



- Health-positive social engagement
- Real-world physical achievement and reward
- Positive digital social reinforcement

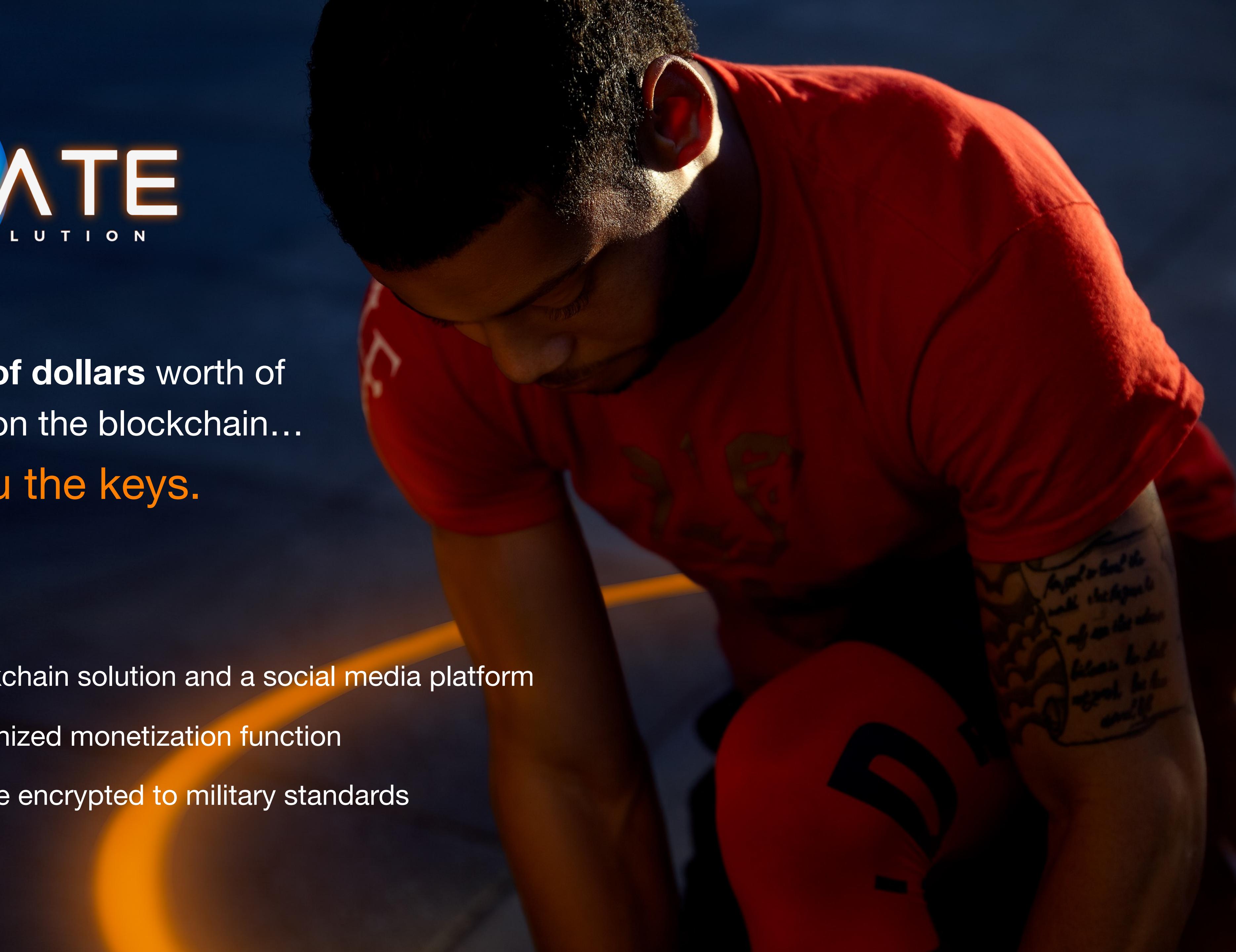




We are putting **billions of dollars** worth of health and fitness data on the blockchain...

And then giving you the keys.

- Combined power of a blockchain solution and a social media platform
- Data ownership with a tokenized monetization function
- Dual blockchain architecture encrypted to military standards



