



COUNTDOWN TO ZERO COUNTDOWN TO WEIGHT LOSS

Value:

- * Fit into your old Jeans.
- * Look Good, be Fitter, Healthier and more Energetic, transfer this to all parts of your Life.
- * Enjoy Compliments from your Friends and Family.
- * Increase your Social Confidence.
- * Save on your Food bill by eating less and fasting.
- * Enjoy a more disciplined Lifestyle.
- * Prevent Stroke, Heart Disease and Diabetes.
- * Extend your Life Expectancy.
- * Become the best version of yourself, all you have to do is Countdown to zero, that's it!

Benefits and Advantages:

- * Generate Motivation, from your drive to reach zero balance.
- * Instant Gratification-As you see your balance reduce and melt away.
- * Eat whatever you like and still lose weight (but app is flexible enough to incorporate Diet Plans).
- * app is easy and simple to use

Download the app now
Search "**Calorie Countdown app**"
on Google Play



BEGIN YOUR JOURNEY TO ZERO TODAY

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Client Guide

Connecting together all Client Feedback Forms into a single Client Guide

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Mobile Phone Health app

Using Calorie Countdown app for Android

version 2.0.0

‘Software Designed & Built around U’

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Software Trials & Beta-Testing Series/Phases

Phase 0 = Internal Testing

**the Client Feedback Form (C.F.F.)
for Internal testing on Google Play**

**(Just send an email with your Feedback, comments, Notes and
other app Suggestions for improvement to lotenna@yahoo.com
please, with subject line “Alpha Thorough Testing i),
thank you**

Unit+ THough Testing),

1.0

Introducing Calorie Countdown app: Weight Loss, Health, Fitness and Weight Maintenance Software for Mobiles:

The Countdown to zero Plan

Your app is completely designed and built around you, hence the purpose of these thorough testing phases is to satisfy that.

Calorie Countdown app is based around The First Law of Thermodynamics, a universal Law, that states “Energy can never be created nor destroyed”.

What does this mean? and how does it apply to me losing my weight? I hear you say, I’m Glad you asked, here’s how :

The First Law of Thermodynamics implies that Calories (i.e. Energy used by the Body stored in the form of fat, weight or mass), can only be ‘shifted’ / Lost if One Burns more Energy than One takes in,
i.e.

$$\text{Energy Out} > \text{Energy IN},$$

(the gradient of this equation determines the speed of Countdown to Weight Loss,) (i.e. for the Calories found in Food and drink, i.e., Calories IN, should be > Energy Burnt from daily Activity and Exercise, if this hold true, then you Balance countdown downwards by the level of the gradient, if Calorie IN = Calorie OUT, then you Balance stays unchanged, if Calories IN > (greater than) Calorie OUT then you balance counts upwards, which is not what you want to be doing, simply countdown to 0 balance and you would have achieved your weight loss Goal. This app is simply that Simple and it works!! or 101% of your **Subscription** back. must be greater, (but not too great*).

Daily achieving equation 1, mainly through Fitness and keeping to a Healthy diet will have you see results, (but the great thing about (Calorie Countdown app is that you do not need to stick to a Diet for it to work, even though it has some options on which dietician or customise, Team

will results in your Opening Balance being *Counted down incrementally according to the difference between Calorie IN > Calorie Out, at the end of the day*, the job of the app is to monitor both sides of this equation through Debits and Credits, Credits representing Calorie IN and Debits representing Calories OUT, to make sure you daily achieve this equation until you count till your Countdown balance is **zero**. **the app’s job is to manage this and manage it well and Smartly.**

You then reach the end of your weight loss journey, achieve desired results and your Goal(s) and that’s it. Calorie Countdown app for Android™

The app then ensures that you maintain your weight loss, goals and gains by daily ensuring you stay at zero or it's vicinity (+/- 800 points), and that's it, that's how Calorie Countdown app works, Simple.

The Only question now to ask yourself is? are you ready to embark on your weight loss journey of a lifetime?

