

TOKEN SALE

EXECUTIVE SUMMARY

LONGEVITY UNITED



The Pathway from Healthcare to Health
AI & Blockchain
for Healthy Longevity
(in partnership with Eterly)

www.longevitytoken.com

Longevity United is the world's first healthy living and fitness platform and technological ecosystem designed and built by experts in the field of healthy Longevity.

Longevity United Inc. is establishing a joint venture with **Eterly** Inc., with the aim of creating the leading Longevity-focused mass market consumer-oriented ecosystem.

Longevity United is conducting the Token Sale for the “Longevity Token” (symbol: LTY). Longevity United is the ecosystem, marketplace and community of users, where technologies will be developed in joint venture with Eterly Inc. This ecosystem will use the Eterly mobile app, whereas Longevity United will be focused on blockchain back-end development, marketing, client base development, engaging users and promoting active participation in ecosystem development, and applying multiple ambassadors and evangelists of healthy Longevity.

Eterly - the first scientifically backed Longevity Mobile App, developed by a team of top scientists, developers and entrepreneurs with years of collective experience in Longevity and geroscience. **Eterly's MVP mobile app** is launched and available on App Store ([here](#)) and Google Play ([here](#)), and its initial focus group is formed and active. Eterly is currently in the progress of acquiring feedback from its focus group, and is in the process of implementing feedback prior to the **official launch of the finalized app estimated by July 10.**

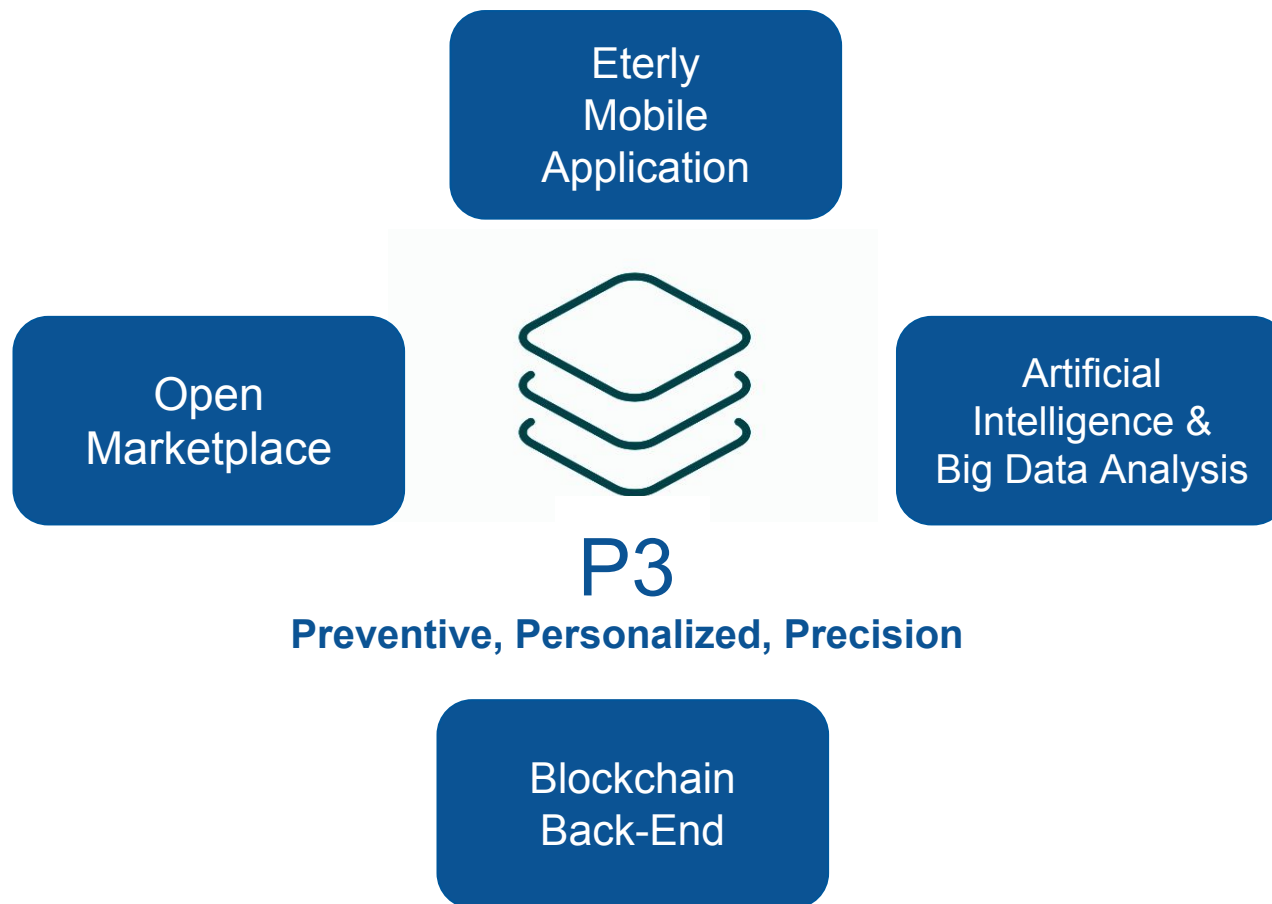
People want to live longer and healthier lives. With advancements in personalized, precision, preventive medicine 80s is the new 60s, and people can now expect to live into their 120s.

