# White Paper

## ABSTRACT


### *Introduction summary*

The whitepaper presents a blockchain-based project that offers mental health solutions. Our platform utilises blockchain technology to create a secure and decentralised network, allowing users to access mental health resources and connect with professionals directly.

Through our platform, users can access therapy, counselling, and support groups provided by licensed mental health professionals. The use of blockchain technology ensures confidentiality and security of user data while promoting transparency and accountability.

Our project aims to revolutionise the mental health industry by creating a more anonymous, accessible and inclusive system that prioritises user privacy and well-being.


### *About Us*

### *Mission*

Our mission is to empower individuals to manage their mental health effectively using our decentralised, autonomous platform that prioritises user privacy and fosters personal growth in high-stress environments like Project Development, Financial insecurity, academic pressure, career uncertainty, Trading etc.

### *Vision*

The project's vision is to develop a decentralised, web3 platform that revolutionises mental health care by offering accessible, personalised, and effective solutions across all industries and communities. By harnessing the power of blockchain technology and artificial intelligence, we strive to bridge the gap between individuals and mental health professionals, empowering users to take charge of their mental well-being journey.

## *Our Services*

Privacy concerns are a significant barrier for many individuals seeking mental health care through online platforms. Users may be reluctant to share personal information or engage in sensitive conversations due to the fear of their data being mishandled, leaked, or accessed by unauthorised parties. Hence we are addressing privacy concerns, fostering more open and honest communication, which is essential for successful mental health treatment. Our motive is to be transparent about sharing user data and handling it. In our platform the users will be anonymous and can choose to disclose their identity for taking counsellings for better results.

Below is the comprehensive list of exceptional services that will be offered on our cutting-edge platform.

### *Therapy*

Our project is a transformative platform that connects users with licensed mental health professionals for online therapy sessions. We offer a convenient and

accessible solution, allowing individuals to receive remote support and guidance from the comfort and privacy of their own homes.

### *Counselling*

The platform provides counselling services to individuals who may be dealing with specific mental health concerns or issues. These counselling services are provided through one-on-one or group sessions. Users will be able to chat anonymously with the counsellor with minimal efforts or video calls can be arranged with the counsellors.

### *Personality testing*

To ensure users find the ideal consultant, our platform employs personality typing. Users can participate in personalised tests and surveys to gauge their mental state and their personality type, with their explicit consent. By categorising and grouping individuals based on their personality levels within an anonymous community, we enhance the effectiveness of our matching process.

### *Support Groups*

Our project goes beyond individual therapy sessions. We provide a platform that facilitates support groups, enabling individuals to connect with others facing similar challenges. These groups foster a sense of community, allowing users to share their experiences and offer emotional support. Users can also take on the role of group hosts and they can earn rewards for keeping the audience engaged through interactive tasks and activities, creating a supportive and relieving environment for all participants.

### *Crisis Management*

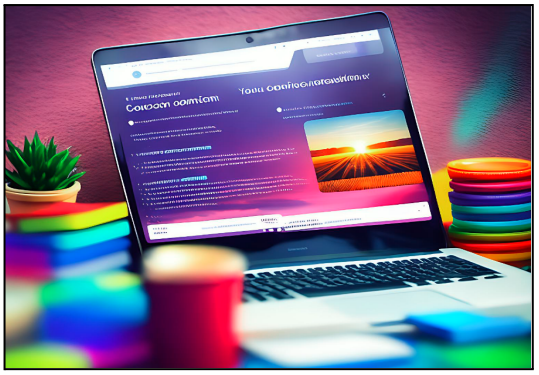
We understand the importance of crisis management support, especially for individuals experiencing acute mental health crises or emergencies. Our platform provides immediate assistance and guidance to help navigate these challenging situations, ensuring individuals receive the necessary support during times of heightened vulnerability. Our dedicated team of professionals is committed to providing timely and effective crisis management services to prioritise the well-being and safety of our users.

### *Educational Resources*

Our platform is dedicated to providing educational resources on mental health, ranging from informative articles, engaging videos, to insightful podcasts. We aim to foster a collaborative environment where therapists, trading experts, and content creators contribute to a comprehensive library of resources. Users will be utilising their tokens, and can access this valuable content that incentivizes engagement, enhances knowledge of mental health, and promotes personal improvement.

