

**everRun**  
Move to Earn ↗



# OVERVIEW

**Everun is a Web3 lifestyle app with inbuilt Game-Fi elements.**

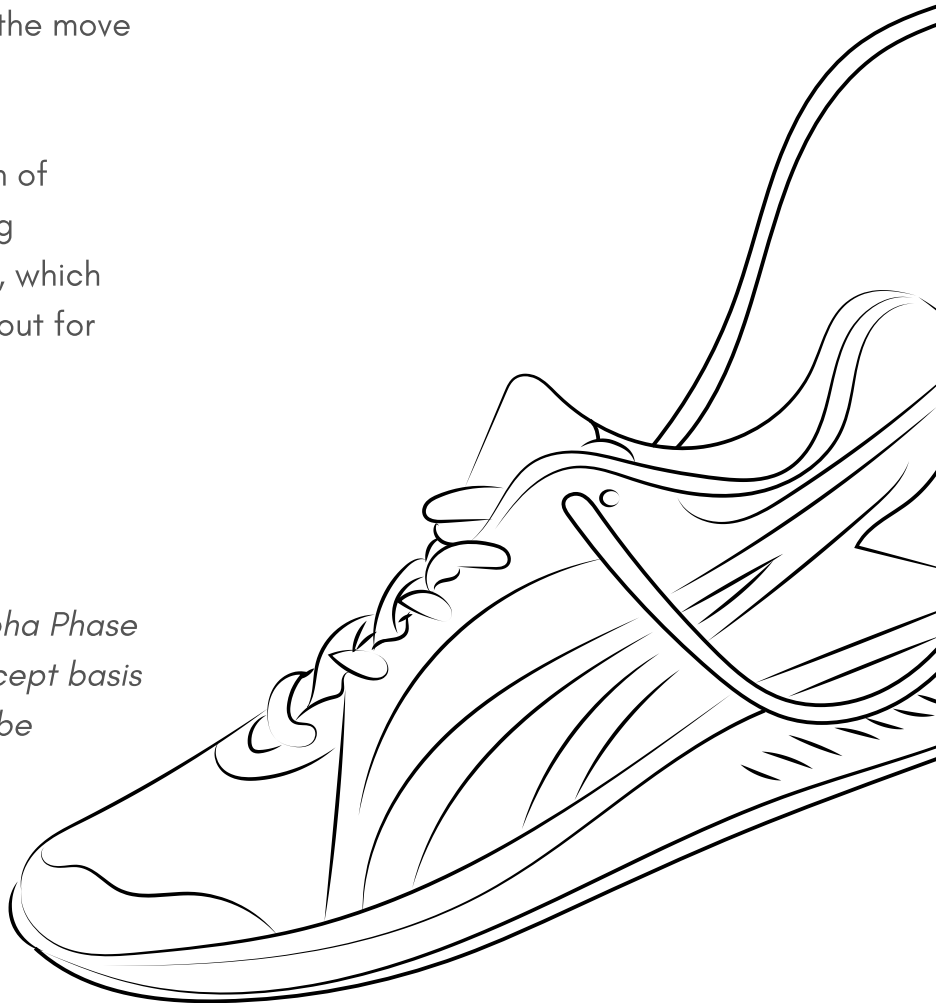
Everun is made to Gami-Fi an essential part of our daily lives – moving around. We strive to bring seamlessness in the user experience of the move to earn concept.

Users will earn or unbox NFTs in the form of Sneakers. By walking, jogging, or running outdoors, users will earn game currency, which can either be used in-game, or cashed out for profit.

Game Tokens: Gems

Governance Token: Everun (\$EVRN)

*Disclaimer: Everun is currently under Alpha Phase where we are achieving a proof of concept basis and contents on this Whitepaper could be changed in the future.*



