

# A REVOLUTION IN REWARDS BASED CARE

Incentivising better  
care through tokenised  
care rewards  
and democratised  
data ownership

LIGHT PAPER



Time for Change  
Five Key Features  
Time to Take Control  
Tokens & Use Cases  
Partnerships. Integrations & Sales  
Our Team  
Private Token Round



*I've never been comfortable with technology. But now I feel connected and included. It's so easy to use and rewarding* **ReMeLife Member**



# It's Time for Change

ReMeLife's the world's first crypto rewards based person-centric health and social care community, that, as a pioneering social impact business, uses the power of crypto and decentralised communities to leverage human capital, democratise the value inherent in digital care work and capture and monetise personal data for the benefit of its Members.

The free app ecosystem enables Members to build a 'care to earn' derived passive income and to access ReMeLife's 'CareFI' version of DeFi, called ReMeFi, to plan for their future financial needs.

## The Problems With Care

Populations are rapidly becoming older and requiring healthcare resources over a longer period. Healthcare expenditure is at record levels, reaching 18% of GDP in the US. A crisis of isolation and loneliness exists as family caring networks fail to cope and care becomes impersonal. Lack of funding is damaging local and national care provision.

'I believe that individuals nowadays are more aware of their inner loneliness than ever before in history'. **Carl Rogers**, Father of person-centred psychology

## And With Society

The Silicon Valley advertising model harvests data and profits inequitably from those who own it and in return delivers targeted marketing, fake news and content that promotes social friction, and contributes to an ever-increasing wealth divide. Consumers fear a loss of freedoms, whilst care providers, organisations and charities face ever decreasing sources of revenue.



'Social media affects behaviour, without triggering users awareness. Consumers are clueless. ...these markets in human futures undermine democracy and freedom'. **Prof. S. Zuboff**,

## The Opportunity

Aging populations have the highest per capita wealth of any demographic and are the biggest untapped market, forecast to be worth \$10 trillion by 2022. Until now, they've been virtually ignored. COVID-19 has focused attention on isolation and tech non-inclusiveness and generated recognition that technology can remove barriers and be a critical element of support networks.

## The timing is perfect for the launch of ReMeLife

'People's role as data producers is not properly compensated. Income from it is distributed to a small number of wealthy savants rather than to the masses'. **Posner and Weyl**, Radical Markets



**Token  
Economy  
for Care &  
Commerce**

**Freemium  
apps &  
network  
effect driven  
platform**

**Decentralised  
Autonomous  
Organisation**

**CareFi based  
'Friendly  
Society' DeFi  
module**

**NFT  
incentivised  
Membership**

# Five Key Features

The earned or purchased REME token, is deployed on the ReMeGrid, a POA lattice grid blockchain, that possesses little energy overhead or transactional gas costs. ReMeLife shares its wealth with its Members, through a smart contract managed Member governed DAO. There are 5 key components at the heart of the ReMeLife.

## Person Centred Care

ReMeLife captures the stories and memories of our rich lives through bespoke digital activities. The derived data set, Electronic Life Records, is used to support self-care management and to better understand the person during the cognitive journey, from diagnosis to end of life.

**ReMeLife improves wellbeing, achieves cost savings and an ROI**

## Rewards-Based Care

We're rewarded for everything; airmiles, coupons, shopping tokens. Even Facebook gives us a 'thumbs up'. So why are we not rewarded for helping our next-door neighbour? For uploading music and photos for Grandad, for taking medication, for improving someone's care and quality of Life?

**ReMeLife captures the value in Care, monetises and shares it**

## Data Management & Monetisation

Everything we do generates data but it brings little benefit to its owners, whilst generating massive profits for those that harness it. Increasingly, consumers are expecting to be rewarded for permitting its exploitation.

**ReMeLife shares data value with its members**

## Retail Rewards Share

As our purchasing moves increasingly online, consumers are expecting greater rewards for their brand loyalty and for word of mouth promotion across their networks. Corporates are seeking ways to build engaging and personal relationships with their customers.

**ReMeLife shares margins through tokenising retail actions**

## Network Rewards & RUBI

Customers generate business growth. Yet they rarely are rewarded for their key role in the early and most profitable stages of the business.

Through a viral community builder tool, Members profit from their promotion to their personal networks and token purchasing options.

**ReMeLife's Members share in its growth, both passive or actively**





# Time to Take Control

ReMeLife's ecosystem of opportunity for its Members (including its coming soon Lumi AI suite, utility NFT's and charity launchpad) is creating a 'Careocracy', one that's intended to bring 'sharing to caring' and community into care'; and, to make care giving rewarded, more fun, eclectic and less burdensome for those in the frontline. ReMeLife proves that 'Crypto Cares.' ReMeLife is Health 3.0 and is the future.

## ReMeLife & Lumi Suites

ReMeLife provides free activity based care solutions for those cared for at home, families, carers and care providers; apps that support care, self-care management and care circle and community connectivity. Its Lumi AI suite, will bring further health and financial benefits.

