



Ezoo Business Plan

Run. Own. Create. Earn. Be healthy, be rich.

1000076151 Ontario INC.
1353 Demers Ave Kingston
Ontario Canada K7M 0H7

Overview


Ezoo is the **first** Social-Fi life application program based on the core concept of Health To Earn (H2M) and built on a distributed network platform through blockchain technology. Ezoo records the daily exercise and the rest of the users so that users can improve their quality of healthy life through our products and connects people closely. considerable income. EZO tokens can be used to exchange Ezoo's exclusive NFT encrypted digital artwork and a series of other Ezoo platform-related products and services.

Blockchain technology has developed rapidly in recent years, and the rapid development of the industry has brought people a business model that was previously impossible to achieve. Blockchain technology empowers users by establishing a Decentralized Autonomous Organization. The number of EZO tokens held by Ezoo users determines their rights on the platform, and they can influence the future and platform activities will be envisioned by them by casting the corresponding number of votes. Thus, as to improve the user experience and sense of participation, and at the same time realize the sharing of benefits.

Ezoo as blockchain technology, sports fitness and NFT Digital artwork, a decentralized application that combines all three components. Committed to letting more people who want to know the blockchain technology, truly have access to the benefits of decentralization in all aspects of life. While popularizing blockchain knowledge, became healthy and obtain wealth. Metaverse is never this inextricably linked to our reality before, Ezoo hopes to be the most solid bridge between the virtual and reality.

User's Pain Point

Due to the pandemic that started in 2019, more and more people choose to work from home, and the original life mode has changed. At the same time, gyms and fitness clubs around the world have also been affected by varying degrees. The lack of exercise and the irregularity of life behavior and rest has affected many people's mental and physical health.



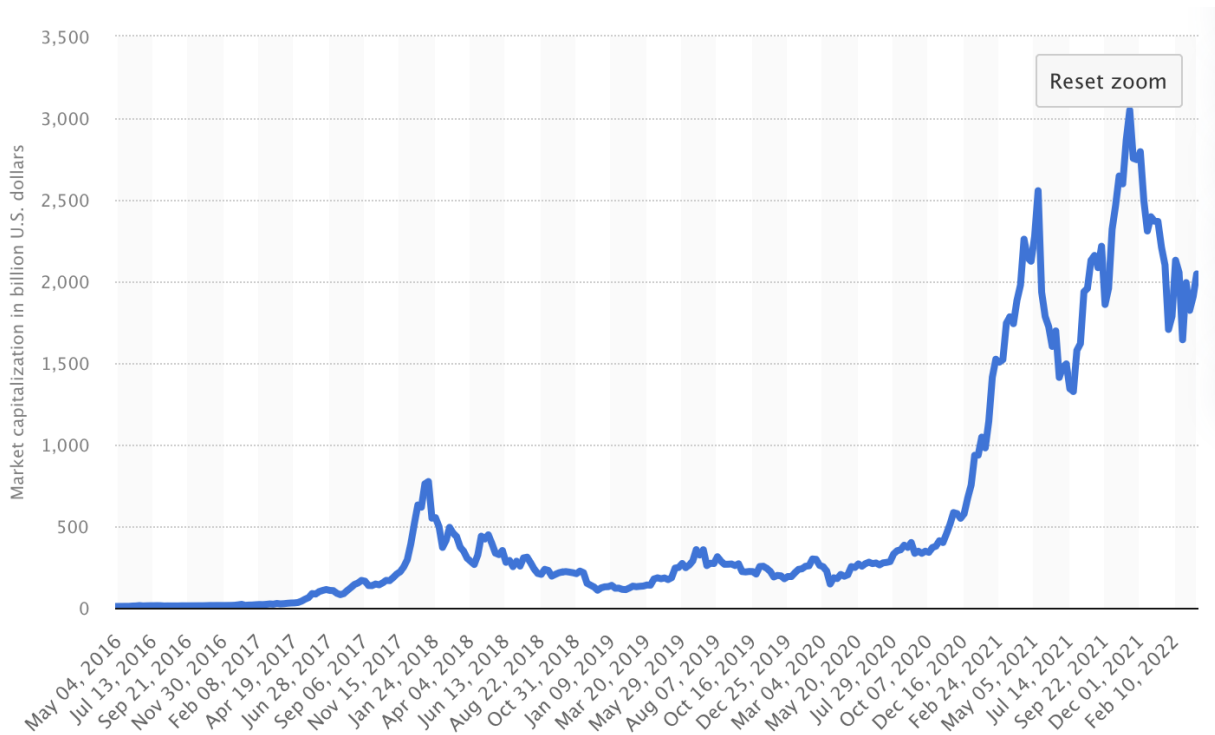
Although the pandemic has spawned many health-related apps to help people exercise at home or organize their schedules, there is still a lack of enthusiasm and motivation for sports. On the other hand, with the spread of the pandemic, the emergence of economic recession, and the first listing of Roblox Metaverse in March 2021, people began to consider new ways of financial management and investment, and put their attention on cryptocurrencies and emerging encrypted digital artworks superior. Although people want to know about the metaverse and cryptocurrency artwork, its ethereal definition and high barriers to entry have stopped many people.