*This information contained in **this whitepaper is not intended for the residents of USA.** Before continuing, you agree that the information in this whitepaper is solely for informational purposes and does not constitute an offer to sell, or a solicitation of an offer to buy, any asset and/or security. You agree and warrant that you are not a resident of the USA and do not and shall not rely or use the information herein to make any decisions in respect of any investment.*

Longevity United Component Structure:

4 Distinct Elements of the Longevity United Platform:

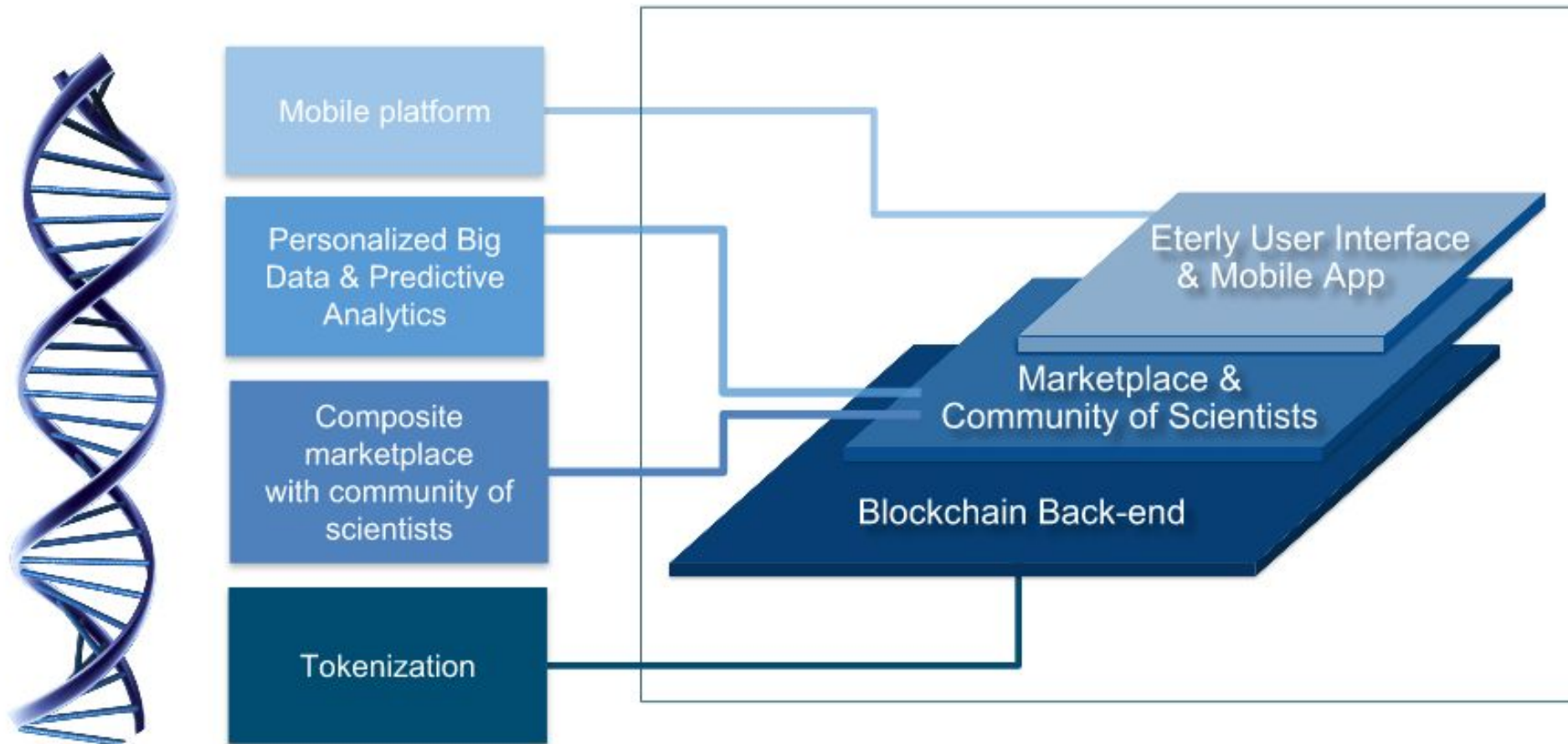
- Universal front-end mobile app aimed for consumers, developed by Eterly
- Blockchain Back End for R&D, Tokenisation to create incentivisation across the platform,
- “Open Marketplace”, where users can find curated, recommended and validated treatments and products, e.g. supplements, health foods, vitamins, 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.



