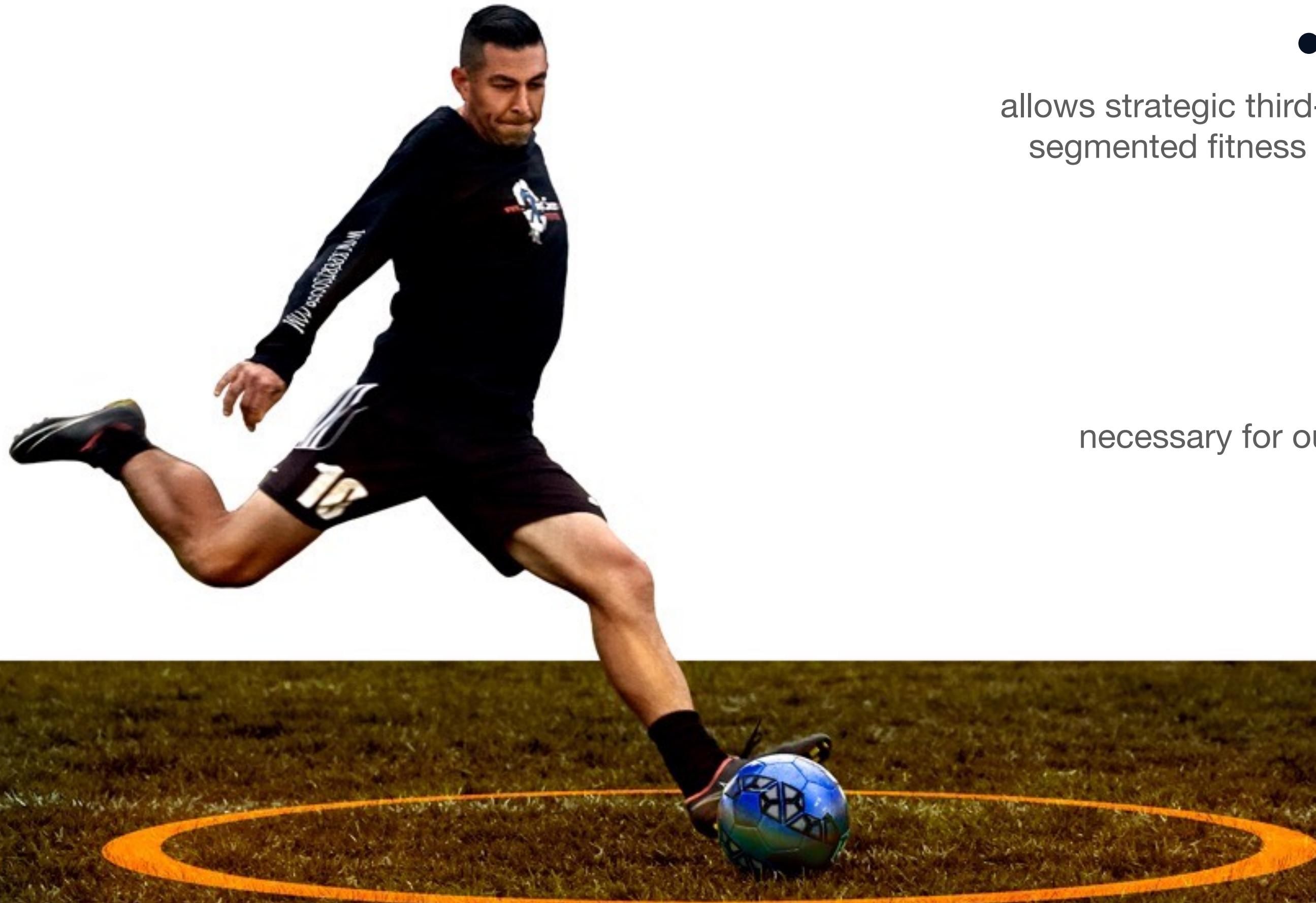
- **TOKEN CURATED REGISTRIES**

whitelisting good actors (validators, trainers, third party providers) who secure and encrypt data passed through the network



KEY FEATURES

SUSTAINABILITY | SCALABILITY | **THROUGHPUT**



- **SIDE-CHAIN MANAGEMENT**

allows strategic third-parties to create unique chains to store and secure their segmented fitness data while still having access to the greater ecosystem through the use of TMP tokens

- **BONDING**

necessary for outside corporations to access data from consumers on the platform

The TeamMate Blockchain Solution will ultimately operate on a hybrid Proof of Work/Proof of Stake consensus mechanism.

