StepChain

A Responsible Fitness App

Whitepaper V 1.0

"If you want to go fast, walk alone
If you want to go far,
let's walk together"

—Old African Saying

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EXECUTIVE SUMMARY

StepChain has developed its own technological platform using blockchain technology enabling the use of such features and welcoming different applications, to empower their users thanks to fitness rewards.

StepChain counts your steps but most importantly, rewards users based on the data extracted from the pedometer and phone accelerometer that matches your steps. Thanks to our technology, steps can be exchanged for goods and services from the fitness and sport industry with specific discounts and can also be used to make charitable donations among other features and important uses.

On StepChain, people of any fitness level can use the app to monitor and enhance their fitness routines while receiving valuable rewards. StepChain allows its users to compete and challenge with friends in real time, thereby creating a sustainable and social fitness community.

Gamification is a great example of how technology can motivate people into action. People are 10 times more likely to engage with a reward or prize. More than 30% of adults are overweight, one third of children are obese and for most of them, it is due to physical inactivity which is directly linked to lack of motivation. So, we have found a way to motivate them to stay active by being rewarded. According to the World Health Organization (WHO), obesity has tripled since the 1970s, and this epidemic costs 2 trillion USD a year to the world's economy or 2.5% of the global GDP. Obesity in children is one of the most public health problems of the 21st century.

Through the use of the Ethereum blockchain platform, StepChain creates a cryptocurrency in the fitness and wellness community that will be used to rewards users with tokens once they achieve certain milestones. The main crypto element is a token reward system/loyalty system, which will transform your physical efforts into cryptocurrency and a token economy around a marketplace and more. This whole business is pegged to making movement valuable, the concept is similar to cryptocurrency mining, but in this instance, you're mining whenever you're walking around.

The adoption of blockchain technology in many industries is an indication of the potential that the technology has to improve multiple sectors. StepChain has a "two-step" solution: enabling adherence to fitness through gamification and enabling users to earn redeemable points while being fit and healthy.

🚀 MISSION AND STATEMENT

StepChain [stɛp ʧeɪn]

"Step[stɛp]: stands for movement and activity. Our goal is to keep our users fit in a world where it is less and less natural to be physically active with increasing damages to human health as a consequence. Because we reward our users and because we organize challenges in among them, we know that the level of engagement and loyalty to our app is high and therefore it is a proven concept in terms of efficiency. But this is not all.

Chain[ʧeɪn]: stands for blockchain, the technology behind StepChain. Thanks to it, StepChain has developed a unique system of token-rewards in full transparency for its users and in the same time guarantying security of personal data because our philosophy as a responsible app is not to monetize the data of our community members.
Chain stands also for a chain of solidarity amongst our users community that we call the "active activist". At StepChain we have decided to create a real responsible fitness app in allowing our active activist but also our sponsors to donate to programs which are aiming to make the world a better place and also in associating ourselves to events or performances related to sports , driven by a cause.

Let's move further into better shape and in a better world.
Let's move with StepChain, a responsible fitness app."

The StepChain Team.

MARKET ANALYSIS

The fitness economy encompasses industries that enable consumers to incorporate fitness activities and lifestyles into their daily lives. We include ten sectors in the global fitness economy (see figure below), which together are worth $4.2 trillion in 2017, representing 5.3% of global economic output.

1. By comparison, global health expenditures were estimated at $7.3 trillion in 2015
2. From 2015-2017, the wellness economy grew from $3.7 trillion to $4.2 trillion, or by 6.4% annually, a growth rate nearly twice as fast as global economic growth (3.6%).

Fitness is defined as "the pursuit of activities, choices and lifestyles that lead to a holistic state of health." There are two aspects to note in this definition. First, fitness is not a passive state, but an active pursuit associated with the choices and actions we make to achieve optimal health and wellness. Afterwards, well-being does not stop at physical health, but integrates different dimensions that are supposed to work in a harmonious way.

Fitness is about more than just physical health, it is closely linked to the physical, social and cultural environments in which we live, and which influence our choices and lifestyles. Most models of wellness include at least six dimensions: Physical, Mental, Emotional, Spiritual, Social, Environmental.

The results of the latest GWI (GlobalWebIndex) study on the fitness market show a historical evolution as the fitness industry represented 4.2 trillion dollars worldwide in 2017 compared to 3.7 trillion dollars in 2015. This shows a growth rate of 6.4%, almost twice the rate of growth of the world economy. Today, this growing industry represents 5.3% of the world economy.

Areas where spending on fitness-related products and services is increasing noticeably include Europe, China and India.

According to Katherine Johnston, a GWI researcher, there is one undeniable statement: the world has become truly aware of everyday decisions such as food purchases, mental well-being, physical activity and everyone's environmental awareness. Thanks to this, fitness has not only become part of everyday life, but it has become a lifestyle in its own right.

As mentioned above, lack of physical activity is the primary factor in the development of obesity for both adults and children. This factor is even more important among the younger generations, who are used to having access to everything in a minimum of time thanks to digital tools.
On average, an adult man must burn about 2700 calories (2200 for a woman) during the day to avoid weight gain.

Lack of motivation is the main reason for the lack of inactivity. And it is precisely from these observations that StepChain set out to create the first responsible fitness app.

The market for mobile applications is constantly evolving. In recent years, the number of mobile applications has exploded with an increase of 348%. Google Play is experiencing the highest increase at +471%.

These figures are not insignificant, in the sense that each person uses an average of 30 applications per month and 10 per day. A daily use of about 2 hours, which translates into a 25% increase in only one year.

More specifically, the digital health market is growing so fast that it is expected to reach $233.3 billion by 2020.

According to a Yahoo report from 2018, users in the range of 14 to 29 years old are nowadays one of the main growth drivers of fitness applications. These generations are digital enthusiasts who do everything on their phones and are the cause of an 88% increase in fitness and health applications.

Today, mobile applications make it possible to learn and enhance sports activities at any time, saving time and money. The smartphone becomes a personal coach and allows you to monitor your progress and physical condition. As a result, a large number of fitness-related businesses are integrating digital applications into their activities.

The sector has many players, including several giants of the sports industry. Nike, for example, to expand its range has developed one of these applications. The industry leaders are Runtastic (with over 80 million users), Runkeeper, Endomondo, Strava and Garmin Connect.

Smartphones, tablets and connected objects, especially watches, are spreading faster and faster, making the growth of the application market even more important.

As well as the tendency to consume better and take care of oneself, which reinforce the image of sport practice.

In 2015, it is the acquisition of Runtastic for 220 million euros that definitively proves the dynamism and opportunities of the market.

Key Market Points

- Wearable devices such as the Fitbit, Apple Watch, Garmin, and even many of the smartphones we carry around all day, are putting personalized biometric health statistics at millions of people's fingertips.
- According to the IHRSA, the $30 billion health and fitness industry in the U.S. has been growing by at least 3 - 4% annually for the last ten years
- The global fitness and wellness economy was a $4.2 trillion market in 2017.
- The industry grew by 6.4 percent annually from 2015–2017, from a $3.7 trillion to a $4.2 trillion market, nearly twice as fast as global economic growth (3.6 percent annually, based on IMF data).
- Wellness expenditures ($4.2 trillion) are more than half as large as total global health expenditures ($7.3 trillion, based on WHO data).
- The wellness industry represents 5.3 percent of global economic output.

"WEARABLES WILL BECOME MORE COMMON AND POWERFUL TO FACILITATE POSITIVE BEHAVIOUR CHANGE."

–BLAINE WILSON, MS, SENIOR DIRECTOR OF WELLCOACHES CORPORATION, TEXAS.–

BLOCKCHAIN AND FITNESS INDUSTRY

Blockchain has the ability to bring out an enormous breakthrough within the fitness industry. With the help of this technology, the facility can come to people's hands. This means that individuals are going to be answerable for handling their own records and therefore, obtaining the general management of their own information.

Many innovations such as data analytics, virtual reality and connected objects have emerged from the transformations of our consumption patterns and the omnipresence of digital technology. These represent new growth drivers for the sports industry. The blockchain is becoming more and more important among these innovations.

Today, millions of people follow their fitness or wellness data, whether on applications such as running, exercise, diet monitoring, meditation, sleep and many others. However, it is impossible for users to collect, store, share or monetize this data.

To understand what the Blockchain can bring to the fitness and health sector, it is important to know how to define it. It was created to combine privacy and security during transactions. To put it simply, we can represent the Blockchain as a register written in indelible ink, which keeps track of all information issued. An information is a "block", which is added to the "chain." What works as much for economic transactions, information, videos, music, everything can appear on the Blockchain.

While we are in a technological context where users are looking for the greatest possible flexibility, one of the elements that remains unchanged is payment. The idea of introducing the blockchain into the fitness world came from there. But it was quickly demonstrated that it could have many other functions such as a gym membership, a personal trainer or a fitness class. This technology will allow users to connect and download lessons and content, or make a payment for access to services that could not be found simply by going to the room.

On the personal trainers' side, they could upload content to the Blockchain, so that users all over the world could follow their advice, programs, get in touch with them, without intermediaries.

Stepchain will act as a platform to facilitate and enrich the relations between the end users and the service providers such as personal trainers.

In short, this Blockchain technology opens new doors to the fitness industry and could bring about a real revolution.

Data Privacy:

We value data privacy; hence, we do not store any individual user information on the blockchain, at the will of our clients we can delete anything identifying them to the information we store on the blockchain. Rendering our solution 100% GDPR compliant.

- Data will not be used for advertisement purposes. It is against our philosophy to monetize our users' data.
- Our users' data remains the property of our users our goal is to enable you to control your data, in an evolution of the app, we might offer our users the possibility access certain benefits by opening their data to third parties such as insurance companies so they will have the option to share their data will third parties in order to unlock certain advantages, discounts and others which might be introduced to them in a future version of the application.

StepChain: THE PRODUCT

- ## In the Beginning: Golden Steps

Golden Steps

In 2017 the Atlas Group launched Golden Steps, an app that converts its users' daily fitness activities into rewards. Golden Steps is a social fitness mobile app whereby every time its users walk, run, cycle, climb staircases or do any exercises, they are rewarded with redeemable prizes at the end of the month based on their performance in their regional competition.

"Whether you're seeking motivation to be more active or you're already a fitness buff who wouldn't mind a few extra perks for working out."

– That was the motto and philosophy behind Golden Steps.

Golden Steps uses the motion sensor of smart phones (accelerometer, gyroscope and GPS) to detect movements and track steps. When users have accumulated enough Golden points, they can redeem them for amazing prizes.

Golden Steps Members:
The Golden Steps application has managed to recruit over 700,000 paying subscribers in 2018/2019. On Golden Steps, users not only come to earn rewards and go on with their life, the app offers a community for users to socialize while earning. The app allows users to seek advice by asking questions, and give advice by providing answers to other users seeking advice. Users can also do challenges amongst themselves on certain fitness activities to get to a specific milestone in their health and wellbeing endeavors.