For existing metaverses and NFT encrypted digital artwork projects, just like the earliest artificial intelligence algorithms, people are glad to see the industrial innovation and opportunities that new technologies may bring to the world, but there is also countless confusion and chaos. The capital must be attracted by the new technology and industries, but while people praised the sudden wealth brought by the crypto industry today, they were also afraid of the downside of the industry. How to get familiar with the encrypted digital industry, and how to benefit from it and grow with it has become a very hot topic nowadays. People always think that from the technical point of view, all metaverse projects currently existing do not have mature technology and hardware to support them. The high cost of developing VR, immaturity technology and VR Hardware not that popular makes the metauniverse project look like a castle in the air, without a solid foundation. On the other hand, the chaotic NFT market, the lack of uniform standards, and the blind pursuit of capital have made many people who were interested in the encrypted digital industry think that it's a "fraud" industry, making them didn't know where to start.

Ezoo Health targets the development of the metaverse as the long-term goal, but compared to other projects, we pay more attention to the step-by-step development method and are committed to strengthening the connection between the metaverse, the crypto digital industry and reality with fitness as our core value. Building a new metaverse environment in a fair, unified, transparent and friendly way, let more people come to know us, understand the industry, and grow with Ezoo together.

Industrial Analysis

The market share of cryptocurrencies reached \$3 trillion in November 2021, and this figure was only \$750 billion in late 2017 at its highest point, a growth of 300% in just four years. Correspondingly, in 2021, there were only 3.9% of people in the world own cryptocurrency assets.



For NFT crypto artwork, the transaction volume in 2021 was \$24.9 billion; this number was only \$95 million for the whole year of 2020. The growth rate reached 26,100% in just one year.

As we see, whether cryptocurrencies or crypto artworks, there is still a lot of space for development and innovation around the world. We have made Longitudinal and horizontal comparisons of some of the existing successful projects in the cryptocurrency industry and blockchain-related sports/fitness apps.

Longitudinal comparison point of view



1. Azuki

Pros: As NFT Cryptocurrency artwork is a popular project, starting from product design, community building, and marketing, the team made unquestionably successful. There are many online and offline activities, and there is a relatively clear milestone plan for the meta-universe.

Cons: Azuki is undoubtedly successful as a traditional NFT project, but the Azuki project lacks its product's core. For its long-term goal, the development of metaverse games, the game needs a lot of entry-level hardware requirements from landing to reality. From conception to product landing, it not only requires game design but also needs to wait for VR hardware to meet user desire conditions.

2. Decentraland

Pros: The project aims to build a virtual world, based on the Land bought and sold by the users, which can be re-created and constructed in the game later, with greater playability and participation possibility. The world created in the game also meets the game expectations of different groups of people at the same time.

