PUML

Own, protect and secure your health and fitness data
+ *Earn fitness rewards*

OVERVIEW

Your health and fitness data is an increasingly valuable asset

▶ *Simply put, PUML will help you be rewarded for fitness activity and protect your health and fitness data.*

▶ *PUML will collect data from multiple sources, which can be shared with healthcare professionals for personal insights; and organisations building personalised and predictive health products for rewards.*

▶ *Rewards will be provided as PUML utility tokens, which will give access to a unique health and fitness tiered membership, our marketplace, platform, discounts, transactional benefits and more.*

▶ *PUML will be part of the solution to tackle the global obesity epidemic, by motivating people who don't currently exercise with activity incentives.*

▶ *The founders have built two current fitness products, whose 30,000+ users and 100+ gym and business partners will be migrated across to PUML.*

▶ *PUML aims to be a platform that helps the mass adoption and commercialisation of blockchain by building on an existing business in the global health and fitness vertical.*

▶ ***The key to our success is going to be in our scaled mobile first technology that will lower the barrier of entry for existing and new users and help bring the benefits of blockchain without the barriers.***

Tech
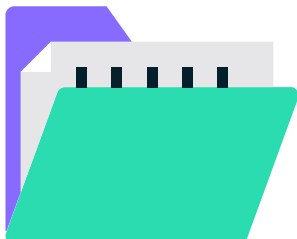
PUML Health and Fitness Record

At the heart of the PUML platform is the Digital Health and Fitness record. We empower all our members to own and control their data and choose who and how 3rd parties access it. Blockchain technology is key in implementing this secure and trusted record. The PUML platform will use both Ethereum and a Private Side Chain solution that protects the data and creates interoperability between each service.

We will migrate our legacy off chain data storage, currently in Amazon RDS and S3 asset management to a new decentralised **Interplanetary File System (IPFS)**. This file structure is a Merkle DAG, which combines Merkle trees (used in blockchains to ensure immutability), and Directed Acyclic Graphs (used in Git version control, which also allows users to see the versions of content on IPFS). This is an excellent solution for storing unregulated health data, particularly when there is consistent duplicity in information such as heart rate data, blood pressure, weight, height. Our Proof of Fitness validator algorithm will help normalise data into a key-value store that can be cryptographically hashed and distributed onto IPFS.

The PUML platform will also consist of underlying IPFS nodes that will allow for pinning of non-repeatable or seldom used data to ensure immutability and data integrity.

From a mass adoption and user experience perspective this complex and robust health record will be delivered via our easy to use native mobile apps in Swift 4.0 for Apple and Java for Android. The PUML API is a RestFul node.js platform that will integrate with the Challenge Manager, Private Chain, IPFS and Ethereum smart contracts.

PUML Challenge Manager, Mobile Wallet and Marketplace

The second pillar to PUML is the ability to reward users for exercising and making health lifestyle choices. Technically we do this via 3 major components, namely the Challenge Manager, Mobile wallet and Marketplace. As microservices, they will all have their own infrastructure associated with them built largely on Amazon AWS.