### *Goal-setting and task management*

Each user will have the flexibility to define personalised goals based on their specific needs. Moreover, our tracking system will help users monitor their progress towards these goals, ensuring a comprehensive and tailored experience. We will also provide users with tasks to help them achieve their goals. The tasks and goals will be based on their Platform activity and surveys. It can be assigned by their therapist as well to get more insight about their disorder.



## *Disclaimer*

**The information in this White Paper is subject to change or update and should not be construed as a commitment, promise or guarantee by us or any other individual or organisation mentioned in this white paper relating to the future availability of services related to the use of the tokens or to their future performance or value.**

This whitepaper is intended to provide general information about the project, which aims to provide virtual mental health therapies to users who are stressed traders or depressed individuals. However, we would like to highlight that this is not a substitute for professional medical or psychiatric advice, diagnosis, or treatment. The platform does not provide an immediate diagnosis of mental illness or advice on medication, nor should it be used as a substitute for seeking professional help from a licensed mental health professional. We do not guarantee the effectiveness of the therapies provided through our platform, as the efficacy of mental health therapies can vary based on individual needs, experiences, and backgrounds.

The purpose of this whitepaper is to provide information about our project, and it does not constitute an offer or solicitation to sell shares or securities. The document is not intended to be an investment prospectus, and it is not a recommendation to buy or financial advice. Any investment involves substantial risks, including, but not limited to, pricing volatility, inadequate liquidity, and the potential complete loss of principal. Investors should conduct independent due diligence, with assistance from professional financial, legal and tax experts, on topics discussed in this document and develop a standalone judgement of the relevant markets prior to making any investment decision.

The platform is not intended for use in emergency situations or for the diagnosis or treatment of severe mental health disorders. In such situations, we strongly recommend seeking immediate medical attention or contacting a licensed mental health professional.

Finally, this whitepaper does not intend to push you to purchase our token. The token is designed to provide access to our platform and enable the use of our services. We do not make any guarantees or representations regarding the future value of the token or its potential returns.

## *Tokenomics*

Our idea incorporates a thoughtfully designed tokenomics plan. The name of our token is CALM, which will be an ERC20 token deployed on the Polygon Mainnet.

1. **Token Utility:**

CALM will be the primary utility token on the platform, used to access various services like consulting with therapists, accessing mental health content library, setting and tracking their goals, etc. The token will be used as payment for these services.

A summarised table is as follows -

| **Functionality** | **Distribution** | **Earning Method (Consumers)** | **Platform Earning Method** |
|---|---|---|---|
| Goal Tracker (B2C Mobile App) | • Campaign<br>• Airdrops | • Goal Completion | • Advt and sponsorship |
| Consulting (healthcare) | • Trial Fund | • Consulting fees<br>• Consulting Packages | • Experts service charge<br>• Campaigns run for service offerings |
| Anonymous Community | • Rewards on Good Posts<br>• Referral | • Votes count Rewards | • Advt and sponsorship<br>• NFT Sales |
| Resource Library & Games & Events | • Content viewers<br>• Game winners + time investors | • Content live to viewers (Like youtube) | • Mystery Boxes<br>• Paid packages<br>• Ads and Spons |
| Exchange simple swap | • Social Media Campaigns and airdrops | • Staking Rewards | • Transaction Fees |

2. **Token Supply:**

The CALM token supply will be meticulously controlled, with a fixed limit of 100,000,000 units. This deliberate approach ensures a sense of scarcity, contributing to the token's inherent value. As the demand for the platform's services continues to grow, it is anticipated that the CALM token will experience a corresponding increase in value.

