

HEALTH IS WEALTH LTD.

"EARN AS YOU IMPROVE YOURSELF ON A
HEALTH AND PHYSICAL LEVEL"



123 Street Name City,
State, 00000



+000 000 0000
+000 000 0000



www.example.com
you@example.com

OTHER POTENTIAL CUSTOMERS

■ Sporting clubs, gyms and leisure centres looking build a connection for customers with therapists, and provide their customers with added benefits

■ Physio/sport and fitness therapists looking for a platform to communicate and ensure that their patients adhere to their fitness/rehab plans

KEY FEATURES OF TARGET END USER

- I. Physically active eg. gym goer, athlete and any individual who is conscious about health and well-being.
- II. Aspirations to elevate fitness and overall health.
- III. Committed to rehabilitating an injury experienced
- IV. Ability to navigate apps

Above: some of our main competitors

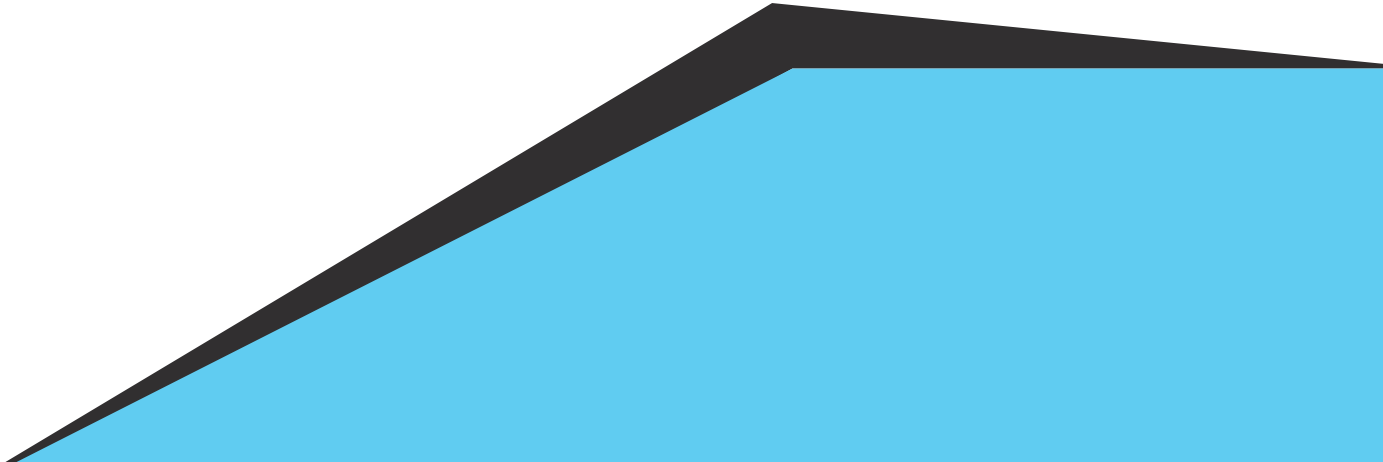
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ABOUT HEALTH IS WEALTH LTD

PROBLEM

Athletes, fitness fanatics, regular gym goers and elderly people all risk injury during exercise, work and possible unprecedented situations. Many factors come into play in order to achieve optimal recovery rates, these factors include nutrition, rehab programs and overall health. In addition to this there is a vast amount of people who are willing to up their fitness levels and increase their health fitness through nutrition.

Our main aim is to encapsulate all types of people who are involved, trying to be or have never been in fitness. According to the literature available, over 50% of people don't adhere to their recovery programmes so providing a platform where individuals earn by sticking to their rehab plan and earn while achieving fitness goals.

SOLUTION

Health is Wealth Limited aims to incentivise athletes, fitness fanatics and regular people by offering a one-stop place for the general population to achieve nutrition, recovery and fitness goals while offering the ability to earn if they adhere to their specialised programme and achieve weekly fitness goals.

MISSION STATEMENT

“ Earn while you improve yourself on a physical level”

Through the use of new technology, artificial intelligence, cryptocurrency and qualified professionals Health is Wealth LTD aims to make possible.

VISION STATEMENT

The world is transitioning from traditional face-to-face set-ups to a more digital world, this applies for business purposes, activities and even payments. Health is Wealth LTD aims to be the first digital platform for recovery, nutrition and fitness improvement while incentivizing our users to earn while they improve themselves.

ELEVATOR PITCH

Rather than spending your hard earned money, why don't you invest in yourself and reap physical and health benefits while also getting a financial return on your investment by adhering to your fitness programme. You want to improve yourself and ensure that you reach your health and physical potential, why search and spend more for all the individual factors such as nutrition, health and fitness or maybe you have an injury that you'd like to recover from. Come be part of the our family and build yourself further while also earning financially by committing to your plan and inviting friends and family.V



MARKET RESEARCH


LOCATION

Based primarily online, with initially one clinic and Headquarters in Dublin, Ireland

END USER

Individuals seeking to recover from injuries and individuals who are conscious about their physical health and well-being.