The key to rewarding all members on our platform with **PUML tokens** is through the Challenge manager, powered by **Ethereum Smart Contracts**, a next generation blockchain protocol to manage permissioning, data gatekeeping, escrow, validation, traceability and transaction services. Each Sponsor challenge will have a smart contract that details the challenge, token reward dissemination, policies and required data split into PUML units.
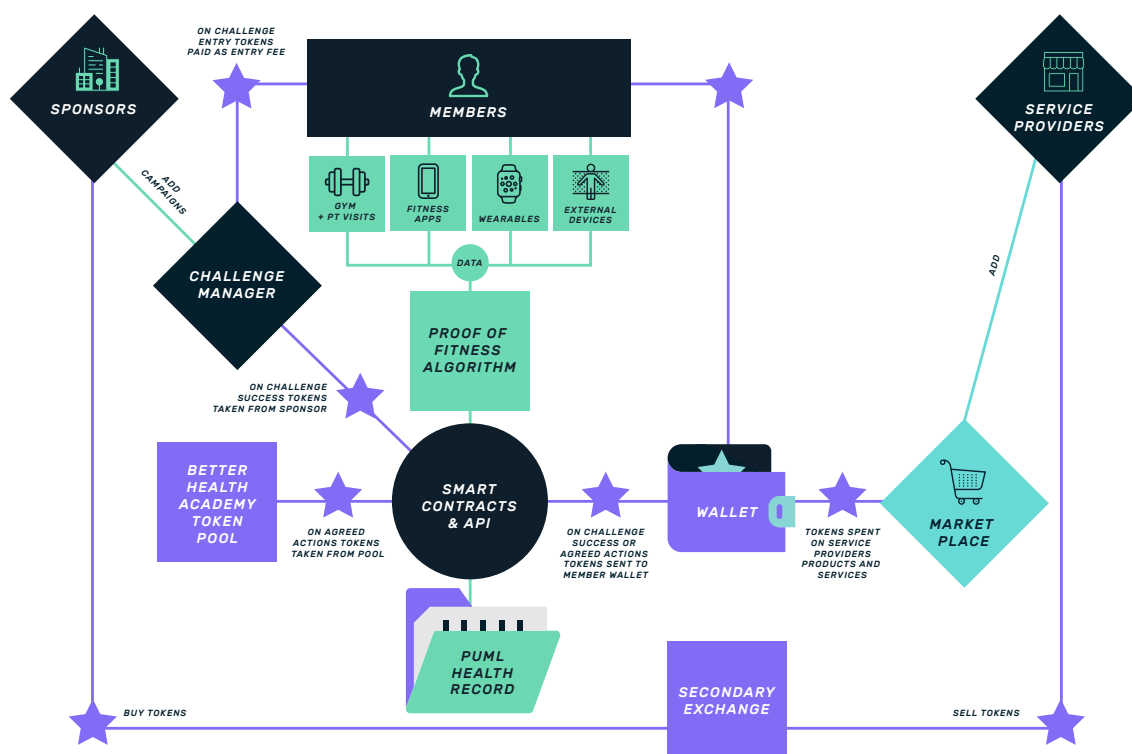
Tech

The Units measurements will be calculated by the **Proof of Fitness Engine** that will not only validate the data via 3rd party Apps, APIs, wearables and external bluetooth devices but also normalise the data into equal units. This normalisation will occur prior to acceptance to the smart contract and thus improve the efficiency of data storage on IPFS.

The marketplace will be an extension of the existing legacy marketplace where users can setup products and services. However, rather than accepting fiat payments via Stripe, the new marketplace will allow purchases via the PUML tokens. All products and services will be either digital or shippable assets allowing an immediate global rollout.

The new PUML mobile apps will bring the entire tech platform together, storing your PUML tokens, accessing your health and fitness record, opting into reward challenges and redeeming products within the marketplace.

PUML Economy

Team

Damien King
Founder, Co-CEO/CTO
Technologist, Founder, CTO, Startup specialist, ex-Virgin Media, BBC, Adaptive Media

Adam Samuel
Founder, Co-CEO/COO
Operations & Marketing, Founder, Serial Entrepreneur, ex- Nortel Networks

Stephanie Verin
DMO
International Marketing, Blockchain enthusiast, Ex- World Economic Forum, Procter & Gamble and Nissan

Joel Martin
CFO
Financial controller, Director - Corvid Group Commercial Consultancy, Ex Ikon Communications

Richard Moore
Non Executive Director
Ex CEO of ASX listed company, Investment banker, Angel Investor, Startup Specialist

Holly Stephens
Marketing & Blockchain Advisor
Founder of Triangles, CMO of Beam, Ex- Google

Dr Clarence Tan
Futurist & Blockchain Advisor
Exponential Technology and AI, Former Inaugural Asia Pacific Ambassador of Singularity University at NASA Ames Research Park, Professor at Bond University and Griffith University

Dr Ramana Panda
GP Medical Advisor
Healthcare Management Consultant, founded Tele-health systems start-up

Phil Gunter
Loyalty Rewards Advisor
Managed Virgin Australia's Velocity program for over 7 years, Ex- Westpac, Amex, CBA and British Airways.

Fabian Bartnick
Revenue Expert & Blockchain Advisor
Vice President of Asia Pacific & International business at LodgIQ, global revenue optimization expert. Ex- IDeaS.

Randall Griffiths
Partnerships & Commercial Advisor
Commercial leader and entrepreneur connecting start-ups/corporations with VC's and investors.