Proof of Stake Consensus leader election can be thought of as a raffle:

In a raffle, probabilistically, if Bob has more tickets than Alice, he is more likely to win.

In a very similar manner:

In Proof of Work, if Bob has more computational power and energy than Alice—and thus can output more work—he is more likely to win (mine the next block).

Similarly, yet again:

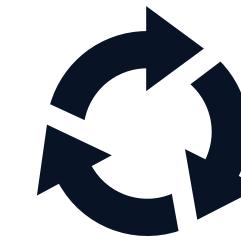
In Proof of Stake, if Bob has more stake than Alice, he is more likely to win (“mine” the next block).

Proof of Stake takes away the energy and computational power requirement of PoW and replaces it with stake. Stake is referred to as an amount of currency that an actor is willing to lock up for a certain amount of time. In return, they get a chance proportional to their stake to be the next leader and select the next block.

The creator of a new block is chosen in a pseudo-random way, depending on the user’s wealth, also defined as ‘stake’. In the PoS system, blocks are said to be ‘forged’ or ‘minted’, not mined. Users who validate transactions and create new blocks in this system are referred to as forgers and will be rewarded with a TMP transaction fees.

DATA | OWNERSHIP

TEAMMATE PROFILE LINKED TO CRYPTO-WALLET VIA API



PRIVACY PROTECTION + UNIVERSAL AWARENESS

**COMBINED POWER OF A BLOCKCHAIN SOLUTION
AND A SOCIAL MEDIA PLATFORM**

CRYPTO CREDENTIALS



CONTEXTUALIZED DATA

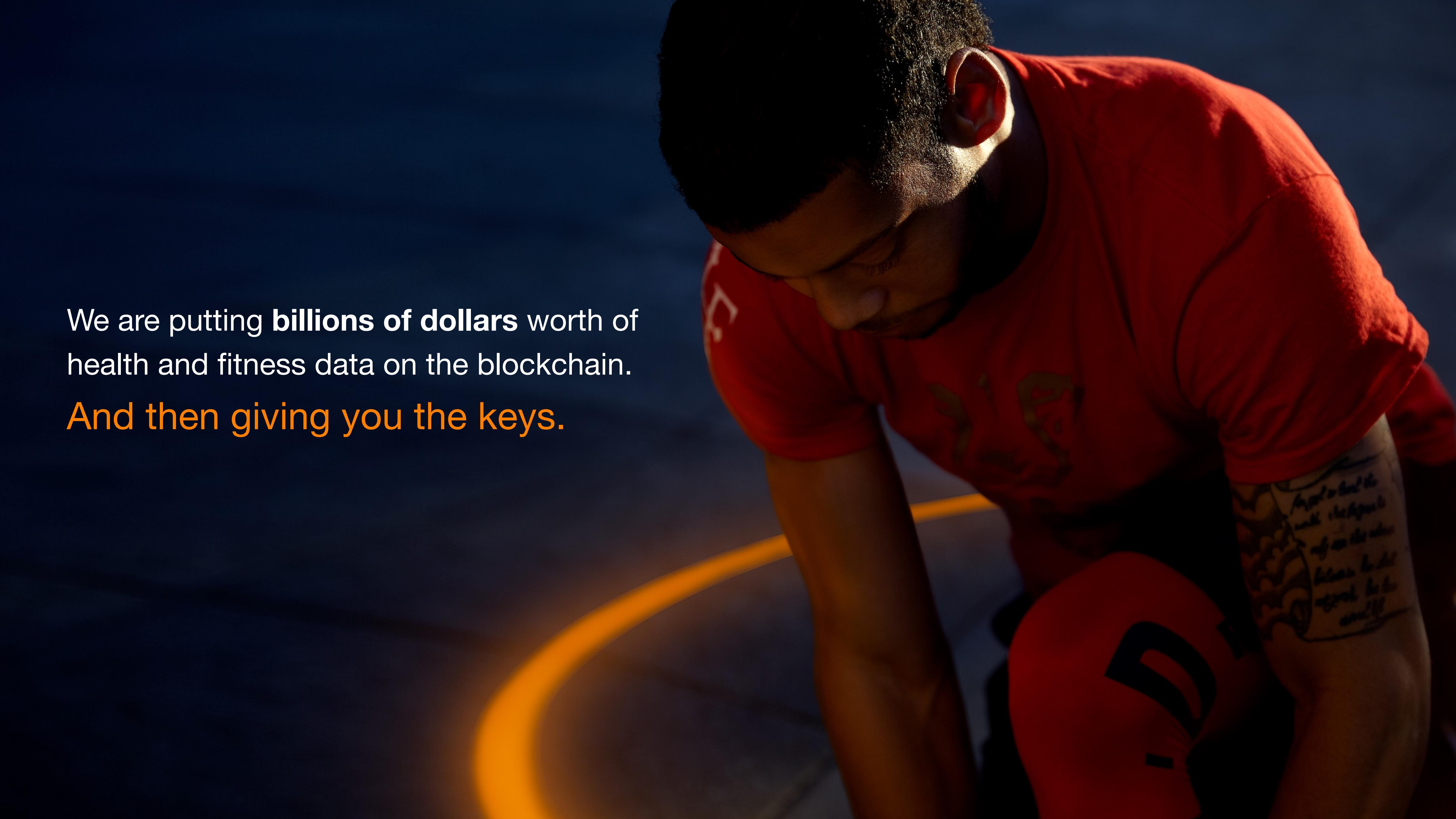


LIGHTWEIGHT WALLET

TeamMate INC donates data to the TeamMate Blockchain Foundation.

The only authorized entity that can profit from the final value of the data is the user.