But we wanted to take it a STEP further.

- **StepChain**

StepChain
A Responsible Fitness App

In the reflection of combining blockchain technology with fitness under the form of crypto-tokens, the concept of the application developed into a more ambitious project. As a result, StepChain was incubated to extend Golden Steps inheriting the existing revenue, the member base, token driven marketplace, distribution contracts and mobile billing agreements with many mobile billing agreements and new revenue streams in different geographical locations enabling StepChain to get a head start by profiting from a solid business which is not suited for the blockchain and crypto environment. Therefore, Golden Steps transitioned to a hybrid blockchain decentralized system, while the team placed most of their efforts on developing StepChain.

Introducing StepChain, a responsible fitness application which will encourage its users to enhance their physical activity level by directly rewarding them for their activities. Using our ecosystem, the users can pay for products and services and our partners can benefit from being engaged with a fitness-minded audience.

StepChain Features
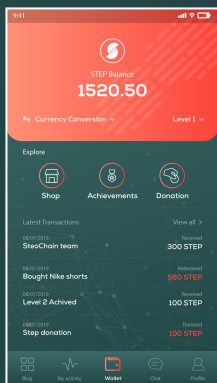
Wallet
It's very simple for StepChain users to earn instant rewards in the form of STEP points when they perform physical activity. Their STEP points balance is automatically increased, and the increase is reflected in their account wallet which is easy to manage. The wallet section allows users to store acquired STEP points which can later be used in exchange for services and products within StepChain ecosystem. Users will also be able to transfer STEP points into STEP Coins which can be traded on the exchange platform or vice versa. Until its listed on a exchange StepCoin will equal to step points.It will also be very simple to donate all or part of users' STEP coins to a foundation or a responsible organization that we have selected.
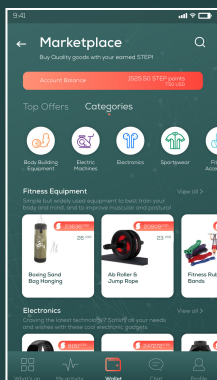
Marketplace
Under the sign of 'walk more earn more', StepChain Marketplace allows users to purchase fitness items by redeeming their STEP points. Items categories vary between sports equipment, sportswear, electronics, and various accessories all the way up to sports events tickets and more in addition to premium digital content. Premium users will be able to benefit from exclusive discounts, giving them an ultra-boost to maximize their daily steps.
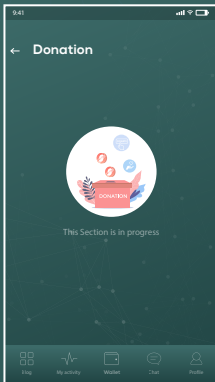
Donation

Living in a fast-paced world made the planet an exciting productive hub, however, threats maximized, surpassed the environment and reached humans. StepChain highlights on the importance of supporting global causes like obesity, plastic pollution and many more by granting users the option of donating their STEP coins to an adopted foundation or responsible organization. Making every step count for a better future.
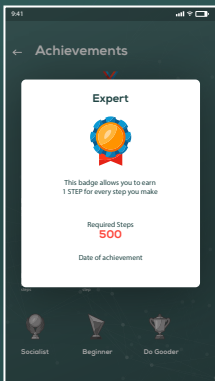
Achievements

To amplify the level of motivation, users get rewarded by earning badges when a certain goal is reached. Goals are but not limited to their level of activity, STEP points donated, STEP points spent in market place, STEP points exchanged, and won competitions. Users will get notified when achievements are attained giving them a motivation boost.
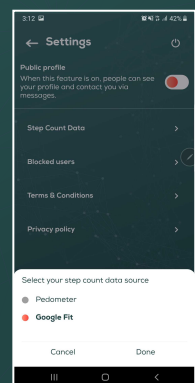
Native Integrations and Wearables

Whether on Android or iOS, respectively users can link StepChain to Google Fit and Apple Health, which are both excellent ways to track advanced physical activity such as climbing stairs, running vs walking, cycling or swimming. By connecting to one of them, they will have a more personalized experience. Adding integrations to StepChain is a continuous process with continuous efforts to add data sources to the ecosystem. Later on, StepChain will be developing its own technology that co-exists and synchronizes well with the various data sources for better accuracy and technological independence.
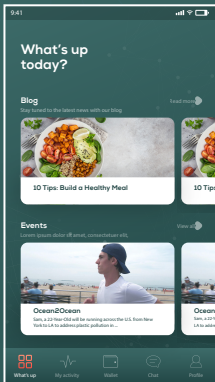
Content and Events

Doing fitness activity without changing dietary habits and improving one's lifestyle is not enough. Since StepChain has a mission to enhance the users' lifestyle from a complete perspective, we added daily tips written by our specialists on different topics that are short to read, interesting and have an immediate impact on the thinking of users, enhancing their daily habits towards a healthy lifestyle. We plan on adding premium sports content inside the ecosystem.

Socialize

We added in StepChain a social layer where users can interact with one another privately to encourage each other in doing fitness activities or in groups. Stories are also a great way to share progress and enthusiasm among the users and create a fun way of interacting and communicating in a community dedicated for fitness, StepChain will also include a sharing and on-boarding functionality which will encourage users to invite others to the community while rewarding them for it.
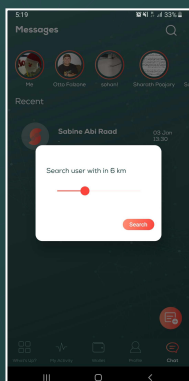
Geolocalization

We will implement geolocalization features in order to allow our end users to meet and participate together any location they could be.

Future Features

Nutrition:

A fit body can only be achieved when specific physical activities are combined with a balanced nutritional plan. With StepChain, users earn STEP points according to their physical activities, which can be spent on diet plans offered by dietitians. Users obtain customized diet plans with reference to their fitness goal, medical conditions, food preference or restrictions. Progresses are registered and trackable through historical charts. StepChain users communicate instantly with the nutritional specialists who offer them advices and follow up thru a live chat. In the future, we will become affiliated with specialized diet centers to provide personalized services on demand to our users.

Workouts:

StepChain aims to become a one-stop fitness app. In addition to steps counting and rewarding system, StepChain allows users to select their own personal trainers. By paying STEP points users subscribe to full training programs which are submitted by coaches. All programs are customized with reference to users' desired goal, intensity level, commitment, and workout preference. Instructional videos are day to day accessible, therefore, workout history is trackable including calories burn rate count. To benefit from the experts' experiences, users seek advices and tips from their coach through instant messaging.

Since StepChain facilitates payments with its fitness token, it will allow our end users to directly book sessions with specialized Personal Trainers providing benefits and ease of use for both.

Challenges:

The StepChain platform will have challenge features which will give users the opportunity to stake their rewards for additional points. Therefore, challenges take place using a staking mechanism. Staking is the holding of points for a particular period of time (challenge period). This enables the winning user(s) to be rewarded with the pot of staked points.

StepChain users will be able to participate in the following challenges:

- One-on-One Challenges: Two users stake their points against each other in a private competition.
- Endurance Tournaments: a group of users stake their points for a long period and the users who manage to hit all the targets gain the points as a reward.
- Influencer Tournaments: a group of users led by a fitness influencer stake their points for a long period and the users who manage to hit all the targets gain the points as a reward.
- Events: a group of users gathered in a fitness event stake their points during the event and the users who win the competition gain the points as a reward.
- Regional and geographic challenges: StepChain will later host wider challenges or competitions that will engage a wider group of people than all the above spicing up the challenge and making reward much more appealing.

StepChain takes a challenge fee from the participants depending on the nature of the challenge.

5G & IOT:

The introduction of 5G technology was a game changer for the tech industry changing the traditional way of communication. adding a level of practicality while forcing anyone involved in the industry to expand their products interaction. It offers speed, low latency and high capacity in order to absorb high traffic. 5G will be used to connect everything that is not currently connected, especially objects. The combination of blockchain technology and 5G technology can create an economic value boost, 5G networks will allow connected devices to communicate up to 5 times faster and blockchain will be used to keep an immutable record of these communications. When StepChain begins to use 5G, IOT and blockchain technologies, a new dimension will be added to the fitness industry creating a seamless interconnected experience for its users.

• The Token

To stimulate transparency and traceability in the fitness sector, we have devised STEP coin(s), an Ethereum based ERC20 token that aims to become the preferred method of reward through the Ethereum blockchain. The adoption of cryptocurrencies will impact the way we live in the future and StepChain is poised to play a leading role in this new era.

At a token generation event, StepChain will generate the STEP coin(s) which will be minted through a reward smart contract.

Upon performing physical activity inside StepChain's application ecosystem or through one of our affiliated partners our users are rewarded with STEP Points, these STEP Points can be easily exchanged to STEP coins which are issued and powered through the StepChain smart contract.

Initially, before STEP Coin is listed on crypto exchanges for trading, 1 STEP Point will be equivalent to 1 STEP Coin while fixing the value of the points during fluctuation.

StepChain uses the Ethereum Blockchain for decentralization purposes and the creation of STEP coin(s). This decision was made in order to provide the best service and protection. StepChain offers customers fast and effective transfers on any electronic wallets existing on the platform.

StepChain will create an online ecosystem where potential contributors and customers can quickly and easily verifiably transfer funds. Cryptocurrencies, when correctly implemented, is the logical solution to an ongoing issue with the traditional financial ecosystem. It readily solves a major impediment to investment innovation and growth.

The Ethereum Blockchain

Smart contract is just a phrase used to describe a computer code which executes itself and that can facilitate the exchange of money, content, property, shares or anything of value. When running on the blockchain, a smart contract becomes like a self-operating computer program that automatically executes when specific conditions are met. Because smart contracts run on the blockchain, they run exactly as programmed without any possibility of censorship, downtime, fraud or third-party interference.

01

Smart Contracts are **written as code** and committed to the blockchain. The code and conditions in the contract are **publicity available** on the ledger.

02

When an event outlined in the contract is triggered, like an expiration date or an asset's target price is reached--the **code executes.**

03

Regulators can watch contract activity on the blockchain to **understand the market** while still **maintaining the privacy** of individual actors.

Premium Users

Users inside the StepChain app ecosystem will be rewarded according to their status in the application (free user / premium user).

Within the application users will be granted points which correspond to a value of 1 token initially.

It will be possible to increase the number of STEP coin(s) generated per step by becoming a premium user. These premium users will be able to reach different achievement levels as follows:

Level	Free Users	Premuim Users
1	30 STEP Points	15 STEP Points$^{(2X)}$
2	27 STEP Points	12 STEP Points$^{(2.25X)}$
3	24 STEP Points	10 STEP Points$^{(2.40X)}$
4	22 STEP Points	8 STEP Points$^{(2.75X)}$
5	21 STEP Points	6 STEP Points$^{(3.5X)}$

Users will also be able to increase the number of STEP point(s) generated per step by a number of activities such as social sharing and other in-app achievements.