David Gerrie
Financial Advisor
CFO, Ex- Starcom Mediavest, PG Lion Resources and ZenithOptimedia

Token

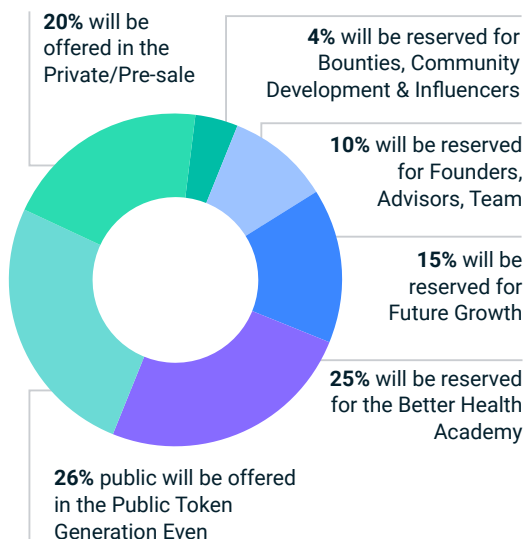| Attribute	Details
Symbol	PUML
Platform	Ethereum Blockchain ERC-20
Token Supply	500,000,000 Tokens
Token Sale	232,000,000 Tokens
Token Sale %	46%
Token Sale rate	1 PUML Token = $0.10 USD
Private Sale	20th October 2018
Pre-Sale	1st December 2018
Public Sale	Q2 2019
Soft Cap	$1,500,000 USD
Hard Cap	$20,000,000 USD
Targeted Cap	$10,000,000 USD
Accepting	BTC, ETH, XEM, USD, SGD

Tokens will be allocated upon completion of the token generation event. Any pre-purchase of tokens through both the private and public sales will be distributed shortly after the TGE. Any unsold tokens from these sales will be allocated to the Better Health Academy.

Token

Token Sale Distribution

20% will be offered in the Private/Pre-sale

4% will be reserved for Bounties, Community Development & Influencers

10% will be reserved for Founders, Advisors, Team

15% will be reserved for Future Growth

25% will be reserved for the Better Health Academy

26% public will be offered in the Public Token Generation Even
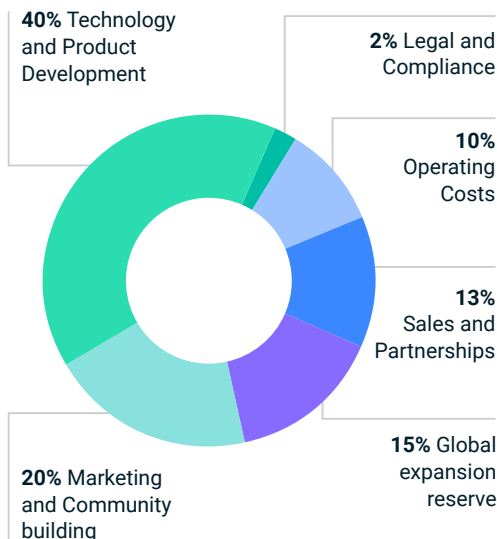
The better health fund academy will be used to seed the network and incentivise members to sign up and onboard.

Influencers will be provided tokens to offer competition prizes to their audiences.

Founders will have a long vesting schedule to show commitment to the project.

Team and advisors will also have vesting policies on tokens.

Use of Funds

40% Technology and Product Development

2% Legal and Compliance

10% Operating Costs

13% Sales and Partnerships

15% Global expansion reserve

20% Marketing and Community building

Funds raised will be used to develop the PUML blockchain platform, including the health & fitness record, core PUML API, mobile apps, wallet, marketplace, as well as integrations with 3rd party data sources.

To increase both the number of sponsors and service providers funds will be used to build a business development team. Expansion into new markets will require funding requirements for staffing, office space, marketing, and legal advice as well as increased technical development and infrastructure costs.

The liability for circulating tokens that arises as a result of the token generation event also places a requirement on PUML to hold certain amounts of funds in reserve to cover the short-term costs of reimbursing service providers in fiat currency when PUML Tokens are redeemed in the marketplace.