## REAL | PROBLEMS



### PHYSICAL INACTIVITY

causes as many deaths as smoking



### LONELINESS

affects 40% of adults



### POOR WEIGHT MANAGEMENT

affects 2 billion people globally



### 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

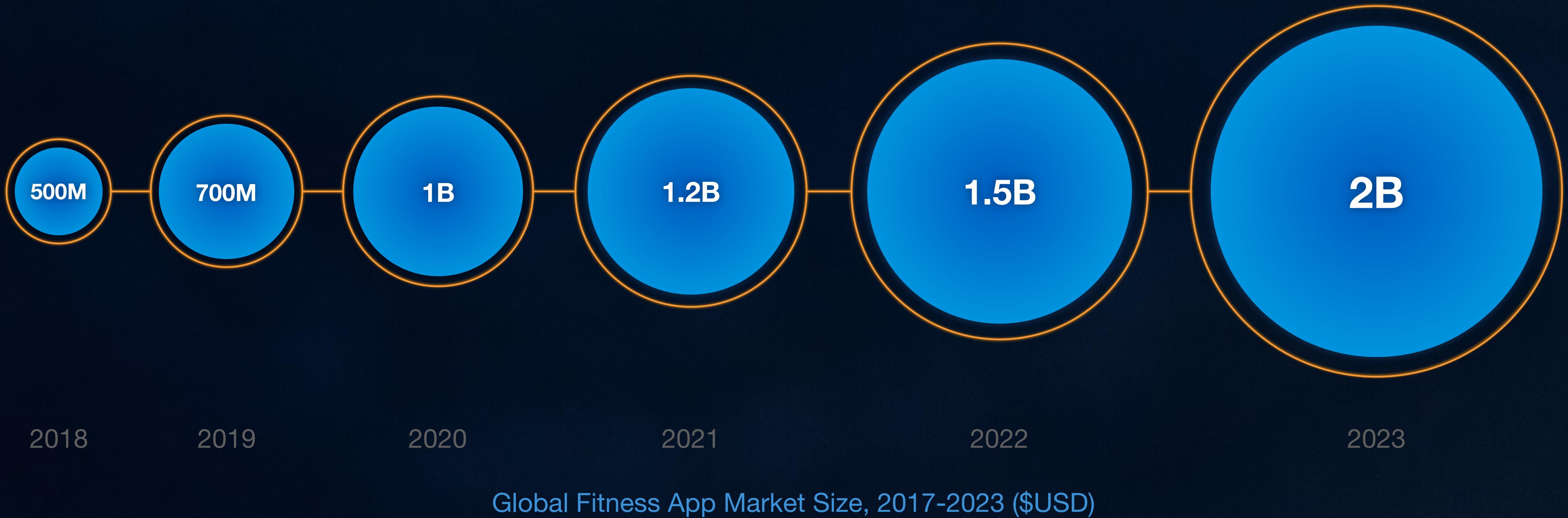
## COMPREHENSIVE | SOLUTION

TeamMate is a mobile application and social discovery tool that learns how to identify and match optimal training partners according to each user's preferences, progress, and athletic evolution.



The TeamMate Blockchain Solution (TBS) is a nonprofit liquid democracy that reorients the fitness industry within a new decentralized p2p ecosystem. TeamMate Tokens (TMP) are the currency for this ecosystem.

## MARKET | OPPORTUNITY



GLOBAL DIGITAL HEALTH MARKET AS OF 2017:

**3.7B**

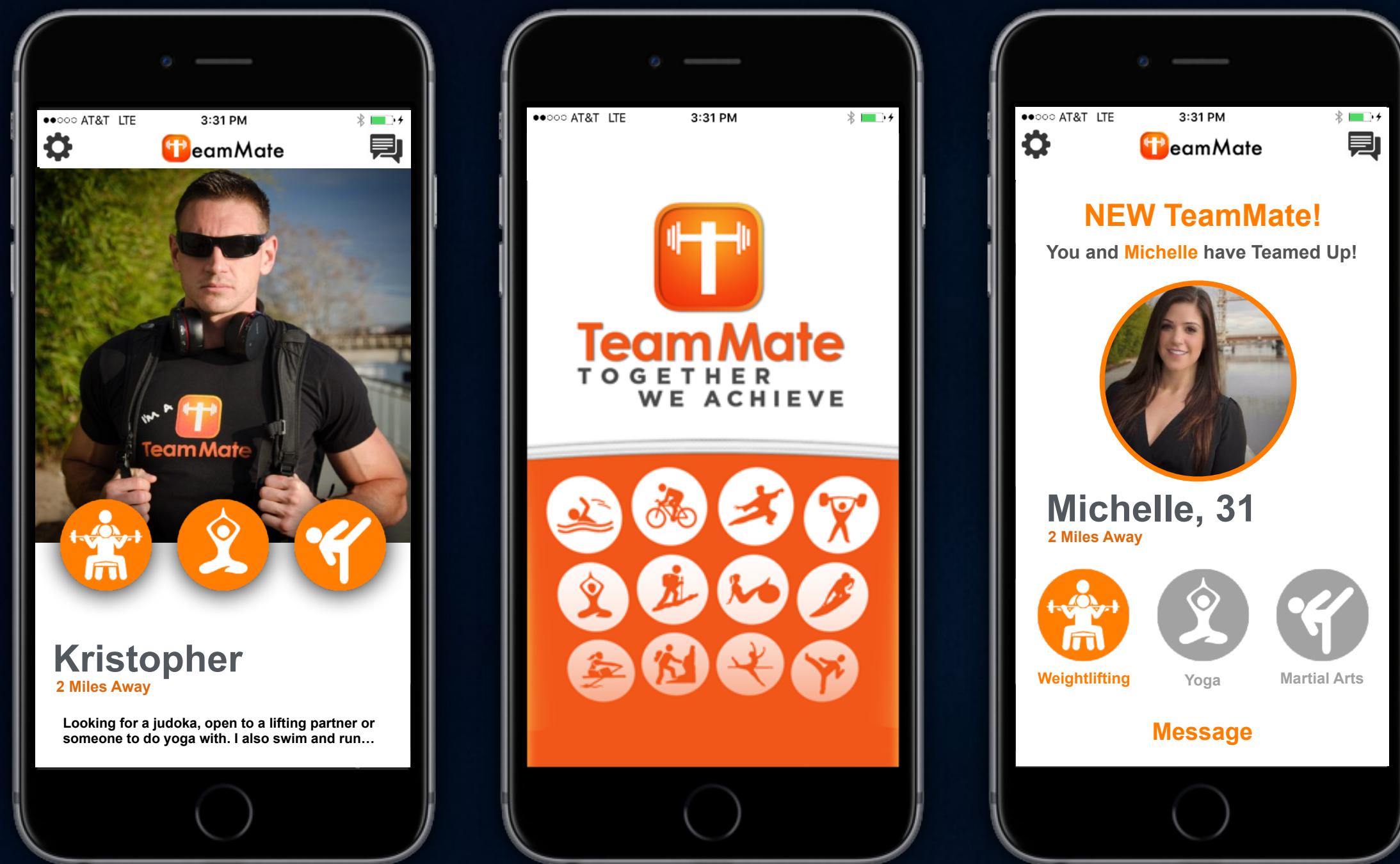
mobile health & fitness app downloads

**\$118B USD**

value created

# IPR | INITIAL PRODUCT RELEASE

THE TEAMMATE PROTOTYPE WAS RELEASED INTO THE APP STORE IN Q2 2017



## AFTER-ACTION FINDINGS (BASED ON USER INTERVIEWS):

- Initial traction demonstrated high consumer interest
- Product functionality and UX insufficient to produce adequate retention
- Scope of features / functions too narrow

## RESULTS:

- Value propositions redefined, studied and refined
- Design and development team replaced
- Movement to Minimum Viable Product (MVP)

