

Social Fitness

Technology Outlook

2019-2020





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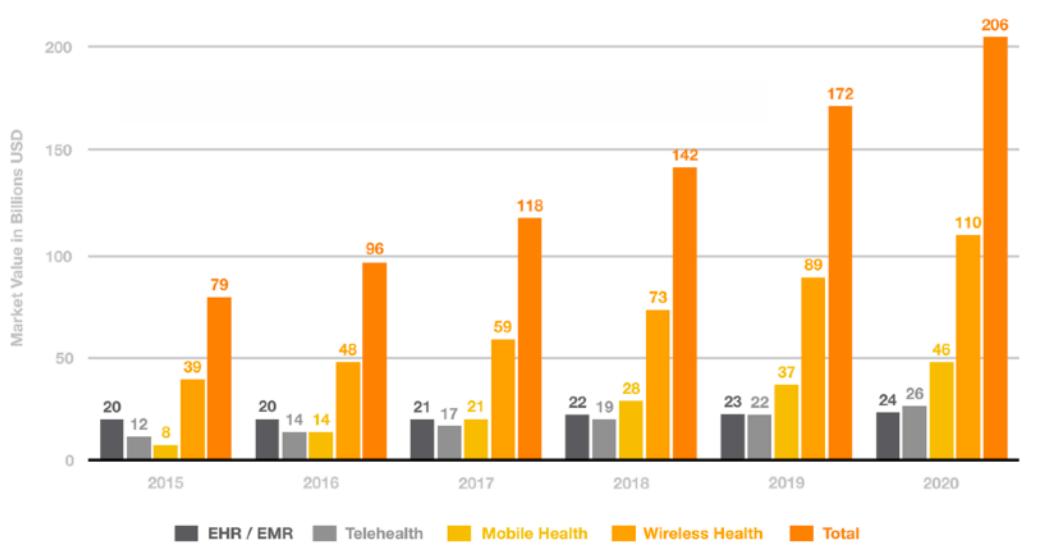


State of the Industry

The combination of camaraderie and accountability can double athletic performance.^[1] The mobile health and fitness app market, which created \$118 billion in value last year,^[2] has been slow to capitalize on this. But that will change; it is becoming increasingly evident that technology-driven social fitness is the future. After years of research and development, TeamMate is putting the finishing touches on what may prove to be a hub for a new technology-driven social fitness movement.

It is no surprise that the entire fitness industry is quickly going digital, and there's no looking back. While some segments of the app market are contracting, fitness-related apps are growing 87% faster than everything else.^[3] 2017 was a landmark year for digital fitness, as app downloads in the category topped 3.7 billion^[4] for the first time. Half of all smartphone users have at least one health-related app on their phones,^[5] and fitness, activity, and sports trackers currently make up over half of the global wearables market with 61M users valued at \$3.28B.^[6] Again, there's no looking back - by 2020, all of these numbers are projected to triple.^[7]

This is clearly a high growth category, but it needs synergy. TeamMate is a fitness-oriented social media platform that builds human connections based on health positive activities. This sport agnostic social ecosystem can harmonize the health and fitness landscape of the future while providing a data-driven avenue to meaningful improvement in the quality of life.



Global Digital Health Market from 2015 to 2020, by Major Segment (in Billion USD)

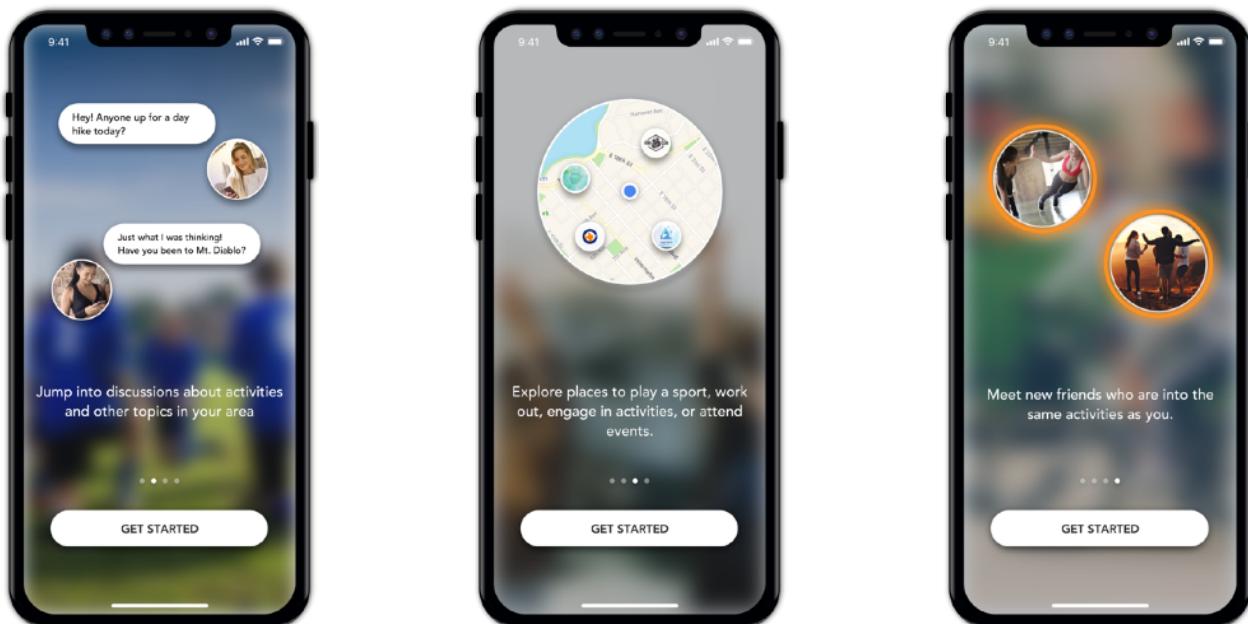


Problems and Solutions

There are three deadly yet preventable pathologies that are killing human beings in record numbers: obesity,^[8] physical inactivity,^[9] and loneliness.^[10] The advancement and proliferation of technology has exacerbated these problems by increasingly displacing human-human activity. Technology products often encourage and reward us for plugging into the internet, diving into our screens, staying indoors, and turning our backs to each other in the real world.