3. **Token Distribution:**

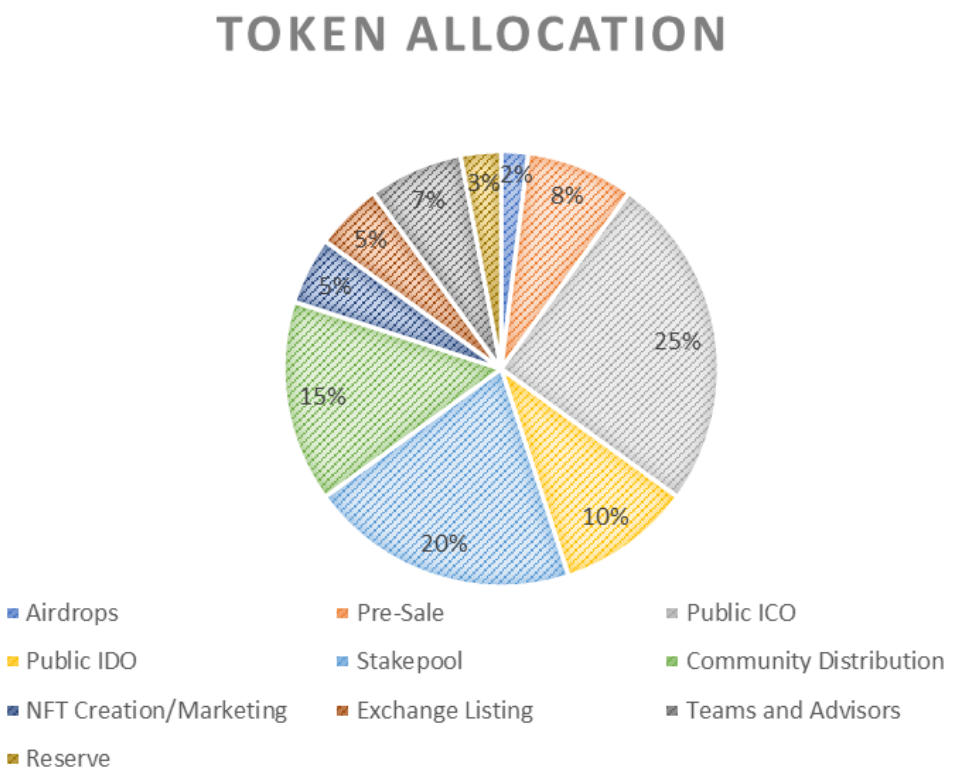
The CALM tokens will be distributed in a few different ways. A portion of the tokens will be allocated to early investors, the project team, and advisors, who will help promote and develop the platform. A significant portion of the tokens will be allocated for community rewards, which will be distributed to users who contribute to the platform, such as providing quality mental health content, referrals, feedback, etc.

Our platform provides a seamless experience for trading tokens and Non-Fungible Tokens (NFTs). Users have the flexibility to buy and sell these digital assets either within our platform or directly from supported exchanges. By integrating with reputable exchanges, we ensure a diverse and liquid marketplace for token transactions. Whether users are looking to invest, collect, or trade tokens and NFTs, our platform offers a secure and user-friendly environment to facilitate these transactions. With a wide range of digital assets available, users can explore various investment opportunities and engage in the exciting world of token trading and NFTs.

| **Distribution** | **Token Allocation (%)** | **Total tokens allocated (CALM)** | **Purpose** | **Release Method** | **Release Stage** |
|---|---|---|---|---|---|
| **Airdrops** | 2 | 2,000,000 | Reward early adopters, generate interest in the project, and build a community | Airdrop (multiple stages) | Pre-Launch |
| **Pre-Sale** | 8 | 8,000,000 | Raise initial funds for development, marketing, and operational costs | Token Sale | Pre-Launch |
| **Public ICO** | 25 | 25,000,000 | Attract more investors, raise additional funds, and distribute tokens to the general public | Token Sale | Post-Launch |
| **Public IDO** | 10 | 10,000,000 | Fund the project's development and operations | Token Sale | Post-Launch |