USP'S

- Through the use of cryptocurrency, we incentivise rehab patients to fulfil their programme
 - Using artificial intelligence to create a specialised nutrition programme to enable users to reach physical goals
 - Using qualified physio/sports therapists to construct rehab programs for users suffering from injuries
 - Offering the ability to further gain financially through our referral programme.
 - One-stop shop for any individual aiming to improve themselves on a physical, fitness and nutritional level
- 

MARKETING STRATEGY

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METHODS

01 Leveraging Top Crypto VExchanges and Influencers

Maximize the product's reach by collaborating with crypto industry leaders like Binance, crypto.com, Kucoin, dextools.io, Ethereum trending, Coin Gecko, and CoinMarketCap. Engage with prominent crypto influencers to enhance your project's visibility and credibility.

02 Social Media: A Key Player in Crypto Marketing

Take advantage of social media platforms like YouTube, Instagram, Facebook, Snapchat, and TikTok to target potential customers and investors. Craft compelling ads to capture attention, foster engagement, and drive conversions.

03 Enhancing Growth with Customer-Centric Initiatives

Foster customer loyalty and stimulate growth with referral programs, monthly draw tickets, and increased token distribution. Turn customers into advocates, leading to organic expansion of your user base.

04 Embracing Traditional Channels in Post-Launch Market-

After pre-launch, traditional marketing channels like flyers, bus/train campaigns, and national TV ads can help tap into a broader audience. Complement digital efforts with these strategies to provide a comprehensive approach to marketing.v

BUDGET

Our Ceo will make an initial investment of 60000 euros.

50,000 euros for the initial marketing campaign

10,000 euros for our startup clinic.

Source	Cost	Details
Crypto marketing	26000	Influencer partnerships 5 5x1000 Exchanges 5x 3000 Other platformsv 3 x 2000
Social media marketing	24000	Social media platforms 2000 per month
TOTALS	50000	

PRE-LAUNCH CAMPAIGN

The initial investment for crypto marketing will be used for our prelaunch campaign as we will be Vholding a presale for our token distribution.

PRESALE BREAKDOWN

A crypto presale is a campaign that projects undergo prior to the listing of the token on an exchange. It allows investors to get in prior to launch at a reduced price in order for the project to develop at a faster rate and also raise the necessary funds required to start and maintain the project.

BUDGET *(CONTINUED)*

The goal is to raise 150 EthV

The price of Ethereum is roughly 1750 euros per Eth

$150 \times 1750 = 280,000$ euros

50% of our presale will be added to liquidity (140,000 euros)

50% of our presale will be used for our project developments such as app development

When our project is launched the code will implement a total of 6% tax

3% Buy tax

3% sell tax

Tax break down

2% of all transactions will be dedicated to the liquidity pool

2% of all transactions will be dedicated to further increase our marketing efforts

2% of all transactions will be dedicated to the pool to be distributed among all participants who adhere to their rehab programs and also for our customers who achieve daily fitness tasks

Tokenomics breakdown

Total Supply = 1 million \$HIW

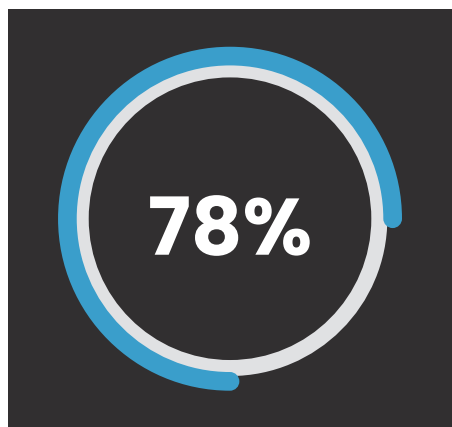
800,000 \$HIW will initially be added to liquidity

100,000 \$HIW will be for the pool where customers will receive based on adherence to requirements

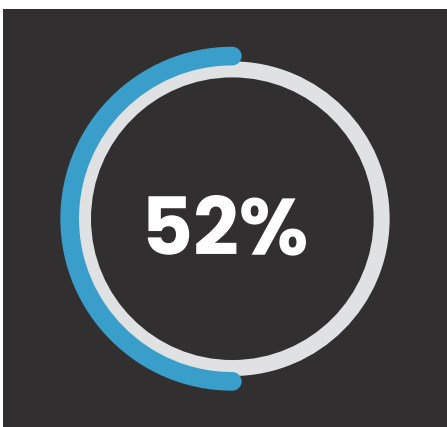
100,000 \$HIW will be for potential exchange listings

Marketing KPIs To Track .

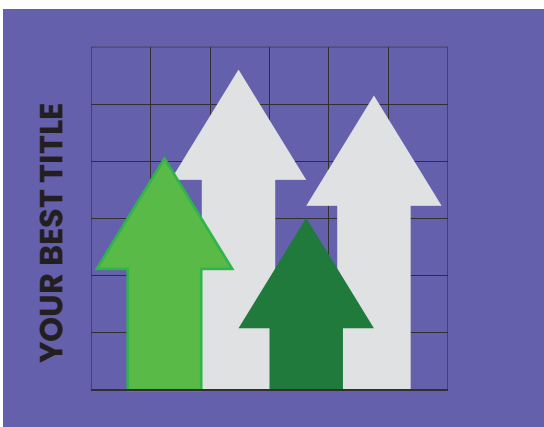
Post-launch we aim to undergo our social media marketing campaign, in this section it’s important to note which platforms have higher conversion rates than others. We aim to note and access which brings us the highest conversion rates so we will keep track of the following KPIs