TeamMate tackles this problem head on by using technology to encourage people to meet and enjoy healthy activities together in real life. TeamMate creates robust communities that scale organically as new touchpoints are realized through in-app activity, thereby increasing and diversifying users' social groups. This is healthy behavior that becomes addictive by design; TeamMate's loop of social engagement, physical achievement, social reinforcement, and monetary reward is essentially a game.

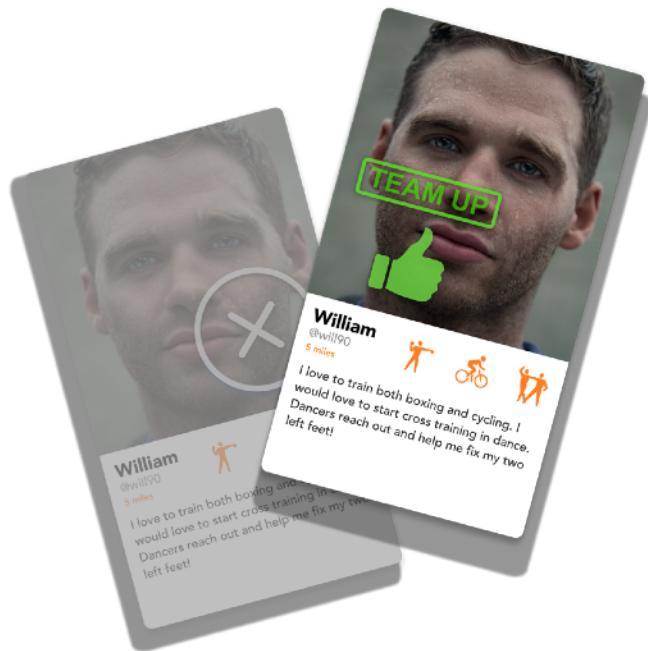
As with most games, the more you play, the better you do. Human connection unlocks an athlete's full potential, and that performance increase means higher intensity workouts that result in much higher fitness gains realized over time. Working out with a partner has also been demonstrated to increase social skills, overall mood, health, life expectancy, exercise consistency, and - most importantly - enjoyment of athletic activities.^[11]



Playcards

TeamMate is based on the user profile, called a **playcard**. Your playcard is a digital baseball card about you. Users choose their favorite sports, their goals, they write a bio, and they connect TeamMate to their favorite fitness-technology products. These fitness technology products share data with TeamMate, thus forming a common contextualized data layer that translates into stats on the playcard. Playcards are inherently gamified, as they reflect users' real athletic lives by displaying data-driven information about their athletic performance and accomplishments as stats on a dashboard. As users do health-positive activities in real life, the dashboard on their playcards sync with the new incoming fitness data.

TeamMate is the dealer of the playcards; using an AI ensemble (CNN, deep learning, signal analysis, recommendation engines), TeamMate generates data-driven recommendations for who to match with, which trainer to work with, which new sport to try next, etc. This is done with proprietary patent-pending algorithms developed in-house by leveraging years of experience in AI, data mining and machine learning.



Because TeamMate is a geo-specific app, users must enable GPS access upon onboarding. This enables TeamMate's proof-of-presence and near-field communication systems to authenticate matched workout partners together in the real world.

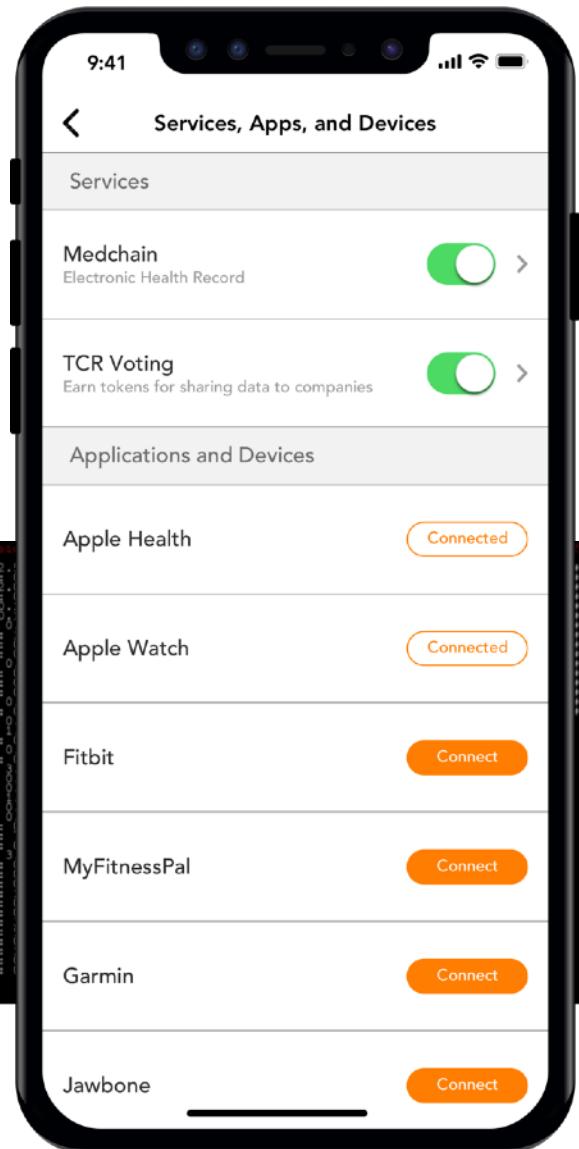
As the platform matures, TeamMate will evolve functions that maximize value for integrated third-party partners. There are currently hundreds of different devices and thousands of apps for collecting health and fitness data, but there is no common data layer where the aggregate of this data is accessible and easy to make sense of. A simple and intuitive dashboard that integrates with third party applications and technologies will synergize fitness data and represent it in a useful and practical format.