## TRACTION | PIPELINE



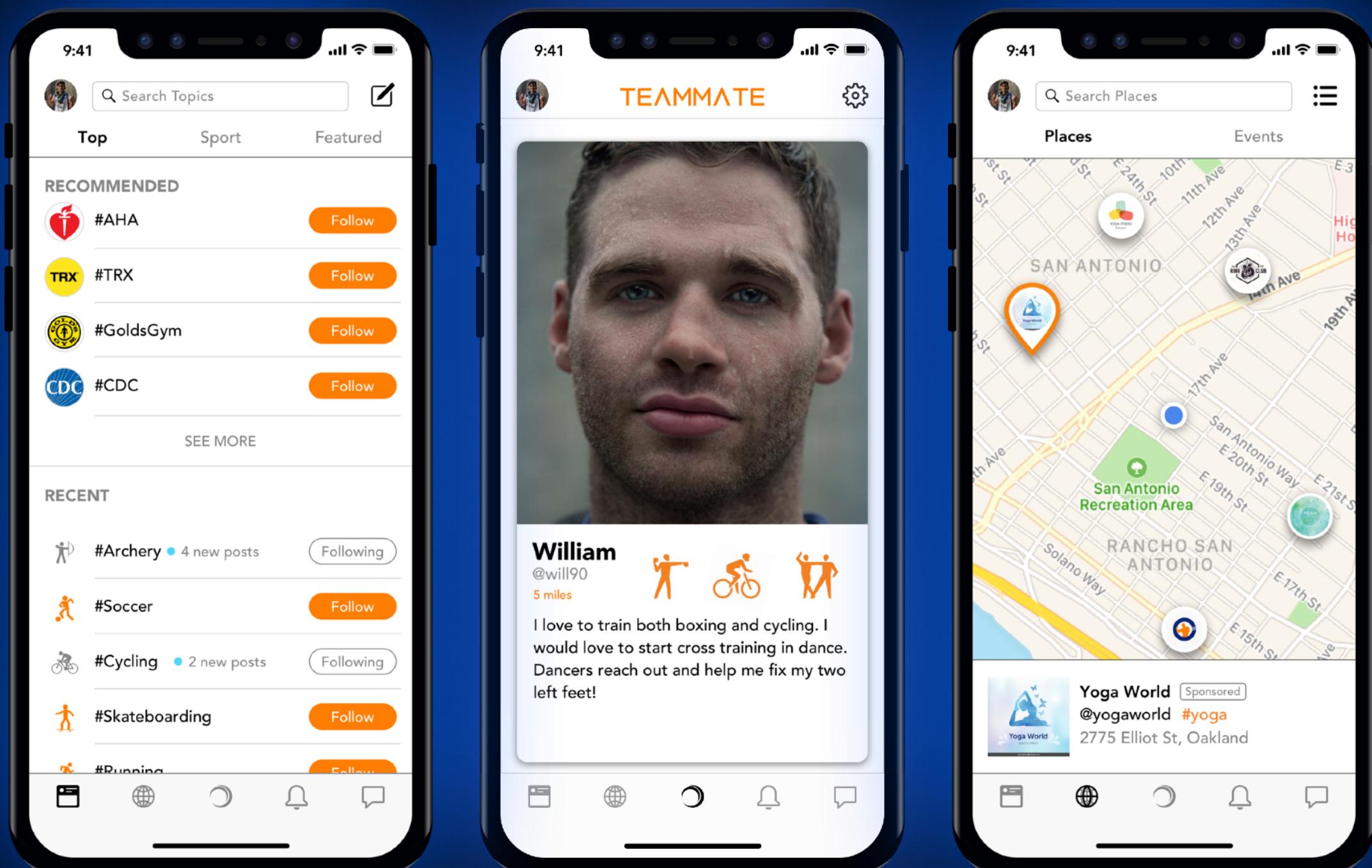
## 6 MONTH | PIPELINE

\$130K AND 6 MONTHS TO ACHIEVE MINIMUM VIABLE REPEATABILITY



# MVP | MINIMUM VIABLE PRODUCT

TO BE RELEASED IN Q3 2018



## ISSUES ADDRESSED:

- 4x increase in core functionality in accordance with user feedback and redefined value propositions
- UX redesign, complete code rebuild and features overhaul
- Refined customer validation metrics

## ANTICIPATED RESULTS:

- Value propositions validated
- Begin converting consumer interest into sales functions
- Refine solution-grade product, business model, marketing
- Establish Minimum Viable Traction (MVT)