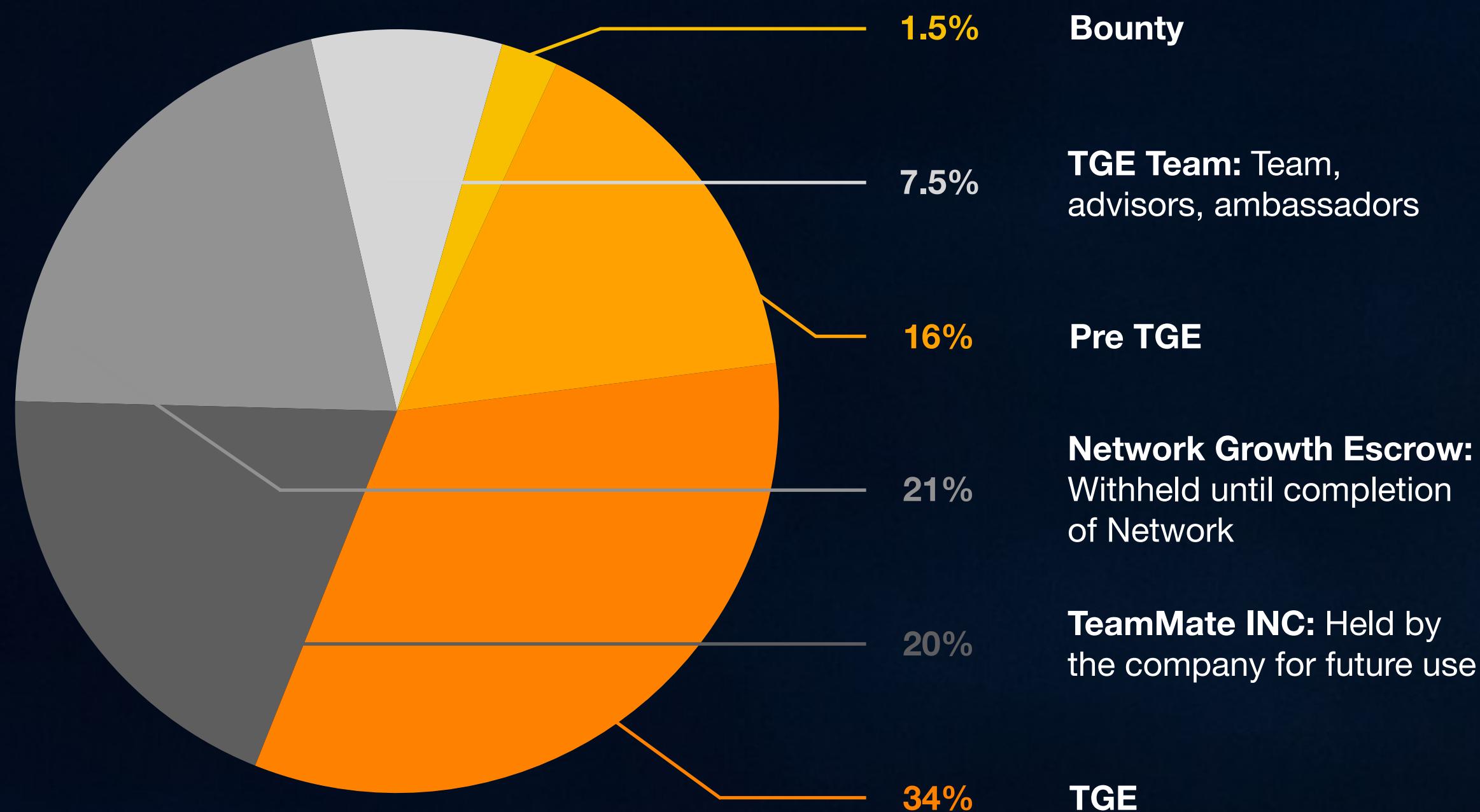


A close-up photograph of a man from the side and slightly behind. He is wearing a bright red hoodie over a white t-shirt. On his left ear, he wears a pair of black headphones. He is looking down at a small device held in his hands, which appear to be a smartphone. His gaze is directed downwards and to the right. The background is dark and out of focus.

We are putting **billions of dollars** worth of
health and fitness data on the blockchain.

And then giving you the keys.

PRICE STRUCTURE | TOKEN DISTRIBUTION



	Token Available	Stage	Price (TMP / USD)	Discount
Pre TGE	162,000,000	Flash Sale (1st 24 hours)	39	63%
TGE	338,000,000	Stage 2	36	50%
		Week 1	30	25%
		Week 2	28.5	19%
		Week 3	27	13%
		Week 4	25.5	6%
		Week 5 until sale end	24	0%

The TeamMate Protocol (TMP) will be released as an ERC223 token

AUTONOMOUS | ORGANIZATION

A portion of each block reward will be granted to a Decentralized Autonomous Organization (DAO) in which users can submit ballots to receive self-funding for various iterations of the TeamMate Network

Examples include:

- Funding for intramural sports leagues
- Funding fitness & health start-ups
- Funding for development of the network
- Funding for sports equipment/uniforms
- Funding athlete sponsorships
- Implementation of new activities into the platform
- Upgrades to TMP Utility Use-Cases
- Improvements to the staking functionality
- Front-end development on the TeamMate App

TEAMMATE vs COMPETITORS

BRAND	FACILITATES IRL INTERACTION	HEALTH & FITNESS FOCUSED	GAMIFIED	BIG DATA & MACHINE LEARNING	SOCIAL DISCOVERY	BLOCKCHAIN INTEGRATION
TEAMMATE	✓	✓	✓	✓	✓	✓
<i>Meetup</i>	✓			✓	✓	
virtuagym		✓	✓	✓		
FITOCRACY.		✓	✓	✓		
 GROUPS				✓	✓	