How playcards generate revenue

Gyms can purchase playcards that represent their brand as part of several different packages that allow for b2c engagement, customer behavior tracking, brand loyalty campaigns, and relationship building campaigns. TeamMate is designed to be a touchpoint solution for gym-client communication, and a tool for new client discovery and acquisition.

Interaction between playcards also creates value by virtue of the data created during any social fitness encounter. Upon meeting up for a workout, matched users are prompted by the app to acknowledge the meet up in-app. TeamMate logs the location, initiates a smart contract between its data repository and data-value blockchain, and creates a relevant value to be used in the event that the data is sold to a TeamMate b2b partner. This Human Verification System is a reliable method for authenticating actions before executing transactions.

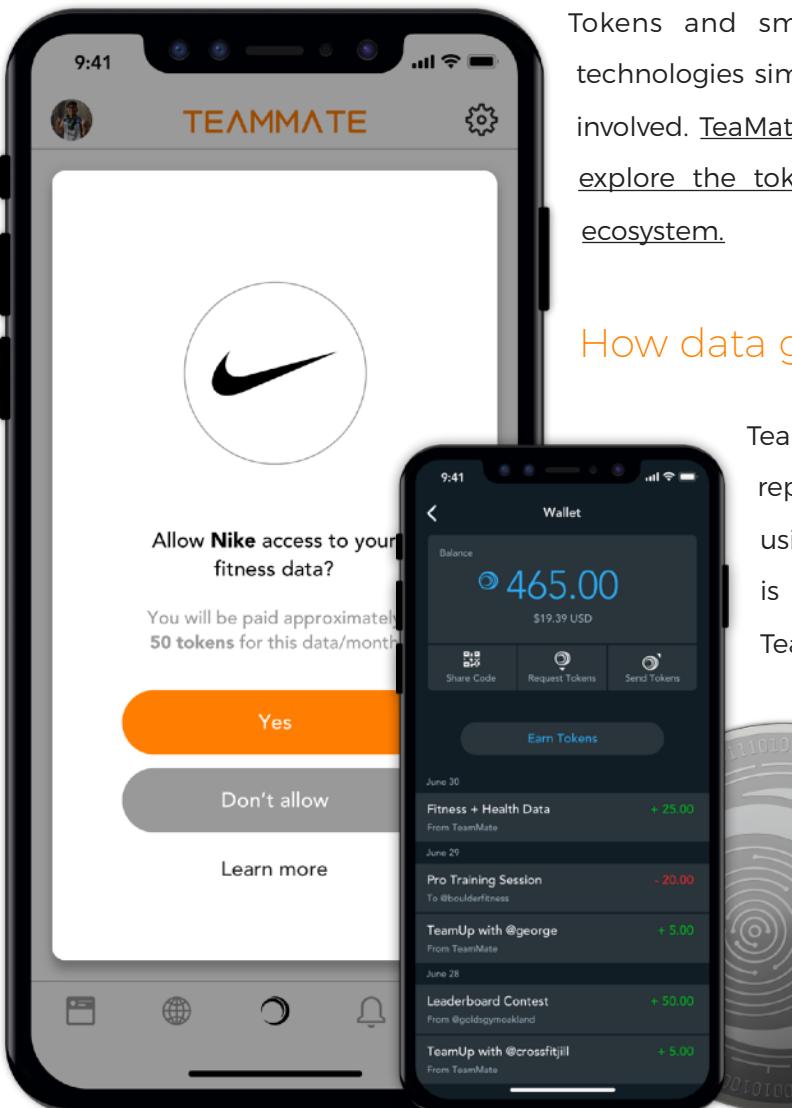
This capability evolves more context and utility with each third-party integration. Data of varying value to fitness industry stakeholders will be created, shared, and put to good use with this system. Third party partners that are looking for outlets for the high quality fitness data that they create are natural partners for TeamMate.





Fitness Data Ecosystem

Data that is generated through use of the app is monetized in collaboration with users themselves, and stored in a decentralized permissioned data storage repository. To manage the TeamMate data economy, TeamMate is implementing a dual blockchain architecture that combines the benefits of Hyperledger Fabric and the Ethereum Platform. This approach allows TeamMate to establish a custom token for the platform, as well as a Token Curated Registry that manages access to the data repository transparently and securely. TeamMate is unifying fitness and wellness data within a gamified and HIPAA - GDPR compliant data-layer attached to users' playcards. The unit of transaction in this system is simply referred to as a "token".



Tokens and smart-contracts that operate on blockchain technologies simplify the data-value transactions for all parties involved. TeamMate is releasing a new whitepaper soon that will explore the tokenomics of this forward-looking fitness data ecosystem.

How data generates revenue

TeamMate monetizes access to the fitness data repository (with users' approval via consensus) by using a SaaS subscription-based hyperledger that is the single point of entry into the database. TeamMate charges a modest transaction fee for this access. TeamMate also encourages p2p value exchanges between users using tokens and smart contracts. Together, this will be the most efficient fitness, health and wellness ecosystem that technology has to offer.