Cons: The product is relatively simple at this stage, and the user experience is around average. For the virtual world that needs to be built, given the current limited performance

and carrying capacity of the current blockchain technology development, a long period of development will be required.

3. Superworld

Pros: Superworld combines reality and virtuality, and moves the real map into the NFT encrypted artwork.

Cons: The product experience is around average. The map only copies the real map without any re-creation, and the map block is too detailed, resulting in a huge number of NFTs overall, and the community is not large enough to support this amount of detail.

From the horizontal comparison point of view




SWEATCOIN

LIFECOIN

STEPN

1. SWEATCOIN

Pros: Early release time and a cumulative certain amount of user base. Obtainable currency can be exchanged for real products (e.g. iPhone, sporting products, Smart Watch, etc.).



Cons: The platform is not a decentralized application of blockchain, but a centralized product; tokens are only used to bundle real products, not increase the price of its tokens. Since it is a centralized product, there are no restrictions on the issuance of tokens, all information is controlled by the platform.

2. LIFE COIN

Pros: The mechanism of LIFE COIN is similar to SWEATCOIN, both of them are using points obtained by walking or cycling, and then exchanged for real products (e.g. fitness supplies, iPhone, Amazon vouchers, etc.). The platform itself has a complete UI and users friendly.

Cons: It is a Centralized application, the number of tokens issued and the exchange mechanism are completely controlled or modified by the platform. Tokens are related to real products and cannot increase value by themselves.


3. STEP N

Pros: Dapp for fitness and NFT crypto art. Join the game by purchasing NFTs (running shoes). Running in the game can get tokens and can be traded on the cryptocurrency platform or use a currency that use to upgrade running shoes and accelerate currency acquisition, it is a friendly ecological platform. It was valued at \$1.4 billion within 6 months of its establishment.

Cons: First of all, you need to buy running shoes before you can start the game. The high price of running shoes leads to a higher overall entry barrier. At the same time, the unlimited of supplies NFTs for running shoes will lead to over-issuance and depreciation. On the other hand, the project involves a relatively narrow group of people. It is mainly aimed at people who are familiar with NFT encrypted artworks. For those who want to understand the blockchain and the metaverse, the high entry cost prevents their future development.

Usage Mode

Program usage mode




When people use Ezoo Health, users need to select an Ezoo map to start the activity before starting to earn tokens. Ezoo maps are designed according to real countries, cities, regions, etc. Because its design is based on real history and Ezoo's unique numbering system, each Ezoo map has unique characteristics. At present, there are two types of NFTs for Ezoo hairstyles: land NFTs and character NFTs.

Among them, character NFTs have different functional roles on the Ezoo platform. For example, it is possible to accelerate the acquisition of tokens, break the limit of the maximum daily number of tokens acquired, etc. Character NFTs can be purchased on other platforms through EZO tokens or ETH. Multiple character NFT effects can be stacked.

Land NFT is the core of the Ezoo platform, each piece of land corresponds to an independent and unique NFT, which is non-repeatable and cannot be changed once released. Land NFT cannot be purchased directly, and the user needs to unlock the purchase permission together with other users on the map in the selected land. When the land NFT reaches a certain amount of accumulated exercise and sleep, the land NFT is unlocked, and all users in the area have the right to purchase it. Land NFT is relatively independent, there is one and only one, and cannot be purchased repeatedly. Users who successfully purchase the land NFTs will become the “lords” of the land, and the lords can collect commission rewards (taxes) from other users when they exercise or sleep on their land. In addition, lords who own land NFTs can issue their own NFTs according to the land NFT level and system activities. Other users can choose to purchase NFTs that is issued by the lord by using EZO tokens.

When new users start to use Ezoo Health, they can choose to unlock new lands (slower earning tokens, but will have the right to buy new lands), or exercise or sleep in the lord's lands (token earning speed is faster) quick). Since new users may not have enough EZO tokens to buy land NFTs, they can generally choose to exercise on the lord's land NFT to get higher token rewards, accumulate EZO tokens faster, and prepare for becoming a lord in the future.



Ezoo's current program earns EZO tokens in two modes: exercise acquisition and sleep acquisition.