STRAVA	✓	✓	✓	✓	✓	
 Lympo		✓		✓		✓

PROOF of CONCEPT



Lympo's Market Cap:
February 2018: \$13m (ICO)
June 2018: \$72m

PROOF of CONCEPT

“Dallas Mavericks and Lympo announce multi-year partnership to promote health and fitness tech.”



“The Mavericks found clear alignment with Lympo’s mission to create a healthier world by utilizing the latest technology to encourage fitness and healthy living in a whole new way,” said Mark Cuban, owner of the Dallas Mavericks. “Through the platform, fans will be able to earn free tickets and merchandise by completing Mavericks fitness challenges on the Lympo app. We are eager to launch this fall.”

PROOF of CONCEPT

- Renaming Mav's facilities: **Lympo Training Facility** and the **Lympo Training Court**
- New practice jerseys featuring the Lympo logo
- Creation of a new Mavericks Fitness Team
- Future integration of Lympo cryptocurrency tokens in Mavericks blockchain initiatives, including an option to purchase tickets.

The Mavericks will also work with Lympo in the future to integrate Lympo's blockchain technology and cryptocurrency with the Mavericks ongoing blockchain initiatives. The Mavs will be one of the first teams in the NBA to accept various forms of cryptocurrency for tickets and merchandise beginning in the 2018-19 season.

PROOF of CONCEPT

The screenshot shows a Steemit beta page with a post titled "Lympo ICO Review". The post is by user "whenlambo" and is 5 months old. It includes a logo for "Lympo". The post content discusses the Lympo app and its blockchain solution, mentioning competition with TeamMate and gymformed, and questioning its legal compliance with HIPPA and EU laws. A reply from "whenlambo" suggests the market is too large for one company to succeed.