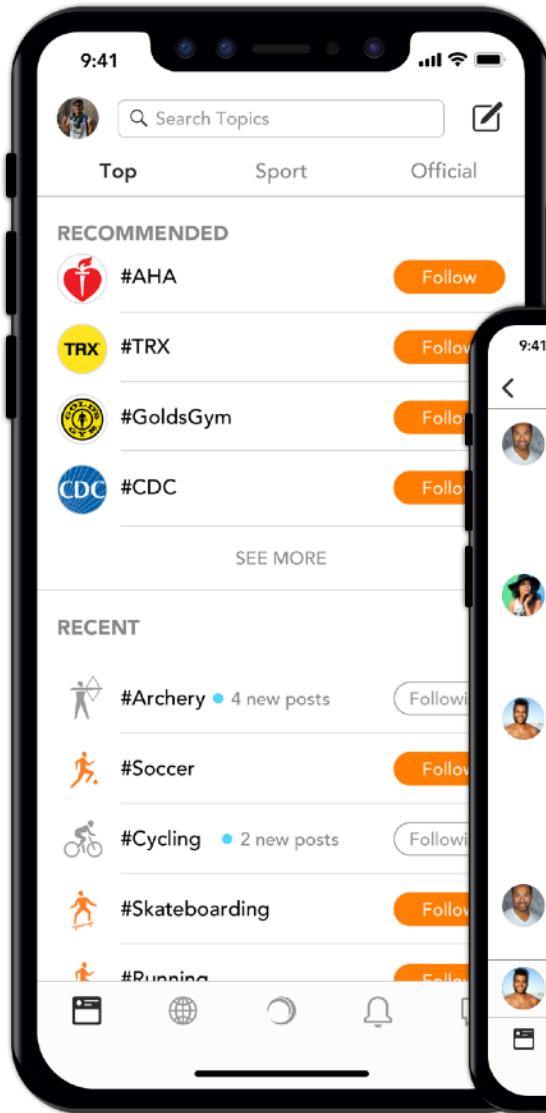




Regional Channels

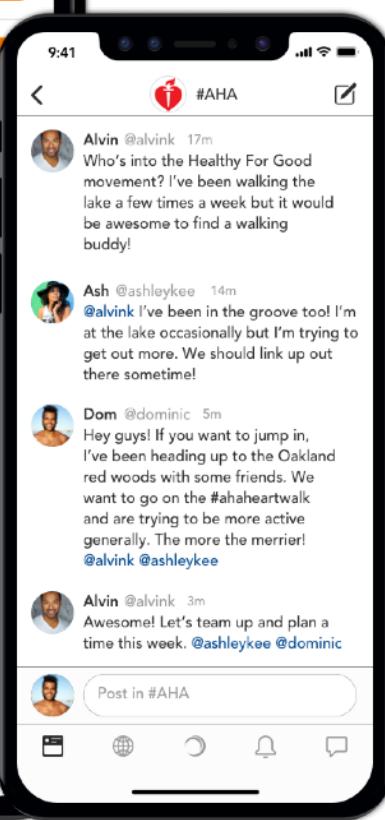
TeamMate's regional channel feature creates virtual spaces tied to real geographic locations where specific sports or athletic topics can be discussed. TeamMate establishes "corrals" tied to real-world geographic regions and then breaks those regions down further by sport or brand. This approach borrows concepts from popular platforms like Reddit and Slack; the end-result is a series of user-friendly indirect communication channels where users can discover others in their areas who are interested in particular sports or brands.

How regional channels generate revenue



Health and fitness industry partners can purchase hyper-localized channels that cater specifically to their brand, sport, or event. Purchased channels allow for custom channel icons and peer-to-peer and business-to-consumer communication within the channel.

Local purchased channels are prioritized in-app and appear to users at the top of the screen as RECOMMENDED channels.



This feature is beneficial for b2b partners that have an interest in broadcasting their brand and culture throughout specific markets. B2b packages can be sold by market based on the boundaries established by the channels feature.