# ARTIFICIAL | INTELLIGENCE

## TEAMMATE VIRTUAL ASSISTANT COACH (VAC)



### DEEP LEARNING

domain-specific, adaptive gamification

### COMPUTER VISION

convolutional neural networks

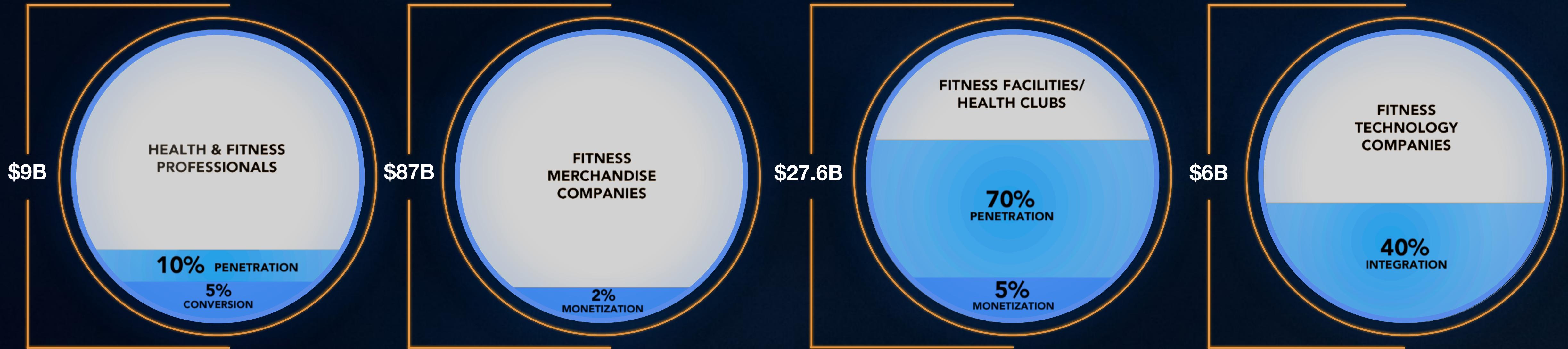
### RECOMMENDATION ENGINES

maximization algorithms power the TeamMate VAC

proprietary patent-pending algorithms developed in-house

# SAM | SERVICABLE ADDRESSABLE MARKET

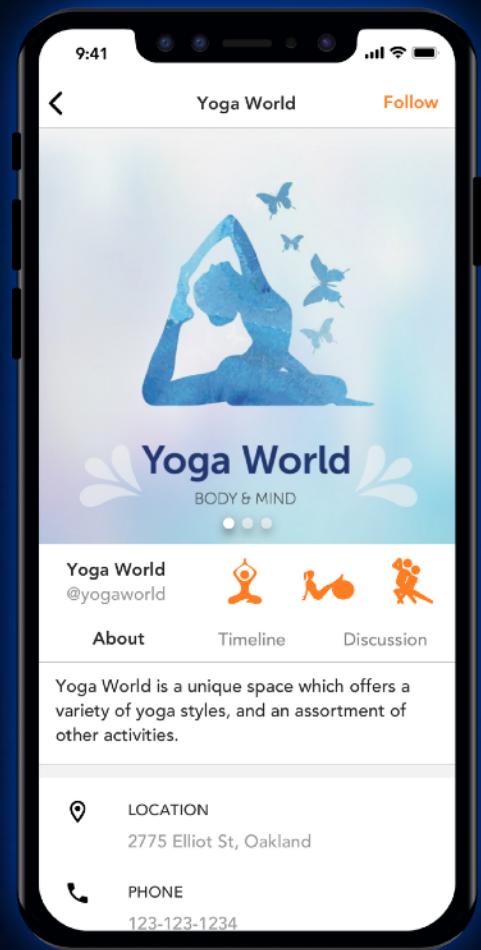
TWO-SIDED MARKETPLACE SERVICES ALL SEGMENTS OF FITNESS INDUSTRY



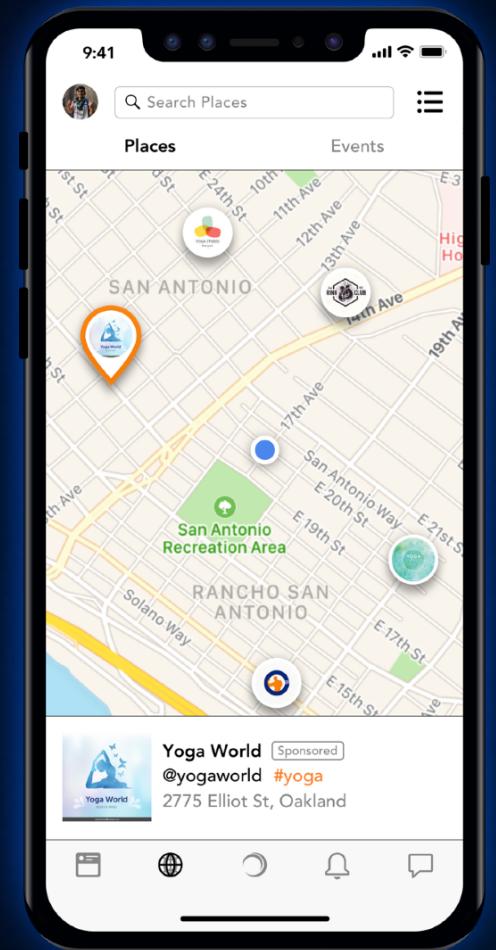
penetration → conversion → lifetime value

# REVENUE | STREAMS

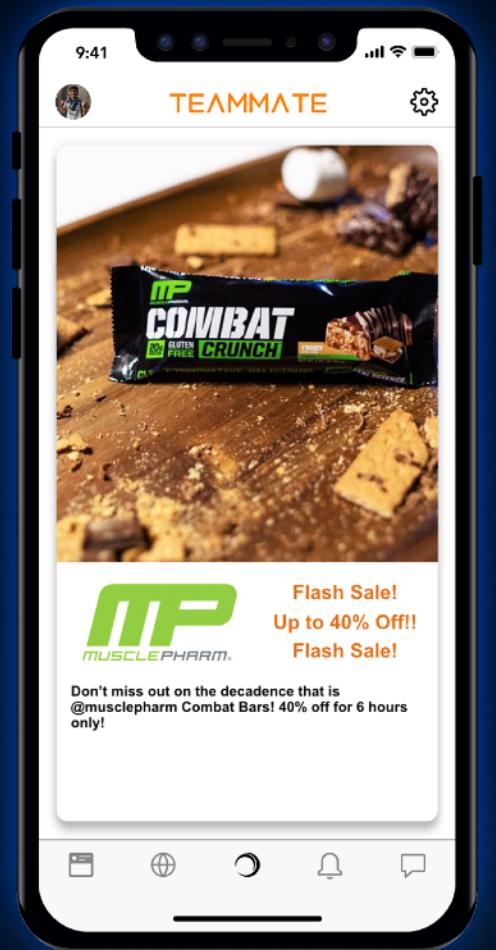
## 7 PRIMARY REVENUE STREAMS FOR DIVERSIFIED MONETIZATION