Trending New Hot Promoted

ult (25) · 4 months ago

There is competition in this field. Check out TeamMate and gymformed, both are actually farther along I feel. They are still in stealth mode. Both are based in Silicon Valley USA.
<https://www.youtube.com/user/StillW1ll>.

That being said, i do not see why Lympo app is an improvement that the already hundreds of other health app's that already exist and provide real discounts and markets; the Under Armor app and 24hr app i use both and love; and they both have features not even listed in lympos whitepaper.

In addition, i am thinking even though the blockchain might be able to solve problems they listed in their whitepaper - i question regardless of their solution on whether it will be HIPPA or EU's insanely restrictive laws compliant. Vital signs even by a fitbit IS health info. In the USA all health data (p23 referencing physician) must legally be transmitted via VPN and encrypted; even having escaped ENCRYPTED data outside your network is illegal - huge fines and requires notices to affected patients (bottom p23 is wrong per HIPPA). Sooooo.... this product/feature/app - as stated in the white paper - will never be used inside the US or EU for legal reasons by physicians, health care companies, insurance companies?!

Thoughts???

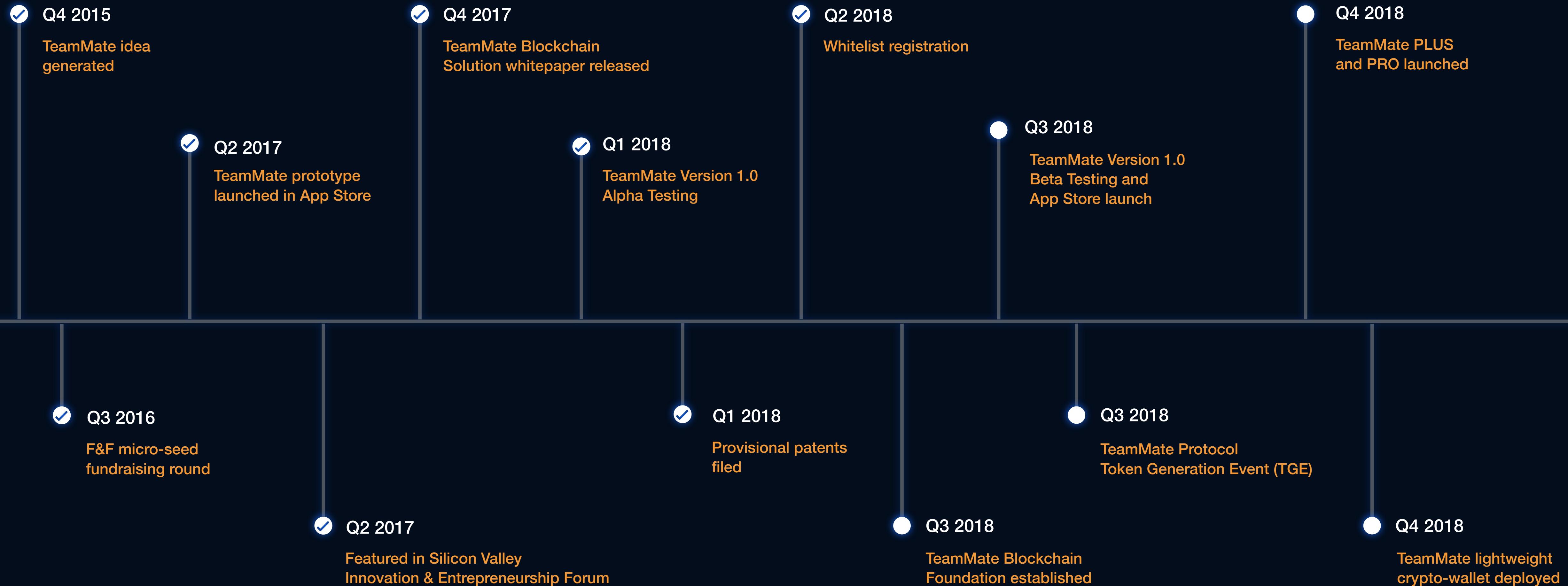
\$0.00 | 3 votes Reply

whenlambo (25) · 4 months ago

There are other countries that will allow this and the market is so big for one company to take the hall pie, so why won't they succeed