Timeline

Q4 PUML 1.0 released to gyms and personal trainers

2017

Q1/Q2 Research and planning Blockchain implementation

Q3 Acquisition of Zippy Fitness assets and IP

Q4 **Private Sale of Tokens in progress**

Q4 Partnership Programme

2018

Q1 PUML 2.0 mobile apps and platform released

Q2 Public Token Sale and distribution

Q3 Health and Fitness Marketplace

2019

Q4 PUML 2.1 Wallet and Digital Health record released

2020 and beyond

Proof of Fitness Validation engine

Corporate Wellness Challenge Platform

Open API for PUML Digital Health Record integrations

PUML AI and Machine Learning

Tribe

Members

Members will want to setup a health & fitness record, connect various sources to start collecting their data and enter challenges.

They will pay token entry fees to challenges, receives sponsor tokens for successful challenge completion and receive tokens for sharing data with 3rd party organisations. Member tokens will be spent to redeem products or services from the marketplace.

Sponsors

Sponsors want to create specific activity challenges and reward successful participants with purchased PUML tokens. Their motivations are detailed below:

Brands

Health & Fitness brands want to reach our targeted fitness community for brand awareness or Corporate Social Responsibility (CSR).

Events

Organisers want to encourage event sign up and participation by incentivising successful completion.

Corporates

Corporate wellness programs want a more productive, efficient workforce taking less sick days by motivating all employees to increase fitness through exercise.

Industry Associations

Industry associations want more people to move more often to reduce burdens on healthcare systems by incentivising movement and activity.

Organisations (interested in Data Sets)

Sports, fitness or health organisations want large targeted data sets for product research & development by incentivising members to add their data to an anonymous pool in return for token rewards.

Service Providers

Service providers want to be able to advertise to a targeted audience and pay for reach.

Service providers will add their related health and fitness products and services to the marketplace. This will include branded merchandise, supplements, activewear, food & drink, digital content, fitness services, memberships, body composition scans and so much more...

"All stakeholders have a commercial interest in health and fitness activity data"

Traction

Pummel Pty Ltd has already delivered 2 digital platforms with registered members in Australia and New Zealand.
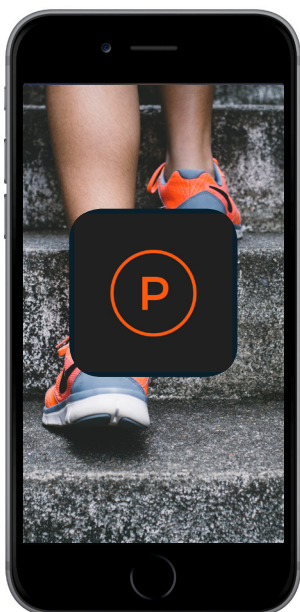
Pummel.fit

Pummel fitness is a marketplace of the best personal trainers and fitness experts. Simply download and find a PT in the local area. Members can connect and private message through the app. Track sessions and add selfies/transformational photos with unlimited storage.

Registered PT's - 1,000+ in Australia & New Zealand

Zippy.com.au

Zippy is a rewards and engagement platform for gym and fitness businesses to incentivise their members for participation. Zippy provides the company with a tablet (Zippy kiosk app pre-installed) and QR cards. Businesses added bespoke rewards to the platform and can include 3rd party business rewards.

Registered Members - 30,000 in Australia

Talk

Let's talk...You can reach the PUML team on any of the following:

Reach

General enquiries	**hello@puml.io**
Token Sales	**tokens@puml.io**
PR and Media	**media@puml.io**
Marketing	**marketing@puml.io**

Social

Web	**https://puml.io**
Telegram	**https://t.me/pumlapp**
Medium	**https://medium.com/@pumlapp**
LinkedIn	**https://linkedin.com/company/pumlapp**
Twitter	**https://twitter.com/puml_app**
Instagram	**https://instagram.com/puml_app**
Facebook	**https://www.facebook.com/pumlapp**

Disclaimer

No Securities

PUML Tokens represent a pre-purchase of goods which will be available via the PUML App (health & fitness products and services). They do not grant the PUML Token holders a share of any profits earned by PUML or any special rights or decision making power in relation to the operation or decisions of PUML. They do not provide any right of equity, debt or ownership in the company or any related entity and are not offered as any kind of security, share, derivative, or interest in a managed investment scheme.

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