In addition to the above, the Premium users will have more control over management of their earnings from StepChain, making them eligible to benefit more from the ecosystem.

• The Marketplace

StepChain promise #1 is to reward every physical effort of its users. From a simple step to a marathon or a bike ride.

It is precisely these rewards objectives that motivate our users to surpass themselves and push their limits. The StepChain team must therefore offer its community the most complete and qualitative offer in terms of rewards.

The StepChain Marketplace will be constituted of products and services around the fitness and sport environment and available for both premium and non-premium users. Ever wanted wearable tech? Exercise and you might be able to get it!

Users can convert their tokens into STEP Points which are in turn converted to products and services available in our Marketplace.

StepChain will finance the Marketplace with its revenue as well as with sponsors or partners who will be offered visibility in our operations. (Sponsors will be large fitness and wearables brands, gyms, event organizers, sports clubs, broadcasters...).

Stepchain plans to finance its Marketplace with its revenues on the one hand and through sponsorship contracts on the other.

Sponsors will be offered visibility to our audience through the possibility of promoting their products within the Marketplace or by providing content. We will also offer a "Premium" sponsorship offer to sponsors who will also want us to associate them with a token donation equivalent to the value of the endowments that will be offered in the Marketplace. This donation will be made by us on their behalf to our partner associations.

Premium users will benefit from an exclusive discount of minimum 30% on all the products and services available in this Marketplace.

Physical Gift: Gifts which rise from $10 gifts to thousands of dollars. All of them are around Wellbeing/Fitness and sports and can be issued to users and delivered to their location.

Digital Gifts: They can be in the form of experiences such as travels, hotels, sport events, coaching, lessons or vouchers.

Partnerships are being negotiated in various countries with major players in the sports equipment and services sector in order to be able to offer quality rewards to as many people as possible. These partnerships can take many forms like classic sponsorship actions with emphasis on the brand and its products in the list of endowments, or even the promotion of qualitative content within the application, advice, videos, recipes sponsored by the brand.

But also partnerships with various fitness players such as gym chains (offers free months of subscriptions, personalized coaching sessions...), sports events (marathons, trails, bike rides...), fitness influencers (offer thematic e-books, fitness, nutrition...)

Also we really want to offer our users experiences that even money could not buy. Give them the opportunity to participate in "Meet and Greet" events: Meetings with world-renowned athletes.

For example, offering our most active users the opportunity to participate in a first-class sporting event, and to meet their favourite sportsman at the end of it and share a dinner with him/her.

• The Donation

At StepChain we believe our user community should be much more than active. That's why we enable our users to make donations of the coins they earned to selected philantropic organizations directly through the app. With StepChain, users become active activists!

In order to respond as effectively as possible to the realities surrounding us and the problems of our time, we have selected several associations in different fields. These organizations meet various quality criteria and for which we are confident that donations will be used wisely. They are mainly focused on issues that particularly affect us: education, health and the environment.

The more diligent our users are in using the application, the more they will be able to increase their impact capacity. Both on their own health and on their participation in the collective effort and donation to these various causes.
Our most cherished wish is to offer our users a solution that allows them to achieve the following objective: a healthy body in a better world!

Crypto donations are an integral part of our donation model as we believe that donating in cryptocurrencies, if dealt with until the end of the chain, will enable more transparency in a domain which has opacity.

🤝 BUSINESS MODEL

StepChain is a responsible fitness app which rewards its users. A B2B2C and B2B model which derives from the proven Golden Steps model. It is a Freemium Application which enables users to start using the platform for free and earn coins. Subscriptions are available in-stores, online and through mobile phone operators. As a freemium app, StepChain enables its users to use the service for free. Free users as well as subscribers will be able to earn Step Coins. They will have access to our Marketplace in order to be able to convert their Step Coins into gifts!

However, subscribers will benefit from an exclusive discount of minimum 30% on all products and services offered.

Moreover, subscribers will be assigned different levels depending on their physical activity. The more physically active they are, the better the conversion rate in Steps will be. This will allow them to reach more quickly the number of Steps needed to access their favorite rewards!

Revenue Streams:

B2B2C

We offer monthly recurring packages at 9.99 USD on app stores or direct online billing. Discounted packages are available for 6 and 12 month subscriptions. When distributing via mobile operators, the prices fluctuate from 3 USD to 15 USD monthly on a recurring billing model.

The company will get a margin from the difference of the products gifted by the sponsors and the facial value (token value) of those products/services in the Marketplace.

As soon as the "Challenge" functionality is operational within our application, we will take a margin on our users' bets. This commission will be 20% for free users and 10% for subscribers. 5% of these commissions will be donated to our partner foundations.

Users will also be able to buy points for the marketplace directly inside of StepChain application to benefit from the listed products and services inside the MarketPlace.

B2B

StepChain will also propose white label solutions to its partners and affiliates on a B2B model including setup fees and recurring fees.

StepChain Distribution Channels:

B2B2C

Distribution via App Store™ and Google Play Store™ in-store/in-app payments in mature markets globally and direct payments via online credit card billing on the same markets.

Distribution via mobile operators: Direct Carrier Billing (Direct carrier billing ("DCB") is an online payment method. It allows users to make purchases by charging payments to their mobile phone bill). In emerging markets, direct carrier billing is often the only way for users to purchase online services which allows us a widespread billing and distribution method as we have some contracts where carriers are in charge of marketing the product and some without, enabling us to have a hybrid model. We have over 20 years' experience in telecom value added services with long-standing contracts with carriers worldwide which allows us to build a large distribution network; and on top of that we are in partnership with the largest Mobile Content Aggregators and Distributors.

B2B

Through its sales team and agreements with sales force organizations and also an online affiliation program, StepChain will distribute its White label versions to customers such as gym clubs chains, sports federations, government or administrations, local transport organizations, and more generally to companies who are looking to incentivize their customers or employees through a reward program based on physical activity.

Unique Selling Point:

Unlike our competitors, we are the only ones using the subscription based model with mobile operators amongst other monetization tools, this provides Stepchain with payments and guarantee to our users:

- **No Advertising:** no ads, nowhere! Even on the Free version of StepChain. The only brands our users see on our app are the ones who have enabled us to offer our users the best possible prices in our prize pool. (Our sponsors, who will all be in the sports environment, contribute to our products and services and to adding value to user experiences).

- **No Monetization of database:** User privacy is important to us, hence we will not be monetizing our users' data. Rest assured, you won't be solicited by anyone.

MARKETING STRATEGY AND BUDGETS

▶ **GOALS**

Generate Brand Awareness

Segment Branding Efforts to Target Highly Specific Audiences

Use Search Result Retargeting to Establish Strong Brand Recall

Make Social Customer Engagement a Priority

Drive Downloads and Improve Mobile App Ranking

App promotions

Quantity and Consistency

Encourage Reviews

Regular Updates

Generate Revenue

Via iTunes and Google Play Store payment (Global markets)

Via Mobile operator, 4G and 5G

Via Credit Card Payment Processing

MARKETING CHANNELS

Social Media: **f** **Facebook**   **Twitter**   **Instagram and more**

Increase engagement

Interact with the followers enthusiastically

Email Marketing

Use a combination of triggered autoresponders and segmentation practice

Interact with the followers enthusiastically

Content Marketing and SEO + ASO (Appstore optimization)

Reach customers at different stages of the funnel

Offer value to subscribers

Online advertising Channels (Facebook / Instagram Ads + Google Ads + Affiliation)

Influencers: Brand ambassadors & bloggers

Press Release

Sponsoring

Barter Sponsorship

Offline Media

Endorsements

Our First Sponsoring Agreement with a Young Active Activist "Sam Bencheghib"

www.makeachange.world

Sam Bencheghib
Make a Change World

3,000 miles OCEAN 2 OCEAN for the ocean.

Sam went to run across the U.S. from New York to LA to address plastic pollution in an attempt to be the first person to cross the American continent using recycled plastic shoes. On July 26th, he began his Ocean2Ocean run, covering 3,000 miles and 13 U.S. states, from N.Y.C arring to L.A. in Feb 2020, from the Atlantic Ocean to the Pacific Ocean.
By running 20 miles a day, 6 days a week for 5 months, Sam wanted to show that anyone can make a difference if they take the first step. Whether that step be to run across America, to reduce plastic consumption, or to make a single donation.

StepChain will accompany Sam in his journey by tracking his STEPS whenever and wherever he goes. Sam has his own premium account with the highest conversion.
Each STEP has impact, each Coin raised could change the world.

The collected STEPs will be all reversed to his foundation MAKE A CHANGE WORLD

Moreover, during this expedition, Sam and the team also produced a series of videos documenting this journey and the people they met along the way. By producing weekly videos, they included portraits of sustainable initiatives as well as updates on his running adventures.

Running for a cause, meeting influencers and celebrities, spreading the word helped increase the awareness of StepChain.

FOLLOW SAM ON:

• StepChain Metrics and Forecast

Geographic Locations and Payment solutions

	Store Payment	Mobile Operator	Credit Card
USA	yes	no	yes
Canada	yes	no	yes
Brazil	yes	no	yes
Mexico	yes	no	yes
Chile	yes	no	yes
Colombia	yes	no	yes
Argentina	yes	no	yes
East Asia	yes	no	yes
Japan	yes	no	yes
Korea	yes	no	yes
China	yes	no	yes
South Asia			
Pakistan	yes	yes	yes
India	yes	yes	yes
Southeast Asia			
Indonesia	yes	yes	yes
Singapore	yes	yes	yes
Myanmar	yes	yes	yes
Malaysia	yes	yes	yes
Thailand	yes	yes	yes
Middle East	yes	yes	yes
UAE	yes	yes	yes
Saudi Arabia	yes	yes	yes
Kuwait	yes	yes	yes
Bahrain	yes	yes	yes
Qatar	yes	yes	yes
Palestine	yes	yes	yes
Jordan	yes	yes	yes
Iraq	yes	yes	yes
Turkey	yes	yes	yes

	Store Payment	Mobile Operator	Credit Card
Austria Europe	yes	yes	yes
Germany	yes	yes	yes
Italy	yes	yes	yes
Austria	yes	yes	yes
Spain	yes	yes	yes
Belgic	yes	yes	yes
Greece	yes	yes	yes
Cyprus	yes	yes	yes
Switzerland	yes	yes	yes
Portugal	yes	yes	yes
Austria	yes	yes	yes
Poland	yes	yes	yes
United Kingdom	yes	yes	yes
France	yes	yes	yes
Africa			
Senegal	no	yes	no
Ivory Coast	no	yes	no
South Africa	yes	yes	yes
Tunisia	no	yes	no
Egypt	no	yes	no
ROW	yes	no	yes