- **ReMeLife** provides free apps that support care, self-care management, and video care circle and community connectivity, as well as forums
- **RemindMecare App** achieves better care, video chats, care circle and community engagement, Alexa care skills and remote care monitoring.
- **ReMe Market** enables product and care providers, and community services and schools, to reach their desired audience in a new way.
- **ReMe Data** enables Member data ownership and management, and rewards for data sharing through a tokenised relationship.
- **REME Tokens** are the rewards earned from multiple Care Actions and data sharing use cases, and that are used in the ReMe Market to receive discounted purchases or traded on decentralised exchanges.
- **LUMI** provides multiple AI based functionality that supports the daily activities and care needs of members.
- **ReMeFi** provides Members with a means to stake their monthly earned or purchased REMEs in the 'CareFi module that enables planning for the future.
- **ReMe NFT** every will Member receives a LUMI NFT. As a multiple purpose NFT with discounts, competitions and other utilities built in, the NFT will ultimately provide a tool for access to the coming tech.



## The ReMeLife Business

Independent businesses and individuals provide the services that are required to build the ecosystem, with most being paid in REME.

**The ReMeLife Foundation**, a decentralised member governed decentralised structure, owns all tech and distributes all revenues. Its own blockgrid, the ReMeGrid, distributes Members rewards and a universal basic income, and ensures members benefit from the value of their participation in the community.

**The ReMeLife Agency** provides the means to purchase REMEs within the ecosystem, for both global Members and businesses that wish to participate in the opportunity that global ReMeLife membership community provides.



# Tokens & Use Cases

The ReMeLife Token Ecosystem addresses multiple care use cases where rewards have been shown to be incentives for better care. Undoubtedly, many more will be found suitable as the business progresses.

## Token Based Incentivised Care Ecosystem

Members earn Care Action Points (CAPs) as they use ReMeLife's digital Activity based person-centred care solutions to undertake their daily care circle needs, and for referring ReMeLife to their personal network. These are converted to REME utility tokens (on the ReMeGrid that uses the Convex decentralised lattice), that can be used to make purchases in the ReMe Market.

## Consumer Token Use Example

- Jane becomes a ReMeLife Member to use the proprietary care tools for her mother, such as ReMe Connect Alexa, ReMe Meets and RemindMecare.
- Her ReMe Wallet fills up with REME reward tokens as her invited family and friends join their care circles and become ReMeLife Members.
- They all make daily Care Actions (ie medication reminders, ReMeMeets video chats, activities, etc.) and receive more REME reward tokens.
- Using their REMEs they buy discounted products from ReMe Market suppliers (ie live performances on ReMe Meets, care products, even a hip replacement from Acibadem).
- Jane's ReMe Wallet balance grows passively as she also receives REMEs when her network Members buy products and services. She opts to donate her data for research and to use it commercially, and so regularly gains more REMEs.

## Business Token Use Examples

- Businesses, such as insurance companies, provide REME to their target market prospective buyers and to loyal customers to incentivise purchase and retention.
- Care providers use REMEs as rewards for their staff and clients.
- Apps use REME to incentivise app adoption, retention and repeat usage.
- Charities can take a node or simply stake in the DeFi module and gain a yield that exceeds their usual financial return and with no upfront fund management fees.
- Charities stake fiat to gain a node and the marketing support of ReMeLife and in return receive REME that they can distribute to their members, those that join ReMeLife and make purchases in ReMe Market. The charity receives a percentage of the commission earned from online sales, and so can monetise their membership for no cost, and gain a passive income from their members online commercial purchases, whilst also benefitting their membership with the care support that ReMeLife provides and through the monthly benefits paid to their members.





# Partnerships, Sales & Team

ReMeLife is the world's first consumer led care platform. As a channel marketing led business. It reaches the B2B care sector by integrating with care businesses that have an existing sales process. It penetrates the consumer sector through integrations with partners, such as Amazon's Alexa, and by providing a marketplace for care business to reach their own target audiences, who then in turn become ReMeLife Members.

## Partnering

ReMeLife's Partners are our marketing engine. ReMeLife assists them reach and engage with their target audiences, and they bring us both Members at scale and revenue, as they generate sales of both ReMeLife's and their own products and services.

## Sales Pipeline

ReMeLife's revenue runway is substantial; From B2b app sales and product upsales to revenue from ReMe Market's affiliate products and services, and from the ReMeLife Token Ecosystem. ReMeLife is a viral platform.

## Sources Of Revenue

- RemindMecare: B2B subscription model, at £1800 pa / care facility
- RemindMecare: B2C freemium model with in-App own product sales
- ReMe Market: Affiliate sales commissions
- Partner fees: from use of the REME token
- Marketing fees: advertising, joint marketing
- ReMe Tokens: commissions from Member product purchases

## Marketing

Channel Marketing is the key to ReMeLife's global reach and viral growth engine. Our partners, affiliates and vendors, bring the ReMeLife brand to the attention of their own clients and target audiences and gain token rewards for their engagement.

Integrations with partner products and software (ie wearables, care planning software, etc) assist enhance their offering and assists our products reach their markets through their sales teams.