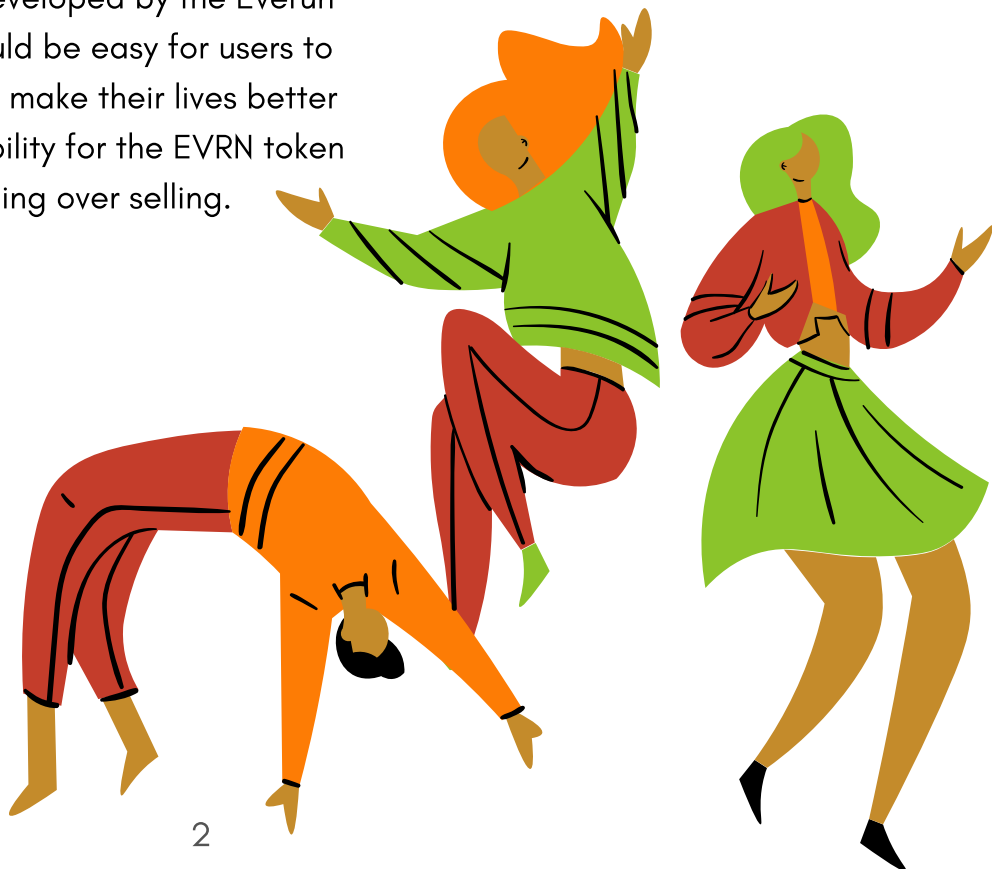
# OUR VISION

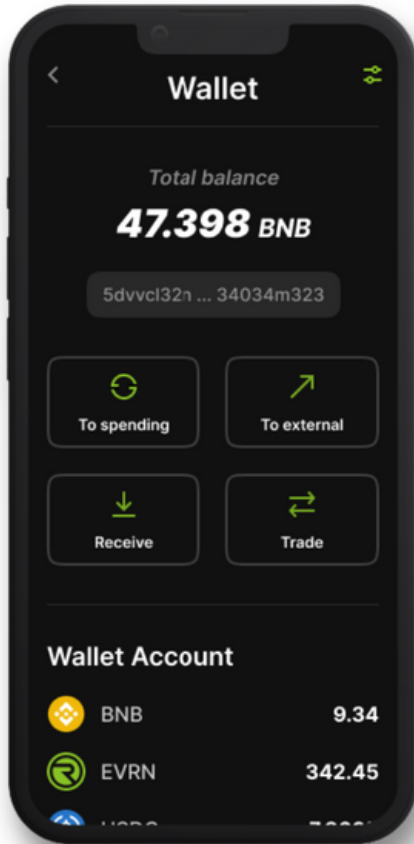
Everun aims to be the first functioning Walk to Earn app in the Binance Smart Chain ecosystem.

Users are rewarded with EVRN tokens for exercising, walking or running which will be tracked through the native app of Everun. Owning a Sneaker NFT from Everun will be essential to being part of the game which users can use to earn and grind on the platform.

The real power of the EVRN platform is in offering a direct integration with DeFi platforms to encourage new crypto holders to start earning more from the tokens they receive from living a healthier lifestyle, all brought in the Binance Smart Chain.

Our mission is to create a powerful app platform and ecosystem to bring millions of new users into the world of crypto through apps of all kinds developed by the Everun team and 3rd party studios. It should be easy for users to experience the power of crypto to make their lives better while also providing improved stability for the EVRN token by encouraging investing and holding over selling.