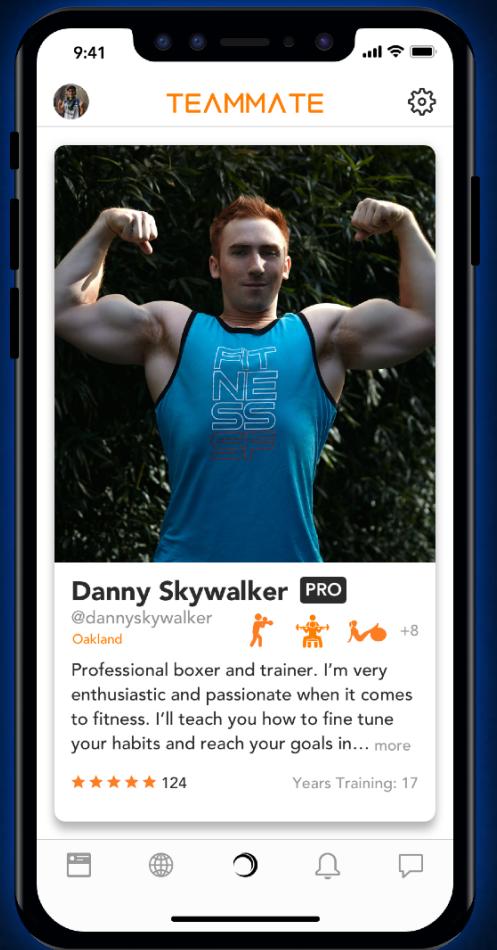
SPONSORED GYMS



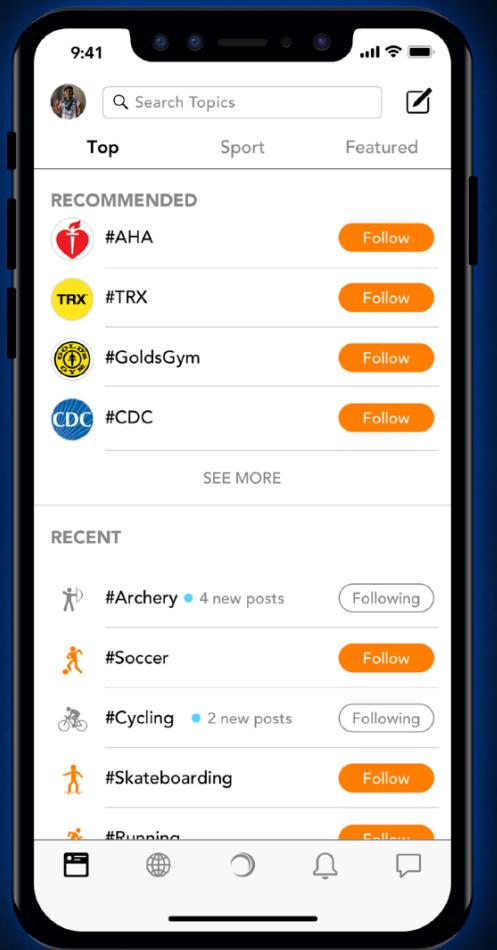
SPONSORED PLACES / EVENTS



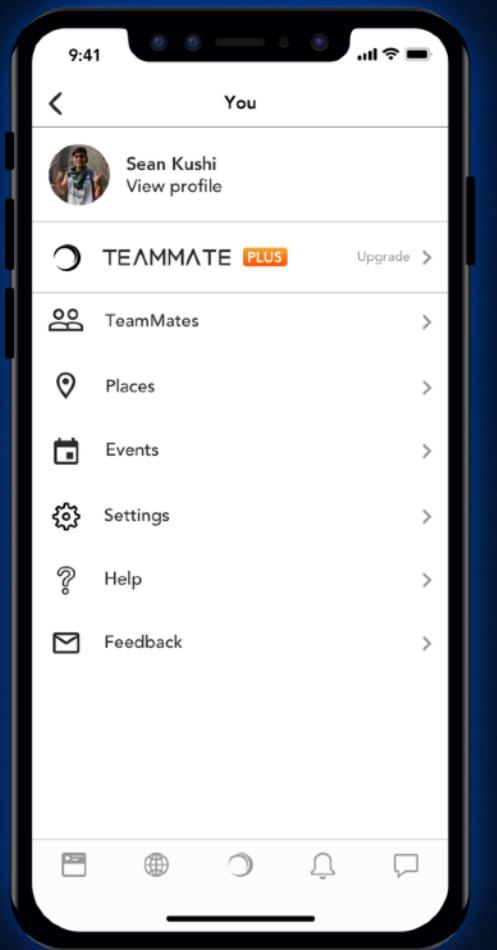
SWIPEABLE ADVERTISEMENTS



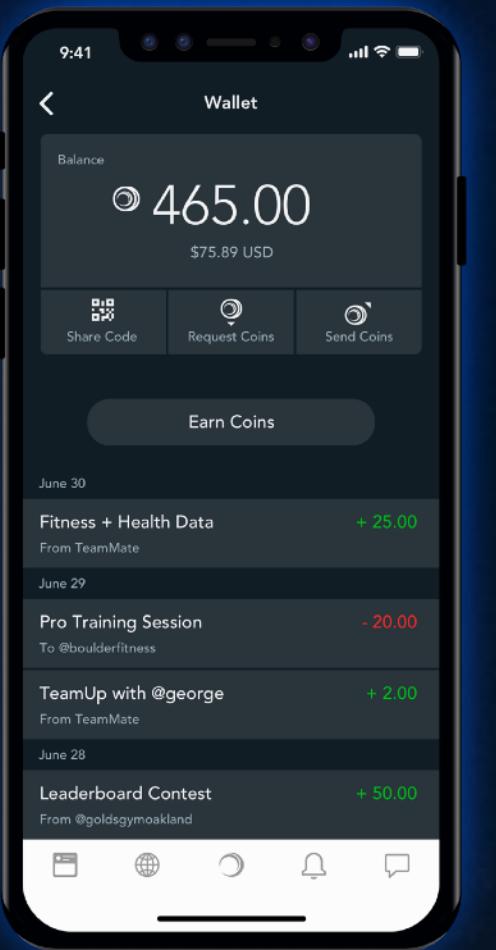
TEAMMATE PRO



SPONSORED CHANNELS



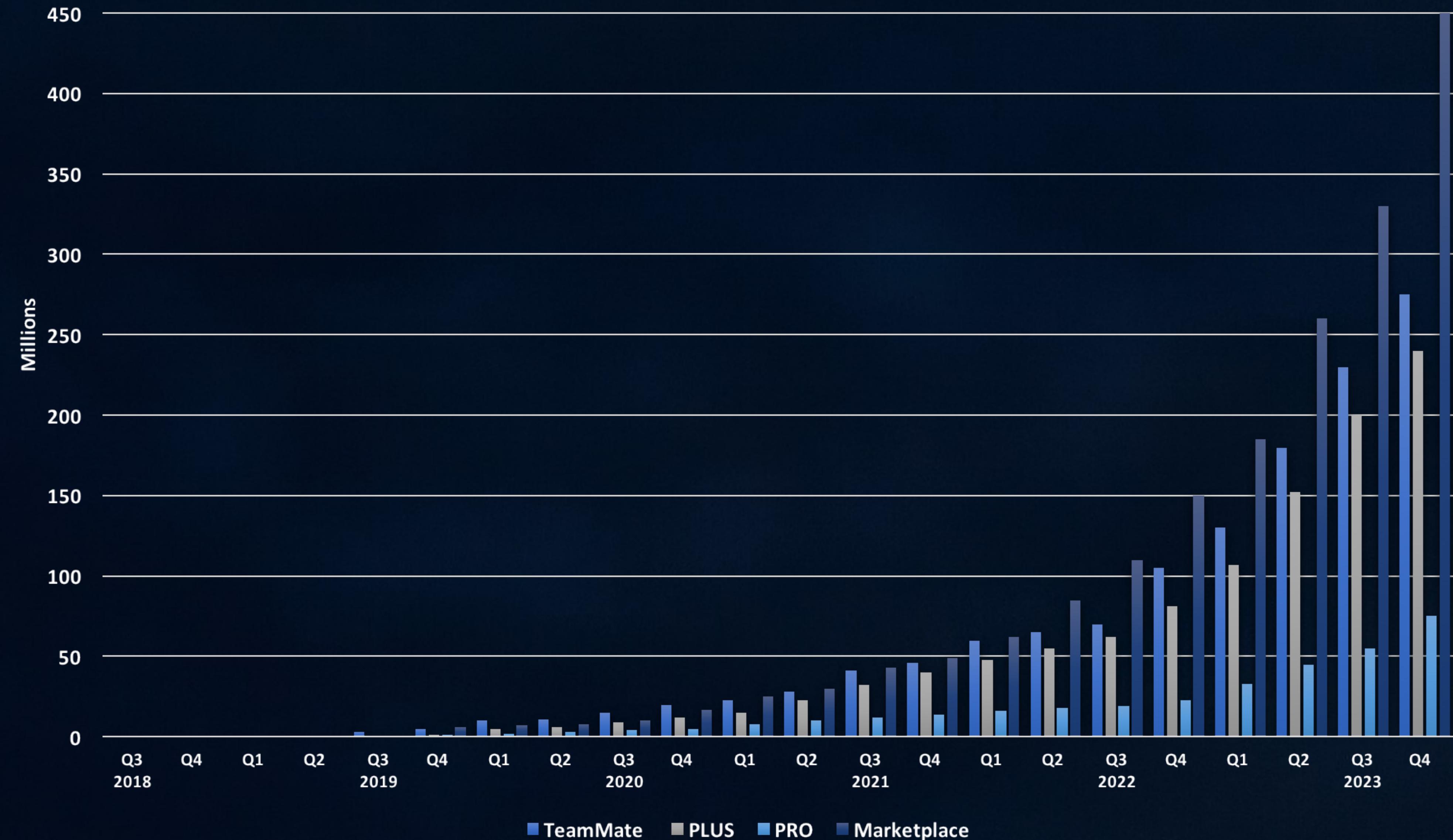
TEAMMATE PLUS



TEAMMATE WALLET

FOR DETAILS ABOUT REVENUE STREAMS, REQUEST TEAMMATE BUSINESS PLAN

## PROJECTED | REVENUE



# USER | ACQUISITION

BRAND AWARENESS

USER JOURNEY OPTIMIZATION

POSITIVE EXPERIENCES

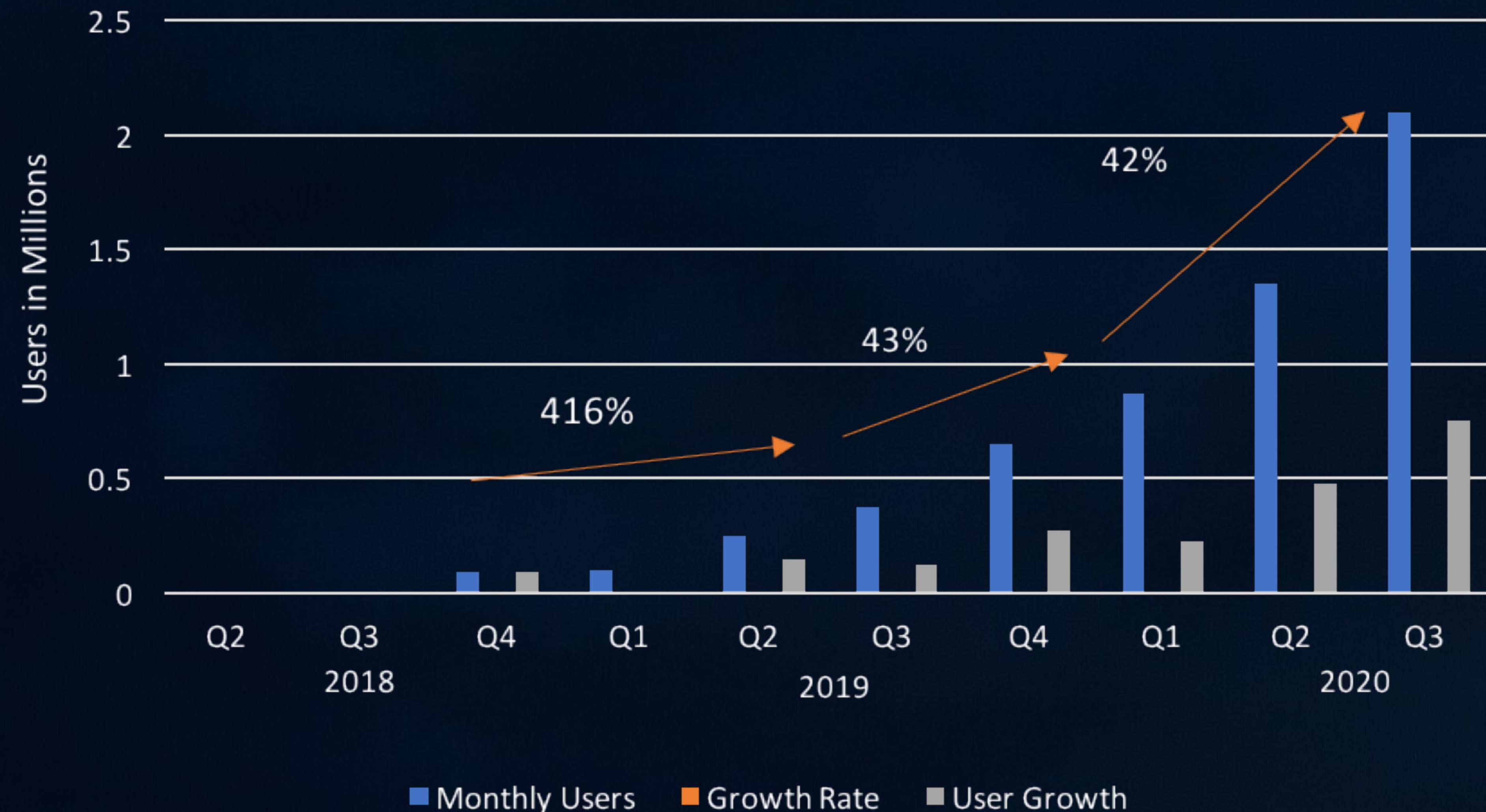
GAMIFICATION

SOCIAL PROOF