I'm glad you said Yes:

Begin by reading this User Guide thoroughly, if you have any questions, contact us at:

eseblueoffice@ese-edet.eu

+44 (0) 8457374744

ESE S.C.I. LTD

1.0.1

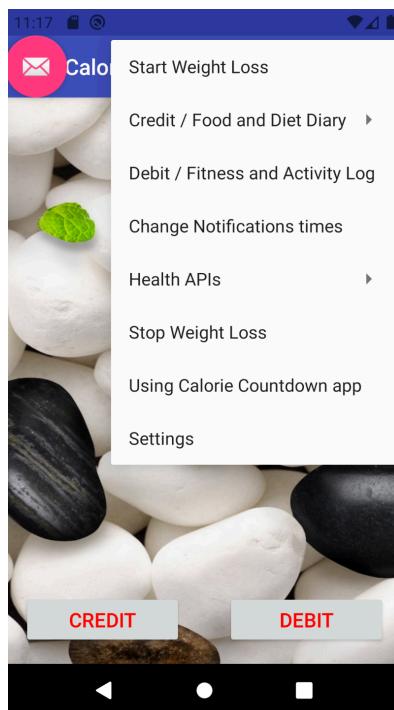
How “Calorie Countdown app for Android” works.

Using the app as Simple as Apple pie, 1, 2, 3 or A, B, C.

It is the Simplest (but not the easiest), way in the world to achieve your weight loss Goal(s).

You begin your Journey by opening your Calorie Countdown Account with an Opening Balance.

To do this you use the Menu Option : “**Start Weight Loss**”, from the main Menu :



This activates the app and calculates your **Opening Countdown Balance**, which is always displayed on top of your mobile phone screen each and every time you open the app. but more on that later.

At the end of each day (app Day End @ = 4pm daily), the app logs and processes, your day's data and activity both on the Debit Side, (the amount of activity you do) and on the Credit side (all that you eat or drank, anything that went through your mouth)

You post these Credits and Debits transactions throughout the day, they are used to fill in the values for variables in the following Equation :

“Energy Out” > “Energy IN” = (-ve or +ve)

The magnitude of this differences/ gradient between these two variables determines how fast you count up or down your Balance.

How steeply your Balance counts down (or up) (please note if Energy **In** is greater than Energy **Out**, i.e. you ate more Calories than you burnt, your Balance will be counted **up and you are gaining weight instead of losing, this app technique and methodology is revolutionary, amazing and Unique!**).

**Countdown to Zero to Countdown to Weight Loss.
We guarantee results of 101% of your Money back!**

The app aims to count your balance down towards zero and measures how much you are Counting down your Balance (or indeed Counting up!!)

The First Law of Thermodynamics essentially implies that in the real world, the only true way to lose weight is by burning more energy than you eat, no fad diets, one week wonders pills or overnight miracle solutions, simply burn more energy than you take in.

Simple. Your app tracks every pound of weight you lose or gain during the course of your daily and weekly routine for a very accurate, precise and up-to-date balance, this allows the app to gently count and glide you down to **zero balance** and your weight loss results.

If you have in fact eaten more than you've burned in that day, if this happens, don't panic, just continue counting down the following day, it's a marathon not a Sprint), the app motivates you to get fitter through increased physical activity like walking, exercising, physical activity or going to gym in order to keep your Balance going down, Motivation is a powerful tool that your app helps you harness.

It also motivates you to consider dieting where you are in more control of the Calorie IN side of the equation and it's tweak-able, helping watch better what you eat, and make more healthier and nutritious choices as you lose weight, see section **“Using the Diet Plan Generator,** for more information on this, or you could continue to eat whatever you want and just make sure Calories OUT > Calories IN, in order to successfully count you down to **zero**.

The result will be Weight Loss, the degree of Weight Loss will depend on the difference between your **IN/Out** flow of Energy and being consistent over time (e.g. 6 months) until your Countdown Balance reaches **zero**.

The app is built to track and monitor the daily difference/gradient, of the Calorie IN/ Calorie Out equation, in order to update your Balance accurately, your daily Balance is basically a long term store of your progress in one glance.

Whether your Balance goes up or down depends on what is happening in the Equation gradient, so your Balance informs you on whether you losing or gaining weight and by how much, precisely, on

a microscope level (.0001 of a pound), your Balance is stored daily by the app so you can keep track of how you are doing over time using Charts.

This is what we call, the **Countdown to Zero Plan** to weight loss.

So the single goal of the app is to help, support and assist you count this your **Opening Balance** down to **zero**, and keep you at zero until you decide to lose more weight with a new weight loss target/ new Opening Balance, rinse, repeat, Simples.