What we are doing now:

- Extending our scientific community and advisory board,
- Eterly is actively developing upgrades and next editions of Mobile App,
- Longevity United is building marketplace with a blockchain back-end
- Longevity United is conducting the Token Sale which take place April-July 2018.

Longevity United Ecosystem



Longevity United is building marketplace with a blockchain back-end that will receive data from medical institutions, research centres, and longevity experts and combine it with the user data to produce personalised health plans via integration with Eterly's front-end mobile app, allowing it to make recommendations to users about how to live the healthiest lives possible. The system will also use the latest medical research into commercially available supplements and treatment drugs of benefit to the user. Longevity United will use novel cryptoeconomic strategies and tokenization technologies; Longevity Tokens will be issued to users for completing health and fitness plans successfully, to sponsor the work of scientists and researchers, and to bring investment into the platform from leading healthcare and mobile app investors and strategic partners. Users will be able to "spend" their Longevity Tokens on premium services offered within the Longevity United marketplace.

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.

Token Sale Event Details

Token Name: Longevity Token

Token Symbol: LTY

Type: ERC20

Token features: Utility Token

Listing Price: USD \$0.01

Tokens are issued by the smart contract upon request.

Soft Cap: USD \$7,000,000

Hard Cap: USD \$30,000,000

Token Allocation Details

70% of LTY tokens issued during Token Sale will be allocated for sale.

30% of LTY tokens issued during Token Sale will be allocated for Team, founders, advisers, bounty, whereis:

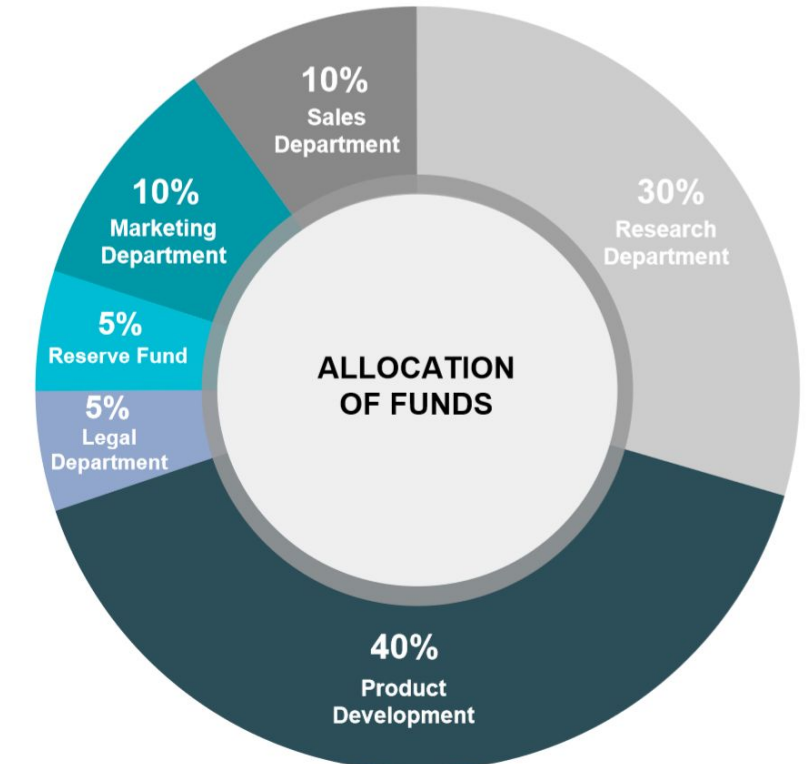
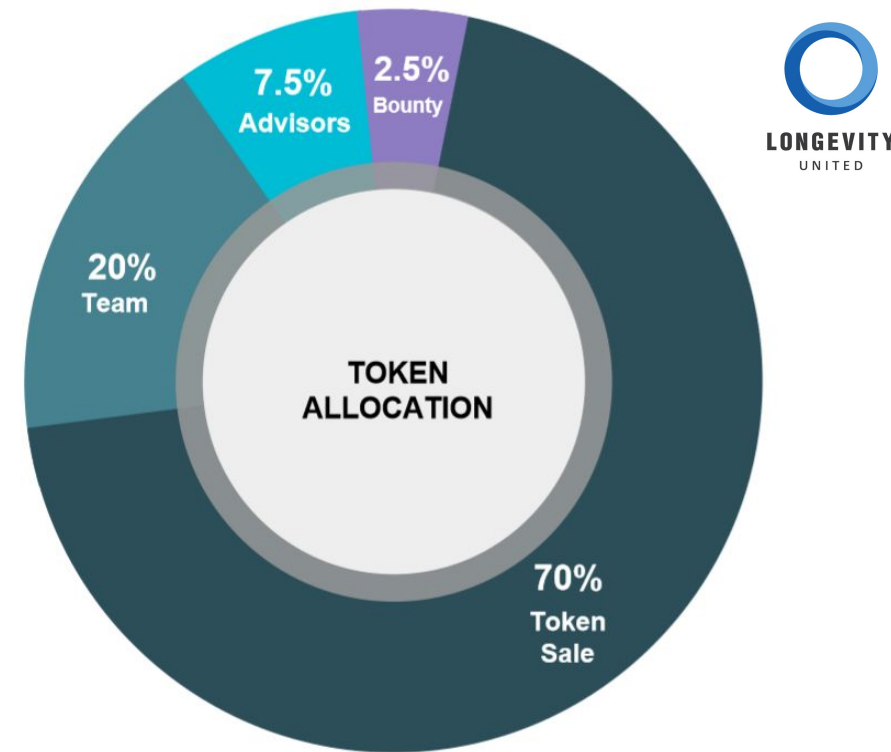
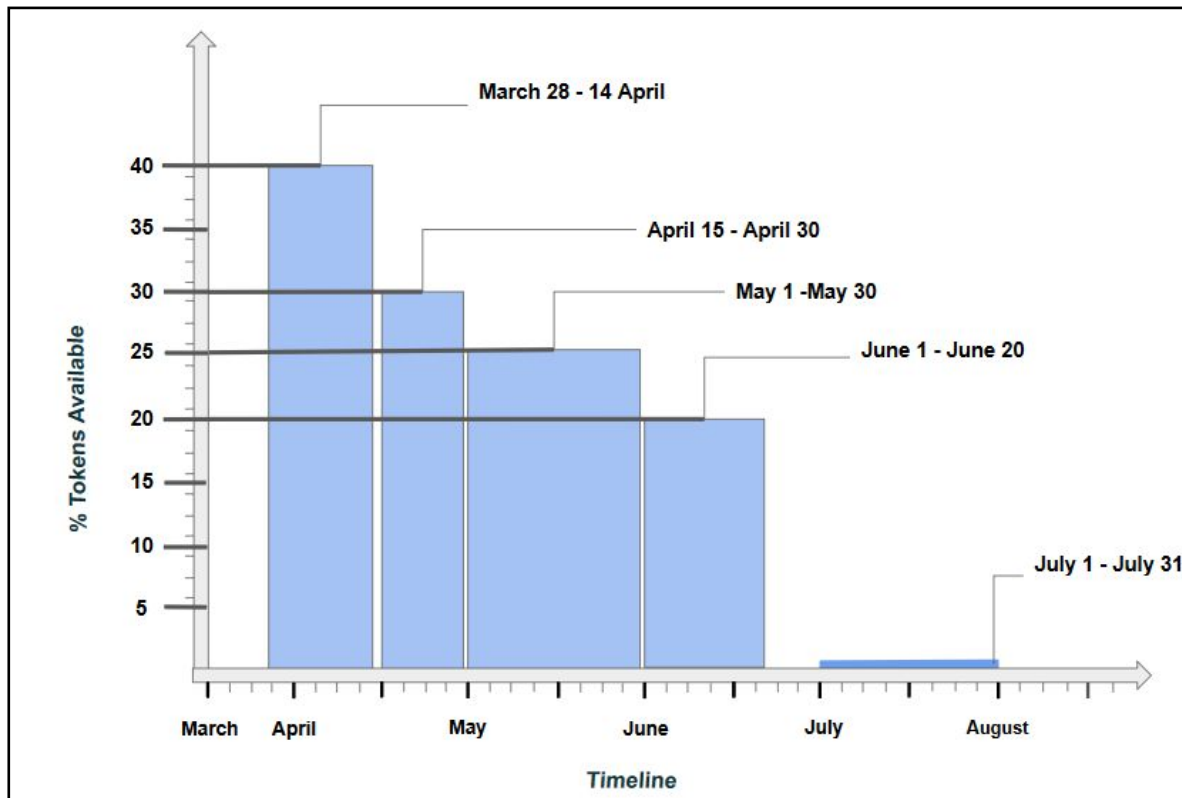
- 20% of LTY tokens will be allocated for team and founders and will be vested over 2-year period to show our commitment to the overall success of Longevity United.
- 7,5% of LTY tokens will be allocated for advisers, including substantial scientific advisory and will be vested over 2 year period with a 6 months cliff.
- 2,5% of LTY tokens will be allocated for bounties and ambassadors/evangelist program and will be distributed 2 months after the completion of the Token Sale.