• Click-Through Rate:
once advertisement is seen to
downloading our app



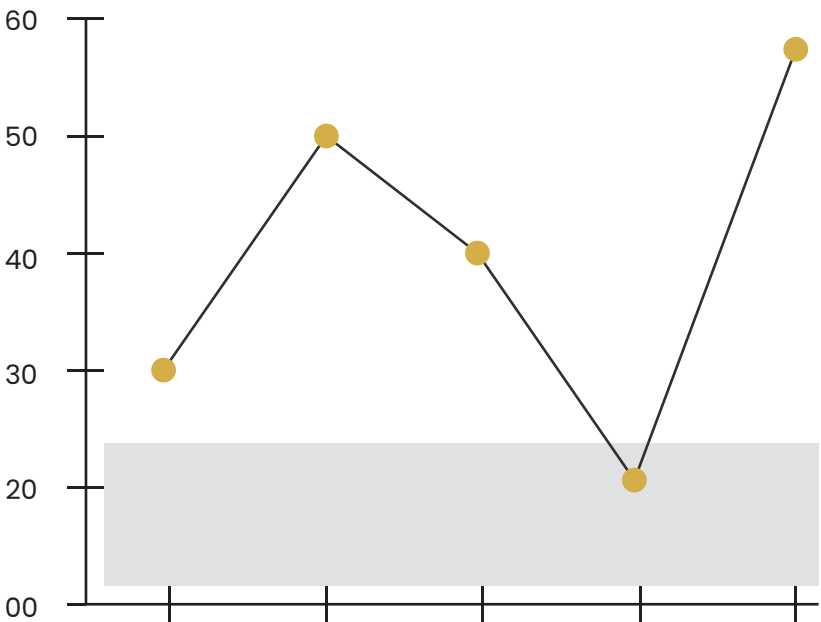
• Conversion Rate:
downloading the app to
Vpurchasing our NFTs



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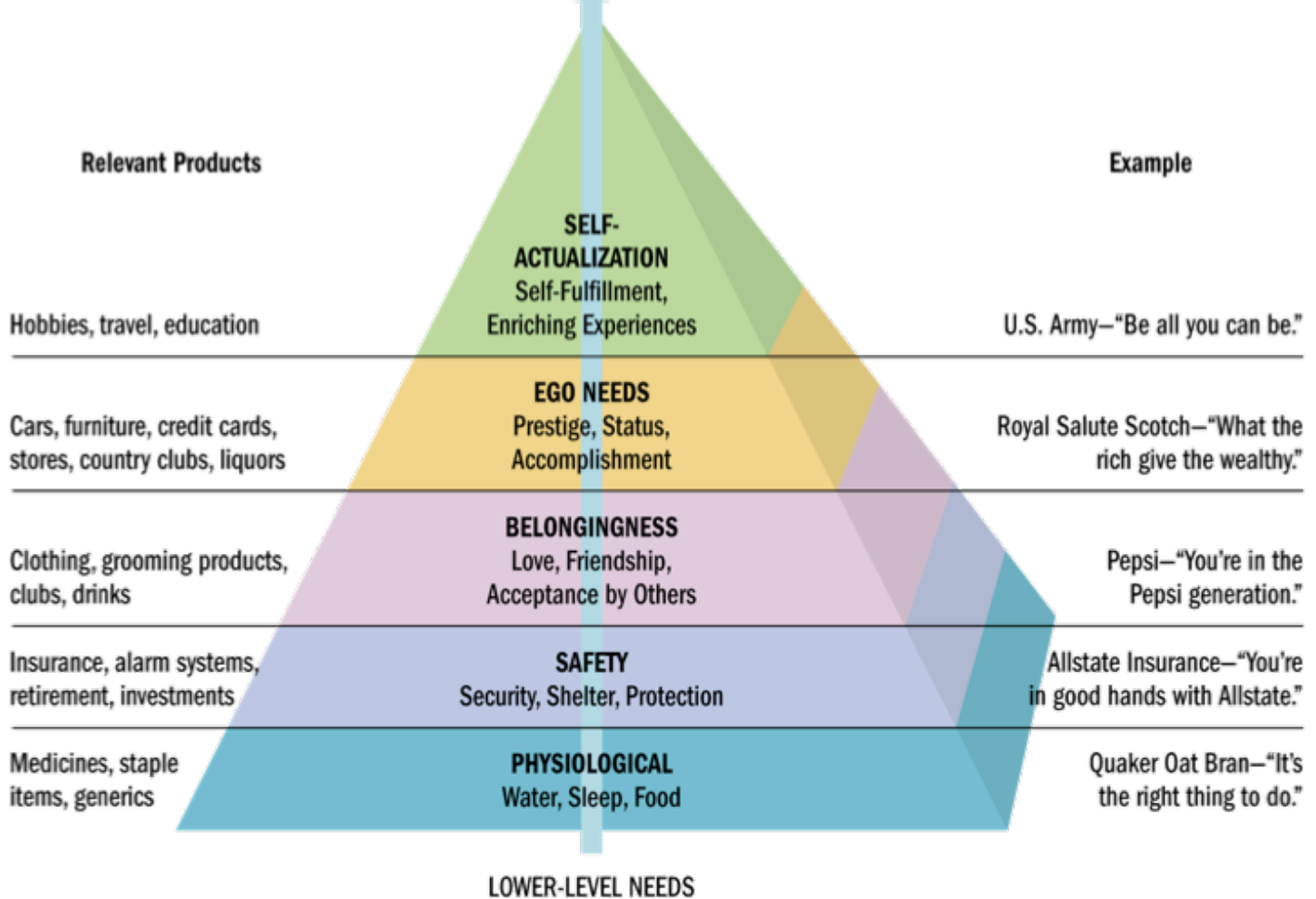
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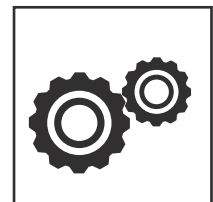
CUSTOMER JOURNEY

