



MoveRich

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1. Overview

In the aftermath of an unprecedented global pandemic and climate crisis, modern people's awareness of health is increasing. Nevertheless, due to the daily development of digital technology and the spread of digital culture, he spends more time in virtual space, and Lee's daily routine is getting less and less exercise.

According to the World Health Organization (WHO), the current proportion of the world's obese population has tripled compared to 1975, and in 2016, more than 1.9 billion adults over the age of 18 were overweight, of which more than 650 million were obese.

Natural disasters also account for a large part of the factors that harm the health of modern people, and since 2010, natural disasters have increased every year, with 70% of major natural disasters occurring between 2017 and 2021. Floods were the most frequent event, accounting for 33% of all reported natural disasters.

The MoveRich project is designed to provide Tokenomics by motivating each ecosystem member through strong rewards so that modern people can lead a healthier life and take great interest in and actively participate in these environmental issues.

In addition, in the existing database system, information on participation records and contribution between each ecosystem was processed in an unstable form, resulting in unexpected data loss and forgery, which could adversely affect the operational safety of the entire ecosystem. However, Through the blockchain ERC20 technology, the possibility of forgery and falsification of data is completely excluded, so that important decision-making and compensation data, including the contribution between all participants, can be accurately and organically linked.

미국, 지난해 자연재해로 688명 사망...피해액만 170조원

허리케인 아이다 피해액 90조원으로 가장 커
"지구온난화로 자연재해 더 자주오고 심해져"

등록 2022-01-12 오후 4:45:07
수정 2022-01-12 오후 4:45:07

가 가



신채연 기자

N 기자구독



지금 열독 중



바이든 행정부, 총기범죄를 막기 위해 한국시



상당선자 드디어 출몰하는데...인



(사진=AFP)

WHO 유럽비만 전염병 수준 언급...국내도 '빨간불'



황병우 기자 | 발행일자: 2022-05-19 12:22:27

가 (주) (공)

**환경적 요인 결합 복합질환 언급 유럽 성인 59% 비만
코로나 여파 신체활동 패턴변화...국가차원 대책 강조**

[메디칼타임즈=황병우 기자] 세계보건기구(WHO)가 코로나 이후 비만환자의 증가세가 전염병과 같은 위험이 있다고 언급했다.

코로나 대유행을 기점으로 식품소비와 신체활동 패턴이 변화면서 비만환자가 증가한 만큼 비만질환에 정책적개입이 시급하다는 의미.

WHO 구체적으로 언급한 것은 유럽지역이지만 국내 성인남성과 소아청소년 비만 환자 증가세도 유럽 수준 못지않아 국내 비만 환자 관리에도 빨간불이 켜졌다는 지적이다.



자료사진

출처: 이데일리

<https://www.edaily.co.kr/news/read?newsId=03496486632197064&mediaCodeNo=257&OutLnkChk=Y>

출처: 메디칼타임즈

<https://www.medicaltimes.com/Main/News/NewsView.html?ID=1147435&ref=naverpc>

2. MoveRich

2-1. MoveRich Blockchain Basic System

MoveRich is designed so that all ecosystem participants can participate with maximum motivation. The basis of MoveRich tokenomics is that when each participant and ecosystem member assume their role and operate or use it, real economic and nominal benefits are given to everyone. In addition, it should be designed so that new goods or economic values generated through this can be circulated in the ecosystem and developed in the long term.

For this, MoveRich does not use the existing database-driven system, but perfectly records the activities of all participants through the blockchain Ethereum ERC20, and without data loss or forgery, The framework is structured so that the reward designed by passing it to each node can be accurately implemented and paid out.

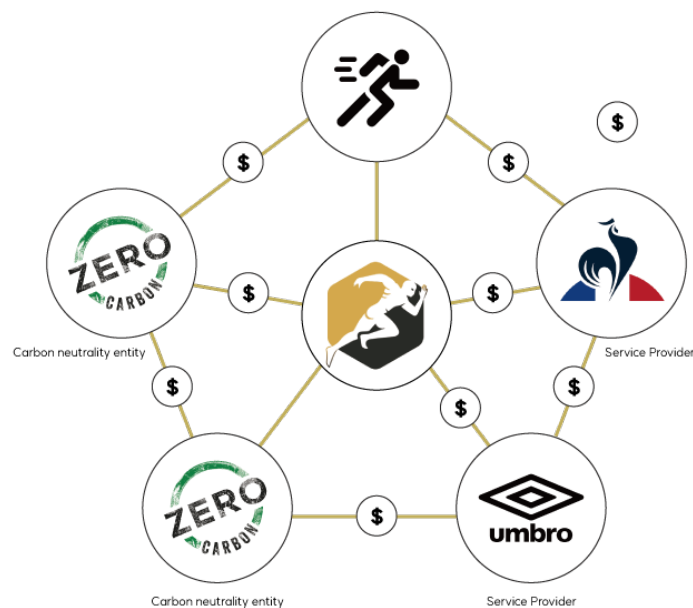
$$\frac{\text{miningRewards}_a}{\text{miningCosts}_a} \approx \frac{\text{miningRewards}_b}{\text{miningCosts}_b}$$