Consumer Price FOR STORE PAYMENTS and Credit Card

1
Month
Subscription

$9.99

6
Months
Subscription

$39.99

1
Year
Subscription

$59.99
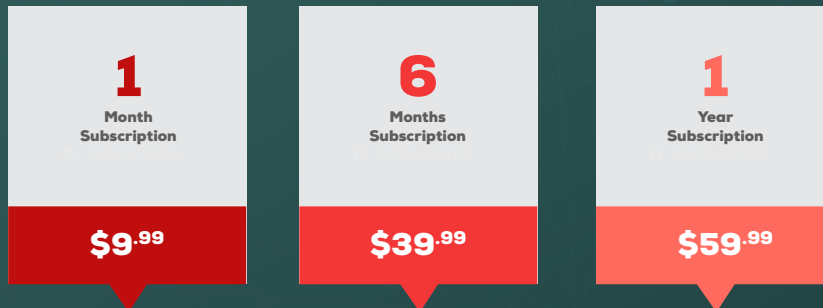
7 DAYS FREE TRIAL

End User TARRIF – Mobile OPERATORS

**Daily
or Weekly
or Monthly**

Subscription

**Between
$3-$15/month
(Recurring Billing)
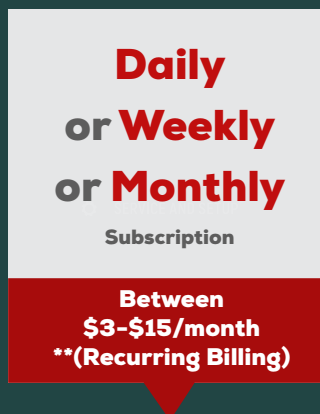
**To be defined for each operator

Marketing Budget Allocation and Users

Year 1

B2C 2020	Advertising Budget	Paid Installs	Organic Installs	Total Installs	Freemium Users	Preemium Users	Total Users
USA	$600,000	400,000	80,000	480,000	120.960	23,040	144,000
Canada	$60,000	40,000	8,000	48,000	12.240	2,160	14,400
Brazil	$100,000	66,667	13,333	80,000	20.640	3,360	24,000
Australia	$40,000	26,667	5,333	32,000	8.064	1,536	9,600
Asia	$300,000	200,000	10,000	240,000	61,200	10,800	72,000
Europe	$300,000	200,000	40,000	240,000	61.200	10,800	72,000
ROW	$100,000	66.667	13,333	80,000	20,400	3,600	24,000
Total	$1,500,000	1,000,000	200,000	1,200,000	304,704	55,296	360,000

Subject to funding
Subject to result of test of campaigns

Year 2

B2C 2021	Advertising Budget	Paid Installs	Organic Installs	Total Installs	Freemium Users	Preemium Users	Total Users
USA	$1,200,000	857,143	171.429	1,508,571	405,504	77,239	482,743
Canada	$120,000	85,714	17,143	150,857	41,033	7,241	48,274
Brazil	$200,000	142,857	28,571	171,429	46,080	8,777	54,857
Australia	$80,000	57,143	11,429	100,571	27,034	5,149	32,183
Asia	$600,000	428,571	85,714	754,286	205,166	36,206	241,371
Europe	$600,000	428,571	85,714	754,286	202,752	38,619	241,371
ROW	$200,000	142,857	28,571	251,429	68,389	12,069	80,457
Total	$3,000,000	2,142,857	428,571	3,691,429	995,957	185,300	1,181,257

Subject to funding
Subject to result of test of campaigns

Year 3

B2C 2022	Advertising Budget	Paid Installs	Organic Installs	Total Installs	Freemium Users	Preemium Users	Total Users
USA	$2,400,000	1,846,154	369,231	3,723,956	1,094,843	208,542	1,303,385
Canada	$240,000	184,615	36,923	372,396	110,788	19,551	130,338
Brazil	$400,000	307,692	61,538	369,231	108,554	20,677	129,231
Australia	$160,000	123,077	24,615	248,264	72,990	13,903	86,892
Asia	$1,200,000	923,077	184,615	1,861,978	547,422	104,271	651,692
Europe	$1,200,000	923,077	184,615	1,861,978	553,938	97,754	651,692
ROW	$400,000	307,692	61,538	620,659	184,646	32,585	217,231
Total	$6,000,000	4,615,385	923,077	9,058,462	2,673,180	497,281	3,170,462

Subject to funding
Subject to result of test of campaigns

Year 4

B2C 2023	Advertising Budget	Paid Installs	Organic Installs	Total Installs	Freemium Users	Preemium Users	Total Users
USA	$4,000,000	3,333,333	666,667	7,723,956	2,595,249	494,333	3,089,582
Canada	$400,000	333,333	66,667	772,396	262,615	46,344	308,958
Brazil	$666,667	555,556	111,111	666,667	224,000	42,667	266,667
Australia	$266,667	222,222	44,444	514,930	173,017	32,956	205,972
Asia	$2,000,000	1,666,667	333,333	3,861,978	1,297,625	247,167	1,544,791
Europe	$2,000,000	1,666,667	333,333	3,861,978	1,313,073	231,719	1,544,791
ROW	$666,667	555,556	111,111	1,287,326	437,691	77,240	514,930
Total	$10,000,000	8,333,333	1,666,667	18,689,231	6,303,268	1,172,424	7,475,692

Subject to funding
Subject to result of test of campaigns

PROFIT AND LOSS FORECAST 2019 - 2023 PROJECTIONS

Profit and Loss	2019	2020	2021	2022	2023	Cumulative
Revenues						
***B2C**						
B2C Revenues From in-app purchase(Cash)	$ -	$889,928	$3,235,340	$9,248,039	$22,947,854	**$36,321,161**
B2B Revenues From Tokens(Tokens)	$ -	$50,104	$100,062	$200,305	$500,625	**$851,096**
Total B2C Revenues	**$ -**	**$940,032**	**$3,335,402**	**$9,448,343**	**$23,448,479**	**$37,172,257**
Total B2C Revenues	160,000	1,200,000	3,691,429	9,058,462	18,689,231	**32,799,121**
B2C Freemium Users		360,000	1,181,257	3,170,462	7,475,692	**12,187,411**
B2C Premium Users		55,296	185,300	497,281	1,172,424	**1,910,301**
B2C CPA	$ -	$27.13	$16.19	$12.07	$8.53	
B2C ARPU	$ -	$17.00	$18.00	$19.00	$20.00	
****B2B**						
B2B Revenues		$250,000	$500,000	$1,500,000	$2,500,000	**$4,750,000**
Total B2B Revenues	**$ -**	**$250,000**	**$500,000**	**$1,500,000**	**$2,500,000**	**$4,750,000**
*****B2C**						
***B2B2C Revenues (Mobile Operator)**	$250,000	$700,000	$900,000	$1,200,000	$1,800,000	**$4,850,000**
B2B2C Premium Users	300,000	680,000	860,000	1,100,000	1,600,000	**4,540,000**
B2B2C ARPU	$0.83	$1.03	$1.05	$1.09	$1.13	
Total B2B2C Revenues	**$250,000**	**$700,000**	**$900,000**	**$1,200,000**	**$1,800,000**	**$4,850,000**
Total Revenues	**$250,000**	**$1,890,032**	**$4,735,402**	**$12,148,343**	**$27,748,479**	**$46,772,257**
Cost						
Advertising Budgets and endorsements		$1,500,000	$3,000,000	$6,000,000	$10,000,000	**$20,500,000**
Prize Bank/Marketplace Contribution		$200,000	$300,000	$400,000	$500,000	**$1,400,000**
Product Development andContent Acquisition Cost	$560,692	$500,000	$400,000	$600,000	$800,000	**$2,860,692**
Blockchain Development Cost	$60,000	$60,000	$100,000	$100,000	$150,000	**$470,000**
Listing Exchange Cost	$28,442	$150,000	-	-	-	**$178,442**
Marketing + Community + Financial Marketing	$66,498	$200,000	$300,000	$350,000	$400,000	**$1,316,498**
Press Releases	$13,090	$50,000	$80,000	$100,000	$120,000	**$363,090**
Sponsoring	$30,000	$20,000	$40,000	$50,000	$60,000	**$200,000**
Bank Charges	$413	$10,000	$15,000	$20,000	$20,000	**$65,413**
Professionnal Events		$40,000	$60,000	$100,000	$120,000	**$320,000**
Lawyer Fees	$5,659	$20,000	$25,000	$30,000	$35,000	**$115,659**
Legal Fees	$497	$10,000	$25,000	$30,000	$40,000	**$105,497**
Consultancy services	$14,833	$60,000	$60,000	$60,000	$60,000	**$254,833**
Administrative cost	$25,391	$30,000	$30,000	$30,000	$30,000	**$145,391**
Travel expenses	$7,022	$40,000	$60,000	$100,000	$150,000	**$357,022**
Rent		$40,000	$100,000	$100,000	$150,000	**$390,000**
Utilities		$15,000	$25,000	$30,000	$40,000	**$110,000**
Overhead	$182,806	$360,000	$720,000	$1,200,000	$1,800,000	**$4,262,806**
Total Cost	**$995,343**	**$3,305,000**	**$5,340,000**	**$9,300,000**	**$14,475,000**	**$33,415,343**
Net Margin	**$(745,343)**	**$(1,414,968)**	**$(604,598)**	**$2,848,343**	**$13,273,479**	**$13,356,913**
Cumulated Net profit or Loss	**$(745,343)**	**$(2,160,311)**	**$(2,764,909)**	**$83,434**	**$13,356,913**	

*B2C: 100% reversed by Operators or Stores   **B2B: 100% reversed by Corporate Clients   ***B2B2C: 50% reversed by distributors

Cash Flow	2019	2020	2021	2022	2023	Cumulative
Yearly Cash Flow	**$(828,677)**	**$(1,961,645)**	**$(1,553,055)**	**$377,363**	**$8,073,434**	**$9,249,493**
Cumulated Cash Flow	**$(828,677)**	**$(2,790,322)**	**$(4,343,377)**	**$(3,966,014)**	**$4,107,420**	**$13,356,913**