And that's it, you're done and you're welcome :-)

In counting down to zero, you should achieve your desired weight loss Goal(s) and by keeping your balance at **zero** you will be maintaining your goals and your Health.

Every resource, feature and improvement we make to the app is devoted to helping you reach and stay at **zero**, until you set or new target or not.

This ‘Calorie-by-Calorie’ tracking approach provides precision and accuracy in your journey to zero balance.

Your **Countdown to Zero Balance** will be constantly displayed on the main screen, this will provide you with the **Motivation** you need to keep on going, and to keep on making reductions, as you see this number gently fall down and ‘melt’ towards **zero** you will enjoy the *instant gratification*.

Again never worry if this number rises at day end, just start again and get back on Track, see the Forest from the Trees.

As well as showing exactly where you are and the progress you are making towards **zero**, your improvements and progress at any moment in time are all recorded in the story of your balance. This provides a virtuous cycle that continually encourages you to keep on going till you reach zero goal, See section, “[Charting your Balance Progress on page](#)“

Your Goal(s) doesn’t only have to be weight loss, it could include eating right and healthy, to be more active, fitter and move more through exercise. Fit into that dress by your birthday or wedding day, live a longer life for your Children, what ever it is, Calorie Countdown app will help you get there, when you reach and **Countdown to zero**.

So, forming and developing good habits, a healthier lifestyle, better planning, scheduling, organisation and dieting/ fasting over time will help you get to **zero**.

2.0

Features of the/your Countdown to Zero Plan.

- Simplicity;
- Goal Motivation;
- Goal Certainty;
- Control, precision, navigation progress, information, knowledge and smart monitoring;
- Oh yes, Results and Goal Achievement!!!

3.0

Testing the app, Continuous Software improvement Feedback Loop, to make sure it works for You

Thank you for agreeing to be part of Phase 1 of the Software Trails, during these Software trials we aim to monitor, test, debug, improve and upgrade your app as much as possible as we go along so it can better work for you, so do comment, suggest and feedback as much as you can and please, please, please do not hold back, brutal honesty simply make the app better, maybe even award-winning, **so don't hold back.**

We use all your comments and suggestions that you provide to build better, higher quality and higher value Software, making it Good, effective and better at achieving your Goal(s), getting you down to **zero, weight loss, better Health and Longevity.**

It is only after you have **Approved** the app that it can be Published on **Google Play or Apple Appstore** for general distribution.

4.0

The Benchmark

During trials, the app aims to count you down by between [-300 and -350](#) points a day.

You lose **1 lbs./ 453 grams**, every time you count down by **3500** points.

In keeping to this you should lose approximately 1 lb. of weight every 10 days.

Remember, time is like drops of waters, a few consistent drops gently build up to a mighty Ocean.

This benchmark is a reasonable, gentle and steady guide to the progress you should be making towards **zero** and your goal, use it as a framework and reference point to maintain your weight loss plan and gains, of course you can countdown above or below this benchmark but do not countdown by more than 1000 points a day, you will be doing more damage than good, for example, you could send your body ‘starvation mode’ due to under-eating, over exercising or both (this is when it becomes very difficult to lose further weight because the body thinks you are starving and in trouble and therefore holds on to every Calorie and tries to shut down the system to prevent further weight loss, you will feel very tired and fatigued as the body tries to “hibernate” you), so do not countdown more than 1000 points a day, recommended by Experts*.

Again this a Benchmark, remember you can restart your Countdown at ANY time, so it really does not matter if you stumble, just pick yourself up and restart or you could go on the scales and “recalibrate”, see section “[Recalibrating your Balance](#)” on [page](#).

We are aiming for a Healthy Lifestyle maintainable for Life, with established Long term habits, and not a Healthy Lifestyle for just a “short period of your Life”, so use the app continuously in perpetuity and achieve your Goals over a healthy period of time, remember, Slow and Steady, wins the Race.

Congratulations, we are now ready to start the app Testing process, following this document is all you need to guide you through the process.

