



# The Healthy Living & Fitness App for Life Extension

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

[www.longevitytoken.com](http://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.

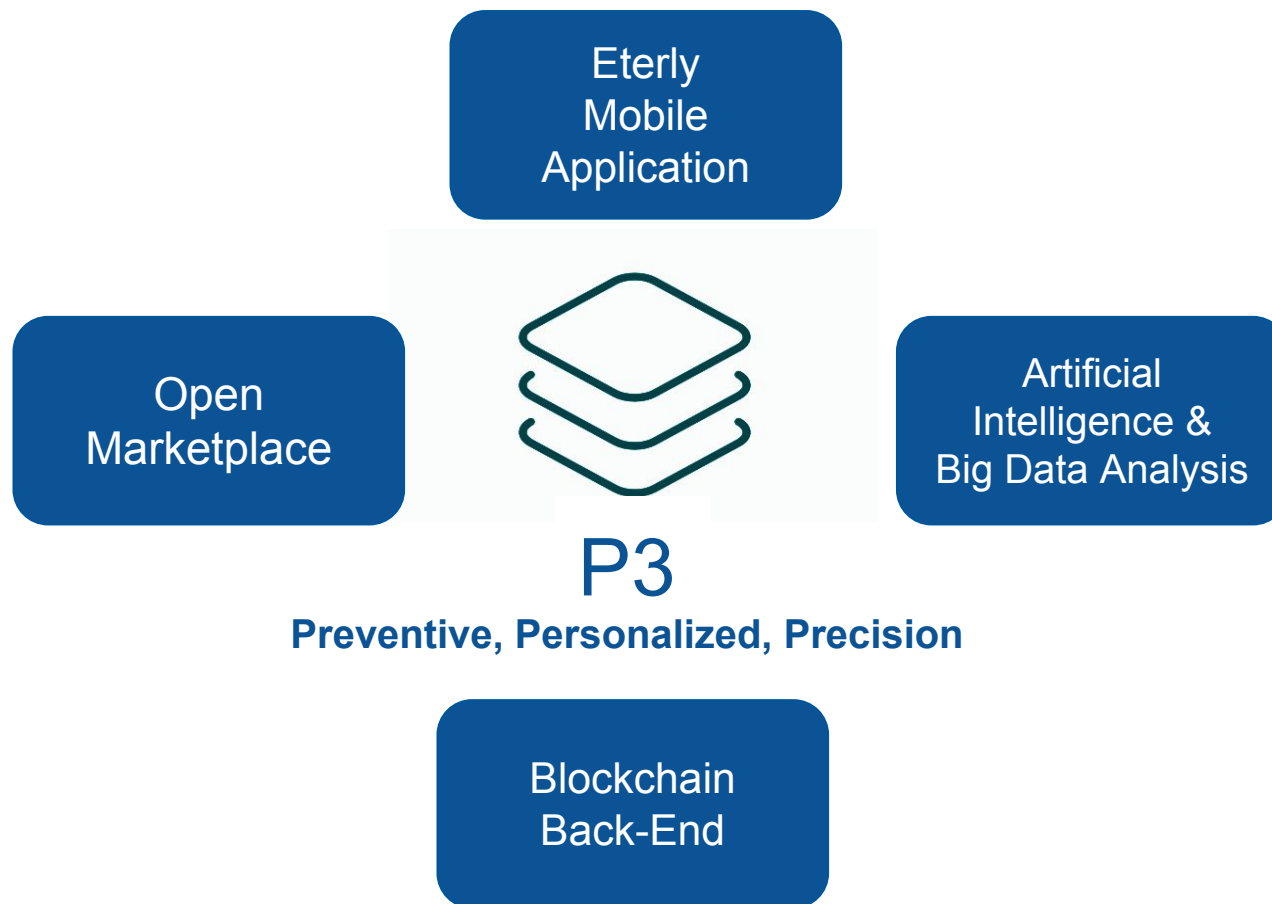
**Longevity United** is building marketplace with a blockchain back-end that will receive data from medical institutions, research centres, and longevity experts and combine it with the user data to produce personalised health plans via integration with Eterly's front-end mobile app, allowing it to make 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.

