

# Frequently Asked Questions

## “Longevity United”



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### 1. What is Eterly?

Eterly is a longevity / life-extension health and fitness app that works in conjunction with fitness trackers such as Fitbit and Apple Watch, and gathers information about every aspect

of a user's lifestyle; from the number and frequency of steps, to length of sleep, to heart rate, mood, and so on. It uses an interactive, AI-driven chatbot to communicate with the user about every aspect of their fitness and health. The app acts as a virtual personal trainer, getting to know intimate details about the users' health and providing personalised, actionable recommendations using the latest in personalised health technology.

## 2. What is Longevity United?

Longevity United [ *is ... detailed epithet* ] which develops blockchain and cryptography technologies for storing patient data in a secure and transparent manner, as well as marketing, client base development, promoting active participation in ecosystem development, and deploying multiple ambassadors of healthy Longevity to promote the growth of the ecosystem.

## 3. What are Eterly / Longevity United's objectives?

The partnership has several objectives

- To create the ultimate longevity app and ecosystem: The Google, Amazon and app store of health.
- To enable users data to be safely and securely [to securely and safely] store user data] within the Longevity United platform
- To enable users, at their sole discretion only, to share their personal data with third parties i.e. medical research / pharma firms
- To collect and store research from world leading centres of education and learning to provide users with the best possible advice and recommendations
- To build an Open Marketplace where health treatments and related products can be bought and sold
- To use machine learning, deep learning and AI techniques to calculate a daily longevity score for all users of the platform
- To create bespoke health and fitness training regimes for all users and to reward users for successfully completing tasks with Longevity tokens

## 4. What is the nature of the joint venture?

Longevity United is an ecosystem, marketplace and community developed in joint venture with Eterly Inc. Longevity United will conduct the sale for a novel utility token named "*Longevity Token*" (symbol: LTY). This ecosystem uses Eterly's Mobile App for longevity-focused health and fitness, while Longevity United develops blockchain and cryptography technologies for storing patient data in a secure and transparent manner, as well as marketing, client base development, engaging users and promoting active participation in ecosystem development, and applying multiple ambassadors of healthy Longevity to promote growth of the ecosystem.

## 5. Who are your target audience?

Eterly does not just have one target audience as everybody benefits from cutting edge research into anti-aging. That said, a typical early user will be health-conscious, exercising regularly, looking to micro-manage their health and possibly prepared to participate in research programs aimed at furthering research into personalised medicine and health monitoring. The platform aspires to celebrate these “*Super Users*” who will serve as role models to other users. Super Users will be rewarded for their efforts with Longevity Tokens, creating a trickle-down effect that will inspire other platform users to assess the state of their own health more deeply. There will be social element to the Longevity ecosystem that will promote gamification and healthy competition amongst peers.

## 6. How does Eterly’s mobile app work?

The mobile app integrates seamlessly with wearable fitness devices i.e. Apple Watch, Fitbit, Jawbone to gather information about all aspects of a user’s healthy lifestyle. The information gathered will be stored securely, anonymised, and used to provide recommendations about how to improve the “Longevity Score”. The user will communicate with the app through an AI-driven chatbot, which prompts for regular updates about health, mood, steps, heart rate, sleep patterns, and activity captured via wearables.

## 7. What is the Longevity Score?

The Longevity score is a gross rating that is assigned to new users after an initial health and fitness assessment based on the data they’ve submitted. The score is calculated using a proprietary algorithm, which is based on biomarkers of aging, and algorithmic machine learning techniques that focus on the users’ performance, activity, and behavioural patterns.

## 8. What are the main features of Longevity United’s Platform?

There are 4 Distinct Elements of the Longevity United Platform:

- Universal front-end mobile app aimed for consumers,
- Blockchain Back End for R&D, Tokenisation to create incentivisation across the platform,
- “Open Marketplace”, where users can find curated, recommended and validated treatments and products, e.g. supplements, health foods, vitamins, lifestyle coaches etc,
- AI driven health and fitness analysis and recommendation system for healthy diet, lifestyle regimes, nutraceuticals and AI-driven personalized precision medical advice provision.

## 9. What is a Longevity Token?

A longevity token (LTY) is used to reward users for sharing their own data and can be exchanged for goods and services that will be developed on, and available through, Longevity United’s platform.

## **10. Can you explain how the app and platform works using LTY?**

LTY tokens will be rewarded through data mining. By awarding these tokens, users will be incentivised to carry out as much activity as possible. The resulting data will be mined and subjected to big data analysis in order to optimise recommendations issued via the app. This will also apply to recommendations given to users by scientists and doctors in the ecosystem.