| Distribution | Token Allocation (%) | Total tokens allocated (CALM) | Purpose | Release Method | Release Stage |
|---|---|---|---|---|---|
| **Stakepool** | 20 | 20,000,000 | Reward long-term holders, encourage community involvement, and secure the network | Staking | Post-Launch |
| **Community Distribution** | 15 | 15,000,000 | Reward active community members, support project development, and fund community events and initiatives | Reward | Post-Launch |
| **NFT Creation/Marketing** | 5 | 5,000,000 | Fund the creation and distribution of mental health-related NFTs, which can be used for fundraising and education | Discretionary | Post-Launch |
| **Exchange Listing** | 5 | 5,000,000 | Provide liquidity for the token, make it easily accessible, and increase its visibility | Token Sale | Post-Launch |
| **Teams and Advisors** | 7 | 7,000,000 | Compensate the team and advisors for their efforts in building and growing the project (vesting of token after some time of employment) | Vesting | Post-Launch |
| **Reserve** | 3 | 3,000,000 | Maintain a reserve for unexpected expenses, future | Reserved | Post-Launch |

| Distribution | Token Allocation (%) | Total tokens allocated (CALM) | Purpose | Release Method | Release Stage |
|---|---|---|---|---|---|
| | | | partnerships, and other strategic initiatives | | |
| **Total** | | 100,000,000 | | | |




Our comprehensive roadmap is meticulously designed to encompass all the necessary release stages of our project, which is covered in next part of this documents. It provides a detailed breakdown of the various phases and milestones that will be undertaken to bring our vision to life.

4. **Token Burn:**

A portion of the fees generated from the platform will be used to buy back and burn a percentage of the CALM tokens, reducing the total supply and increasing the value of remaining tokens.

5. **Token Staking:**

Users will be able to stake their CALM tokens to access certain premium services on the platform, such as priority access to therapy sessions or more in-depth mental health content. Also rewards will be distributed in the form of additional tokens or transaction fees.

6. **Governance:**

CALM holders will have the power to vote on certain platform decisions, such as which new therapists to onboard, which new features to implement, etc. This incentivizes token holders to hold and participate in the governance of the platform.

7. **Partnerships and Listings:**

To increase the liquidity and exposure of the CALM token, the project team will work towards getting the token listed on major cryptocurrency exchanges and partnering with other mental health platforms and service providers.

## *Executive summary*

Mental health is a critical issue that affects people of all ages, backgrounds, and socioeconomic status. According to the World Health Organization, one in four people will experience a mental health problem at some point in their lives. Mental health problems can have a significant impact on a person's ability to work, study, and maintain relationships. They can also lead to suicide, which is the second leading cause of death among people aged 15-29 years.

Mental health is a critical issue that affects people of all ages, backgrounds, and socioeconomic status. The COVID-19 pandemic has exacerbated the mental health crisis. The pandemic has led to increased stress, anxiety, and depression. It has also disrupted access to mental health care. As a result, the number of people with mental illness who are not receiving treatment has increased.

There are a number of factors that contribute to the mental health crisis. These factors include:

- The stigma associated with mental illness

- The lack of affordable mental health care
- The lack of access to mental health care in rural areas
- The lack of mental health education

The mental health crisis is a major public health issue. It is important to address the factors that contribute to the crisis in order to improve the mental health of the population.

**Market overview –** Mental health around stats which will reflect our idea needful to the reader.

- The global mental health market size reached US$ 418.9 Billion in 2022 and is expected to reach US$ 508.9 Billion by 2028, growing at a CAGR of 3.4% from 2023 to 2028.
- Mental health and substance use have become areas of increasing importance worldwide as they contribute to a high burden of disease and loss of life. Modern diagnostic categories include a wide range of disorders such as mood disorders, psychoses, personality disorders, addictions, and neurodevelopmental disorders.
- A key aspect of global mental health programs is focus on the crucial areas of awareness, anti-stigma campaigns, and human rights protection. In upcoming years, the mental health and psychosocial services sector will continue to develop due to ongoing concerns such as disrupted continuity of care, human rights issues, and the added challenge of the mental health consequences of the COVID-19 pandemic.
- Around 20% of the world's children and adolescents have a mental health condition, with suicide being the second leading cause of death among 15-29-year-olds.
- The percentage of the global population that suffers from select mental health or substance use disorders as of 2019 are: depression (3.6%), anxiety (3.8%), bipolar disorder (0.6%), schizophrenia (0.3%), eating disorders (0.5%), alcohol use disorder (1.4%), drug use disorder (0.9%), and dementia (1.6%).