The maximum amount of Longevity Tokens will be limited and the entire amount of tokens that could be issued in the future will be not more than two times bigger above the amount of LTY tokens issued during Token Sale.

Token Sale Timeline

Stage	Timeline	Discount
Tranche 1 (Pre-Sale)	March 28 - April 14	- 40%
Tranche 2 (Pre-Sale)	April 15 - April 30	- 30%
Tranche 3 (Pre-Sale)	May 1 - May 30	- 25%
Tranche 4 (Pre-Sale)	June 1 - June 20	- 20%
Tranche 5 (Main Token Sale)	July 1 - July 31	0%

Token Sale Discounts



LONGEVITY UNITED TOKENS (“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.

LTY tokens mining features

To accelerate the worldwide adoption of Longevity Tokens, LTY these tokens will be given in small installments to users accordingly to the paragraph 5.4 (mining of Longevity Tokens) in the White Paper.

Token emission model operates according to an activity and data-mining rewarding system, whereby users are granted LTY tokens for a variety of in-platform activities, including providing the platform with different kinds of personalized health data, encouraging other users to join the platform, regularly following the mobile app’s recommendations, and successfully improving their health and biological age through continued use of the mobile app and ecosystem.

How users can earn (mine) small amounts of Longevity



It is Longevity United's intention to issue small amounts of tokens each day, to reward users for completing designated activities. The range of these activities will evolve step-by-step as the platform and project achieves its goals and ticks off key milestones.

The kinds of tasks that will result in the granting of tokens will include major fitness activities, and healthy lifestyle activities e.g. active running, fitness, and time spent at the gym during the course of days, weeks or months. Larger volumes of coins could be mined in the event that users are able to provide Longevity United with tangible patterns of healthy lifestyle data, i.e. not only following Longevity United recommendations but also providing Longevity United with personalized medicine and health data.

Rewards for supplying data to platform

Besides tokens the Longevity United project will provide users supplying critical data to its platform with recommendations guided by doctors and geroscientists, evaluated using anonymised data from thousands, to hundreds of thousands of users, in a sense conducting something similar to clinical trials, except not for disease treatment but rather disease identification and prevention.

Longevity United will evaluate whether the recommendations of credible doctors are applicable for large numbers of users, and evaluate whether their aging and health biomarkers have improved. The users who will be able to achieve the best improvement will be granted the most tokens (above those users who show that they can preserve their existing health and aging biomarkers, and users who will be not able to show any improvement or preservation of biomarkers).

Active users will be able to earn tokens, or obtain discounts for products offered within Longevity United's ecosystem. Users who are inactive and unable to show improvement will still have access to the ecosystem but will have to make do with less tokens. Those users able to provide the platform with the most valuable data, and improve their biomarkers the most, will be promoted to become called role models, and will be the beacons used to validate processes, from a practical perspective.



Personalized Recommendations



Nutrient Tracking



Daily Activity Analysis



Sleep Patterns



Food Control



Life Longevity Prediction

www.longevitytoken.com

4 ROUTES TO MONETISATION