MASLOW'S HIERARCHY OF NEEDS



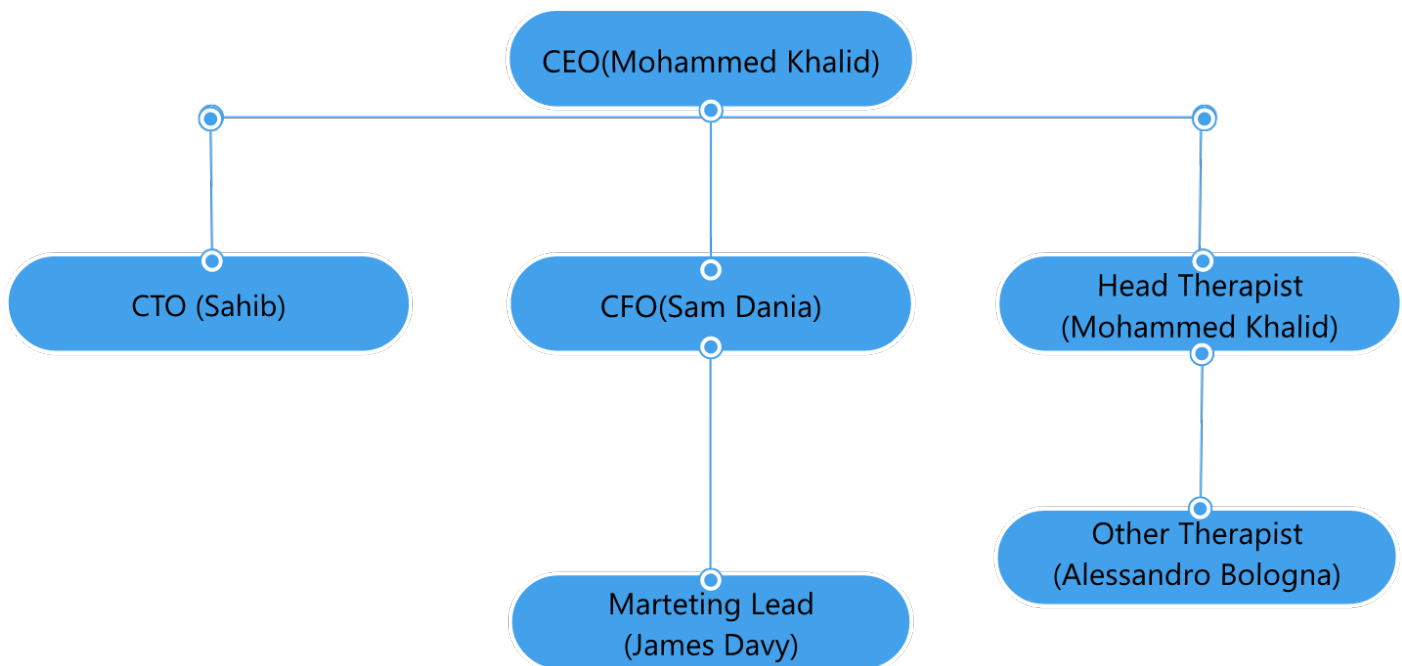
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OPERATIONS AND MANAGEMENT

Organisation Chart



Website

Health is wealth website is now live [here](#) potential, customers can gather more information about the project and sign up through email to keep up to date with important news.

App Development

Health is wealth app will consist of the following tabs, our app will be built from scratch catering to our specific and specialised needs. Our CTO Sahib will hire the necessary manpower to fulfil this mission.

Tech Stack Used:

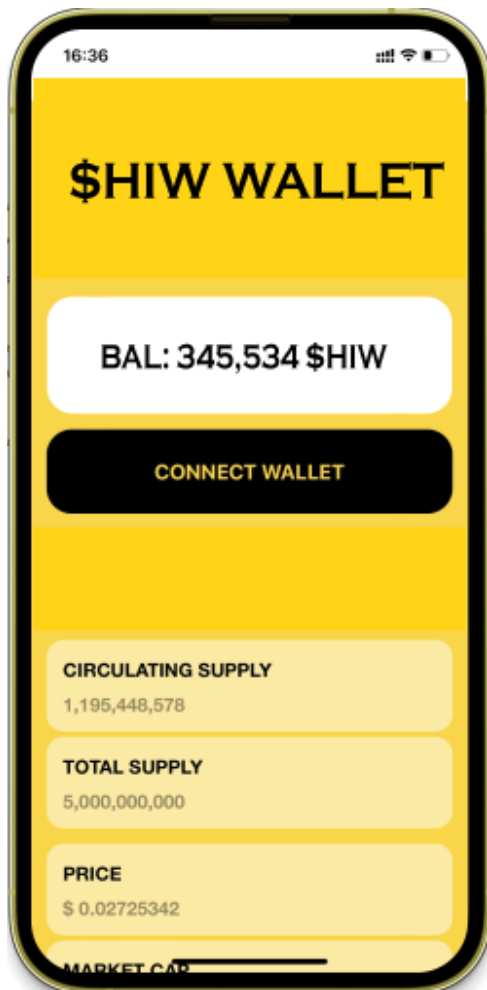
- Web3.js
- React
- MetaHuman
- Pedometer SDK(NPM)



DAPP SECTIONS

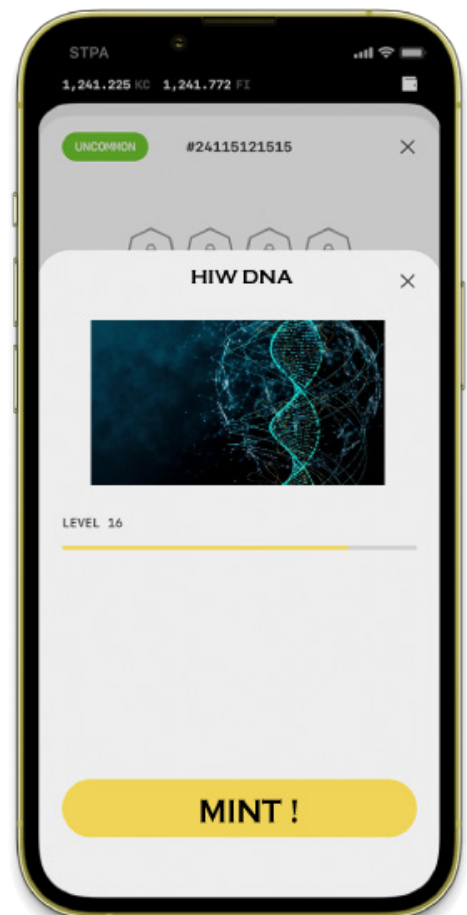
WALLET TAB

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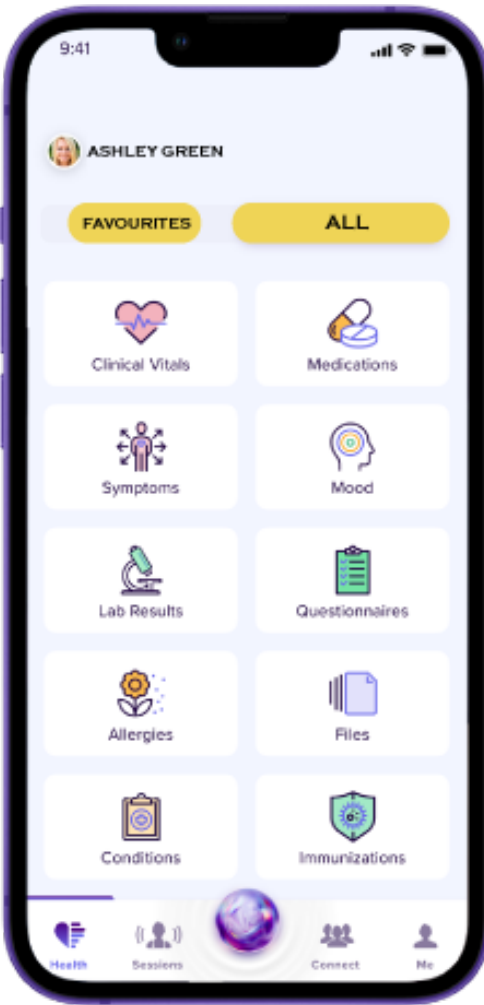