ESE ask you to use and test the ‘[Start Weight Loss](#)’ menu-item option to set your weight loss target and create your **Opening Countdown Balance**, this starts your journey to **zero**

After you have done this, please feedback to use with, experience, comments, suggestions, ideas, critic etc by emailing eseblueoffice@ese-edet.eu or lotenna@ese-edet.eu, your input will be feedback to our Engineers in the Software Pipeline and Updates/Upgrades made to app for you to re-evaluate, re-score and re-judge the app until you Approve it.

Then you can feedback to ESE the effectiveness of each menuitem feature of the app in achieving the Stated Goal, your feedback will be used to make changes and improvements to the app and then sent back to you re-score.

For example if the app worked in helping you lose weight (by say 1 lb.), use the **QVM** rating to tell us by how much so, communicate to us how effective the app was at achieving the goal stated at the outset of that feature.

Do this in the QVM Rating section of this Guide. So if the Stated Goal for the feature was to lose 1 lb. say in 10 days : Did you weigh 1 pound less than your start weight? Does the weight on the scales match the expected weight given in brackets on the app's main screen? (accessible through an option). If the answer is exactly Yes and Yes exactly, you would give a QVM Score of 99% (99% because at ESE we believe there is always room for improvement, never 100%).

QVM Rating Guide:

Answer to Stated Goal= Basic yes = QVM Range - 65%, -[] or less*

if Answer = no (did not reach of achieve Stated Goal, Answer = anything less than 65%, stating why, in details for our Engineers, thank you.*

Only you can determine what your true QVM Score rating score is so it's important that you are brutally honest.

It is very important that you do feed-back, no detail is too small or too Big or too insignificant.

Your feedback is the most important part of the testing and Software development process, remember that, for this ensures the software is indeed built and designed around You.

Your comments are pumped back into the ESE Software ◦ (01x) Pipeline ™ to increase the software's quality, and value for You. ◦

There are a total of Seven Features we would like to test, after which, depending on if they are all approved by you with good scores, we will then move into testing the whole app as a whole, and move on to Beta, before being realised to the Public on Google play with further Upgraded versions to follow.

Feature 1 :

“Using The Start Weight Loss” Option

Stated Goal:*

Use '*Start Weight Loss*' menu-item to Start your Weight Loss Journey.

Final test Question : Did you successfully start your weight loss journey, are you ready to leave for the destination, “Lose Weight, feel great and Healthy?” are you motivated?

At the end of the process evaluate and quantify in the QVM Score on Page 32, just how good/well was the Stated Goal was achieved? with as many comments, suggestions, feedback, both critical and constructive as possible.

What You Need Before you Start

For the testing process to start and your app to work all you need is:

- Your Android Phone (version 8.0 (Oreo) and above);
- Your testing email address;
- The Testing url already sent to you via email or Whatsapp;
- app installed;
- Weight scales;
- Commitment to a Healthy Fitness regime*, mental fortitude, lifestyle tweaks* /Changes, positive determination, attitude and confidence that will help you reach your Goal/s
- *may or may not include a Gym membership.
- *see Healthy Blogs, etc.

5.0

Installing Your app on your Phone

To get your software on demand to your Mobile Phone, follow these easy to do steps:

Step 1: Receive the url testing url link from **ESE**, e.g.

<https://play.google.com/apps/testing/ese.com.caloriecountdownappforandroidbrown>

The screenshot shows the Google Play Testers application interface. At the top, there's a navigation bar with icons for settings, account, and a search bar labeled 'L'. Below the header, the app's details are displayed: 'calorie countdown' logo, 'App: Calorie Countdown app for Android', and 'Owner: ESE S.C.I LTD'. A prominent green box contains the message: 'Welcome to the testing programme. You are a tester.' Below this, a note states: 'You'll receive an update to the Calorie Countdown app for Android app if you already have it installed on your device. If you don't have the Calorie Countdown app for Android app installed, [download it on Google Play](#). Note: It can take a while for you to receive the update.' Further down, it says: 'You can leave the testing programme at any time. You can switch to the public version of the app if that's available. To switch to the public version:' followed by a numbered list: '1. Uninstall the testing version.' and '2. [Install the public version on Google Play](#)'. A note below says: 'Note: It can take up to a few hours before you can download the app's public version.' At the bottom right is a 'LEAVE THE PROGRAM' button, and at the very bottom left is a small footer: '© 2018 Google - Google Play Terms of Service - Devices Terms of Sale - Privacy Policy - Developers - Artists'.