**A.** ***Target Audience:***

Expanding on the target audience for our platform, in addition to serving anyone experiencing mental health challenges, we will specifically target individuals with an interest or expertise in crypto. This includes traders, engineers, developers, and others with knowledge of blockchain technology and the decentralised web3 ecosystem.

By targeting this group, we hope to tap into a growing community of individuals who are passionate about using blockchain technology to solve real-world problems. These individuals may be more receptive to the idea of a decentralised web3 platform for mental health services and may be more likely to embrace the innovative features and technologies that our platform will offer.

Additionally, by targeting individuals with an interest in crypto, we hope to create a community around our platform. This community can serve as a support system for users who may feel isolated or stigmatised when seeking mental health services. The community can provide a safe space for users to connect with others who are experiencing similar challenges and offer support and guidance to one another.

To reach this target audience, we will utilise targeted marketing strategies that focus on the intersection of mental health and blockchain technology. We will leverage social media platforms, forums, and other online communities where crypto enthusiasts gather to promote our platform and build awareness. We will also partner with industry influencers and thought leaders to amplify our message and engage with our target audience.

### *Transactions Economy*

Users will engage in various transactions to access services. Here is a list of possible transactions:

1. Token Purchase: Users may need to purchase platform-specific tokens to access services or pay for therapy sessions.Or they can offer some services in the platform and earn coin that they can utilise for utilising the platform services.
2. Token Wallet Management: Users will have a digital wallet to manage their tokens, including checking the balance, depositing tokens, and withdrawing tokens if applicable.
3. Booking a Consultant: Users can browse through a list of licensed mental health professionals, view their profiles, and book therapy sessions with their preferred consultant. For that the user will need to make token payments for therapy sessions, either in advance or after each session, based on the agreed pricing model.
4. Content Access: Users may have access to a library of educational resources, self-help materials, or guided meditation sessions. They can use their tokens to unlock and access specific content. And these content creators will be benefited with that token earnings.
5. Token Transfer or NFTs purchase: Users may have the option to transfer tokens to other users within the platform, allowing for peer-to-peer transactions. Or they can utilise the tokens to buy unique NFTs created on our blockchain by some of our users.

### *Consultants and their earning model:*

Our platform connects users with qualified and certified mental health experts who have experience working with traders and understand the unique pressures and demands of the blockchain space. These experts can offer tailored guidance and support to help users navigate challenges and improve their mental well-being. Consultants on our platform can generate income by providing consultations to users on a per-session basis. They may also have the opportunity to earn additional revenue through the creation of premium content, such as workshops, courses, or webinars tailored to the needs of traders in the blockchain space. Initially the projects earning will be distributed among these consultants to gain the initial trust.

Initially, trading professionals will be incentivized to offer their services on our platform. As the community grows, these professionals can expect to generate a substantial income by leveraging the opportunities provided by our platform.

### *General Library:*

Our platform features a comprehensive library of resources, including articles, videos, and podcasts, to support users in their mental health journey. This general library serves as a valuable content for the new users to explore the space. The content creator will be designing the contents and as per the uses of there content and services in the platform they will be paid in CALM token. To access some content of this library the users will need to spend some CALM. that's how the token will be circulating in the platform.

### *Content Ecosystem*

**User Generated:**

Our platform fosters a user-generated content ecosystem that encourages users and mental health professionals to share their knowledge, experiences, and insights with the community. This collaborative approach facilitates the creation of diverse and valuable resources tailored to the specific needs of traders in the blockchain space. To access this content the users will need to spend CALM coins.

**Content Format:**

The user-generated content on our platform takes various forms, including videos, blogs, podcasts, and live events such as webinars and workshops. By offering a diverse range of content formats, we cater to different learning styles and preferences, ensuring that users can engage with the material in a way that resonates with them.

**Earning Model on Content:**

Content creators on our platform can monetize their contributions through several earning models.They may charge a fee for access to premium content, such as in-depth articles, courses, or exclusive events. And also the hosting of the events and the workshops around mental health will be

another source of revenue for them. Additionally, creators can earn revenue through advertising and sponsorships or by offering paid subscription models for regular content updates. The platform will implement a reward system based on user engagement, where content creators receive tokens or incentives for generating popular or highly-rated content. This earning model incentivizes the creation of high-quality resources and fosters a sustainable, thriving content ecosystem that benefits both creators and users alike.