# HOW THE EVERUN APP WORKS

While inspired by Pokemon Go, Stepn and Tamagotchi the Everun app's user interface and experience has been engineered to appeal to young and old alike. We strive to establish an understandable interface that guides users to easily grasp all the basic concepts of the platform.

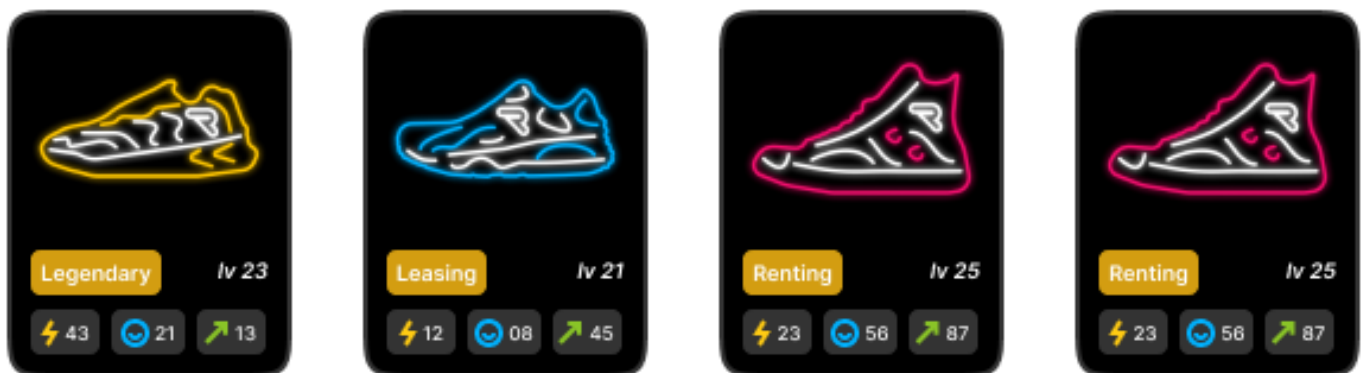
Everun uses the movement detection capabilities of standard smartphones and wearable devices we are most accustomed to such as the Health App in our Iphones or Smart Watches. We plan to utilise sophisticated algorithms and tools provided to prevent cheating to assure a safe and fair environment for our users.

Everun applies methods of successful motivation apps like Strava and Apple Activity by providing users with incentives to live a healthier lifestyle. The app converts user steps into GEMs (the app's soft currency) by synchronising data from Apple Healthkit and Android Health to determine the number of steps taken. Gems can be used to upgrade our NFT Sneakers or buying other Sneakers in our native NFT Marketplace.

Research proves, that getting a user to invest in the gaming experience monetarily or psychologically ensures a higher user retention. This is why we have created our NFT Sneakers where users can Earn them by joining our Giveaways and Special Events or buy them directly through the shop to be part of the ecosystem.

The success of Peloton (a multi billion dollar company) and other exercise and gaming apps has made clear, that a social element can significantly improve the retention of users in exercise programs and app use. We will be implementing a social sharing feature that not only allows users to share their accomplishments on social media, but will also let them join with their friends or random anonymous users and create a leaderboard and share their progress.

## My NFTs



[View all](#)

# UNBOXING SNEAKERS ON EVERUN

Inspired by many popular Games that have introduced Loot Boxes in the past we strive to bring that into the Walk&Earn concept platform of Everun. Users that have bought tokens in the past through a Dex or a Cex can use their tokens to mint a NFT Sneaker which can be used on our Platform. Unboxing provably fair formula and more intricate details are to be followed in order to ensure transparency with our community.