*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:

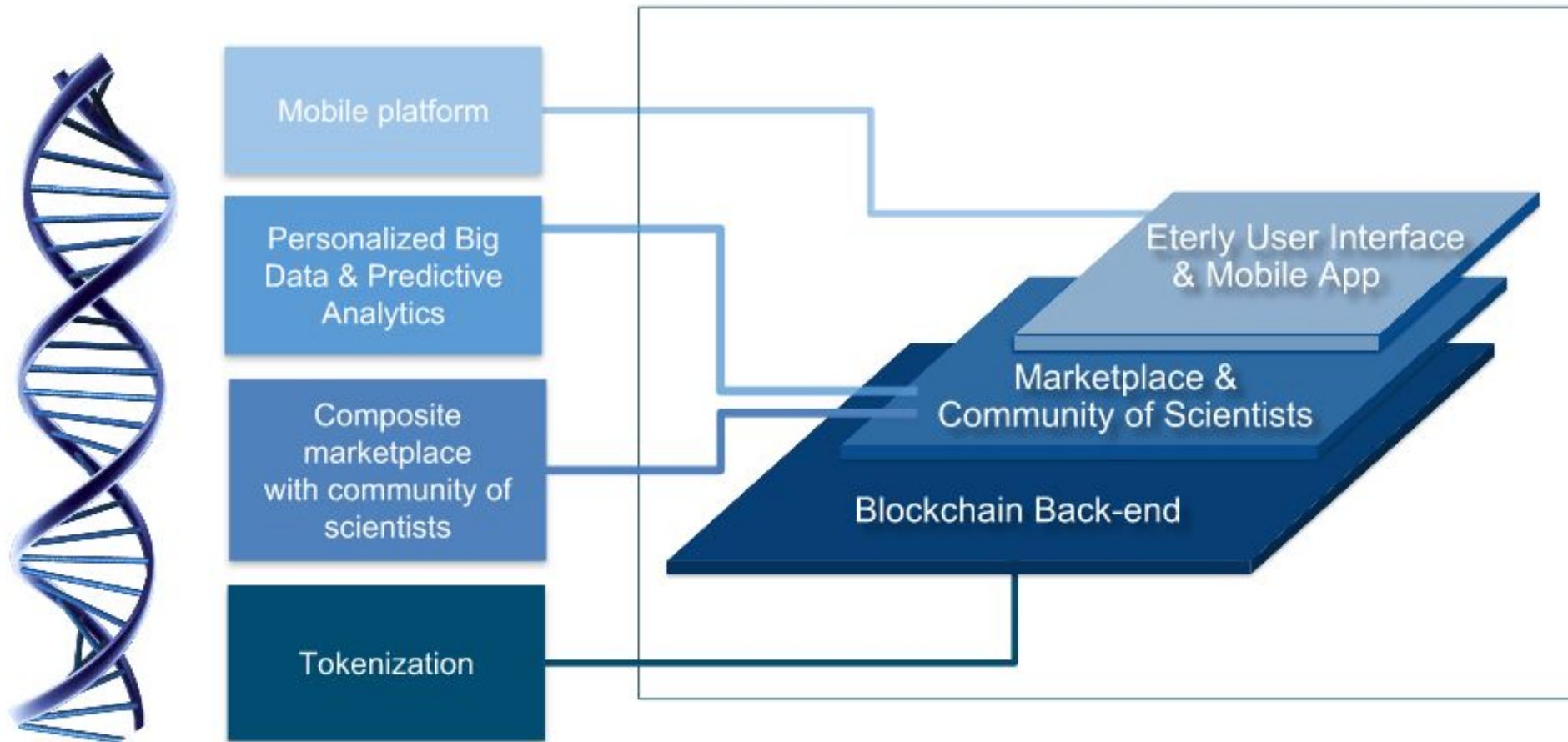
- Universal front-end mobile app aimed for consumers, developed by Eterly
- Blockchain Back End for R&D, Tokenisation to create incentivisation across the platform,
- “Open Marketplace”, where users can find curated, recommended and validated treatments and products, e.g. supplements, health foods, vitamins,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