RETENTION



## PROJECTED | GROWTH



# TEAMMATE | PR STRATEGY

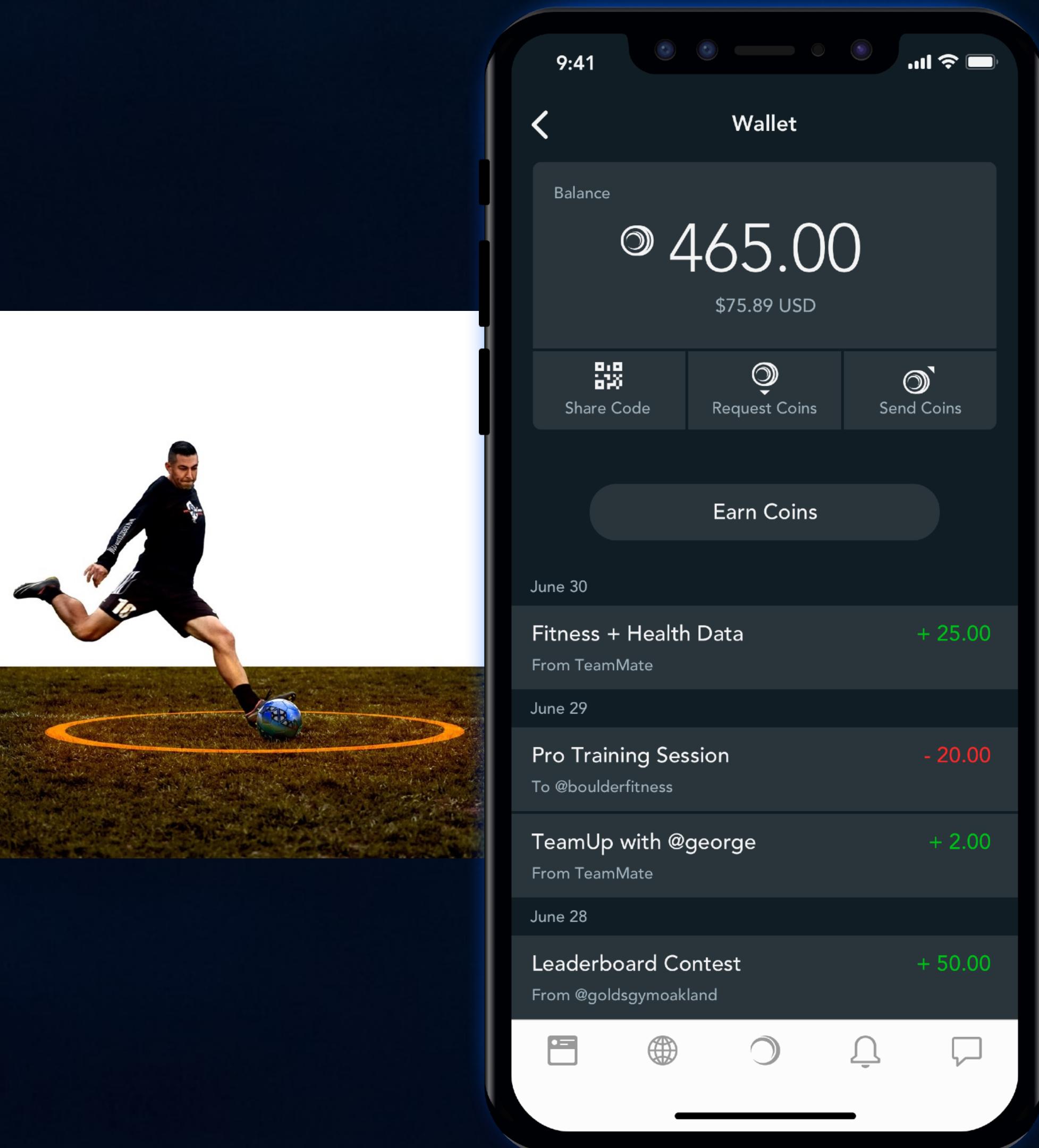
DATA DRIVEN

• GROWTH FOCUSED

• VIRAL OPTIMIZED

REALIZED IMPRESSIONS	A measure of reach, PR Hacker reports <b>Realized Impressions</b> (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 <b>Social Engagement</b> across social platforms - helping gauge impact and virality from the media hit.	5K	PR VALUE	A tally of ad buy equivalency, PR Hacker calculates <b>PR Value</b> 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	<b>Message Quality</b> summarizes how well key brand messages were communicated in media coverage on a 10-point scale.	7+			