Exercise acquisition: Users earn tokens through mobile fitness; the number of tokens earned and the speed of token earning have a daily cap. The limit can be broken by purchasing different kinds of character NFTs.


Sleep acquisition: Users earn tokens through sleep; record daily sleep time through mobile phones or other health wearable/bracelets/smart devices, and when users perform a regular health cycle to sleep, the time user rested will maximize the number of tokens acquired by sleep. The number of tokens earned from sleep also has a daily cap. The upper limit can be breached by purchasing different kinds of NFTs.

EZO tokens can be used to purchase Ezoo's exclusive limited land NFT, character NFT, and other NFTs or services issued in the future. Different types of NFTs have a bonus effect on the maximum amount and speed at which health can be earned. In addition, users can choose to trade land NFTs and character NFTs to non-Ezoo users through the Ezoo platform or other platforms such as OpenSea, and users can purchase, trade, sell, etc. through ETH or EZO tokens.

Token Mechanism

EZO Token Introduction

The number of EZO tokens is tied to each piece of Ezoo land. Depending on the four levels of Ezoo Land, the number of EZO tokens bound to it changes accordingly. 35% of the tokens in each piece of Ezoo land can be mined by users. The mining behaviour is divided into two ways: public land mining and ownership land mining. Among them, by mining EZO tokens on the land owned by oneself or others, the reward speed is doubled. In addition, the proportion of tokens that can be mined on public land is 28% of the total, and the proportion of mining on owned land is 7%.

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- Level 1 chunk NFT has a total of 20,000 EZO tokens
 - Level 2 chunk NFT holds a total of 100,000 EZO tokens
 - Level 3 chunk NFT has a total of 1,000,000 EZO tokens
 - Level 4 chunk NFT has a total of 10,000,000 EZO tokens

Because the number of Ezoo land chunks is limited, the total number of EZO tokens bound to it is also limited, and the total sales are expected to be 10 billion. While the EZO token acts as an application token, it is also Ezoo's platform governance token. EZO tokens run through the entire project, from the binding of Ezoo Land NFT to the personal NFT issued by Ezoo landowners, or using tokens to obtain platform services, or use tokens for voting rights, etc. Whether the EZO token is used as an anchor or as a functional right currency of the Ezoo platform, it not only ensures the stability of the internal economy but also ensures the maximum possibility of maintaining and increasing the value of the EZO token.

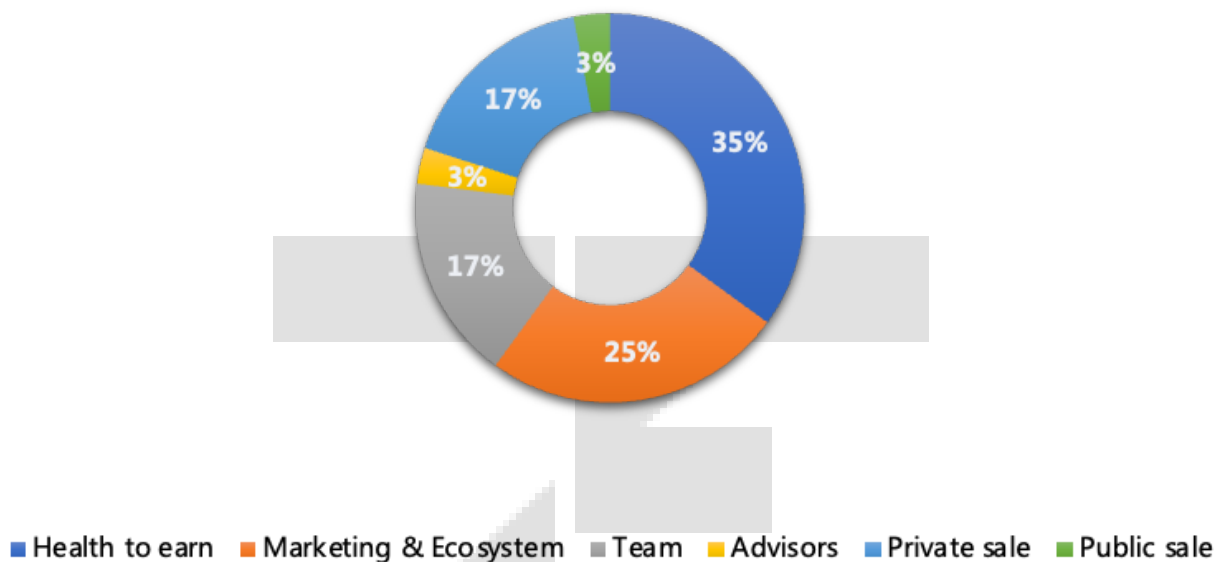
The EZO token system includes an anti-currency mechanism and a self-circulation mechanism. The anti-currency mechanism will burn a portion of EZO tokens when Ezoo plots are purchased to ensure the value of the tokens. The token self-circulation mechanism will extract a certain percentage of tokens from the transaction process in the form of commissions and inject them into the token ecological pool every time a user conducts an NFTs transaction on the Ezoo platform. The token ecological pool will be used on online events and some offline events. EZO token holders can use voting to decide the time, content, location, etc. of the activities, to determine the future development of Ezoo, and to achieve common governance and common interests. The goal.