Step 2: - Click on it.

Log into your Google Account if you have one using the correct email address.

You should see the following Screen :

Step 4: -If you don't have the Calorie Countdown app for Android already installed, download it using this link above from Google Play.

If you already have it installed, uninstall the old version and click the link to install a newer Version.

Step 5: -Click: Install the private version on Google Play.

Step 6: -Start the installation process of Calorie Countdown app on your Mobile Device.

*Please note that Calorie Countdown app is a Paid app and this cannot be changed on Google Play,
you will pay £1 to download it but this will be refunded to you immediately by ESE.*

Step 7: -Once the app is installed,

Open it.

P.S Ignore talk about testing the public version of the app, this is for the beta phase.

**Congratulations! Calorie Countdown app for Android Version 2.0 is now app correctly installed and ready for you to use to your Benefit from!
Congratualations and enjoy the Results!**

You can now test the very first menu-item, module or feature go to Section 3.0

Any issues please do not hesitate to contact ESE, via the Executive Director's email or Whatsapp.

Thank you, now please move to Section 3.0.

Client Guide / Internal Testing Guide

6.0

Start Weight Loss

6.1 Start Weight Loss Menu-item: Introduction

Stated Goal : So you've decided you're going to start your weight loss journey and reach your goal(s), and you want a sense that the Journey has officially started.

This is the first step to turning resolution into commitment and commitment into Results.

The first step on this journey is to launch the app and select the "*Start Weight Loss*" menu-item in the main menu.

It will then guide you through everything you need to do next.

6.2 General Recommendations when using this Menu-item.

The year is divided into seasons: summer, autumn, winter and spring. So should your weight loss journey and targets.

Instead of setting goals of say losing 100 pounds in one bite, think instead of losing 11 lbs. (5 kg), at a time in stages and sessions of the app use.

Think bite-size for achieving your overall goal(s); divide and conquer is the stratagem, so that at the end of nine of such sessions or stages, you would have still achieved your overall goal of say 100 lbs. weight loss, so you would countdown to **zero** nine times in nine repeating sessions of app use (repeat a session by re-using the menuitem), each time setting your weight loss target to 11 lbs. and then getting better at it.

In this light then, think of using the 'Start Weight Loss' menuitem not just once but for multiple stages. That way you make things easier for you and keep your motivation high.

Set the target date to reach your goal linked with something memorable like a birthday or major event date. This too increases your motivation and the likelihood of achieving your goal(s) when you arrive at **zero**.

Use Menu-item : “*Start Weight Loss*”

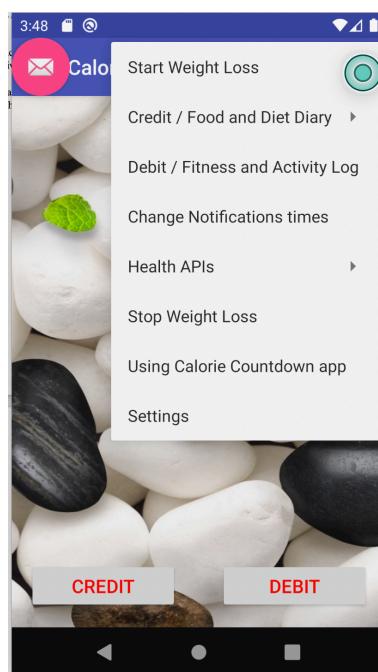
(For Office Use Only: Entering Black/Green Interface)

After you have successfully installed the app from Google Play, grab your mobile and open it by clicking the Calorie Countdown app icon to launch it. Your last balance is displayed.

