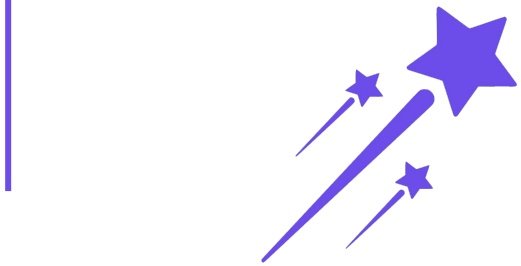


impel

Drive to excel for a better you

Vision

To motivate individuals to become the fittest and best version of themselves for a healthier community

Problem

A lot of individuals intend to adopt a fitter lifestyle and reach personal goals but are sometimes unable to do so.

One of the key factors is the lack of adequate motivation. This is because it typically requires continuous dedication for extended periods of time and in most cases a regimented lifestyle which is difficult to follow for most people

Solution

To solve the problem outlined above, we try to address it in different ways -

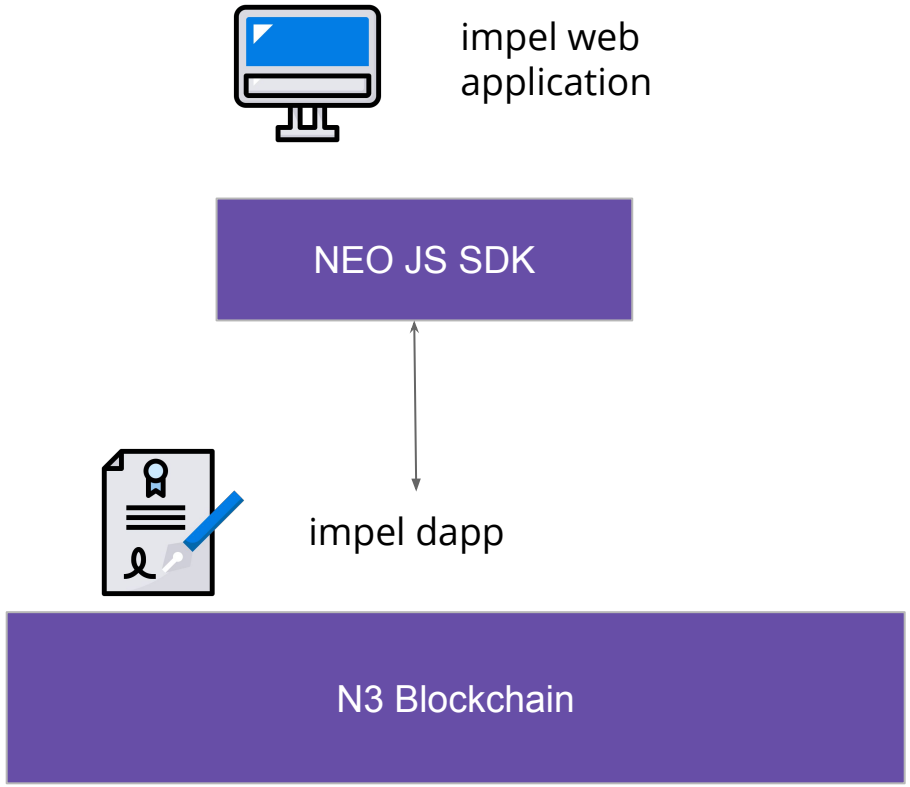
- Introducing financial reward/penalty mechanisms that would lead to more “skin-in-the-game” for participants. This would be achieved by smart contracts on the NEO blockchain.
- Allowing the formation of friend groups or clans where shared targets or challenges could be adopted. This would again involve financial commitment from the participants hence there would be 2 levels of motivation - one driven by the social effects from the peer group and the other from the financial aspect of rewards.

Solution Details

The solution would involve the following components and capabilities -

- A core smart-contract based system that would have the rule configurations as well as store user progress that would be evaluated. This would also include functionality around formation and management of groups and challenges.
- A web-based system for the users to interact with that would communicate with the N3 smart contract.
- All rewards and penalties would be based on the GAS token and no new token would be introduced for easier adoption.

Architecture & Flows



Sample Use-case 1:

- User joins/signs up on the impel system
- User sets a goal for themselves with a deadline [Achieve weight X by month Y]
- User commits a certain amount as GAS tokens that are locked in the contract
- Progress is recorded as transactions on the system periodically.
- Post the deadline, if the user completes the goal, the amount is unlocked and transferred back to the user.
- If they are unable to complete, based on partial completion/progress, amount is unlocked. Remaining amount is consumed by system.
- All the above would be driven by the smart contract.

Architecture & Flows [contd.]

Sample Use-case 2:

- User joins/signs up on the impel system
- User invites friends and creates a group
- User launches a common challenge within the group with a deadline. All group members agree to pool in an equal amount towards the challenge completion.
- Challenges could be a competition with winner-takes-all mode. [Other modes possible*]
- Progress is recorded by all users in the group as transactions on the system periodically.
- Post the deadline, the winner is determined by the system and the pooled amount for the group is transferred to them.
- All the above would be driven by the smart contract.
- The system would not perform integrity checks for users updating progress data.

* - Challenges could also be set up as a common goal which are evaluated individually although leaderboards are shared for the social aspect. Locked-in amounts would be either returned to individuals or consumed by the system based on individual goal completion status.