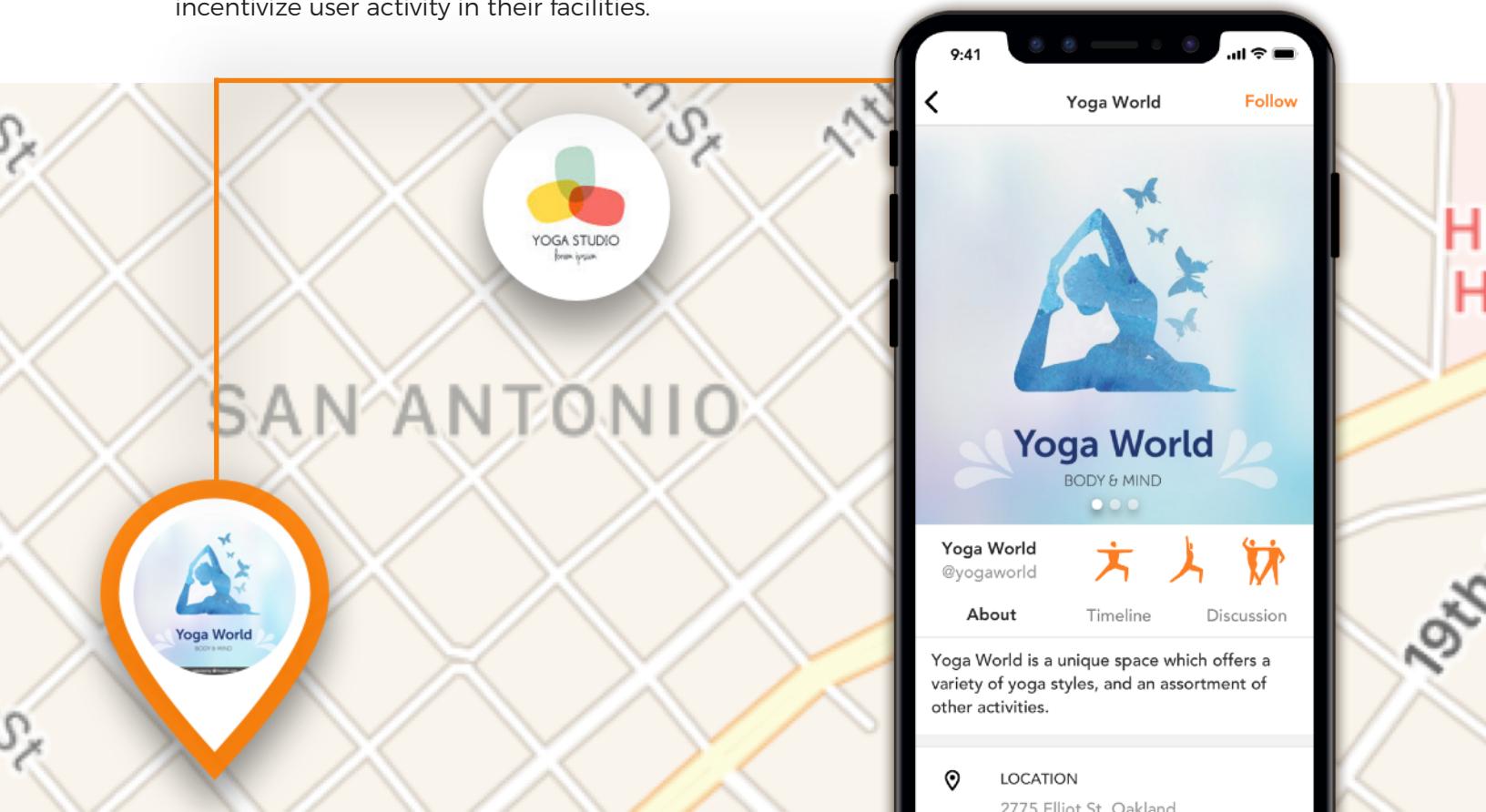
Discover Places

Fitness facilities, surf breaks, golf courses, etc will all be represented on TeamMate's map so that users can find places to do the sports that they are interested in. This is an ever-evolving feature; interactions on TeamMate's geo-centric platform are the datapoints upon which our augmented reality is built. Specific workouts tied to specific real-world locations allow for virtual leaderboards pinned to those locations, giving users virtual cudos for real athletic accomplishments per sport, per location.

How Discover Places generates revenue

The Discover feature is a powerful tool for new client discovery and acquisition. Health and fitness industry partners can purchase prominence in TeamMate's Discover feature so that their facility is highlighted to users. Users that click on "sponsored gyms" highlighted on the map will be redirected to b2b partners' playcards, which function as interactive lead generators themselves.

Geo-specific leaderboards tie into TeamMate's gamified ecosystem, creating an ideal method for modifying user behavior in the real world. B2b partners can use this TeamMate feature to incentivize user activity in their facilities.





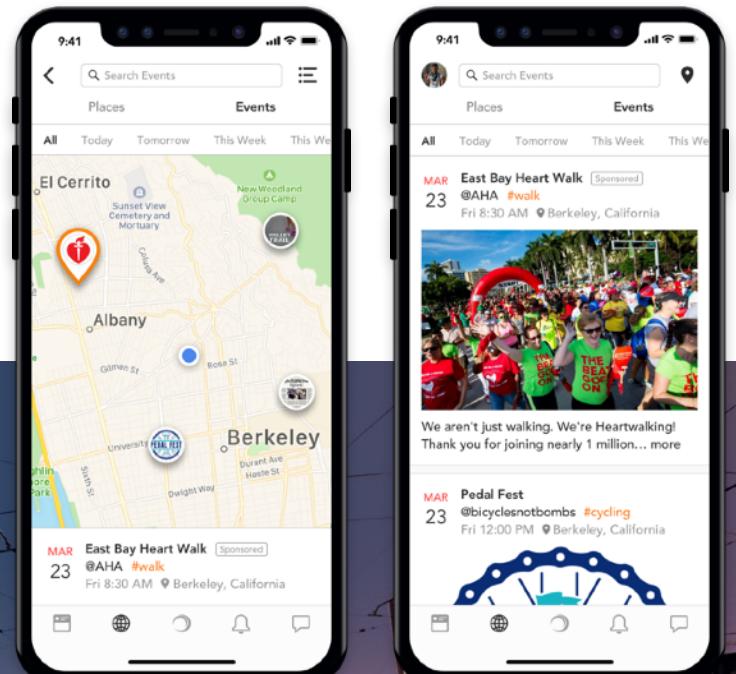
Discover Events

Fitness events, competitions, and gatherings of any sort are also represented on TeamMate's map so that users can meet up to play / discuss the sports of their choice. This feature functions in the same way as the Discover Places feature, with the primary difference being the addition of time as a consideration on TeamMate's virtual map.

How Discover Events generates revenue

The Discover feature is a powerful tool for new client discovery and acquisition. Health and fitness industry partners can purchase prominence in TeamMate's Discover feature so that their event is highlighted to users. Users that click on "sponsored events" highlighted on the map will be redirected to b2b partners' playcards, which function as interactive lead generators themselves.

Sports-centric social events are the ultimate expressions of TeamMate's vision, and create a real-world social incentive for healthy behavior. B2b partners can use this TeamMate feature to incentivize engagement with their brand.