NFT TAB

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DAPP SECTIONS

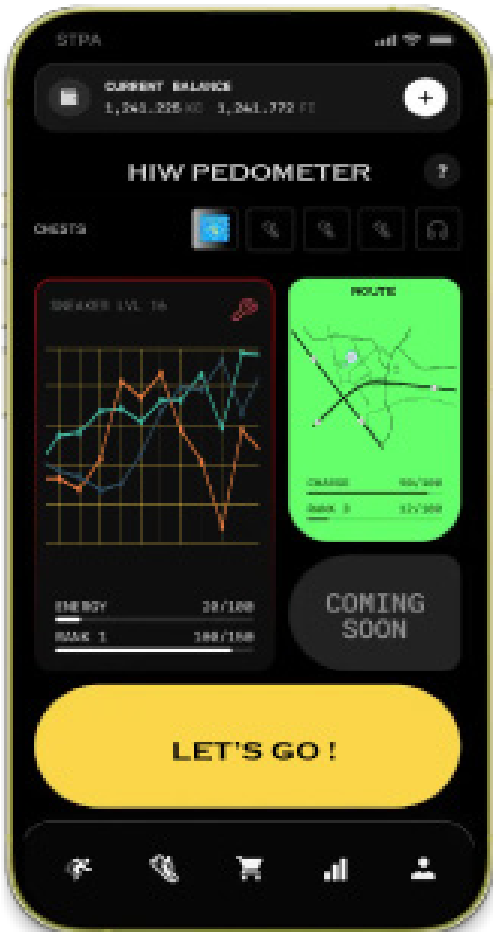


NUTRITION TAB

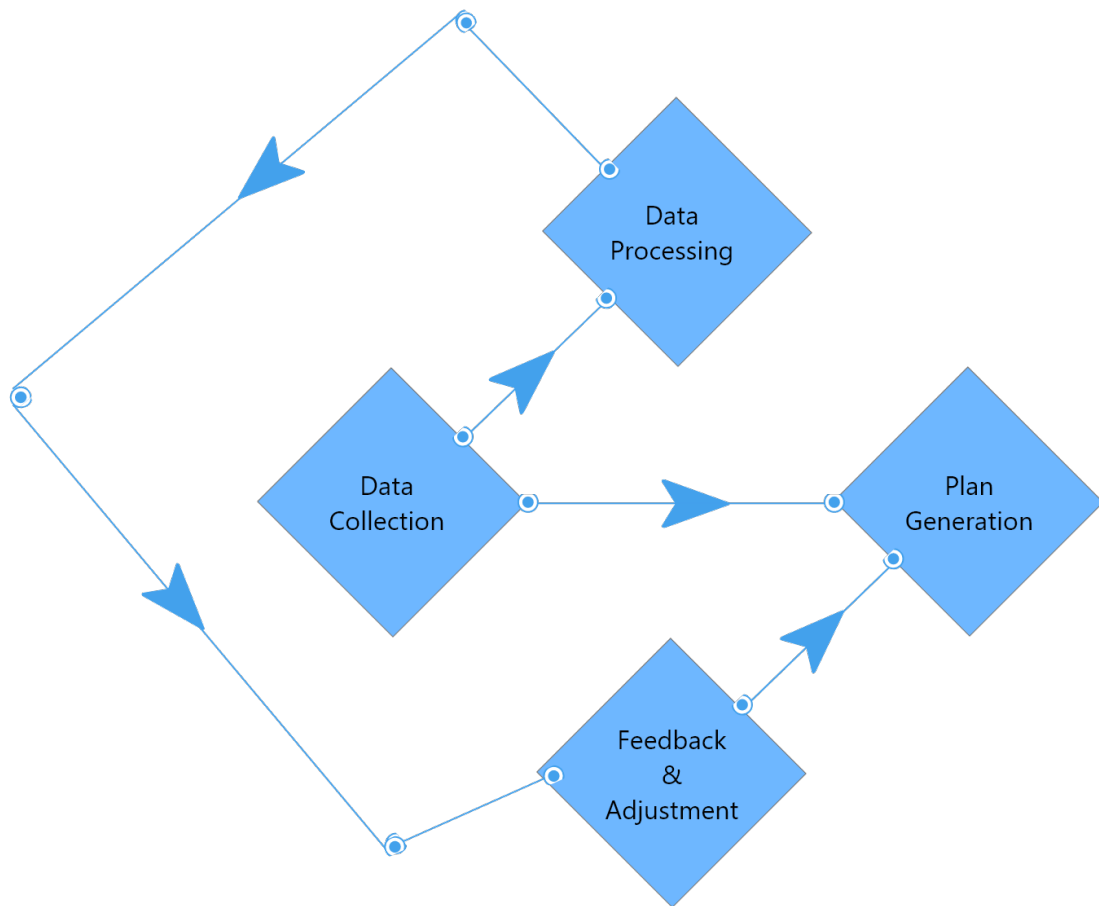
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HIW PEDOMETER PRO

Health is wealth app will consist of the following tabs, our app will be built from scratch catering to our specific and specialised needs. Our CTO Sahib will hire the necessary manpower to fulfil this mission.



AI – NUTRITION AND FITNESS PROGRAMME PLANNER



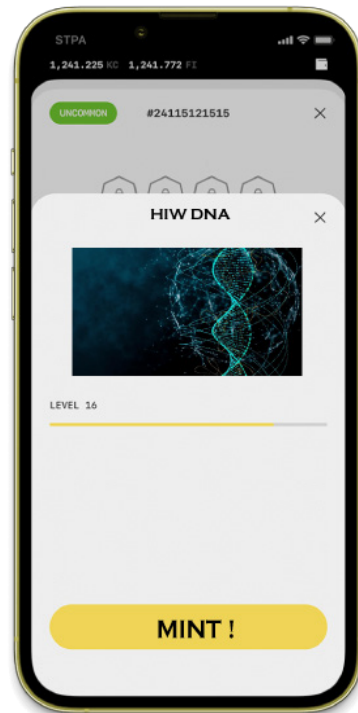
The flow chart above illustrates how AI can be used for nutrition and fitness

- Data Collection: Collect the necessary information about the individual.
- Data Processing: The AI processes the data.
- Plan Generation: The AI creates a personalized nutrition and fitness plan.
- Feedback & Adjustment: The individual follows the plan and provides feed back, and the AI adjusts the plan as needed.

NFT'S

Health is Wealth will release NFTS for customers to purchase in order to access the perks of our company.