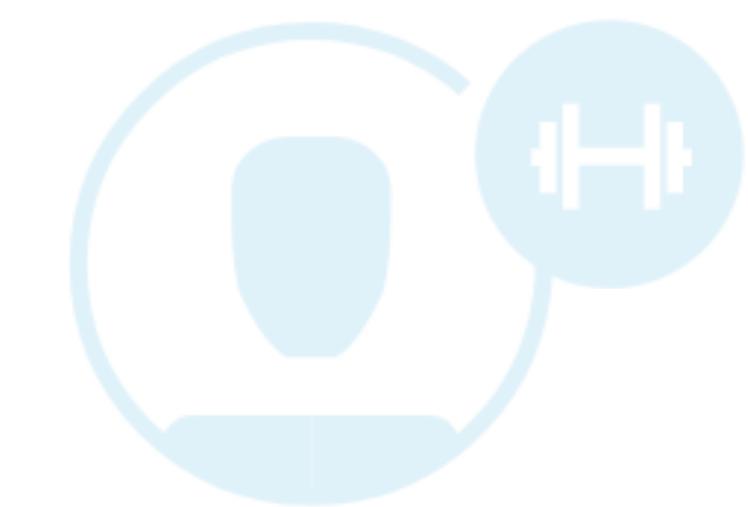
# HEALTHCARE | INTEROPERABILITY



Fitness Data is a Vital Sign  
... and the future of preventative care



WELLNESS INDUSTRY



FITNESS INDUSTRY



MEDICAL INDUSTRY

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

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

# TEAMMATE vs COMPETITORS

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

# PROOF of CONCEPT

steemit  
beta

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 whole pie, so why won't they succeed