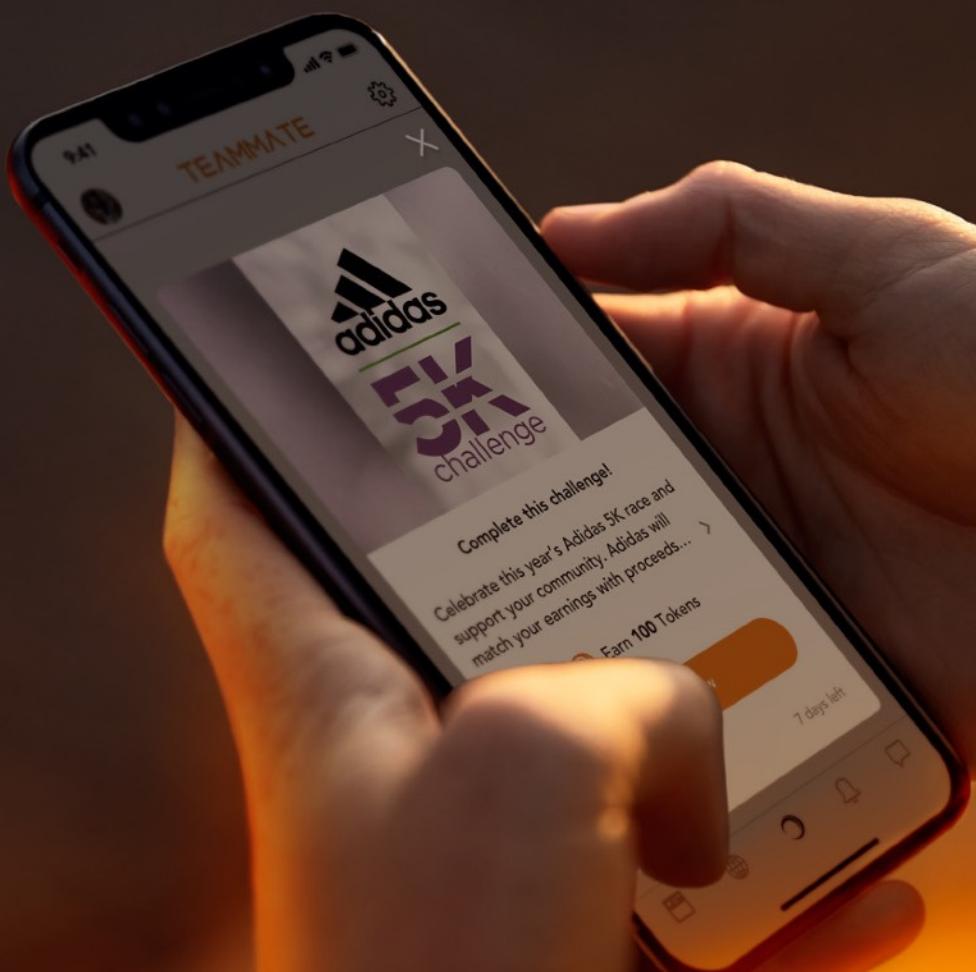


Discover Challenges

TeamMate users are also confronted with athletic challenges sponsored by relevant companies or institutions. These challenges are prioritized based on user-data, so that users are “challenged” to up their games by participating in social fitness events.

How Discover Challenges generates revenue

B2b partners using Places and / or Events for brand outreach can further increase their reach using the Discover Challenges feature. Challenges are proactive campaigns that TeamMate broadcasts to b2b partners’ target audiences. B2b partners can also choose to incentivize these challenges using TeamMate’s built-in economy.





User-created Content

TeamMate is dedicated to health, wellness, and empowerment. TeamMate athletes own their data, are rewarded for providing it, and have access to catered big-data AI services dedicated to their athletic improvement and social satisfaction. With this system, athletes at any level can feel like a pro. TeamMate users who create enough data-value can be sponsored by the health and fitness companies of their choice.

How computer vision generates revenue

Branded content that users post on TeamMate is of high value in the marketing business. User-created content converts 10-30% better than brand-created ads,^{[1][2]} and with automation, requires less effort. TeamMate's b2b partners have access to TeamMate's computer vision technology; they will have the option to automatically reward users who post branded content anywhere on the platform. This incentivizes and automates brand ambassadorship, while giving participating users the satisfying feeling of feeling sponsored by their favorite brands.



TeamMate PLUS / PRO

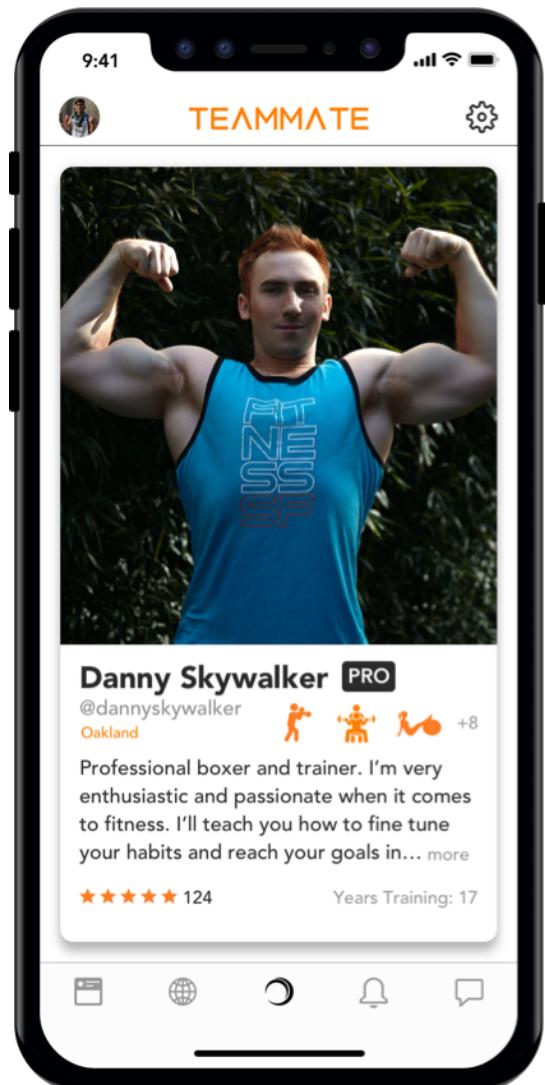
TeamMate is a free app; it does, however, have purchasable upgrades: TeamMate PLUS and TeamMate PRO. PLUS / PRO users will have the option to pay for expanded feature sets via a standard USD monthly subscription or by staking TeamMate Tokens. Users who wish to use the full suite of TeamMate's tools are free to purchase access to the following services:

TeamMate PLUS

- Ability to organize events in-app
- Option to opt-out of data repository and advertisements
- Ability to sponsor content
- Ability to chat with users in other geographic locations
- Ability to browse playcards based on specific sports

TeamMate PRO (includes all PLUS services)