Scope

- Creation of the frontend web app with NEO JS SDK integration for blockchain interaction. Includes onboarding flow for users on the system
- Creation of smart contract with all the functionalities as listed in use-cases 1 and 2 previously. Also, any other necessary system/maintenance related functionality. [User on-boarding+management, group setup+management, challenge setup+management, token lock-ins and redistribution/consumption]
- End-to-end working flows for the use-cases outlined

Benefits to NEO Ecosystem

- Presents a unique use-case powered by the N3 framework that would lead to increased familiarity and adoption. Limited blockchain-based offerings in the fitness segment hence would bring in unique set of users into the NEO fold.

- Proposed solution would enhance real-world utility of the GAS system token

Team

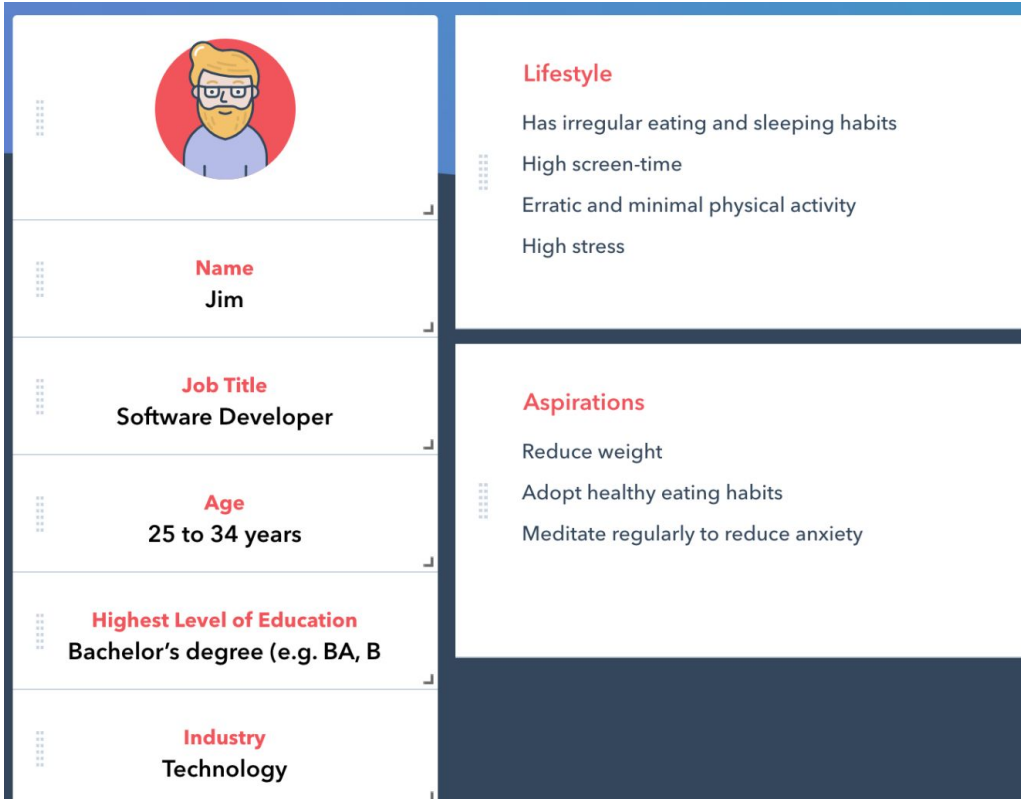
Kinshuk Kar
Serial entrepreneur,
Product Manager,
Full-Stack Developer

Pompita Sarkar
Full-Stack Developer

The team has a combined development and product experience of 17 years.
Built successful startups in both B2B and B2C space in high-tech areas.
Experience in building smart contracts [Hyperledger Fabric].
Strong personal conviction with the use-case as end-users hence uniquely positioned to solve the problem using the powerful N3 framework

Target Audience

In general, it would be an individual who is intent to adopt healthier lifestyle habits or achieve particular fitness or schedule goals but is constantly failing in the same. Alongside is a sample user persona for a better description -



Go-to-market

- Get around 200-500 early adopters from fitness communities, social media groups
- Collect feedback and refine system
- Target ads to users of popular fitness devices and apps to reach a critical mass of around 5000
- Incentivize inviting users to the system to assist word-of-mouth spread
- Integrate with popular health and fitness tracking apps/communities for easier onboarding and pulling fitness data via APIs/Oracles

Revenue Model

Revenue	**Costs**
Minimal platform usage fee %age with a base fee [To be waived off initially]	NEO Smart Contract deployment [One-time]
Tokens consumed by the smart-contract as a result of goal non-completions	NEO blockchain usage charges [Recurring/Transaction based]
Over time this becomes a fitness-focused ecosystem where other services and products could be sold. [Future]	Web app hosting/management costs
	Customer Acquisition Cost - Incentivized challenges. Adjusted based on revenue from consumed tokens

Post-hackathon roadmap

Item	Priority	Time horizon
Improve the core economic mode to allow for richer rewards	High	Medium-term
Introduce public challenges and global leaderboards	Medium	Medium-term
Integrate with app/device ecosystems for better user onboarding and importing of validated data [Fitbit, Strava, etc.]	High	Long-term
Once the core economic model is worked out, could potentially be extended to other areas as well. For example - Language learning	High	Long-term

Thanks