1. In the Toolbar click the main menu icon (*the 3 vertical dots*).



2. Click the *“Start Weight Loss”* Menu-item.



3. The Account Opening Form will appear. (The form aims to securely capture your details and build a Profile of you for internal representation, in the app, it also open your Health/ Weight Loss Account with a starting / opening balance, for you to countdown to **zero**, which will be a Number.
4. Complete the Form :
 - a. Enter your First Name;
 - b. Enter your Last Name right below your First Name;
 - c. Select your Date of Birth : Choose your Month of Birth
 - d. Choose your Day of Birth;
 - e. Scroll to your Year of Birth;
 - f. Enter your current and active email address;
 - g. Enter your Sex/Gender ;
 - h. Select your body frame, read the instructions on screen in order to pick the correct option;
 - i. Select your preferred weight units for your app to use throughout out the system (if you are in the U.K. we recommend pounds lbs. if you are a continental Client we recommend Kilograms (Metric System).
 - j. Enter your Current/Start Weight;
 - k. For a Quick Start you now have the option to choose a fix sum amount of weight to lose, e.g. 5Kg, 6Kg or 10Kg. If you prefer this configuration then make a choice, if not, don't do anything and move on.
 - l. You might prefer the option of giving the app a custom desired weight loss target, if so enter your target weight for when you arrive at zero balance here.
 - m. Select the preferred Height units you would like the app to adopt throughout the system (if you are a U.K. Client we recommend CM, if you are a Continental Client we recommend CM).
 - n. Make sure you actually input a value for your height after you have selected Height units.
 - o. Almost there: Now enter the times in the day you would like the app to notify you to update/ Credit your balance (to keep it timely and accurate) :

- i. For Breakfast update Notification time, choose a time approximately 30 minutes after when you usually finish eating your Breakfast according to your daily Routine. The Format must be in 24HR Format HHMM : Write the hour using two digits, e.g. Midnight write 00 or for 7am write 07 followed by the desired reminder minutes, no space or colon : nor character(s), e.g. for 7:45 am type 0745.
 - ii. For Lunch* update Notification time, choose a time approximately 30 minutes after when you normally finish eating your Lunch according to your daily Routine. The Format must be in 24HR Format HHMM : Write the hour using two digits, e.g. for 1pm write 13 followed by the desired reminder minutes, no space or colon : nor character(s), e.g. for 1:05 pm type 1305. *Please note we recommend you only eat twice a day to reach your weight loss goals and countdown to zero successfully, so we recommend you only give two notifications time, one from Brunch and one for Dinner.
 - iii. For Dinner Notification time, choose a time approximately 30 minutes after when you usually finish eating your Dinner according to your daily Routine. The Format must be in 24HR Format HHMM : Write the hour using two digits, e.g. for 6pm write 18 followed by the desired reminder minutes, no space or colon : nor character(s), e.g. for 6:30 pm type 1830. **(Please Note, Dinner reminder time must be before 4pm because this is when the app's Day End time kicks in, where it closes its data registers for the day and Carries Forward your Day-End Balance to the following day, All Foods recorded after this time will be Credited to the First Meal time of the FOLLOWING DAY.)**
 - iv. For Supper update Notification time, choose a time approximately 30 minutes after when you usually finish eating your late Supper according to your daily Routine (try to avoid extra eating). The Format must be in 24HR Format HHMM : Write the hour using two digits, e.g. for 11pm write 23 followed by the desired reminder minutes, no space or colon : nor character(s), e.g. for 11:59 pm type 2359.
- p. You are almost ready to go and begin your weight loss journey.
- q. Click “**Start Weight Loss**”.
- r. **A Summary of your Vital Statistics will now be shown to you; Your Opening Balance and Start Countdown number will be generated and calculated by the app and registered in the System, and you are good to go! Ready to take the first step on your Weight Loss Journey and adventure on your road to zero!**
- s. **Click Ok**

OVM Feedback Section

7.0

Testing Results to Stated Goal: app: Quality & Value Metric (QVM)

(Notes For Office Use: 0X)

QVM Rating Scale = (0% – 100%)

- | | |
|--------------------------------------|--|
| 0% | = Useless/ not interested. |
| 65% | = Works okay/ would use it. |
| 100% “The Bagel Value effect” | = Excellent, Perfect, Amazing! High Quality & Value, I would definitely recommend it to a Friend, 5 Stars or more, I’m happy, I Love it! |

Now, What is your accurate *QVM RATING?* Measure the value derived from the use of this menuitem/ feature, score as you perceive it judging against the Stated Goal at the beginning of the C.F.F.

(Please be blunt and Brutally honest, we need your Feedback, suggestions and Critic for the feature to improve it and make it better for you so do not be shy or hold back, the more feedback you can give, the better!

Please enter your QVM Rating and all your Critic and Comment in an email to : (lotenna@yahoo.com)

%
(upon (re)Load)

#Internal Use Only : Approved For Sale ? £1 monthly Subscriptions