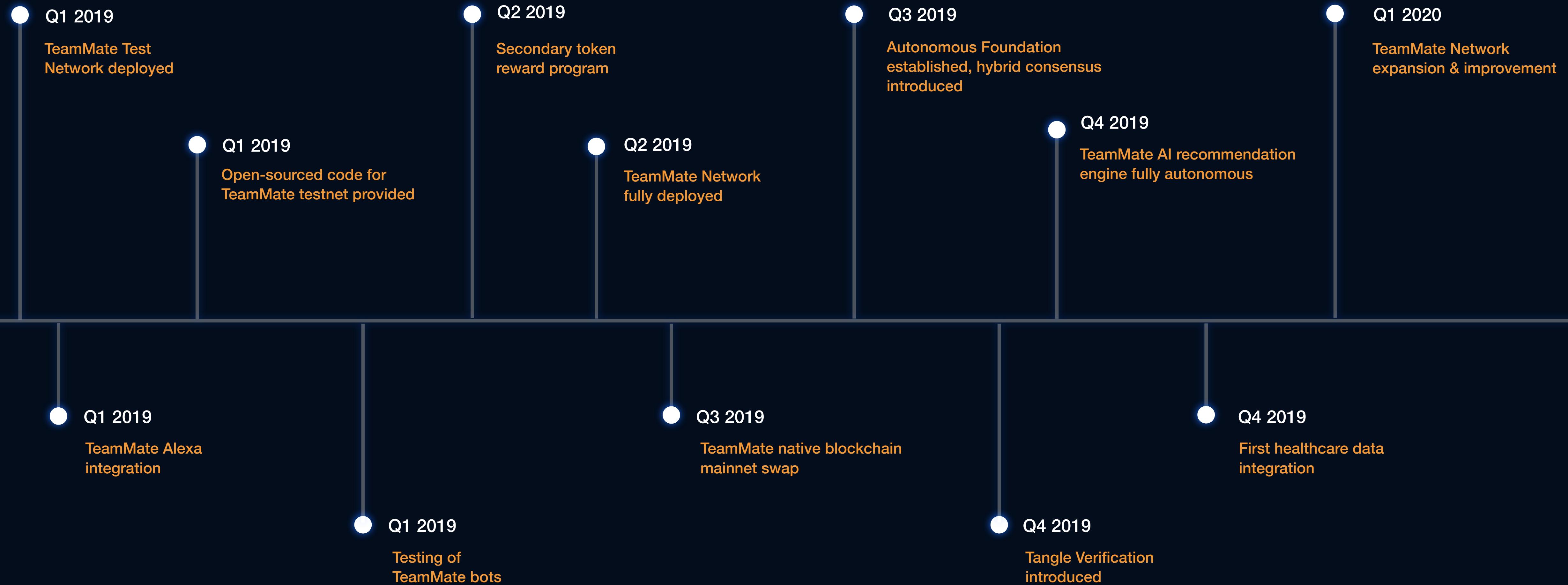
\$0.00 | 1 vote Reply

TEAMMATE | ROADMAP



TEAMMATE | ROADMAP

(continued)



TEAMMATE | TEAM



Kristopher Floyd
Chief Executive Officer

- Captain, United States Marine Corps; infantry company executive officer
- Former high-level personal trainer / fitness professional
- Experience in multiple startups



Ryan Hennessey
Chief Operations Officer

- Captain, United States Marine Corps; experience as company commander
- 3+ years experience in information security
- Specializes in formulating data-driven solutions



Andrea Mariotti
Chief Technology Officer

- 19 years cloud-computing, 9 years R&D
- Patent-holder in distributed systems, machine learning, document management and mobile technology
- Experience executing Location Based Services and Augmented Reality systems



Rick Lemberg
VP of Sales

- 25+ years enterprise-level sales experience in Silicon Valley
- 17 years experience at SVP level
- Responsible for designing and scaling TeamMate sales strategy



Joseph Miguel
Data Scientist

- MS Data Science
- 10+ years in tech and big data
- Currently building TeamMate's convolutional neural networks



Will Prescott
Executive Producer

- 7 years experience in film production
- 21M views on YouTube
- Responsible for design and production of all TeamMate media projects

TEAMMATE | TEAM



Aleksandr Basalilov
Full Stack Developer

- Full-stack React, Node, Redux, Solidity developer
- Experience deploying smart-contracts and blockchain-based crypto-currencies
- Experience in multiple Silicon Valley startups