*all NFTs will expire 12 months after purchase



NFT TIERS

DIAMOND

This will retail at 200 euros, which will enable the customer to access everything that we have to offer. Diamond users will have 4 free monthly appointments with a specialised therapist. Additionally, users who adhere to their programmes and achieve the daily goals will get higher rewards in the form of our \$HIW token and also be automatically drawn into our monthly raffles. Lastly, Diamond users will be invited to join our telegram group where they can ask any question or look for any help at any time of the day.

GOLD

This will retail at around 100 euros, and it will enable customers to generate nutrition and fitness plans also if they are suffering from an injury in a rehab program. These users will have 2 free sessions with our dedicated physiotherapist. Additionally, they will receive higher rewards on completion of daily tasks and adherence to the rehab programme than the standard users. Premium users will also obtain raffle tickets at a 50% discount

STANDARD

This will retail at 50 euros, it will enable customers to generate nutrition, fitness and rehab plans. They will also receive rewards of \$HIW at a lower rate than our other customers once daily tasks and rehab program adherence. Standard users will have to pay full price for our raffle tickets and will be given on free session with our physiotherapist

SWOT

These are the strengths, weaknesses, opportunities and threats

STRENGTHS



Utilising the power of crypto markets in order to raise awareness, hire developers and-raise the required funding to ensure the success of the company



Online structure allows for substantial scaling through tapping into both the crypto market, sports and physio markets.



Our CEO has previous experience in raising well over six figures for a project within the crypto space

OPPORTUNITIES



Being the first company to enable users to benefit financially from bettering themselves on a health and physical level



Being the go-to company for all consumer needs when relating to rehab, fitness and nutrition

WEAKNESSES



The challenge to incorporate all utilities of the company in regards to time, could take up to 1/ 2 years to fully develop every aspect.



As this has never been done we pose the risk of not fulfilling promises regardless of full confidence in the team



overhead costs such as rent, electricity, equipment and maintenance

THREATS



Possible legality issue depending on the country of registration, some countries are more lenient when it comes to cryptocurrencies. This could be solved by moving to the most optimal country e.g Dubai, Monaco, Lisbon



Due to the work, effort and time, we could possibly be front run by an existing or new competitor if they decided to incorporate our "Work to Earn model"



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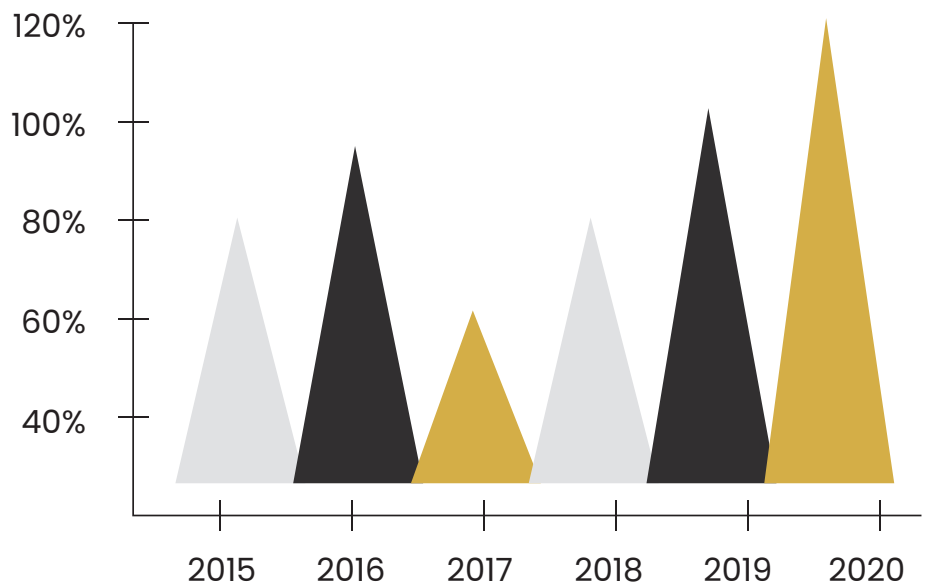
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MARKET ANALYSIS

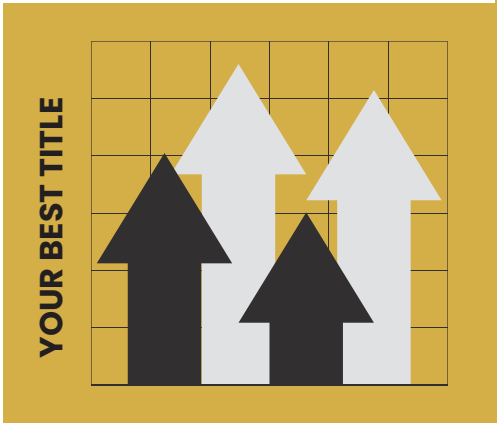
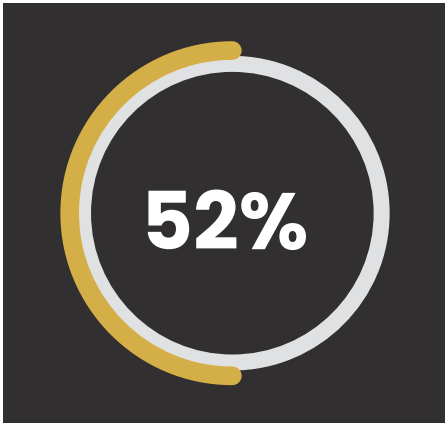
Economic context & Trendings