Longevity United Tokens will play a critical role in maintaining the self-contained ecosystem, in the following ways:

- Users: will be awarded tokens for successful and regular data input, and for successful healthy living i.e. completing recommended fitness or wellness programs. Users will also be able to mine tokens for sharing their data with third parties
- Grants: Tokens will be used to award grants to medical institutions and research centres for supplying data and the latest medical innovations to the platform, and for referrals of products and services, paid for with tokens.
- Doctors / Scientists: may earn tokens for research into ageing biomarkers and potential treatment methods, doctor / scientist consultations with users on recommendations to further train AI, and for overall contributions to the knowledge pool.
- Investors; will invest in tokens to pay for developers work, fund scientists or make other contributions to the development and enrichment of the platform, or to pay for products and/or services

The tokens “mined” in these various ways may be used to complete in app purchases for premium services or within the open marketplace, on healthy living products and services. They may also be traded outside the platform and be converted into other crypto, or fiat currencies.

## **11. How much capital does Longevity United require for building out the platform fully?**

We believe this will be sufficient to fund all of the tech developments that we have in mind, which includes development of the “Open Marketplace” and the scientific blockchain based platform that will serve as the app backend and data storage facility. However as there is a lot of complexity involved in creating this structure, there are additional components that might need to be added to the platform over time. For that reason, we feel that 500K+ should be allocated.

## **12. How will the raised money be used?**

It will be used to fund an initial marketing push to achieve our aim of generating 1m users by the end of 2018, and also on the development team as we look to roll out the different versions of the app. We will also begin the establishment of research, sales, legal, and special projects teams, and establish partnerships with fitness tracker device makers as well as other corporate partners, hospitals and elderly homes and retirement communities..

#### **14. When will you have first 100K users, when do you expect to reach 1m users?**

We estimate that it should take us first 2-3 months to establish 100,000 registered users and 1 million in 1 year.

#### **15. How does Eterly calculate your longevity score?**

The Longevity Score is a central element of the platform and a main driver of users' daily interactions with Longevity United. The Longevity score is a gross rating that is assigned to new users after an initial health and fitness assessment based on the data they've submitted. The score is calculated using a proprietary algorithm, which is based on biomarkers of aging, and algorithmic machine learning techniques that focus on the users' performance, activity, and behavioural patterns.

Biomarker technology is key to the evolution of the current healthcare system into what is known as P3 Medicine (The 3Ps stand for predictive, preventive and personalised). Each biomarker reflects a trait of an organism, such as blood pressure or the presence of a specific type of antibodies that can signal emerging diseases or other adverse processes.

Additionally, the Longevity score will be closely tied to the Longevity Token (LTY). Users mine tokens by improving their Longevity score, and Eterly's fully automated personal trainer will offer users advice and guidance regarding boosting their Longevity score.

#### **16. How does the AI work?**

It uses machine learning algorithms to calculate the best possible personalised lifestyle choices and make recommendations accordingly.

Continuous monitoring, assessment and analysis, including optimized recommendations, diagnosis, and prognostics through forecasting using artificial intelligence

- Interprets stored data
- Intermingles research data with user health data where permission is granted
- Calculates Longevity score
- Powers the app's AI chatbot coach
- Designs personalised health and fitness programmes
- Enables personalized health monitoring and calculates the risk of illnesses and diseases

#### **17. Who owns the data?**

As stated previously, data plays a central, perhaps the most crucial role in Eterly, allowing the platform to make precise recommendations for its users, giving doctors and physicians better information about their patients, and opening the door to further discoveries related to health. Eterly will collect user data in several ways using wearable technology, from digital health records, to directly via in-app user input.

Working with data should follow four main principles: security, clarity, consent and ownership. Longevity United will ensure that these tenets are fully respected. All data collection and processing will be done with full awareness and after the explicit approval of the user. Secondly, the platform uses blockchain technology to store the data it collects, ensuring transparency and security, as well as allowing the user to be in full control of their personal data. Finally, users will be compensated for sharing their data: in addition to enabling an overall healthier lifestyle, the platform will issue tokens in return for the data contribution of users.

Longevity United is committed to ensuring that users own their data at all times, that their data will not be used without their consent, and that they be compensated for the use of their data.

### **18. What is the timeline for the Token Sale?**

- The Token sale is divided in two stages: Pre-Token Sale and Main Token Sale.
- Token Pre-Sale starts on March 28th, 2018 and will last until June 20th, 2018.
- Main Token Sale will start on June 1st, 2018 and will last until July 31st, 2018.

### **19. How the budget will be allocated?**

- Product Development 40%
- Research Department 30%
- Sales Department 10%
- Marketing Department 10%
- Reserve Fund 5%
- Legal department 5%

### **20. Where can I read the white paper?**

You can read White Paper of Longevity United at the [Longevitytoken.com](https://longevitytoken.com)