### *Incorporation of NFTs*

To maintain the NFT ecosystem and its associated infrastructure, allocate a portion of the reserved coins for minting new NFTs and managing transaction fees. This ensures the platform can continue to offer a robust and thriving NFT marketplace and ecosystem. 5% of coins will be used to maintain the NFT ecosystem. NFTs will be distributed through our distribution channels same as coin. Both ERC721 and ERC1155 token support will be provided.

1. Tokenizing Certifications: Users and mental health professionals can receive NFT certificates to verify their achievements, credentials, or completion of specific programs. These digital certificates offer a secure and tamper-proof way to showcase accomplishments and enhance credibility within the platform.

2. Rewards for Patients: NFTs can be used as unique rewards for users who achieve specific milestones or complete certain tasks in their mental health journey. These digital tokens can serve as collectibles, providing a sense of accomplishment and motivation to continue working towards their goals.

3. Collectibles: The platform can offer limited edition NFT collectibles featuring exclusive content, artwork, or experiences. These collectibles can be bought, sold, or traded within the platform's community, fostering user engagement and offering additional opportunities for revenue generation.

4. Incentives for Content Creators: NFTs can be used as incentives for content creators who contribute valuable resources to the platform. By rewarding top creators with exclusive NFTs, the platform encourages the production of high-quality content and fosters a vibrant ecosystem.

5. Fundraising: The platform can leverage NFTs for fundraising purposes, such as supporting mental health initiatives, research, or community projects. By creating and auctioning off unique NFTs, the platform can generate funds for important causes while raising awareness about mental health issues.

6. NFT-based Subscriptions: Implementing NFTs as access tokens for premium content, services, or events can create a novel subscription model. Users can purchase, trade, or sell these access tokens within the platform's ecosystem, providing flexibility and generating additional revenue streams.

7. Gamification Elements: NFTs can be utilised to add gamification elements to the platform, such as virtual badges or achievements that users can earn, trade, or showcase. This can increase user engagement and encourage continued progress in their mental health journey.

## *Future plans -*

As we envision the growth and expansion of our blockchain-based mental health platform, we have outlined several future plans to enhance the user experience and broaden the reach of our services. The following are some of the key future plans we aim to implement:

**Expansion of Therapy Offerings**

We plan to collaborate with additional licensed mental health professionals specialising in various therapeutic modalities to provide a diverse range of therapy options. This expansion will cater to the unique needs and preferences of our users, ensuring a personalized and comprehensive approach to mental health support.

**Integration of Advanced Technologies**

We are committed to leveraging emerging technologies to enhance the effectiveness and accessibility of our platform. Future plans include integrating artificial intelligence (AI) and machine learning algorithms to provide personalized therapy recommendations and insights, improving the overall user experience and integrating video conferencing tools or virtual reality (VR) environments to conduct sessions.

**Partnerships and Integrations**

We intend to establish strategic partnerships with reputable organizations in the mental health and blockchain industries to foster innovation and create synergistic collaborations. These partnerships may include integrating with existing telehealth platforms, collaborating with mental health institutions, or engaging with academic research institutions to advance the field of virtual mental health therapies.

**Community and Support Features**

We aim to cultivate a vibrant and supportive user community within the platform. Future plans involve implementing features such as peer support groups, moderated forums, and community-driven content creation, creating a space where users can connect, share experiences, and find additional support beyond individual therapy sessions.

**Continuous Platform Enhancement**

We are committed to continually improving the platform based on user feedback and emerging industry trends. This includes enhancing the user interface, optimizing the platform's performance, and introducing new features and tools to ensure a seamless and engaging experience for our users.

**Global Accessibility and Localization**

We recognize the importance of making mental health support accessible to individuals worldwide. Future plans include expanding language options and localizing the platform to cater to different regions, ensuring that language barriers do not hinder users from accessing the services they need.