$$\begin{aligned}\text{miningRewards} &= \text{blockMiningRewards} + \text{transactionFees} \\ \text{miningCosts} &= \text{variableCosts} + \text{fixedCosts}\end{aligned}$$

a : blockchain a (e.g., BTC)

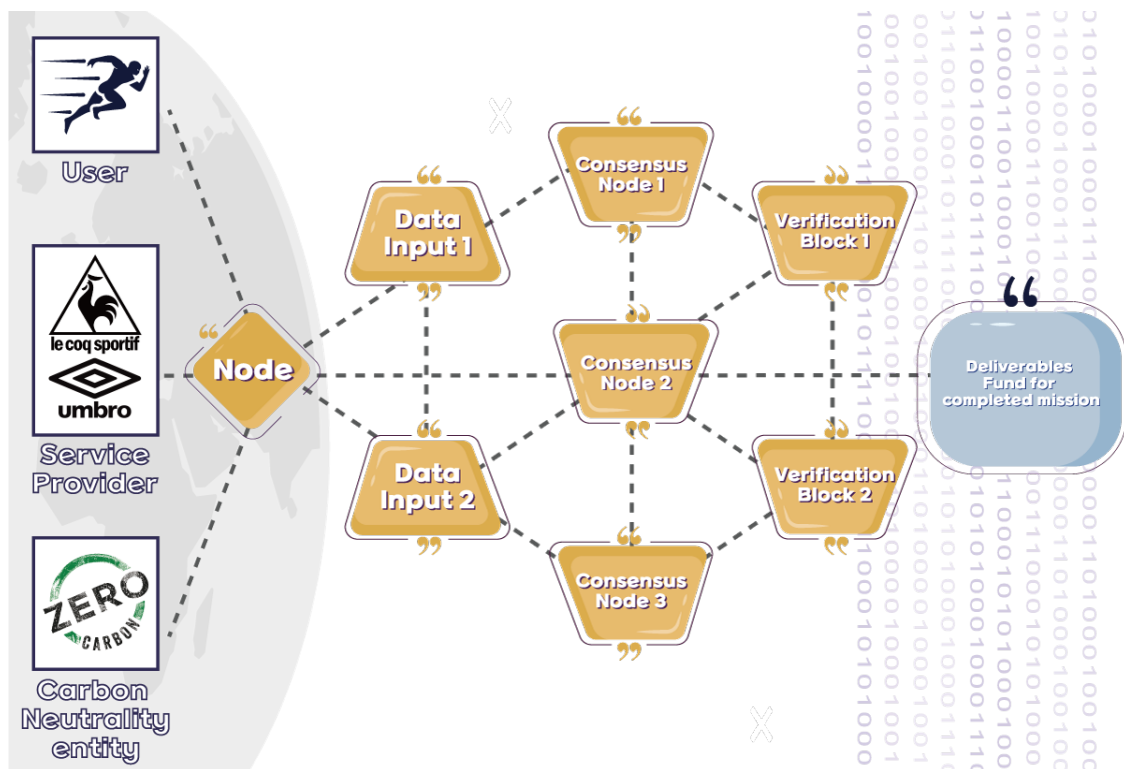
b : blockchain b (e.g., BCH)

Formula 1) MoveRich Data transfer algorithm



3. MoveRich Tokenomics

In the MoveRich platform, there are three main groups: users, service providers, and institutional carbon-neutral organizations. You can earn high rewards and protect the environment by exercising every day, generating profit by advertising your product on the platform, or distributing the economic benefits as coins to offset greenhouse gases. You will be able to make a significant contribution to environmental protection by using it for purchase.



3-1. Participant : User

Anyone who can exercise, can participate as long as they have a smartphone. When a participant exercises with a goal of more exercise than usual, it is measured and converted into contribution points in the MoveRich app that will be provided. You will be rewarded immediately.