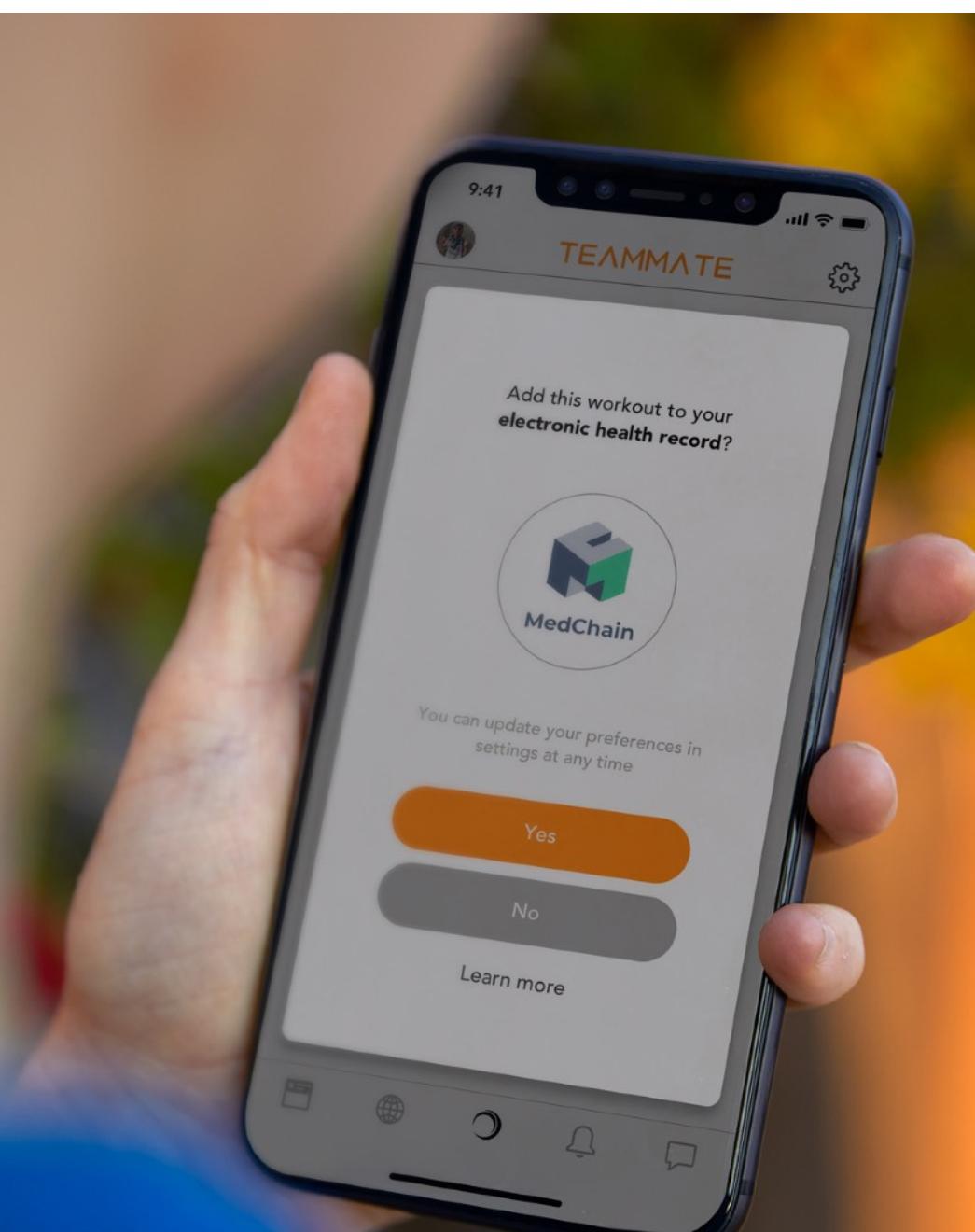
- Ability to list goods and services on the TeamMate platform, and accept payment
- Showcase professional fitness accolades / certifications / awards / credentials
- Option to interact with only other PRO members
- Fitness facility access to TeamMate Rewards Programs
- Ability to organize monetized events in-app
- Ability to start new channels on Conversations feature (pay to access)





Fitness Data as a Vital Sign

The emergence of fitness-related data as a vital sign is a welcomed trend for human health and wellness. The TeamMate platform combines military-grade encryption, distributed secured storage, and open-source framework with a cutting-edge and market-tested blockchain protocol. TeamMate holds itself to HIPAA / GDPR standards, as the distinction between fitness data and health data is quickly vanishing. TeamMate is working with MedChain and other partners to incorporate a cross-chain data migration system that allows users' fitness data to be added to their Electronic Medical Records (EMR), which is an innovative approach that is a step ahead of emerging standards in the health and wellness space.

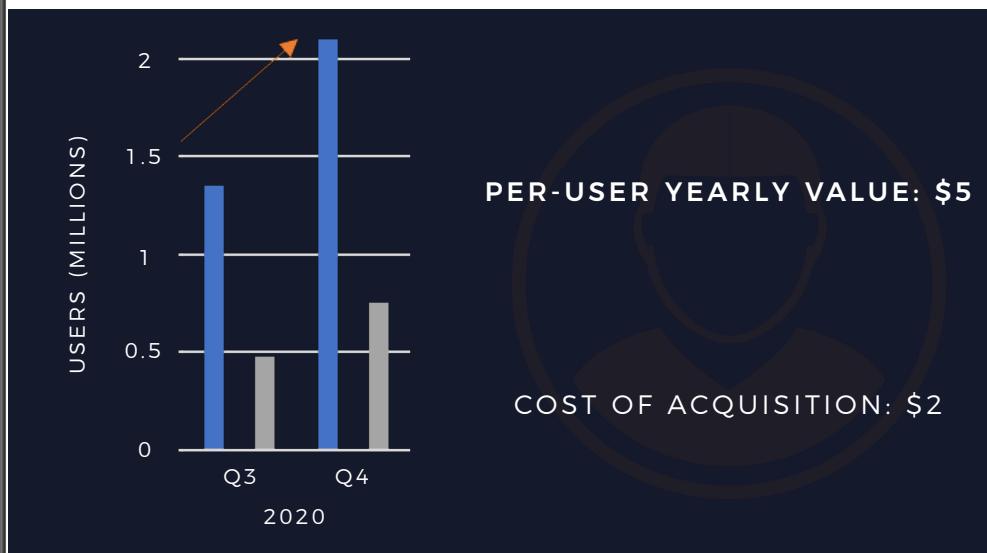
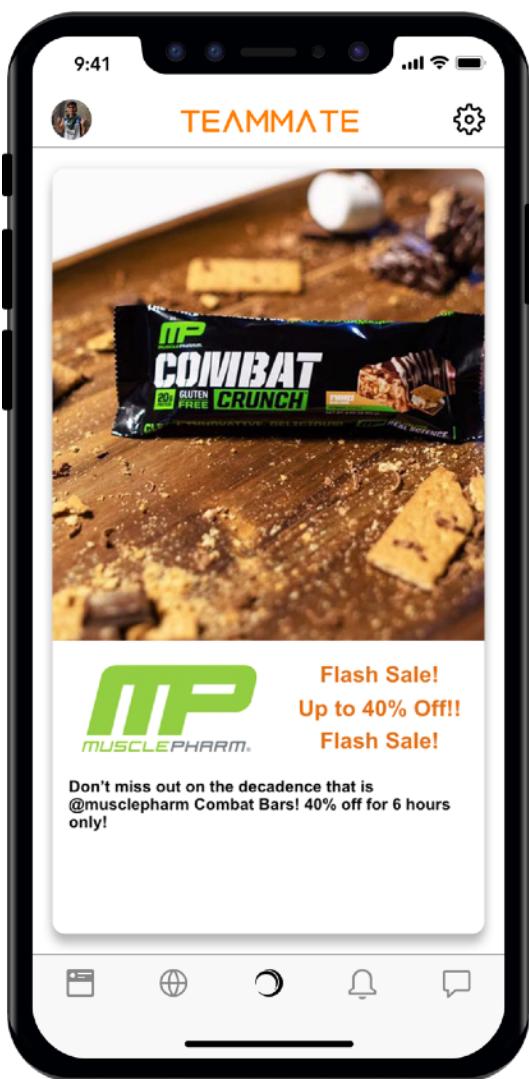