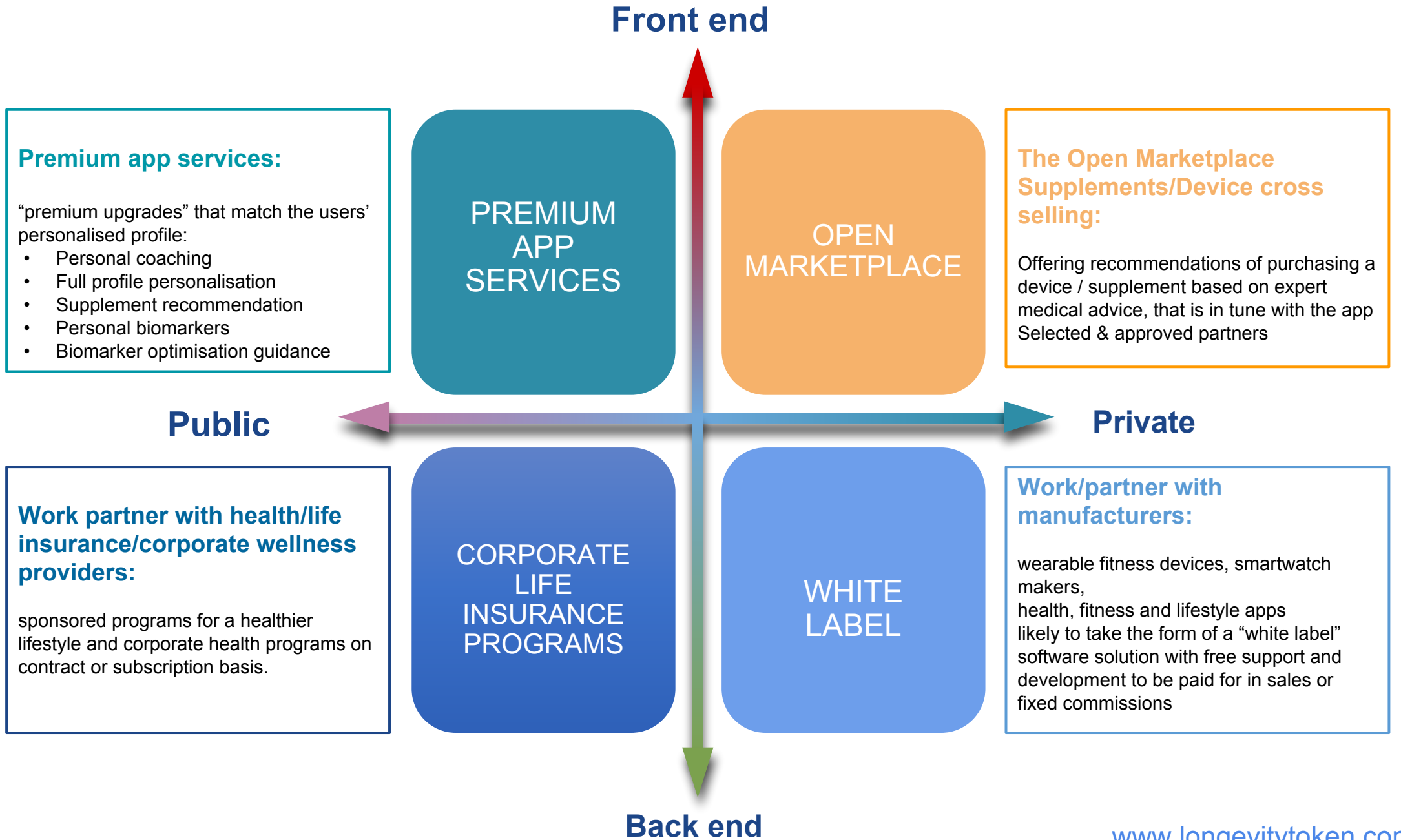
**Longevity United** is building marketplace with a blockchain back-end that will receive data from medical institutions, research centres, and longevity experts and combine it with the user data to produce personalised health plans via integration with Eterly's front-end mobile app, allowing it to make 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.

# Longevity Score & Precision Health



User scores in a variety of distinct health parameters are recorded, tracked, and given a distinct weighting in proportion to how much they affect overall health and biological age. These distinct parameters are then summed in accordance with their weightings to yield a final integrated metric that represents their current biological age and overall health status.