Token distribution

EZO token distribution is divided into six aspects, including 35% for users to mine, 25% for system ecosystem pool, 17% for team members, 3% for industry consultants, 17% for

private placement and 3% for the public. The distribution is shown in the figure below.

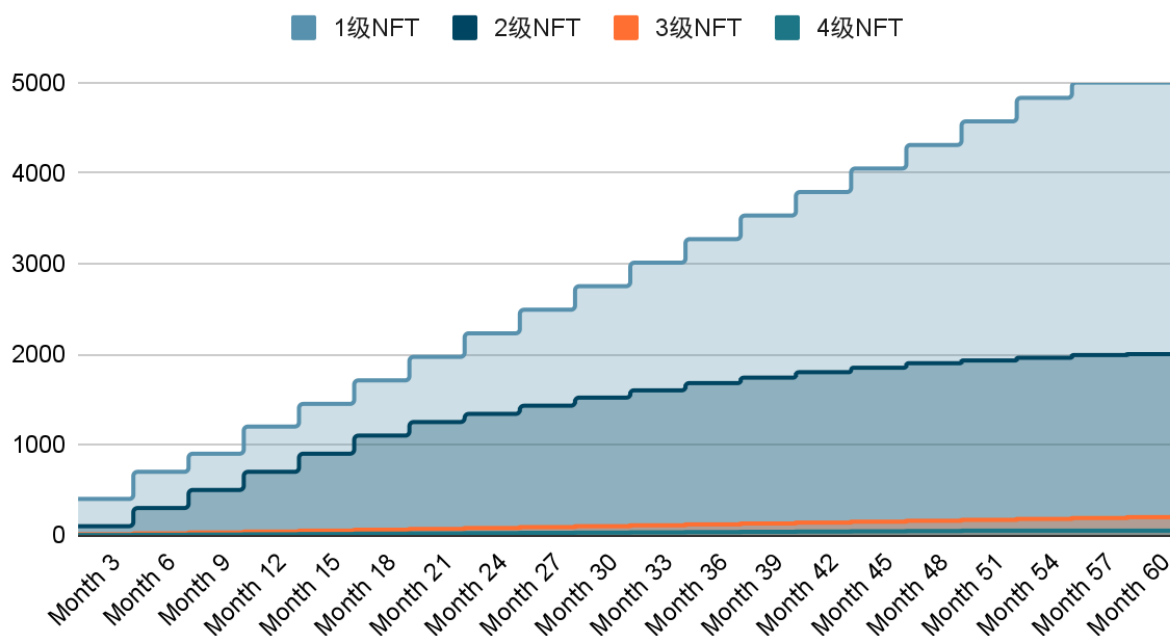
Ezoo Token



Token Issuance Cycle

The issuance of EZO tokens is tied to Ezoo land NFTs. Since the amount of tokens mined by each land NFT is constant, the issuance cycle is closely linked to the issuance of land NFTs. Land NFTs will be issued every quarter, and the number of releases will be issued quarterly based on the number of users and the popularity of the product.