B2C CPA and ARPU Evolution

Legend: B2C CPA, B2C ARPU

B2B2C CPA and ARPU Evolution

Legend: B2B2C ARPU
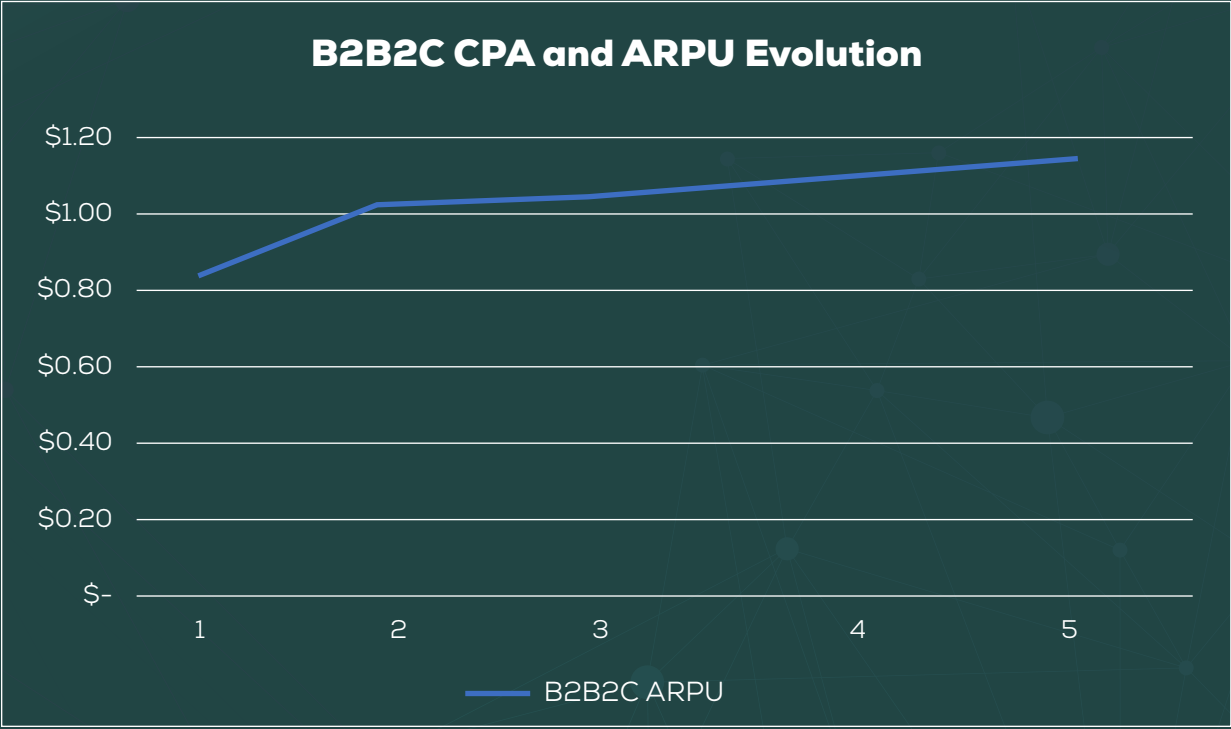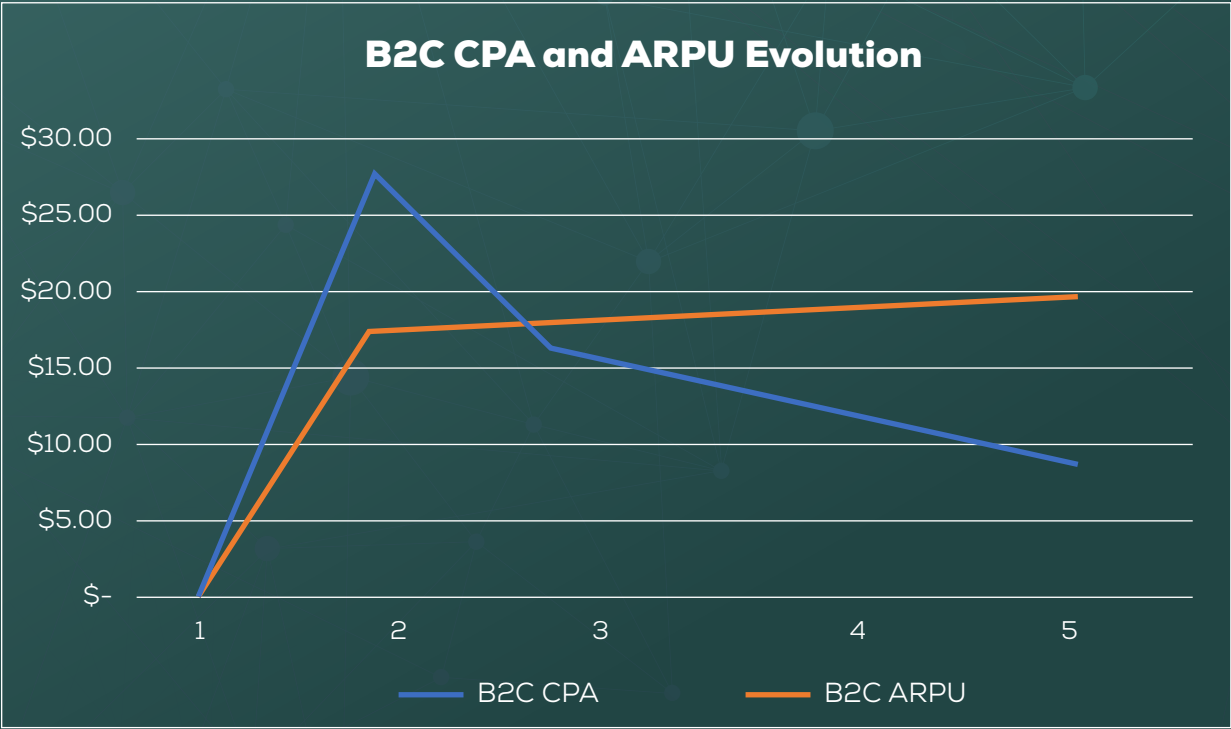
THE CRYPTOCURRENCY MARKET

CURRENT STATUS

Since the introduction of blockchain technology, there has been a high demand for crypto assets on the markets with likeliness of further increase.

The dawn of a new investment era began with the incredibly successful Ethereum ICO in July 2014. Those who invested an amount of just two thousand dollars in ETH at that moment watched their modest investment grow to more than 1 million US$ in 2017.

The same applies to blockchain solution "Stratis". Only 12 months after its ICO, coin holders multiplied their initial investment by a factor of 600. In 2017, the cryptocurrency market capitalization went from $16 billion to $770 billion. Even if we experienced the "Crypto Winter" in 2018, the trend here is clear and should not be mineralized.

Nevertheless, there are several obstacles before adopting cryptocurrency on a broader scale. It is challenging for non-tech-savvy users to easily enter the crypto markets. For one thing, there are no institutional guidelines or reputable partners to rely on. When coupled with the fact that the cryptocurrency market is in its infancy and is developing as a new sector in finance, it creates an environment of higher volatility.

WHAT IS CRYPTOCURRENCY?

Cryptocurrencies use cryptographic protocols, or extremely complex code systems that encrypt sensitive data transfers, to secure their units of exchange. Cryptocurrency developers build these protocols on advanced mathematics and computer engineering principles that render them virtually impossible to break, and thus unfeasible to duplicate or counterfeit. These protocols also mask the identities of cryptocurrency users, making transactions and fund flows difficult to attribute to specific individuals or groups.

Cryptocurrencies are also marked by decentralized control. Cryptocurrencies' supply and value are controlled by the activities of their users and highly complex protocols built into their governing codes, not the conscious decisions of central banks or other regulatory authorities. In particular, the activities of cryptocurrency users who leverage vast amounts of computing power to record transactions while receiving newly created cryptocurrency units and transaction fees paid by other users in return – are critical to the currencies' stability and smooth function.

More importantly, cryptocurrencies can be exchanged for fiat currencies or other cryptocurrencies on special online markets called crypto exchanges. Each listed cryptocurrency has a variable exchange rate with major world currencies (such as the U.S. dollar, British pound, Euro, and Japanese Yen as well as major cryptocurrencies like Bitcoin, Ether or Ripple). This will also be the case with the token once it is listed.

Most cryptocurrencies are characterized by finite supply. Their source codes contain instructions outlining the precise number of units that can and will ever exist. In the case of the coin, the maximum number of coins authorized by the code is 1 billion units. The first phase will only allow to mint 300 million units. This makes a notable difference with fiat currencies where Central Banks can decide to create money at will.

Due to their political independence and essentially impenetrable data security, cryptocurrency users enjoy benefits not available to users of traditional fiat currencies, such as the U.S. Dollar and Euro, and the financial systems that those currencies support. For instance, whereas a government can easily freeze or even seize a bank account located in its jurisdiction, it's very difficult for it to do the same with funds held in cryptocurrency – even if the holder is a citizen or legal resident.

CRYPTOCURRENCY & THE BLOCKCHAIN

A cryptocurrency blockchain is the master ledger that records and stores all prior transactions and activity, validating ownership of all units of the currency at any given point in time.

As the record of a cryptocurrency's entire transaction history to date, a blockchain has a finite length, containing a finite number of transactions that increases over time. Identical copies of the blockchain are stored in every node of the cryptocurrency software network – the network of decentralized server farms, run by computer-savvy individuals that continually record and authenticate cryptocurrency transactions.

A cryptocurrency transaction technically isn't finalized until it's added to the blockchain, which usually occurs within minutes. Once the transaction is finalized, it's usually irreversible. Unlike traditional payment processors, such as PayPal and credit cards, most cryptocurrencies have no built-in refund or chargeback functions, though some newer cryptocurrencies have rudimentary refund features. During the lag time between the transaction's initiation and finalization, the units aren't available for use by either party. The block chain thus prevents double-spending, or the manipulation of cryptocurrency code to allow the same currency units to be duplicated and sent to multiple recipients.

On the other hand, cryptocurrencies come with a host of risks and drawbacks, such as illiquidity and value volatility, that don't affect many fiat currencies. Additionally, cryptocurrencies are frequently used to facilitate gray and black-market transactions, so many countries view them with distrust or outright animosity. And while proponents tout cryptocurrencies as potentially lucrative alternative investments, some financial professionals view them only suitable for pure speculation.

This is probably the single most recognizable benefit of StepChain. In essence, it is not just a cryptocurrency, it is a digital mechanism through which gold can be indirectly purchased in the easiest, most secure, and least expensive way.

PRIVATE KEYS

Every cryptocurrency holder has a private key that authenticates their identity and allows them to exchange units. Users can make up their own private keys, which are formatted as whole numbers between 1 and 78 digits long, or use a random number generator to create one.

Once they have a key, they can obtain and spend cryptocurrency. Without the key, the holder can't spend or convert their cryptocurrency, rendering their holdings inaccessible unless and until the key is recovered. This is a critical security feature that reduces theft and unauthorized use. It's also draconian – losing your private key means losing access. You can create another private key and start accumulating cryptocurrency again, but you can't recover the holdings protected by your old, lost key.

BITCOIN & THE CRYPTOCURRENCY BOOM

Bitcoin is widely regarded as the first modern cryptocurrency – the first publicly used means of exchange to combine decentralized control, user anonymity, record-keeping via a blockchain, and built-in scarcity. It was first outlined in a 2008 white paper published by Satoshi Nakamoto, a pseudonymous person or group. In early 2009, Nakamoto released Bitcoin to the public, and a group of enthusiastic supporters began exchanging and mining the currency. By late 2010, the first of what would eventually be dozens of similar cryptocurrencies began appearing. The first public Bitcoin exchanges appeared around this time as well.