**Research and Outcome Studies**

We are dedicated to contributing to the field of virtual mental health therapies through research and outcome studies. Future plans involve partnering with academic institutions to conduct studies on the effectiveness and impact of our platform, contributing to the evidence base for virtual mental health interventions.

## *Risks associated*

**Market Volatility Risk**

The project may be exposed to market volatility, especially if it involves a platform-specific token. Token prices can fluctuate significantly due to various market factors, which may not directly impact users accessing mental health services but could affect the overall stability and sustainability of the project.

**Technology Risk**

The development and implementation of blockchain technology and smart contracts involve inherent risks. Technical challenges, including potential bugs, vulnerabilities, or delays in development, may impact the timeline and functionality of the platform but are unlikely to directly affect users accessing mental health services.

**Regulatory and Legal Risk**

Compliance with regulatory requirements and legal frameworks is essential for the success of the project. However, potential legal and regulatory risks primarily concern the project team and stakeholders rather than directly impacting users who are utilizing the mental health services.

**Competition Risk**

The presence of existing or emerging competitors offering similar virtual therapy solutions could impact the project's market position. However, this risk mainly affects the project's sustainability and growth rather than directly affecting the users' ability to access mental health services.

## ROADMAP

Through the implementation of the roadmap, we aim to establish a thriving ecosystem that combines mental health support, expert consulting, and community engagement. By leveraging blockchain technology and engaging our community, we are confident in providing innovative and accessible solutions for individuals seeking mental well-being and support in the crypto trading industry.

### *Phase 1: Pre-Launch Preparation*

**Whitepaper Launch**

We will introduce our project and platform through the release of our whitepaper, detailing our vision, objectives, and the value we aim to provide. This launch will include securing a domain name and announcing the project name, establishing our online presence.

**Web3 Application Launch**

We will develop and launch the Web3 application, leveraging the power of blockchain technology to ensure transparency, security, and decentralization within our platform.

**Social Media Presence**

We will establish our presence on various social media platforms to engage with our community and provide regular updates. These platforms include Telegram, Twitter, Instagram, Discord, Medium.com for sharing articles, Reddit, and YouTube for sharing videos.

### *Phase 2: Platform Launch and Initial Services*

**Token Launch:** We will conduct a token launch event, enabling users to acquire platform-specific tokens that will be used to access services within the ecosystem. The token launch will be conducted with a focus on fairness, transparency, and broad participation.

**Blockchain enable**
**Exchange listing**
**Code Auditing**

**Services Launch:**

**Goal Setting**:

The initial launch will include the release of our first service designed to help users set and achieve personal and mental well-being goals. This service will provide personalized guidance and tools to support users on their journey towards improved mental health.

**Personality Test and Surveys**

We will implement a user-friendly survey program to conduct personality tests, allowing users to gain insights into their psychological profiles and receive tailored recommendations for mental health support.

**Consulting with Experts**

We will onboard a team of mental health experts and trading experts who will provide consulting services to users seeking guidance and support in their respective domains. Users can book sessions with these experts to receive personalized advice and strategies.

### *Phase 3: Community Growth and Expansion*

**Community Building**

We will focus on fostering an engaged and supportive user community within the platform. Community-building efforts will include facilitating peer support groups, organizing online events, and providing forums for users to connect and share experiences.

**Airdrop Stages**

We will conduct multiple airdrop campaigns to distribute tokens to early adopters and community members who actively participate in platform activities. Influencer marketing strategies will be employed to promote the airdrop process and maximize community involvement.

**ICO and NFT Launch**

We will organize an Initial Coin Offering (ICO) to enable participants to acquire tokens and support the platform's growth. Additionally, we will launch unique Non-Fungible Tokens (NFTs) that offer exclusive benefits and experiences to token holders, further engaging the community.

**Content Sourcing from Community**

We will actively encourage community members to contribute valuable content such as articles, blog posts, and videos related to mental health and trading. This will foster a collaborative environment where users can share their knowledge and experiences.

**Code Auditing and Security**

To ensure the integrity and security of our platform, we will conduct regular code audits, seeking external expertise from the open market. This will help identify and address any vulnerabilities, making our platform more robust and reliable.