发币周期



Product advantages

Ezoo Health, as the first life application with "Health to earn", has a combination of application software with the theme of gamification, decentralization and healthy work and rest. Users can obtain EZO tokens through exercise and sleep time, and exchange them for exclusive Ezoo NFT encrypted artworks. Compared with other health applications, the issuance of EZO tokens is more transparent, has comprehensive algorithm rules and is transparent. By binding to Ezoo land, periodic issuance can be realized; and EZO tokens are not linked to real products to ensure the value and stability of tokens. The issued Ezoo NFT encrypted artwork can not only be traded with other non-Ezoo users in other NFT trading platforms such as Opensea, and also further increase the value as the community grows, thereby driving the value of the token and forming a benign ecosystem.

Compared with other NFT encrypted artwork projects, Ezoo aims at decentralized applications that can be realized in the short term, rather than just directly locking on the metaverse development plan, and has its benefit and reasonable development plan. Use visual information to quickly improve the connection between reality and virtuality, and at




the same time provide users who want to understand the blockchain with a transparent and friendly experience, there is no "first charge, then use", hard to enter barriers and other problems.

Ezoo has a clear short, medium and long-term plan and good upstream and downstream docking ports. Short-term users achieve user accumulation and profit through the issuance of EZO tokens and the exchange of Ezoo's exclusive and unique NFT encrypted artwork.

In the mid-term, the development of a short video social platform is planned to enrich the online activities and functions of the platform to ensure the richness of EZO token functions. For example, Ezoo users can use tokens to enjoy services within the platform, such as watching professional fitness classes. At the same time, Ezoo's medium-term development plan focuses on the development of offline cooperation projects. For example, the way to provide Ezoo's exclusive electronic device/equipment, join the gym offline, expand the scale of the community, have a deep impact on reality, etc. In addition, downstream cooperation methods are not limited to Ezoo community gyms, but also include Ezoo and other sports brands, NFT joint sales, etc.

The long-term goal is that Ezoo will build a metaverse space, design and develop VR equipment/device, etc., under the condition of popularization of VR hardware and software and low cost, and finally realize the ultimate vision of VR metaverse platform construction.

The development of the Ezoo platform follows the principle of continuous integration and convergence from the bottom to the top, from the narrow to the wide, from the small community to the large community, then ultimately creating our metaverse of Ezoo. Ezoo's upstream development plan, internally, can increase and strengthen online activities, such as holding programs to reward internal activities, etc.; externally, it can cooperate with other currency issuance platforms to issue and promote EZO tokens. Downstream will be focused on platform-offline fitness development plans to strengthen the connection between the digital world and the real world. Ezoo has been working hard to create its metaverse from beginning to end, providing a window for people who want to understand



the industry of blockchain, cryptocurrency, and metaverse, so that people can know, understand, and participate in the magnificent development plan of the Metaverse.


Business Model

Ezoo Health's business model is a combination of traditional application commerce and blockchain.

1. Ezoo has cooperation intentions with top Canadian universities. By creating the form of cryptocurrency and blockchain technology associations, we are committed to developing our influence in universities, cultivating and attracting university talents, to achieve the purpose of expanding in consensus and growing together.
2. Ezoo will promote each other with its partners so that users can learn about other cooperative products (NFT encrypted artwork, other NFT trading platforms, fitness equipment, clothing, shoes, etc.) through advertising. but all this should be built on a smooth, clear, friendly user experience as our foundation.
3. EZO tokens are issued through a clear algorithm and EZO will be destroyed while maintaining a relatively low inflation rate, to ensure the value of the token that the user holds. In addition, when we give more token rewards to our loyal users, we also want to build the stable acquisition of EZO tokens for new users. Ezoo has set an ecological token fund pool, and the team gains the value of the token itself while promoting it through community users.
4. Ezoo will issue exclusive NFT encrypted digital artworks, and Ezoo will receive a certain percentage of copyright fees when artworks are distributed and traded.
5. Ezoo will build an exclusive downstream industry chain, including gyms that join with Ezoo, sports products that Ezoo cooperates with, and Ezoo merchandise gift shops.