In late 2012, WordPress became the first major merchant to accept payment in Bitcoin. Others, including Newegg.com (an online electronics retailer), Expedia, and Microsoft, followed. Dozens of merchants now view the world's most popular cryptocurrency as a legitimate payment method. Though few other cryptocurrencies are widely accepted for merchant payments, increasingly active exchanges allow holders to exchange them for Bitcoin or fiat currencies – providing critical liquidity and flexibility.

ADVANTAGES OF CRYPTOCURRENCY

BUILT-IN SCARCITY MAY SUPPORT VALUE: Most cryptocurrencies are hardwired for scarcity – the source code specifies how many units can ever exist. In this way, cryptocurrencies are more like precious metals than fiat currencies. Like precious metals, they may offer inflation protection unavailable to fiat currency users.

SELF-INTERESTED, SELF-POLICING COMMUNITIES: Cryptomining is a built-in quality control and policing mechanism for cryptocurrencies. Because they're paid for their efforts, cryptominers have a financial stake in keeping accurate, up-to-date transaction records thereby securing the integrity of the system and the value of the currency.

ROBUST PRIVACY PROTECTIONS: Privacy and anonymity were chief concerns for early cryptocurrency proponents, and remain so today. Many cryptocurrency users employ pseudonyms unconnected to any information, accounts, or stored data that could identify them. Though it's possible for sophisticated community members to deduce users' identities, newer cryptocurrencies (post-Bitcoin) have additional protections that make it much more difficult.

DIFFICULT FOR GOVERNMENTS TO EXACT FINANCIAL RETRIBUTION: When citizens in repressive countries run afoul of their governments, said governments can easily freeze or seize their domestic bank accounts, or reverse transactions made in local currency. That's not possible with cryptocurrencies, whose decentralized nature – funds and transaction records are stored in numerous locations around the world – effectively prevents state seizure.

NO THIRD-PARTY PROCESSING FEES: The concepts of block keys, private keys, and wallets effectively solve the double-spending problem, ensuring that new cryptocurrencies aren't abused by tech-savvy criminals capable of duplicating digital funds. Cryptocurrencies' security features also eliminate the need for a third-party payment processor – such as Visa or PayPal – to authenticate and verify every electronic financial transaction. In turn, this eliminates the need for mandatory transaction fees to support those payment processors' work – since miners, the cryptocurrency equivalent of payment processors, earn new currency units for their work in addition to optional transaction fees.

LOWER INTERNATIONAL TRANSACTION COSTS: Cryptocurrencies don't treat international transactions any differently than domestic transactions. Transactions are either free or come with a nominal transaction fee, no matter where the sender and recipient are located. This is a huge advantage relative to international transactions involving fiat currency, which almost always have some special fees that don't apply to domestic transactions – such as international credit card or ATM fees. And direct international money transfers can be very expensive, with fees sometimes exceeding 10% or 15% of the transferred amount.

StepChain TOKEN

- ## Token Metrics

IEO Hardcap	$4,200,000		
Total Supply	35,000,000,000		
Initial Circulating Supply	7,350,000,000	21%	Supply available after the Public Sale

Public Sale Allocation	3,850,000,000	11%	Supply available for the Public Sale
Public Sale Price	$0.0011		
Seed Round Allocation	1,750,000,000	5%	Supply available for Early Stage Investors
Private Round Allocation	2,450,000,000	7%	Supply available for Private Investors
Reward Ecosystem	14,000,000,000	40%	Supply allocated to reward users and ecosystem
Reserve	5,950,000,000	17%	Allocation for the R&D, marketing and ecosystem building
Team	2,800,000,000	8%	Allocation for the founding team with 12months lockup period
Advisors	700,000,000	2%	Allocation for the advisors with 12months lockup period
Strategic Partners	3,500,000,000	10%	Allocation for the community awards and market promotions

Reward System

Users → **1. Create Account** → Account

2. Create Wallet

4. Activities

Wallet ← **3. Private Key** ← Reward Engine

7. Token Distribution

5. Token Request

Ethereum

6. Private Sign Tx

USER

APP
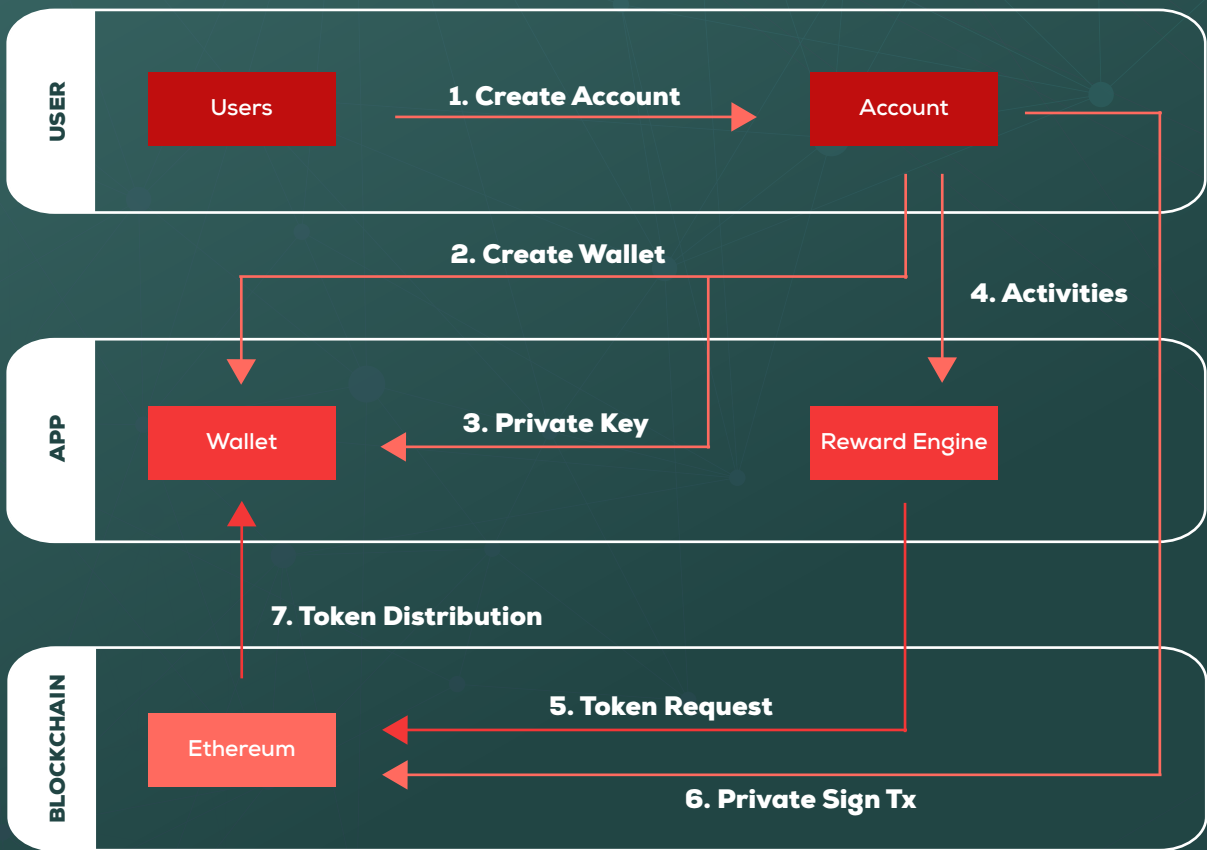
BLOCKCHAIN

• Token Sale

The primary medium of fund raising for blockchain projects has been the Initial Coin Offering (ICO). Since the first Initial Coin Offering in 2013 by Mastercoin, there have been hundreds of ICOs. At its core, an ICO revolves around a developer collecting contributions denominated in Ether (or some other cryptocurrency),and issuing a newly minted token. Whether or not there is a Smart Contract governing the ICO, the effective counter-party faced by each contributor is the developer himself.

An IEO is still technically a form of ICO, but the main difference lies in where the coin or token is offered. As you might be able to guess from its name, an IEO offers tokens through a partnering exchange, rather than directly to investors.

An Initial Exchange Offering (IEO) relies on having an exchange (or set of exchanges) function as the counter-party. Developers mint the project's tokens and send them to the exchange, which will then sell the tokens to individual contributors for Ether. Subject to the agreement between the developers and the exchange, conditions traditionally found in an ICO can be emplaced in an IEO.

These conditions include capping the contribution per individual and having a fixed price per token.

From the perspective of a contributor, instead of sending Ether to a Smart Contract governing the ICO, each IEO participant has to create an account with the exchange and send ETH to this account. When the IEO commences, the participant can purchase the token directly from the exchange.

In a public ICO, just about anyone can participate, but in an IEO only members of that given exchange can purchase the tokens. That said, there's little stopping you from joining an exchange if you're interested in a specific coin due to be released. So they aren't really creating any hurdles for the average retail investor.

In some instances, it might actually be easier buying into an IEO than an ICO. Rather than having to go through the specific steps of each individual ICO, you just follow the standard procedure for buying and storing tokens from that given exchange. In many ways, it standardizes the process from offering to offering, as the exchange sets the terms of purchase.

Why do an IEO over an ICO?

Given that there have been so many ICOs, why should a team seek to conduct their fund raising differently? There are several advantages afforded by conducting an IEO, including:

1. Tapping into the existing user base of the exchange to obtain contributions for the IEO.
2. Preventing a "Gas War" between sale participants, assuming the exchange is not decentralized (till date there have been no IEOs conducted on decentralized exchanges).
3. Making it significantly more difficult to scam contributors who know that they can only purchase the token from the exchange.
4. Functioning as a vote of confidence from the exchange and sponsor, which has to conduct its own due diligence on the developer's project.
5. Listing on the exchange where the IEO has been carried out is a natural next step.

How to participate in an IEO?

Generally, the steps to participate in an IEO begin with checking if the project you are intending to crowdfund is indeed conducting an IEO. After which, you should:

1. Find out which exchanges are hosting the IEO. There can be more than one participating exchange.
2. Sign up for an account on the exchange by passing their whitelisting and Know Your Customer (KYC) procedures.
3. Check what cryptocurrencies will be accepted during the IEO and fund your account appropriately.
4. Wait for the start of the IEO to purchase your tokens!

How does the exchange benefit?

Running an exchange has been a profitable endeavor from trading fees alone, but incumbents are faced with increasing competition for users and their trade flows. The following are some of the benefits accrued to an exchange which facilitates IEOs:

1. IEO or listing fees. This can vary quite significantly between exchanges.
2. Influx of new users and their deposits. Some of these new users may eventually become loyal users of the exchange.
3. Joint marketing with the IEO team.