\$0.00 | 1 vote | Reply

# TEAMMATE | ROADMAP





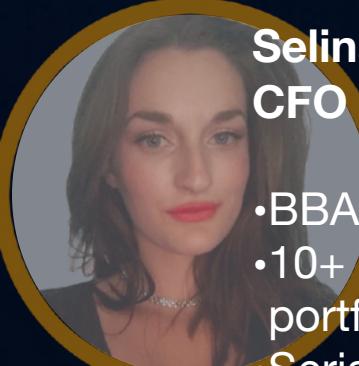
**Kristopher Floyd**  
Co-Founder & CEO @ TeamMate  
Founder @ TeamMate Foundation

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



**Ryan Hennessey**  
Co-Founder & COO @ TeamMate  
Founder @ TeamMate Foundation

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



**Selina Smith**  
CFO @ TeamMate

- BBA in Finance
- 10+ years experience in finance including investment portfolio management and consulting
- Serial entrepreneur, business owner, and investor

## TEAMMATE | TEAM



**Andrea Mariotti**  
Chief Technology Officer @ TeamMate

- 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 @ TeamMate

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



**Joseph Miguel**  
Data Scientist @ TeamMate

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



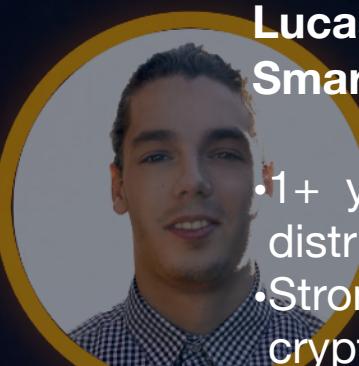
**Will Prescott**  
Executive Producer @ TeamMate

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



**Sean Kushi**  
Director of User Experience @ TeamMate

- 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



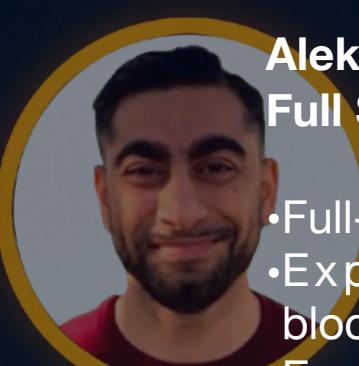
**Lucas Campbell**  
Smart Contract Project Manager

- 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



**Sumi Shan**  
Creative Director @ TeamMate

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



**Aleksandr Basalilov**  
Full Stack Developer @ TeamMate

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



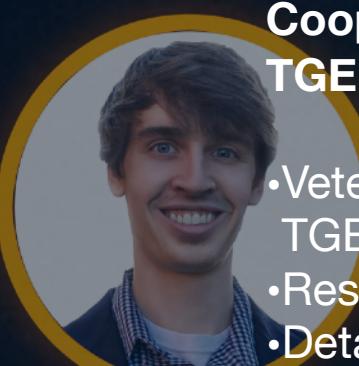
**Jackson Chessman**  
Protocol Strategy Analyst

- 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



**Robert Prescott**  
Scrum Master @ TeamMate

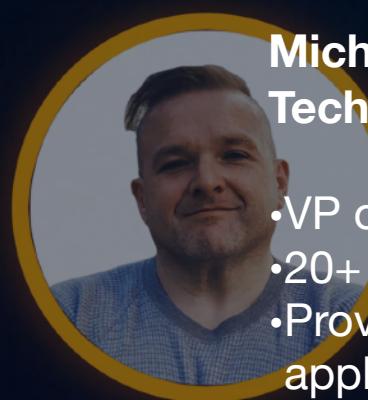
- SCRUM coach / SCRUM master
- Experience in Silicon Valley agile tech environments
- Responsible for TeamMate app project management and SCRUM processes



**Cooper Turley**  
TGE Director @ TeamMate Foundation

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

# TEAMMATE | ADVISORS



**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



**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



**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



**Franca Ciambella**  
**Protocol Legal Advisor @ TeamMate Foundation**

- Member of the Singapore Fintech Association, CryptoFriends and CryptoClub
- Awarded the Sovereign Medal for volunteerism and leadership by Canada's Governor General
- 20 years corporate/commercial law, M&A, and foreign direct investment



**Kent Makishima**  
**Blockchain Project Advisor @ TeamMate Foundation**

- 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



**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



**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



**Bryant Green**  
**Gamification Advisor @ TeamMate**

- 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
- Consultant for game theory in TeamMate ecosystem



**Rick Saletta**  
**Marketing Strategy Advisor @ TeamMate**

- 10+ years sales and marketing experience at the executive level
- Executed successful marketing campaigns for data science, AI, SaaS, and fitness tech companies
- Provides general guidance about marketing strategy

## TEAMMATE | PARTNERS



CHIVALRIC  
PICTURES

Recidivistes  
Identity | Design | Animation



balehu



THANK YOU



KRISTOPHER J FLOYD | CHIEF EXECUTIVE  
OFFICER

+1 210 701 9695

[WWW.TEAMMATE.AI](http://WWW.TEAMMATE.AI)

[FLOYD@TEAMMATE.AI](mailto:FLOYD@TEAMMATE.AI)

OAKLAND, CALIFORNIA

DECK CURRENT AS OF:

JULY 2018

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## FOR MORE INFORMATION ABOUT **TEAMMATE** **BLOCKCHAIN SOLUTION:**

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 Tokens (TMP) are the internal currency of the TeamMate Protocol