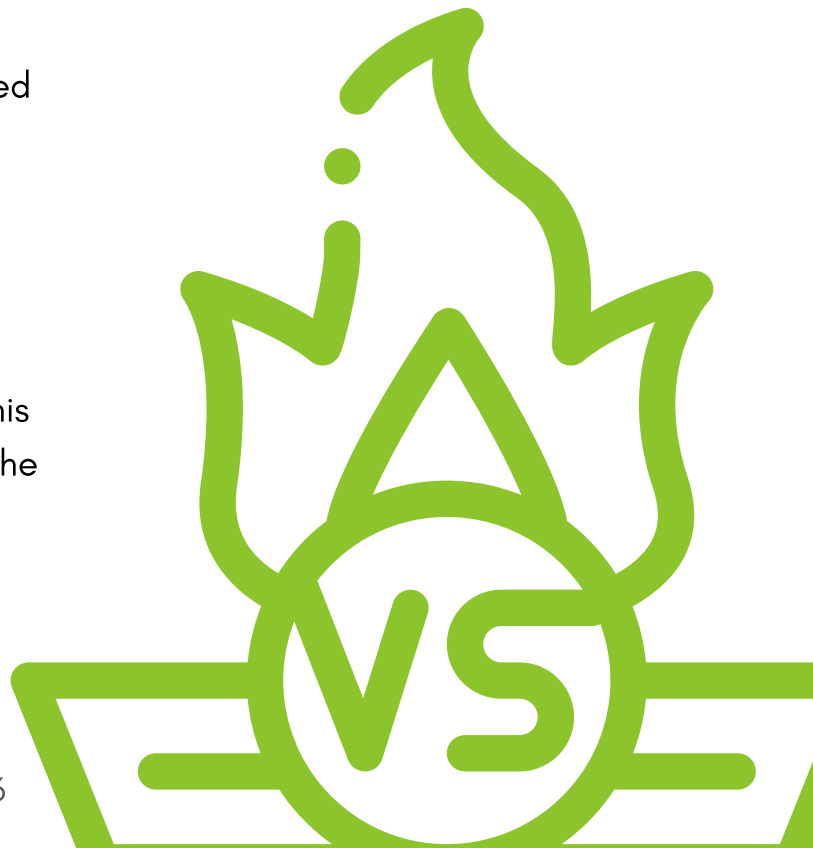


# THE EVERUN TOKEN AND BATTLES

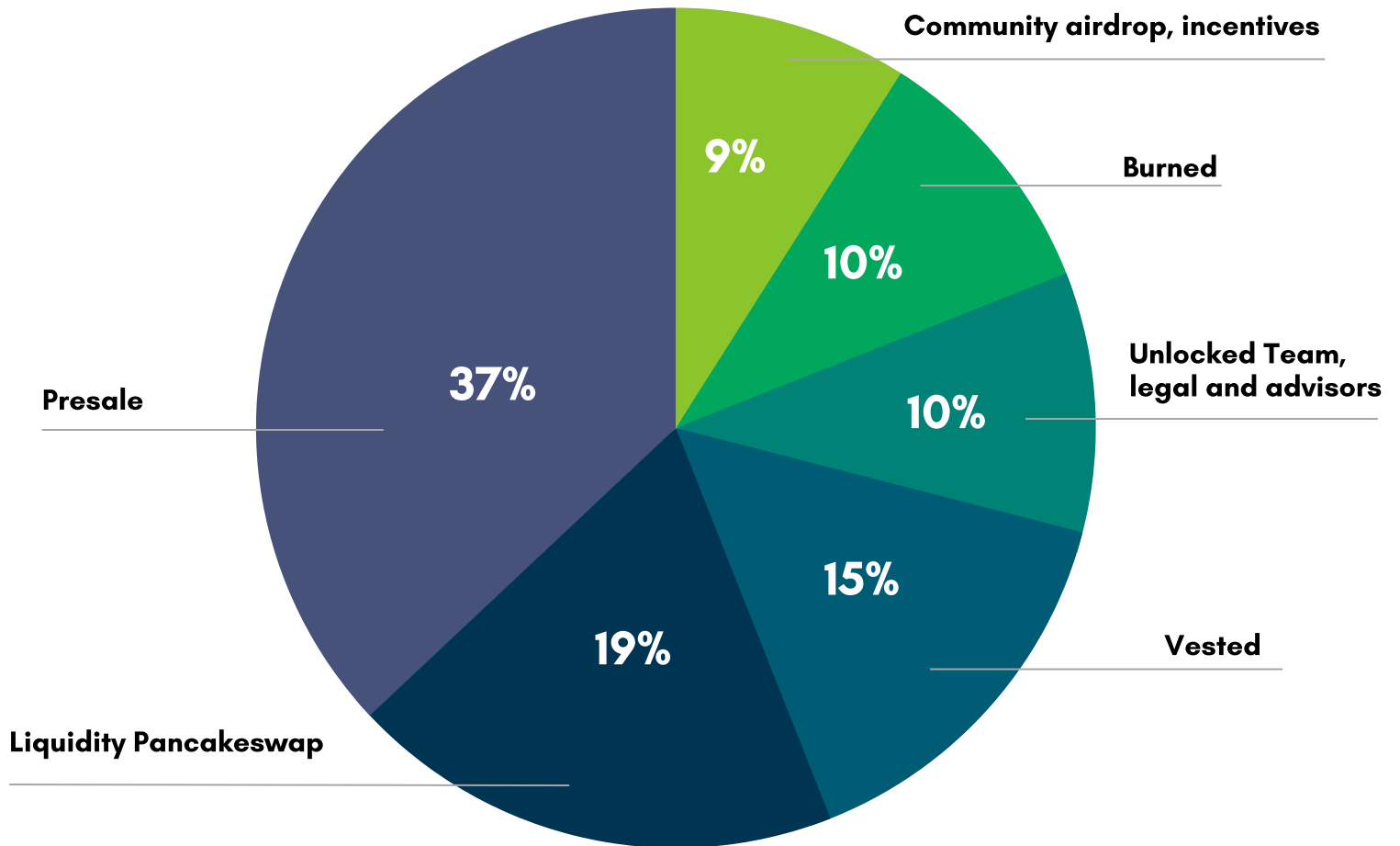
EVRN is a staking and governance token used to enhance a user's experience in Everun's native Platform. EVRN token holders will be able to vote on the future of the project as well as staking it to earn rewards.