- **Token Sale Information**

IEO Allocation: 3,850,000,000	(11% of Total Supply)
IEO Hardcap: $4,200,000	
Price IEO: $0.0011	

Use Of Proceeds:

Product Development and Content Acquisition — 30%

Marketing, sales, partnerships and endoursments — 30%

Operations — 20%

Miscellaneous Reserve — 15%

Legal — 5%
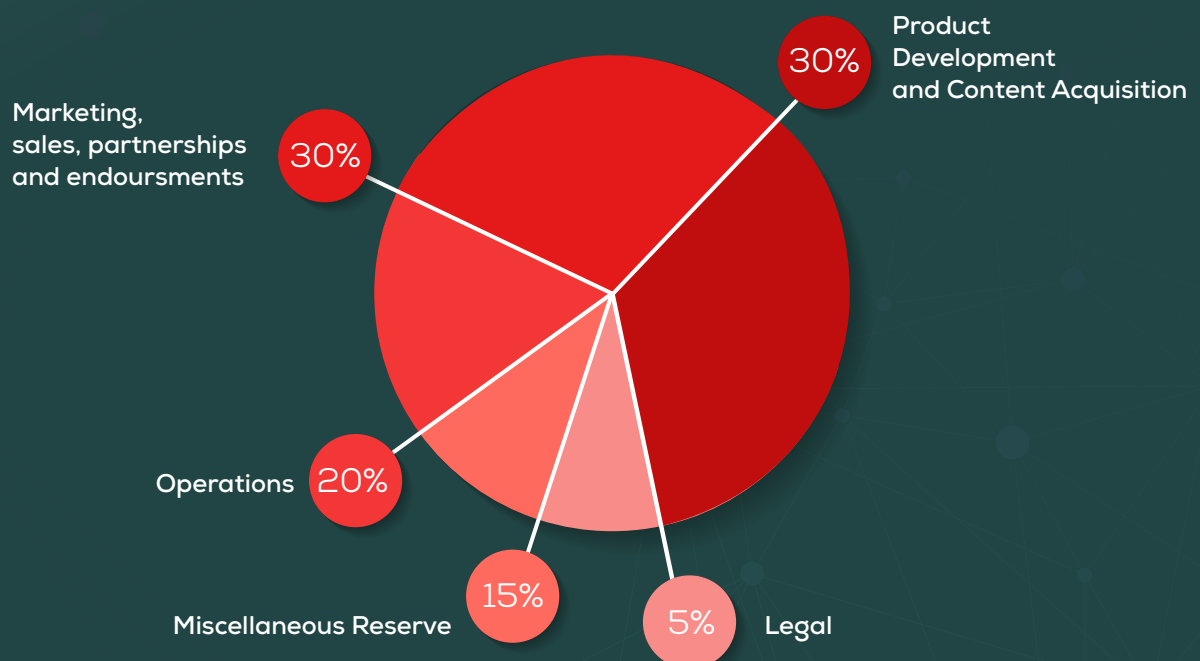
*In case the hard cap would not be reached we will spend
the cash rise proportionally with a priority of financing the operations

THE TEAM BEHIND StepChain

- ## Atlas

The Atlas Group of Companies is a private equity firm investing in businesses at different stages of their growth and with over 20 years' experience in the telecommunications and technology sector. The group has enthusiastically embraced the Blockchain revolution and is today a proud player in cryptocurrencies and ICOs.

Atlas Group of Companies has funded numerous successful startups, using seed capital to cover R&D, capital and operational expenditure until reaching profitability. Many of these ventures have gone on to become multi-million-dollar companies.

The Atlas Group of Companies also focuses its investment policy on high potential innovation companies, strategically finding companies with excellent proof of concept and strong historical revenue growth.

Benefiting from its experienced, international team and its deep understanding of global financial trends and practices, the Atlas Group of Companies successfully implements creative financial solutions, financing by using cryptocurrency models and trading in digital currencies.

- ## SBT

SmartBlock Technologies is an innovative development group specialized in decentralized ledger technologies which first Blockchain project was back in 2014, when Blockchain and DLT were not known.

We are committed to put technology at the service of humanity in order to build a better world. We have proven success in delivering Blockchain based projects with a strong team combining years of expertise and a long list of international awards.

Many people have heard about the blockchain industry without really understanding it and seeing its true potential. SmartBlock Technologies' team of experts with extensive background in tech and the silicon valey, including at Apple are here to accompany companies in their transition towards Blockchain.

• Team

– Management Team

Jean-Michel Alfieri
CEO and Co-Founder

Jean-Michel co-founded the diversified financial investment organization Atlas Group of Companies in 1994 and serves as its President.

Within the Atlas Group, Jean-Michel is Chairman of the online marketing agency Absolutely Digital based in the UAE and he is Co-Founder and President of GoldFinX based in Singapore, a fintech company raising funds through its ICO to provide working capital to goldmines.

As Atlas Group's representative, Jean-Michel currently sits on the board of 14 companies in Europe, the Middle East and Asia and has participated in more than 20 M&A deals over the last 2 decades from seed funding to IPO including the sale and purchase of companies in America, Europe and Asia.

Jean-Michel holds a degree in Political Science.

Philippe Bednarek
President and Co-Founder

Philippe co-founded the private equity firm Atlas Group of Companies in 1994 and serves as its Chairman.

Within the Atlas Group, Philippe's main appointments include CEO of GoldFinX, a fintech company raising funds through its ICO to provide working capital to goldmines, CEO of Atlas Finance a private investment firm and director of the Atlas Interactive Group specialising in value added telecommunications.

Philippe holds a Post Graduate Diploma in Public Law, a Master's degree in Business Law and a Batchelor's degree in Political Science.

Alexandre Rigaud
Chief Blockchain Officer and Co-Founder

Alexandre is a French University Graduate. He is a computer expert and coder since his early teens and speaks five languages fluently. He is also an entrepreneur & innovator. Alexandre is an expert in the Blockchain environment, with several years in this field already. Among others with Apple, where Alexandre had a young career and obtained a solid understanding of technology. He is tech savvy and blurs the lines between Technology and Liberal Arts. He designs and develops rich technical experiences, creative dynamic solutions, and unique content to improve the Blockchain Industry. Alexandre is also a University Professor and a Public Speaker in the Blockchain and Cryptocurrency space. He grew up in the GCC and currently lives in Dubai. He is a speaker at Google's MENA HQ as well as in various blockchain events and conferences in the region. He is a member of the UAE Ministry of Youth's "Youth Council" and president of the Dubai French Community Club for Youth.

Layal El Hage
CMO

Layal serves as Chief Executive Officer of Absolutely Digital part of the Atlas Group of companies.
Layal joined Absolutely Digital in 2009 as a Chief Financial Officer and in 2015 became Absolutely Digital 's Managing Director. She holds a Bachelor's Degree in Business Administration and Finance. She has 15 years' experience in: growing businesses, developing teams, strategy, tech and product - success built on dedication, reputation, experience, extensive contacts, consultation, reliability and delivery. Online, Mobile, Media selling, Media Buying, Brands, Sponsorship, Advertising, Mobile, Telecoms, Content, Sport. B2B & B2C. Leading and motivating the team for progression. Evaluating performance and making sure team members have the tools they need to get things done.

Edouard Coutand
COO

Edouard created and managed a company in France that he then developed internationally in the digital field and more particularly in the marketing of products and services by subscription. He has nearly 10 years of experience in digital project management and business development.
He holds an MBA in Finance and graduated from the EM Lyon Business School in France.

Charbel Hage
CTO

Charbel is a technology veteran, presently serving as COO of Absolutely Digital which is a member of Atlas Group of Companies. He has over 10 years' experience in managing platforms and solutions in the field of Internet Marketing, Telecommunication, Mobile Applications and Digital Advertising. In the past few years, he developed a passion for Blockchain technology which he saw as an opportunity and a solution for a lot of current technological hurdles.

Benjamin Vanhems
Business Development

Benjamin comes from the media industry where he worked for a large French television group (Canal+). After six years of working for Apple as an I.T. specialist, where he met Pockero's founders Tuan and Alex, Benjamin decided to undertake a pivot in his professional life by specializing himself on Blockchain as a whole. Following an experience in a Swiss (Geneva-based) medical research blockchain project where the initiators could not bring the project to completion, Benjamin had a gut feeling about saving the world. Hence he decided to join SmartBlock Technologies where he would be able to apply his experience gained through his initial Blockchain experience. Benjamin lives in Dubai.

Debora Turner
Chief Legal Officer

Debora is based in the UK and initially studied LLB Law with French then completed her Legal Practice Course with BBP Law School in 2004. She next graduated from the Institute of Chartered Secretaries and Administrators in 2009. As part of her studies and work experience, Debora spent two years in France and is fluent in French. Debora joined the Atlas Group in 2001 and manages the legal affairs of the group, having several positions as director within its portfolio of companies. Debora manages the relationship with the group's external legal counsels worldwide, overviewing diverse contracts with partners and the creation of entities. Further to this Debora has developed a wide expertise both internationally and in the technology sector.

Joshua Bevacqua
COO North America

Joshua Bevacqua brings 15 years of experience in brand management, deployment and business development in sectors ranging from high fashion, beauty and hospitality to consumer goods. Beginning in 2002, he worked with CHANEL and L'Oreal Paris on internal strategy and brand outreach before joining Bungalow 8 nightclub in greater business development, supporting international pop-up experiences such as the official 2008 Met Gala afterparty with VOGUE and Giorgio Armani, Hard Rock Hotel Las Vegas, Venice Biennale and the Cannes Film Festival. In 2011, he aided the creation of a new nightlife brand for Morgan's Hotel Group's at Mondrian Soho followed by a founder role in Porto Montenegro to support the opening of The Regent Hotel with theDuke, a curated mixed media event venture. Since 2015, Joshua has served as Managing Director of The VRD Group, leveraging a wide network of celebrity, lifestyle influencers and fitness experts in the US to market and develop the group's assets.

– Team Execution

Having offices in Dubai, Beirut, London and New York and with the support of the smart and creative execution team who took over all the tactical details from writers, editors, graphic designers, developers, marketing managers, marketing coordinators and specialists. They are team players.

– Advisory Board

Alan Matthews
Non-Executive Director
Finance Advisor

Alan Matthews is a finance professional with over 30 years' experience in investment banking and private equity finance.

Alan is a partner at Ciesco, the M&A corporate Advisory group and holds directorships with Anthesis Consulting Group and Joule Group International where he works on corporate development activities including debt and equity funding and acquisitions.

Alan qualified as a Chartered Accountant with PricewaterhouseCoopers in its London office. He is a member of the UK's Securities & Investment Institute, a fellow of the ICAEW, and an alumnus of the London Business School.

Alan has been involved in more than hundred M&A and IPOs in London in the last 20 years.

Alan has been advising Atlas group in M&A activity since 2010.