Scalable Revenue Model

TeamMate provides tools for the health and fitness industry to successfully reinforce business requirements, optimize member experience, and make best use of technology-based solutions. Its primary revenue driver, however, is its suite of lead generation tools and brand-client communication tools. All of TeamMate's b2b offerings are oriented around this value proposition.

TeamMate's user base creates its value. As TeamMate grows, the backend of the platform opens up and converts to sales functions that will dominate

the top of the funnel for at-scale brandwork in the health and fitness space, which is a space that will double within the next 5 years.^[13] In this space, social media marketing is still king, and it is surprisingly underpriced. Brands will continue to shift money into social media adspend. By creating



interactive and personalized touchpoints for fitness brands to get closer to their target markets, TeamMate can capture a substantial portion of that adspend. That strategy scales: by Q4 2020, TeamMate projects a user base of over 2 million,

with a user acquisition cost of \$2 and a per-user yearly value of \$5.

 Team**Kristopher Floyd**

Co-Founder & CEO

- 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

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

**Will Prescott**

Executive Producer

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

**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

**Joseph Miguel**

Data Scientist

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

**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

**Rick Lemberg**

Sales Advisor

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

**Andrea Mariotti**

Technology Advisor

- 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

**Lucas Campbell**

Blockchain System Advisor

- Experience 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

**Cooper Turley**

Blockchain System Advisor

- Veteran TGE Analyst (analyzed over 300 successful TGEs)
- Responsible for ERC20 adoption
- Detailed analysis of Protocol distribution, fund allocation, and additional crypto-structures



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
Protocol Compliance & UX 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



Kent Makishima
Blockchain System 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



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



Franca Ciambella
Protocol Legal Advisor

- 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



Rick Saletta
Marketing Strategy Advisor

- 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



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



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

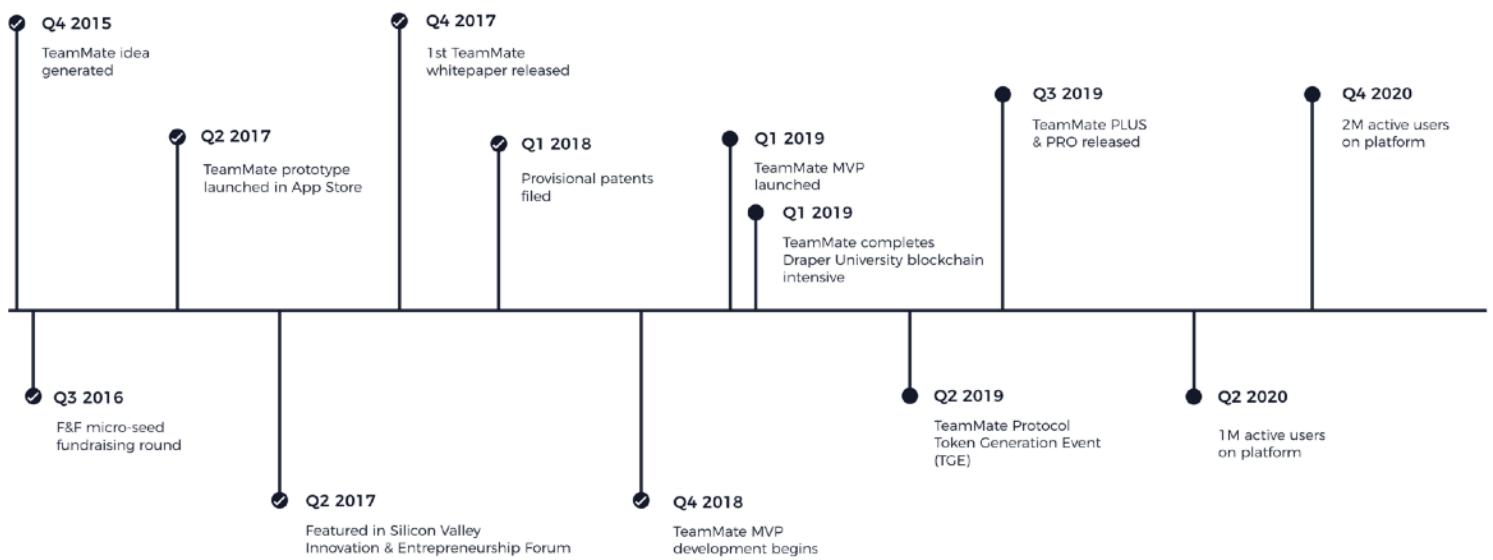


Bryant Green
Gamification Advisor

- 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



Roadmap





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