3-2. Service Provider: Global Sportswear

Service providers can enter into long-term contracts to advertise their products on the MoveRich app. The MoveRich Foundation will also provide each user with an electronic conversion gift certificate, so they can purchase the company's best sportswear products whenever they perform missions without paying additional advertising costs to the foundation.

3-3. Carbon Neutral Institution: MVRC Coin Certified Emission Reductions Conversion Institution

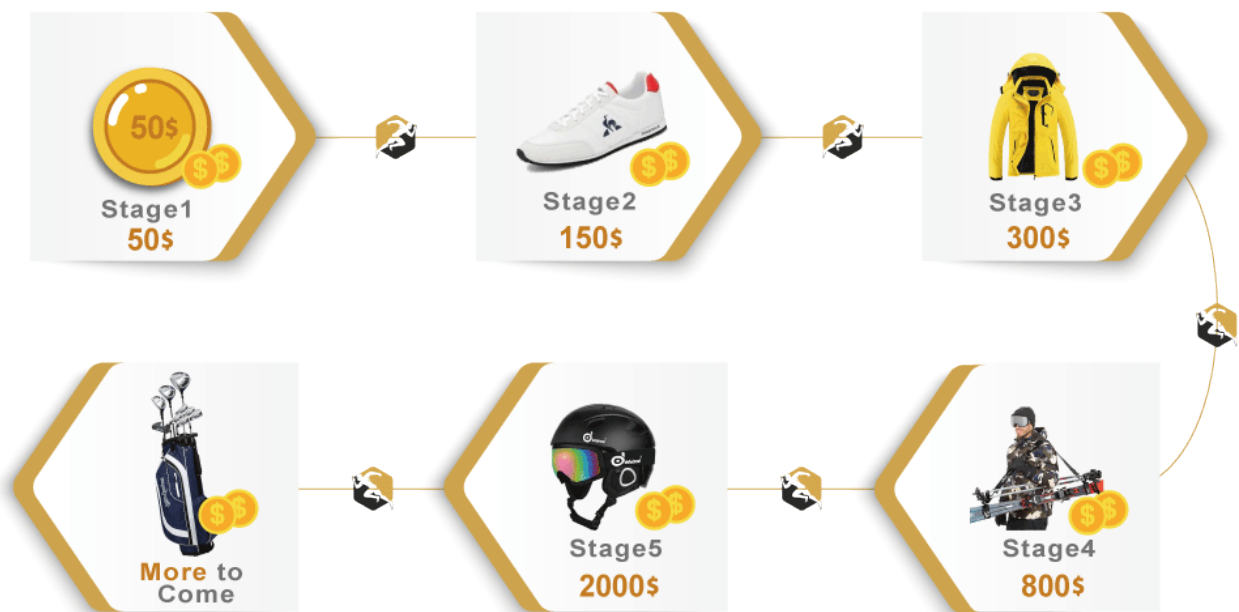
The carbon-neutral institutions in each country convert the MoveRich coins earned by users during exercise and use them to buy carbon credits. The sweat that users shed while exercising is converted into economic goods and contributes to coping with global climate change.

4. How to reward users

4-1. Step-by-step mission completion rewards

Each user can start by setting a slightly higher level of exercise than usual, and gradually increases the amount and time to perform the given mission in between.

No.	Mission	Details	Rewards(Equivalent to US\$)	Remark
1	1 st day Streak	1,000 steps after creating an account & Wallet	\$50	Based on Apps data
2	3day Streak	Paid on the 3 rd day of exercise	\$150	
3	30day Streak	Paid on the 30 th day of exercise	\$300	
4	Moving over 10,000km complete	Paid when moving 10,000km	\$800	
5	Moving over 40,000km complete	Paid when moving 40,000km	\$2,000	