Core Team


1. Yang Zhang: Founder of Ezoo. Product design and development, algorithm system design and development, application development, market and operation, etc.



Doctor of Computer Science from Queen's University, senior algorithm engineer, big data analyst, artificial intelligence model designer. He has participated in or independently designed and developed many algorithms and big data projects, dedicated to algorithm design, use, optimization and other digital-related fields. Has rich experience in independent development and teamwork. Leading and participating in many projects and summits, such as the design and development of Harvard Medical School's genetic algorithm project; Stanford University's network analysis model building; Canada's top universities (University of the United States, McGill, UBC, McGill, Queen, etc.) national large-scale universities Project Neural Network Model Design and Development; Manitoba Cancer Center Gene Algorithm Model Design and Development; Participated in the American Human Gene Algorithm Summit; AI Game Design and Development; Visual Neural Network Model Development for Image Retrieval Applications; GPU Algorithm Gene Detection Model development and so on. Proficient in various computer languages, such as Python, R, Matlab, C++, cloud computing, Linux, SQL, etc., with experience in back-end program development and aesthetic design. Has a strong project organization and leadership ability, good at communication and analysis. I like fitness, mountain climbing, hiking and other outdoor activities, and stay passionate about the world.

2. Alex Ji: Founder of Ezoo. Product design and development, marketing and operation, financial planning, etc.

The financial director of overseas departments of Asia's top 500 listed companies, is mainly responsible for the financial management of North American companies. He has rich experience in corporate financing (was responsible for overseas project loans of 200 million Canadian dollars); at the same time, he is responsible for the fund management and coordination of 5 banks in the North American company; participates in and effectively manages the company's overall strategy and financial planning; More than 30 million Canadian dollars in government subsidies; familiar with Canadian tax laws; helping the team to solve various problems and complete the goals on time, with strong experience in leading the team and setting the company's development direction. In 2017, he started to enter the field of blockchain. In 2021, he was exposed to many NFT projects. He has a




strong learning ability and is full of enthusiasm for the blockchain industry. Hobbies: Reading, music, D2, etc.

3. Sebastien Fock Chow Tho: Founder of Ezoo. Application design and development, server construction and maintenance, data security maintenance, etc.

The senior manager of an IT company has more than 10 years of experience in the IT industry. He has participated in or independently designed and developed many IT projects such as application programs and software development. He is a senior IT practitioner. With a professional software development background (web and mobile applications) and years of experience in solving various development problems, help employees recognize their strengths and weaknesses and guide them to achieve success in their careers. Participate in and help mentor other programmers to grow, realize self-worth in the process, and expand their influence in the industry. 3 years as a project manager in the security software development team, 10 years of experience as a software developer building back-end, front-end and native mobile applications, professional cloud computing technology, proficiency in various computer languages, good at identifying user needs and their visualization. He has rich working experience in France, China, Canada and other places. Leading, participating in and developing many projects, for example, leading the design and development of the Wuhan Weiyun company's hybrid mobile phone program, helping it build a complete programmer development platform; responsible for the design and development of the human resources system in the University of Rhode Island; responsible for Canadian games Corporate application development, etc. IT software, application development projects. Hobby decoration, making handicrafts.