### HIGHLIGHTS, MILESTONES & METRICS

- Industry experienced team
- Platform and apps built
- Care industry leaders as investors
- UK dementia experts in team
- Integrated with care planning software
- API integratable
- Partners include Pingbit

### TEAM

- Full-time experienced founder
- Advisory board of over 30 industry experts
- Key team members across all sectors, in Software development. Healthcare, Marketing, SEO, affiliate marketing, Blockchain & crypto

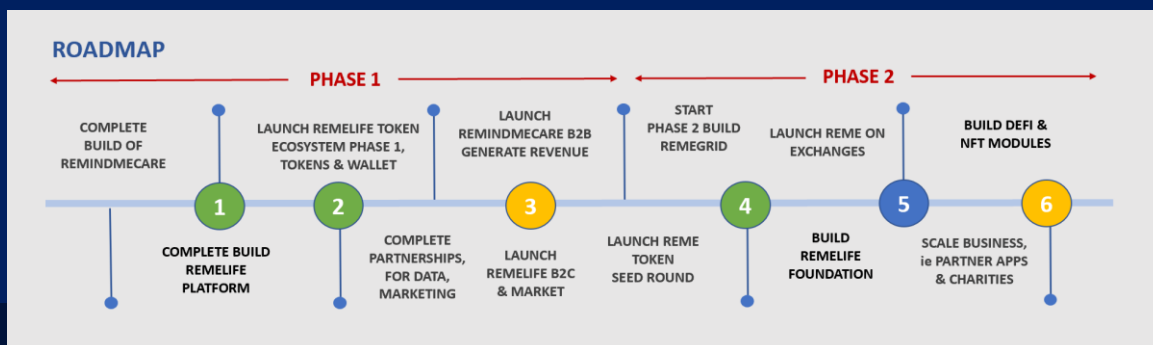
All working unpaid, for REME and to achieve the social impact mission that is at the heart of the ReMeLife project. A committed community, ready to scale.



# Private Token Round

The Private Token sale takes place at the same time as the global launch of the ReMeLife Platform, ReMe Market and the REME token. Early investors are offered a price discounted to the Exchange launch price. Please refer to [www.remelife.io](http://www.remelife.io) for full details.

Funding enables us to complete the build and launch of the full ReMeLife Token Ecosystem ready for all global jurisdictions. The following are the key parameters and timing.



Care Action Points (CAPs) convert to REMEs via a smart contract-based conversion, that scales the number of REMEs earned per CAP based on the remaining limited supply of REMEs. Therefore, the REME price increases as the CAP volume grows. This generates a REME value that is based not only on an exchange-based market sentiment but also on its true utility, stored value and underlying growth. Coupled with the virally propagatory ReMeLife Referral Program that supports our Community Commerce model, and with a structured vesting plan for team members and early adopters, the potential for REME price growth is significant. Lastly, impending revenue underpins the project in the event of raising only the soft cap.

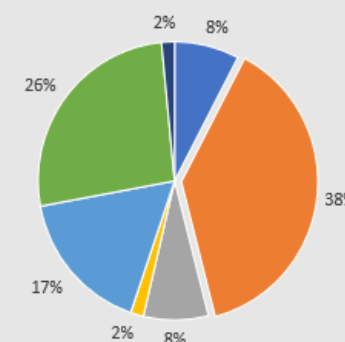
**Ready to learn more about our pioneering rewards-based healthcare? Download the White Paper**

## TOKEN INFORMATION

Token Description	ReMeLife Care Token
Token Symbol	REME
Token Type	CAD020/ERC20
Token Supply	1,000,000,000
Minimum Investment	£20
Maximum Investment	£ Open
Decimal Places (Default: 18)	18
Minimum Soft Cap	£250,000
Maximum Hard Cap	£ Open
Purchase Methods	Fiat, BTC, ETH, etc.
Private Round 1 – Team, Friends, Family	£0.05
Seed Round 1 – Members, Investors	£0.05
Seed Round 2 – Members, Investors	£0.07
Seed Round 3 – Members, Investors	£0.08
Phase 2 – Public Round	£0.10

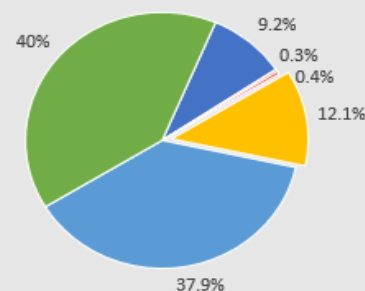
## USE OF FUNDS

- Set Up Scale Team
- Token Ecosystem Phase 2
- Enhance ReMe Alexa
- Grant application work
- Operational costs
- Marketing
- Legal



## TOKEN ALLOCATIONS

- Founders & Team
- Development
- Consultancy & Marketing
- Fund Raise
- ReMeLife Token Ecosystem
- Reserve for future use



**DISCLAIMER** This document is not definitive and must not be relied upon as a principal source of knowledge regarding the ReMeLife business. Further information can be obtained via the Company's website and from the White Paper. REME Tokens are unregistered utility tokens and their purpose is for use within the ReMeLife Token Ecosystem and they provide no other rights to the holder.