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Market Overview

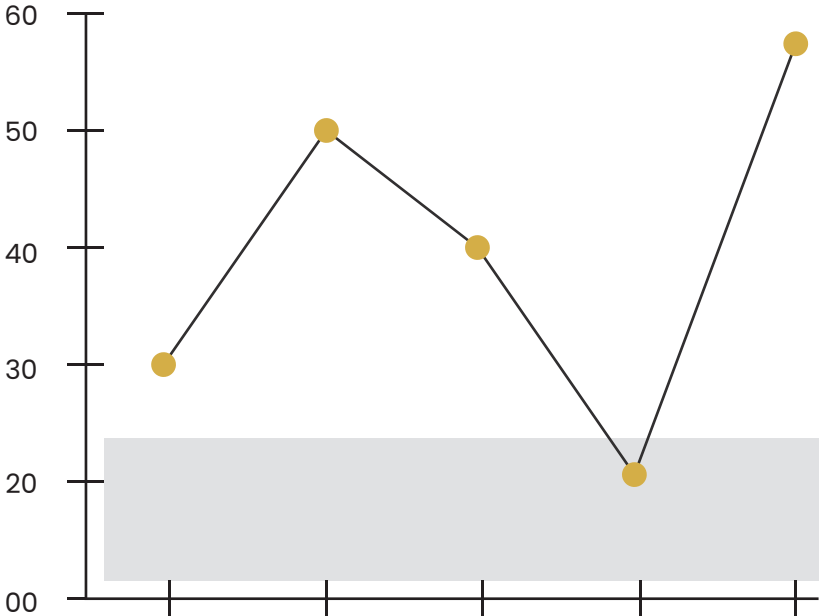
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COMPETITIVE ANALYSIS

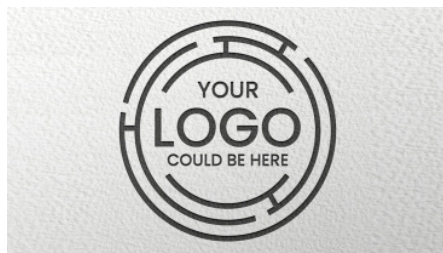
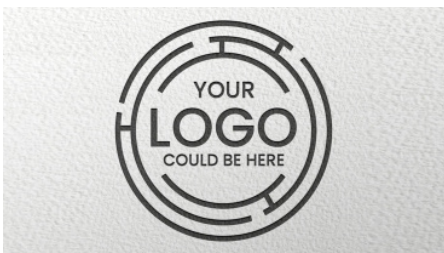
Competitors research

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Main Competitors

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Competitors research

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Competitors Market Share

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Income Statement

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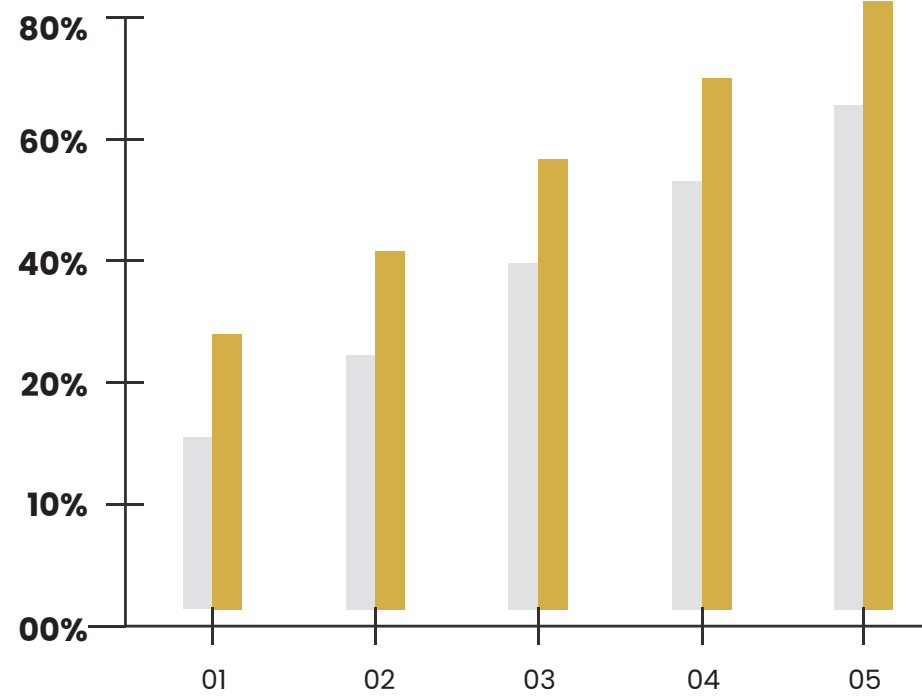
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Contact Us

123 Street Name City, State, 00000

Phone: +000 000 0000

Email: you@example.com

Web: www.example.com

BUDGET

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50,000 euros for the initial marketing campaign

10,000 euros for our startup clinic.



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Your Designation

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