4. Kundi Yao: Senior Consultant of Application Front and Backend

Ph.D. in Computer from Queen's University, Senior Software Engineer. He has been engaged in the development of the Internet of Things and mobile applications, and now he is committed to big data mining and analysis, open-source project development and research, intelligent operation and maintenance (AIOps), software performance optimization, and network information security and other related fields. He has long-term




cooperation with Fortune 500 companies as a researcher and consultant and has published many papers in top industry journals. He has led the development of enterprise-level performance testing and code optimization tools, big data compression and transmission optimization algorithms, and NLP-based intelligent knowledge base recommendation models. related patents. Proficient in multiple development languages and have long-term cloud development experience. Hobbies skiing, racing

5. Vladimir Nosov: token model design, community publicity management, etc.

Applied mathematician, engaged in various modelling and public speaking, proficient in 3 languages. At the age of 19, he obtained a bachelor's degree in applied mathematics and subsequently obtained a master's degree in mathematics. His main research is to prove the convergence of numerical solutions of PDE partial differential equations used in mathematical modelling. He has served in various institutions including the University of Manitoba's Asper School of Business Mathematics lecturer, using various methods and methods to attract students' interest in the course, and guide students to actively participate in the online classroom in the classroom. Participated in leading the modelling of Dutch elm disease using the compartment model in Winnipeg. Later, I became interested in finance, took 3 actuarial exams, and started to study for a master's degree in financial mathematics. Due to the impact of Covid-19, started the financial network modelling project and shifted the focus to modelling the spread of Covid-19. Interest in the industry after the 2017 cryptocurrency bull run, especially token economics. We then analyze their structure and potential by dissecting the models inside the tokens. Love reading, travelling and wine.

6. Jinming Liu: Application development, UI design and development, etc.

MSc in Computer Science from Queen's University. Served as the chief system and program development engineer of a North American Fortune 500 company in Toronto. Has senior experience in intelligent system development, including mobile phone systems, vehicle systems and so on. IT industry practitioners with more than 10 years of work experience in Beijing, Canada and other places, and very experienced in intelligent system development



and application development. With independent design and development and team cooperation experience, he was responsible for the design and development of sports and fitness-related applications, and the design and development of intelligent bicycle systems in Beijing. Interested in raising small animals, experienced cat lovers.

7. Stella Dong: NFT designer, UI designer, art designer, etc.

One of the founders of The ARTS LAB. A team of more than 30 people has been established, with academic backgrounds mainly from higher design institutions such as the Royal College of Art, University of the Arts London, Hong Kong Polytechnic University, Central Academy of Fine Arts and Tsinghua Academy of Fine Arts. I have received "CANNES LIONS, GRAPHIC DESIGN-SILVER, ENVIRONMENT DESIGN-BRONZE, LONDON INTERNATIONAL AWARDS, LIVE EVENTS-SILVER, LONDON INTERNATIONAL AWARDS, PUBLIC SERVICE/SOCIAL WELFARE-GOLD, D&AD, EXHIBITION DESIGN-WOOD PENCIL, SPIKES ASIA- SILVER, EFFIE, SHORT TERM CAMPAIGN-GOLD" and other dozens of international creative awards. Love small animals, read aesthetic magazines, etc.

Milestone

I. 2022 Step 1

Ezoo was Officially established and started.

II. 2022 Step 2

Ezoo Application structure design, algorithm design.

III. 2022 Step 3

Ezoo-related product, Ezoo NFT crypto artwork design.

IV. 2022 Step 4



Ezoo application Demo development.

V. 2022 Step 5

Pre-sale of the first batch of Ezoo NFT crypto artworks, while building a community and project promotion.

VI. 2022 Step 6

The second financing is group expansion.

VII. 2023 Step 7

EZO tokens are issued according to the distribution ratio, and online activities are launched.

VIII. 2023 Step 8

The Ezoo Fitness decentralized application is launched on the IOS/Android platform.

IX. 2023 Step 9

The Ezoo app is upgraded, and more functions are implemented.

X. 2023 Step 10

Ezoo is preparing for the third round of financing and preparing for the promotion of offline projects.

XI. 2023 Step 11

The Ezoo offline cooperation project was officially launched, and a huge number of online activities will be launched

XII. 2023 Step 12

Ezoo Fitness's short video on the social platform has been initially released

XIII. 2024 Step 13



Ezoo system maintenance and upgrade. Get ready for VR development and the fourth round of financing.