Manuel Cruz
Mobile Operators
Advisor

Manuel is a veteran firstly in telecom added value services and then mobile content distribution for more than 3 decades. He started his career in France as CEO of Intecom for 10 years then CEO of Jet Multimedia (a French listed company) for another 10 years until co-founding Digital Virgo, a worldwide leader in mobile content distribution operating in 48 countries with 700 employees and with direct agreements with almost 100 mobile operators. After serving another 10 years as CEO for Digital Virgo, Manuel is now Vice Chairman on the board of the company. His experience gives him outstanding and unique skills in the international mobile content industry and as such Manuel has been sitting on the board of various professional associations. Manuel has also been on the board of French mobile operator 9 Telecom and is currently a board member at the prestigious French University Science Politiques Aix.

Jean-Philippe Doumeng
Digital Health Advisor

Jean-Philippe is Head of Commercial and Executive Director of Business Development & Partnerships at Babylon, the UK leading digital healthcare service which purpose is to democratize healthcare by putting an accessible and affordable health service into the hands of every person on earth. Prior to Babylon, JP was the Director of Healthcare Development at Withings, a pioneer company in the connected health revolution, where he was responsible for launching and managing Withings corporate and healthcare business in the UK. Prior to that, JP co-founded Tictrac, a B2B2C digital health platform that focuses on centralizing healthcare around the consumer. Earlier in his career, JP worked in different roles in Investment Banking where he executed debt financing transactions for key clients in the Telecom & Media, Construction, Airport and Utility sectors. JP is also a Mentor at Startup Bootcamp (IoT & Connected Device), Europe's first global and leading accelerator program for start-ups, and an Ambassador at La French Tech, a governmental initiative enabling the growth of French start-ups in France as well as internationally.

Tuan Pham
Crypto Exchange Advisor

Tuan has 10 years within the technology sector working for Apple and created his first Blockchain company in 2012/2013. Tuan is an early adopter, thought leader and considered a subject matter expert in the Blockchain space.
Proficient in applied mathematics and AI, Tuan plays a key role within group as chief blockchain officer. Tuan's deep understanding of Blockchain technology and all things Crypto related affords him the ability to identify developing trends, and unexploited innovations. He studied Languages and Mathematics at University of Lyon III and Beijing Minzu Daxue (University of Beijing).

ROADMAP

Q2 2017:
Middle-East Launch of Golden Steps

Q2 2017:
Agreement with MTN "Mobile Operator"

Q4 2017:
Partnership with Digital Virgo "Mobile Distributor"

Q2 2018:
Africa Launch of Golden Steps

Q3 2018:
Partnership with Absolutely Digital "Mobile Distributor"

Q2 2019:
Coding Smart Contract

Q3 2019:
Release White Paper

Q3 2019:
Release White Paper V1

Q3 2019:
Sponsoring Ocean 2 Ocean

Q4 2019:
Public Sale (IEO)

Q4 2019:
Partnership with Orange Telecom™
and Decathlon™ in North Africa

Q4 2019:
Launch of Stepchain v1 in the stores

Q1 2020:
Release of whitepaper V2

Q1 2020:
Listing Exchange

Q1 2020:
Realease of Stepchain v2 in the stores

Q1 2020:
Launch of Goldensteps in UAE with mobiles operators

Q1 2020:
Launch of StepChain MarketPlace

Q1 2020:
Launch of StepChain in the store with in-app billing

Q2 2020:
StepChain viral marketing plan for acquisition

Q2 2020:
Integration with wearables

Q2 2020:
Release of donation feature

Q3 2020:
Equity Fund Raising Round

Q3 2020:
Release of B2B platform

Q3 2020:
Global campaign StepChain marketing campaign

Q3 2020:
Integration with wearables

Q3 2020:
Release of nutrition feature

Q3 2020:
Release of workout

Q4 2020:
Integration with wearables

Q4 2020:
Release of Challenges feature

Q2 2021:
Release 5G & IoT

RISK FACTORS

GENERAL STATEMENT

Early Buyers in any operation are usually motivated to buy the cryptocurrencies with the hope the project becomes successful after it launches, which could in turn translate to a higher cryptocurrencies value than the original value they purchased them for. Any potential coin buyer must be aware that high risks are associated with the purchase of cryptocurrencies.

The purchase of StepChain is no different and involves a potential degree of risk, including, but not limited, to the risks described below. Before acquiring StepChain, it is recommended that each participant carefully weighs all the information and risks detailed in this white paper and, specifically, the following risk factors:

StepChain does not represent equity ownership nor governance, voting or control over the management of the company. No statement in the white paper is intended as a profit forecast. Any information provided here shall serve solely as the issuer's current views with respect to the future events. Thus, the information is subject to risks, uncertainties, and assumptions related to the company operations, results, and growth strategy as well as unforeseen events. Furthermore, note that the StepChain Ecosystem may be subject to other unforeseen risks.

DEPENDENCE ON COMPUTER INFRASTRUCTURE

StepChain depends on the functioning of the software applications, computer hardware, and the internet. This implies that no assurances can be given that a system failure would not adversely affect the use of StepChain. Despite the intended implementation of all reasonable network security measures, the processing center's servers are vulnerable to computer viruses, physical or electronic break-ins, and other disruptions of a similar nature. Computer viruses, break-ins or other disruptions caused by third parties may result in interruption, delay or suspension of services, which would limit the use of StepChain.

TAXES

Holders of StepChain may be required to pay taxes associated with the transactions contemplated herein. It will be the sole responsibility of StepChain holders to comply with the tax laws of the jurisdictions applicable to them and pay all relevant taxes.

INSUFFICIENT FUNDS RAISED

The StepChain may not reach the target sale amount and may not have sufficient funds to execute its full business plan. The positions and plans outlined in this Whitepaper may be altered according to the success of the IEO and the funds raised.

StepChain's business plan is totally scalable, and its scope can be reduced to the extreme situation of a few smaller markets, thus only requiring a total of 1-2 million euros. In that case, we will focus on executing a much smaller plan that will serve as proof of concept when we return to the fund-raising campaign.

StepChain is already in discussion with investment funds and venture capital firms interested in our concept. Another back-up option would consist in negotiating with them to complete the fund-raising round.

Finally, if the size of the project is reduced to a point that an IEO is not economically justified, the company will consider the option of offering shares of StepChain to coin holders.

FORCE MAJEURE

The activities connected in relation to StepChain may be interrupted, suspended or delayed due to force majeure circumstances. For the purposes of this white paper, force majeure shall mean extraordinary events and circumstances which could not be prevented and shall include acts of nature, wars, armed conflicts, mass civil disorders, industrial actions, epidemics, lockouts, slowdowns, prolonged shortage or other failures of energy supplies or communication service, acts of municipal, state or federal governmental agencies, other circumstances beyond StepChain's control, which were not in existence at the time of this white paper release.

DISCLOSURE OF INFORMATION

Personal information received from holders of StepChain, the information about the number of coins owned, the wallet addresses used, and any other relevant information may be disclosed to law enforcement, government officials, and other third parties if StepChain is required to disclose such information by law, subpoena, or court order. Golden Steps shall at no time be held responsible for such information disclosure.

FUTURE VALUE OF THE STEP COIN

Once purchased, the value of the StepChain Coin may significantly fluctuate and can even lead to a total loss.

StepChain may not succeed in creating the necessary momentum and acceptance which may result in low liquidity every StepChain holder naturally carries the risk of volatile exchange rate fluctuations of StepChain in relation to both other cryptocurrencies and Fiat money exchange rates.

RISK OF UNINSURED LOSSES

Unlike banks accounts or other financial institutions, coins are not insured unless the purchaser obtains a private insurance. Thus, in the event of loss or loss of unit value, there is no public insurer or private insurance arranged by the company to offer recourse to the purchasers of StepChain.

A private key or a combination of keys may be deemed a necessary element to control and trade coins stored in your digital wallet. Accordingly, loss of requisite private key(s) associated with your wallet will result in the loss of StepChain. Moreover, any third party that gains access to such private key(s), including by gaining access to login credentials of a digital wallet you use, may be able to misappropriate your StepChain.

Any errors or malfunctions caused by or otherwise related to the digital wallet you choose to receive and store StepChain, including your own failure to properly maintain or use such digital wallet may also result in the loss of your StepChain.

Additionally, your failure to precisely follow the procedures specifically set forth for buying and receiving, or negotiating StepChain, including, for instance, providing the wrong address for receiving StepChain, may result in the loss of your StepChain.

BITCOIN AND ETHEREUM VOLATILITY

The StepChain may be significantly influenced by digital currency market trends and the StepChain value may be severely depreciated due to non-StepChain related events in the digital currency markets. Cryptocurrencies exchange rate volatility may also impact the company's execution of its plan.

LEGAL DISCLAIMER

PLEASE READ THE "DISCLAIMER" CAREFULLY BEFORE PROCEEDING WITH READING THE CONTENTS OF THIS WHITE PAPER ISSUED BY StepChain.

Please do not reproduce, distribute or disseminate any section of this white paper without mentioning this disclaimer. Please note that StepChain holds sole rights to update and alter the contents of this white paper without providing any prior intimation.

The sole purpose of the white paper is to present 'StepChain tokens' to the prospective token holders related to the proposed ICO. Please note that this white paper does not indicate any kind of contractual obligation. StepChain makes all sorts of efforts to ensure the accuracy of the contents mentioned in this white paper. However, this document should neither be viewed as a piece of professional advice nor as a provision for any type of professional advice.

Furthermore, the 'StepChain token' does not accept any legal responsibility for any direct, indirect, consequential, incidental or other losses of any kind that are linked to the contents of this white paper. Additionally, the StepChain coin does not guarantee anything mentioned in the white paper and disclaims all the contents of the white paper. We advise you to refer to the counsel given by your personal professional consultants before making decisions or entering into any transactions or obligations based on the information mentioned in this white paper. Please note that the white paper published by StepChain is not subject to any legal authority. Also, it does not fall under any law or legislation. The information presented in this white paper has not been examined or approved by any regulatory authority. Therefore, no legal action will be entertained under the laws and regulations or any jurisdiction. To reiterate, the mere act of publishing, distributing and disseminating the white paper does not mean that the requisite laws and regulations have been complied with.

Moreover, the StepChain token should be viewed purely as a utility token. This is because it is not a form of investment, speculation or any form of arbitrage meant for immediate resale or financial prospects.

StepChain will put all its efforts into launching and developing this venture. However, any person planning to get involved in this venture identifies that StepChain tokens do not guarantee to achieve it. This also entails that the StepChain token should not be held responsible for any losses or damages occurring from the inability to make use of its tokens. By proceeding to read this white paper and by soliciting information about StepChain tokens or by purchasing its tokens, you have confirmed that you have read, understood, accepted and agreed with this section labelled as "Disclaimer."

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