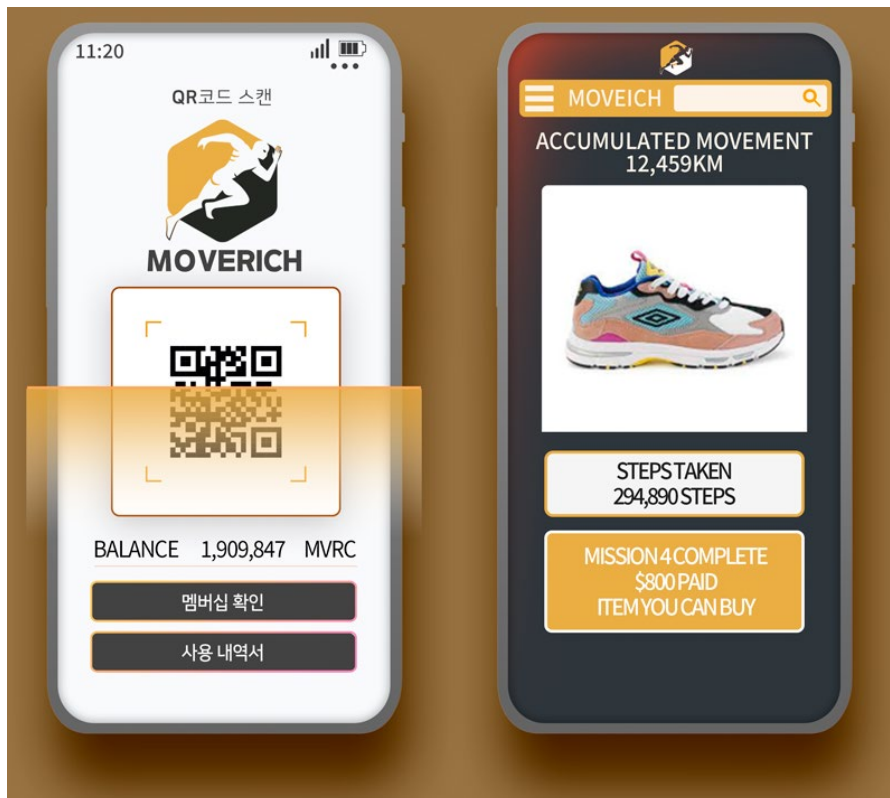
4-2. Ecosystem Activation Incentives

When purchasing MoveRich coins, additional coins are paid for each purchase quantity section to support the activation of the platform ecosystem.

Purchase Amount	Extra Incentives %
100~1,000	9%
1,001~5,000	10%
5,001~10,000	12%
10,000	15%

5. MoveRich Wallet

With MoveRich Wallet, you can store and trade coins safely. Later, you will be able to track your steps, exchange famous sportswear products, and donate coins to international carbon-neutral organizations.



6. Token Allocation

Our design is based on user rewards, focusing on the direction of the business and the distribution of profits among participants.

Token Allocations



- Token Sale 20%
- Rewards 10%
- staking 20%
- Payment of advertising expenses for sportswear companies 10%
- Carbon-neutral institution business expense payment 10%
- Legal costs related to global environmental regulations 20%
- Team 10%