Sumi Shan
Creative Director

- 10+ years in photography & high-end retouching
- 5+ years of Creative Direction, advertising and branding experience
- Responsible for TeamMate imagery, ad campaigns and visuals



Bryant Green
Director of Gamification

- 11+ years leading flagship games, apps and interactive web experiences for top game publishers and startups
- 13+ years leading full-scale localization for entertainment products in 25+ geos / 17+ languages
- Responsible for gamifying entire TeamMate ecosystem



Sean Kushi
Director of User Experience

- 8 years experience in fine art and design
- Experience working in Agile atmosphere
- Designed and executed all UX and UI concepts for the TeamMate mobile application



Robert Prescott
Scrum Master

- SCRUM coach / SCRUM master
- Experience in Silicon Valley agile tech environments
- Responsible for TeamMate app project management and SCRUM processes

TEAMMATE | BLOCKCHAIN FOUNDATION



Cooper Turley
TGE Director

- Veteran TGE Analyst (analyzed over 300 successful TGEs)
- Responsible for ERC223 adoption
- Detailed analysis of Protocol distribution, fund allocation, and additional crypto-structures



Cooper Kernan
Crypto Project Advisor

- BA Computer Science
- CU Blockchain Founder
- 4+ years experience in cryptocurrency and tokenomics



Lucas Campbell
Smart Contract Project Manager

- 1+ year working with blockchain consensus protocols, distributed ledgers and tokenized ecosystems
- Strong understanding of token velocity and general crypto-economics theories
- Lead design for Contributor Reward Program



Kent Makishima
Crypto Project Advisor

- Managing Partner at ZS Blockchain
- Experience in VC, startup advising, with companies raising over 300k in funding, and as a founder
- Provides insight in blockchain implementation, marketing and business development strategy



Jackson Chessman
Protocol Strategy Analyst

- Marketing and Spanish degrees from UC at Boulder, certificate in International Business Operations
- Supply chain, consumer analytics, and sustainable business development consultant
- Blockchain integration enthusiast/evangelist



Mason Yeager
Crypto Growth Hacker

- 1+ year analyzing TGEs & blockchain projects
- CU Blockchain member
- Experience in social media management

TEAMMATE | ADVISORS



Phil Schlein
Growth Strategy Advisor

- 11 year CEO of Macy's
- 40+ years of experience in venture capital, retail, and technology
- Former Board of Directors at Apple, former advisor to Steve Jobs



Michael Clark
Technical Advisor

- VP of Engineering at VSCO
- 20+ years experience as CTO, founder, mentor, partner
- Provides guidance and review of TeamMate mobile application front-end development and UX



Paul Martens
Token Generation Event Advisor

- Head of Brand & UX at Lendroid
- Software developer, founder and CEO of Cora Connect
- Provides general guidance about regulator compliance, KYC, AML, and CDD



Slaton Carter
Digital Marketing Advisor

- Director of Digital Marketing at TheRealReal
- Experience as director of digital marketing, senior marketing manager, and global marketing manager
- Specializes in e-commerce environments and data-driven behavioral marketing



Eric Miliken
Legal Advisor

- Attorney at Sutter Law in San Francisco
- Deep experience in Silicon Valley startup ecosystem
- Provides general legal guidance and specialized guidance as needed



Julie Monniot-Gaillis
Localization Advisor

- Former MyFitnessPal localization coordinator
- Deep experience bringing a fitness-technology mobile application to foreign markets
- Assistance with localization strategy planning and execution

TEAMMATE | PARTNERS



Chivalric Pictures Video Production Company

- Media creation and production partnership
- Previous clients include Samsung, Henessey, Universal
- Responsible for constant output of high-quality video content to support TeamMate marketing campaigns



Les Recidivistes Design and Animation Studio

- Design and animation partnership
- Experience creating branding campaigns, high-level design, and high-level animations
- Responsible for design and animation projects as directed



Balehu Blockchain E-Commerce Protocol

- Development, sales and marketing partnership
- Creators of small-market focused non-volatile inflationary currency
- Integrated growth strategy

THANK YOU FOR YOUR TIME.



KRISTOPHER J FLOYD | CHIEF EXECUTIVE
OFFICER

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FLOYD@TEAMMATE.AI

OAKLAND, CALIFORNIA

DECK CURRENT AS OF:

JUNE 2018

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