# 4 ROUTES TO MONETISATION





# 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:

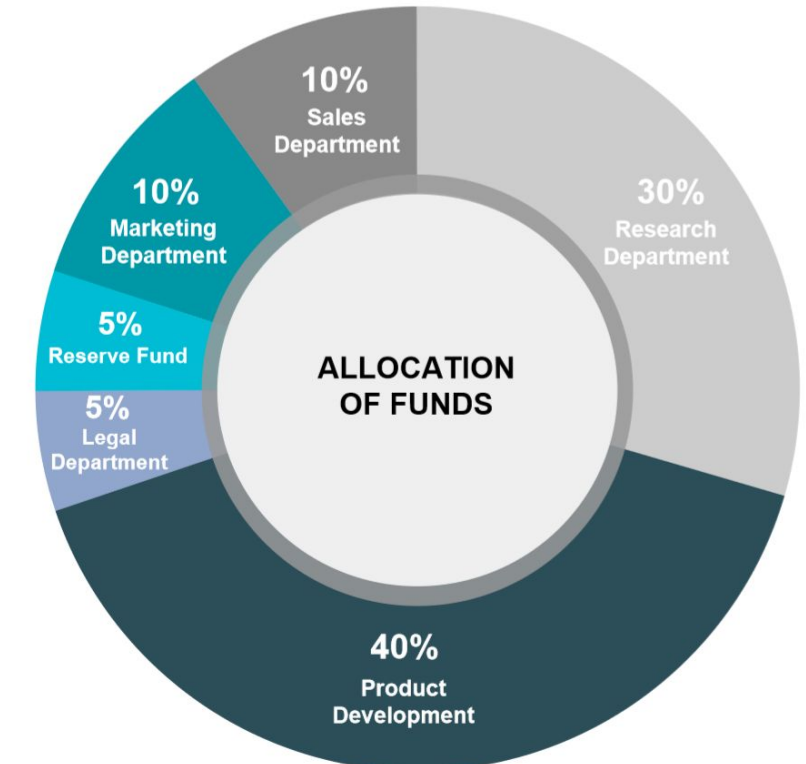
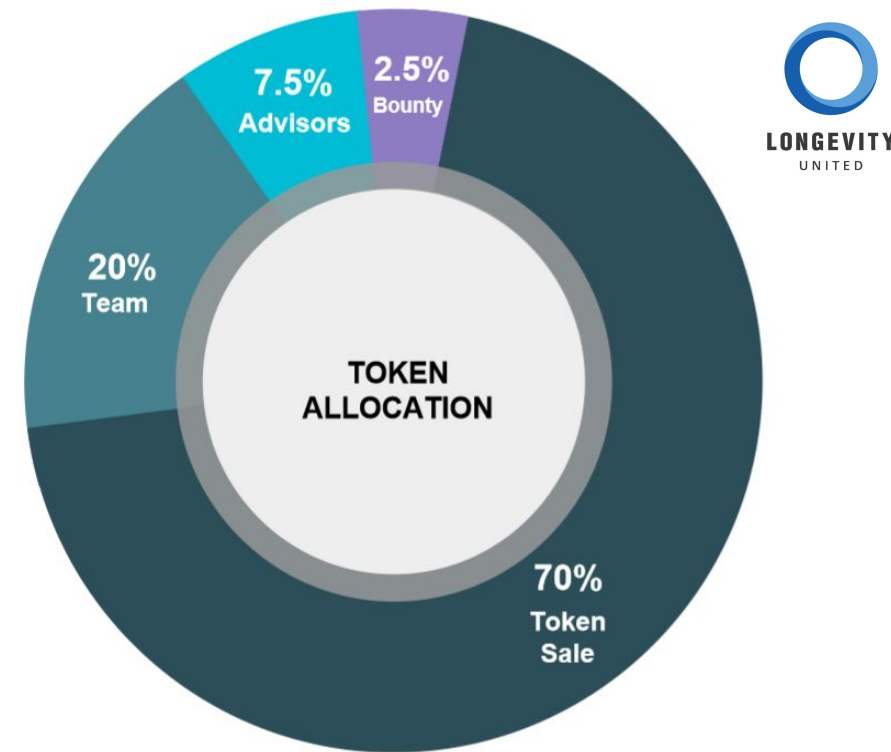
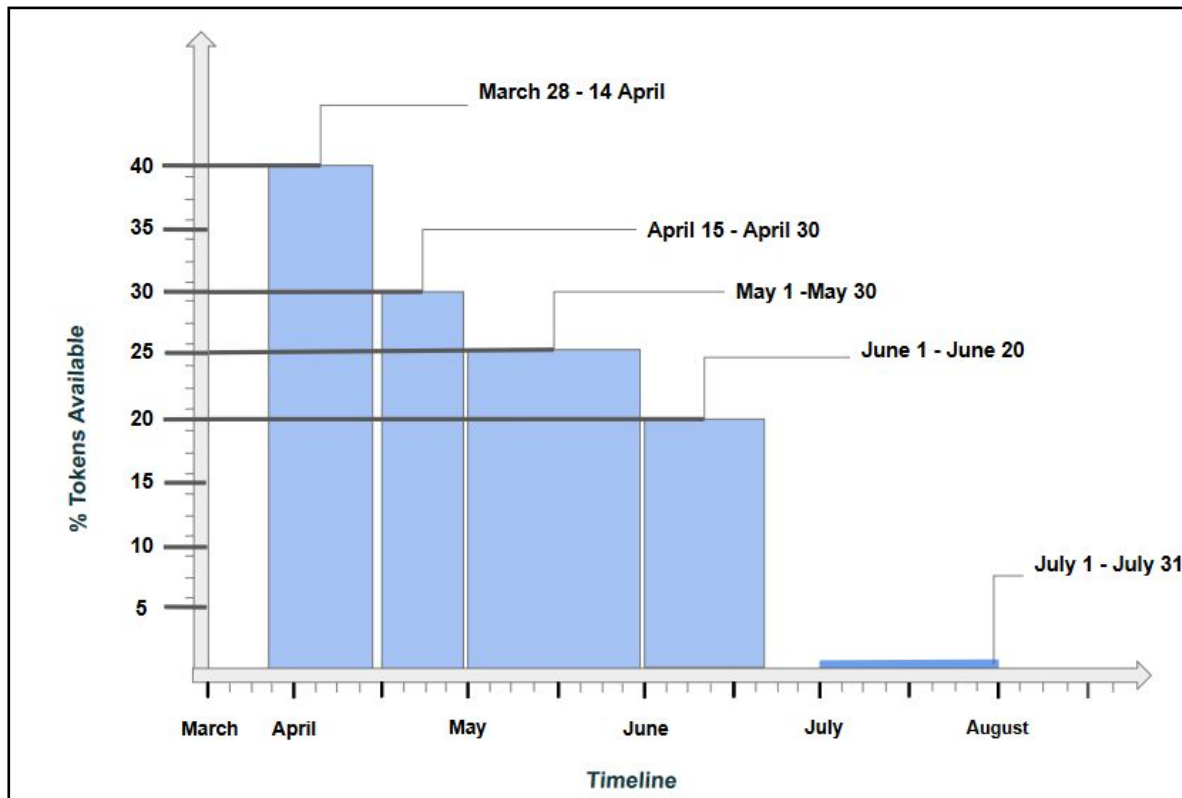
- 20% of LTY tokens will be allocated for team and founders and will be vested over 2-year period to show our commitment to the overall success of Longevity United.
- 7,5% of LTY tokens will be allocated for advisers, including substantial scientific advisory and will be vested over 2 year period with 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 Token Mining Features