Total : 100% / 300,000,000

7. MoveRich Team



CEO
Lee Jang Won



CTO
Kim dong Jin



Marketing Director
Woo Ji Hyun

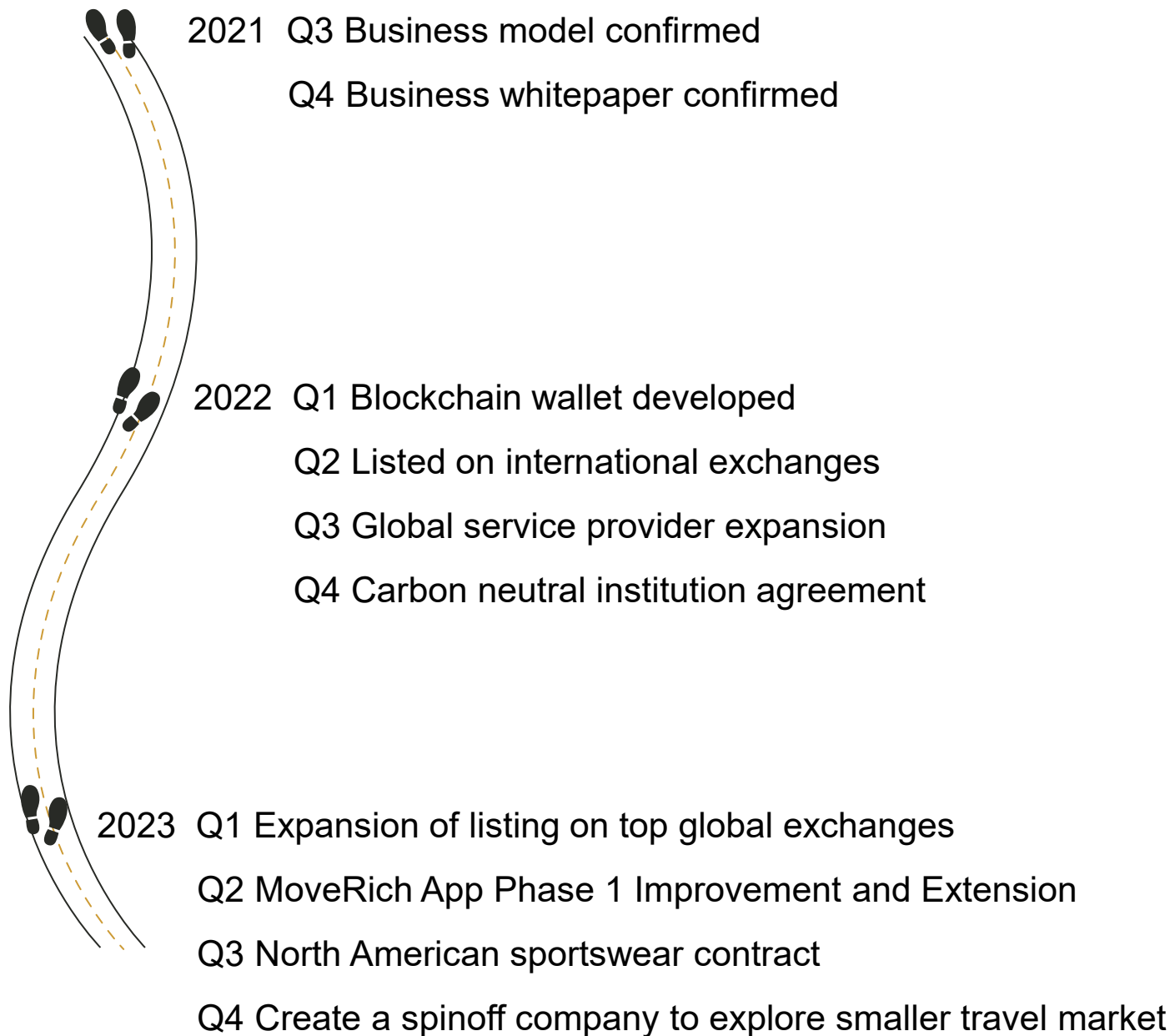


UX Director
Ko Mi Ran



CBO
Chief blockchain officer
Bae Min Ho

8. Roadmap



9. Disclaimer

- 1.This white paper is intended to describe MoveRich's services and may be reviewed and amended due to the project schedule, progress and other factors.
- 2.The version of this white paper is based on the date indicated at the top of the document, and the contents of this white paper reflect only the direction and progress of the project until that date, and are subject to change at any time after the date.
- 3.The version of this white paper may be changed and updated irregularly depending on the need to modify the content.
- 4.This white paper is not intended to raise or receive funds, and no one may raise or receive funds based on this white paper, and acts such as sending this white paper should not be understood as a purchase proposal.
- 5.This white paper is not intended to propose an investment or to recruit investors and may not be construed as an investment proposal or an act of recruiting investors by any geographical or environmental factor.
- 6.The allocation of MoveRich is made through a separate contract from this White Paper, and the contractual matters shall be in accordance with the contract. If the contents of this white paper and the contents of the contract do not match or conflict, the contents of the contract shall be prioritized.
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9. Complete at the time of its functions transferred is MoveRich.

10. This white paper does not guarantee the integrity of MoveRich 's undertakings, and contracting parties wishing to use MoveRich will provide MoveRich 's services to the extent possible. The contents of this white paper shall not be responsible for any errors, delays in schedules, or related matters that may occur in the course of service delivery and development and shall not be held accountable by anyone.

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12. The contents of this white paper cannot be interpreted as legal, financial, accounting, or tax advice in any case, and separate laws, finance, accounting, and tax may occur in accordance with policies and laws of each country and region in the process of purchasing and using MoveRich. Purchases, users may require additional consultation and MoveRich is not responsible for these matters.

13. Due to unintended reasons such as system attacks, natural disasters, and force majeure reasons from third parties, the creation of the ecosystem may be delayed, or other tangible or intangible losses may occur.

14. MoveRich is not responsible for the buyer's risk of losing or leaking the buyer's personal key.

15. It is not free from all risks, including coin depreciation and changes in the market environment, uncertainty, political risk, competition with competitors, which may disrupt the development of MoveRich or change service direction and plans.

16. MoveRich is a technology under development, and changes in technology that may occur during the development of the technology can negatively affect MoveRich.

17. MoveRich shall not delegate or transfer to any other person any decisions, including the operation policy and discontinuation of the ecosystem, and all decisions shall be made at the discretion of MoveRich.