Users can earn tokens by collecting GEMs in game and converting them back to the native token of EVRN. Users will be able to join Battles and earn GEMs, the algorithm behind the Battles system calculates the amount of play-to-earn tokens that can be earned based on the number of players and the available play-to-earn tokens dispersed by Everun.

In order to win more battles and earn more EVRN tokens, users need to keep upgrading their Sneakers by moving to the next level. This will provide an incentive to use the token in the game and will reduce sell pressure on the tokens.



# TOKENOMICS





# ROADMAP

## Q1 2022

- Launching Website along with Whitepaper
- Start Development on IOS, Android and Web Application

## Q2 2022

- Launch \$EVRN Token
- Certik audit
- Staking functionality
- Press Releases / Marketing

## Q3 2022

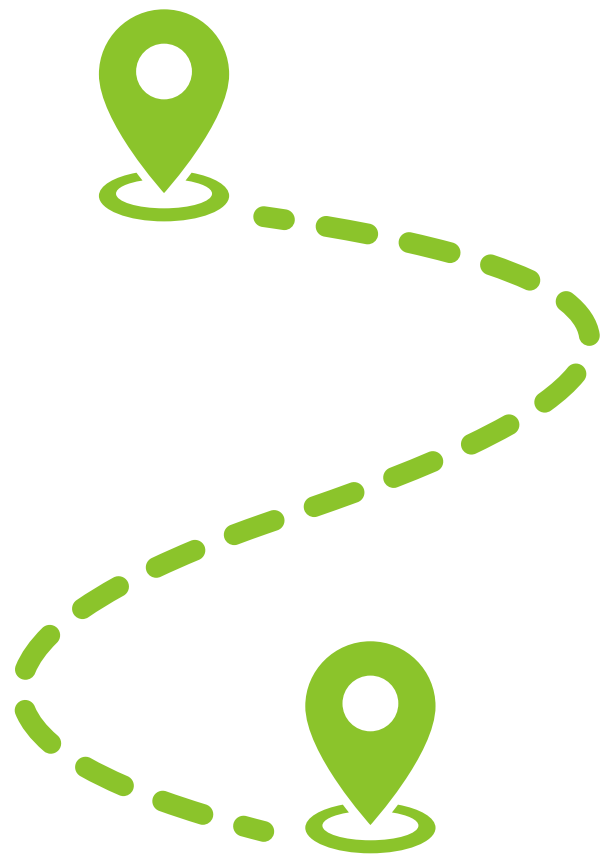
- Everun app rollout / App Store & Play Store
- ERC20 Bridge
- Centralized exchange listing
- Fiat gateway to increase adoption of \$EVRN

## Q4 2022

- Additional play mechanics
- Creation of fitness meta-universe and meta game mechanics

## Q1 2023

- Open API for developers to invent and implement developers' own play mechanics
- Everun London Office
- Allocation of land for sale and habitat by players
- DeFi Ecosystem



# LEARN MORE



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Everun.io



Contact  
Contact@everun.io