To accelerate a worldwide adoption of Longevity Tokens, LTY these tokens will be given by micro portions to users accordingly to the 5.4 (mining of Longevity Tokens). 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.

# Team & Advisors



**Andrew Ahachinsky**  
**CEO & Founder**

Andrew's passion for fitness and the pursuit of a healthier, longer life is the driving force behind the creation of Longevity United..



**Zinnur Muratov CTO**

Zinnur takes the team lead function at Longevity United. Upon graduation from the Kazan Federal University Zinnur founded his first startup.



**Ivan Panchanko**  
**Big Data Analysis**

Ivan graduated from Innopolis University, majoring in Data Science, and is a prolific author of scientific articles on Machine learning..



**Jack Gabelsky**  
**Server Developer**

Jack is a backend developer, an expert in integrating global health services and designing system automation.



**Ted Inham**  
**Communications Director**

Edmund is the team's PR, Communications & Strategy expert and has worked with startups for more than 5 years, gaining global media coverage for clients.



**Giovanni Santostasi**

*DeepWave, Research Scientist at Northwestern University; adviser on SleepTech aspect of the platform.*



**Alexey Moskalev**

*Professor of MPTI, Author of 120 Years Is Only The Beginning; adviser on longevity biomarkers tracking*



**Dmitry Kaminskiy**

*Deep Knowledge Ventures, Creator of 123 Years Prize for Life Record; adviser on strategic partnerships and investment*



**Jose Cordiero**

*Fellow, World Academy of Art and Science; advisor on Longevity Advocacy, Publish Outreach & Partnerships*



**Franco Cortese**

*Deep Knowledge Life Sciences; adviser on biomarkers of aging*

# THANK YOU

Using P3 medicine technologies, and leveraging the work of Geroscientists, why should 122.5 years of age be considered the limit?

**Contact Us:**  
[info@longevitytoken.com](mailto:info@longevitytoken.com)



Life record of 122.5 by Jeanne Calment who died in 1997.