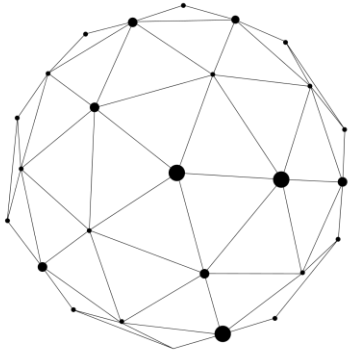


# WHITEPAPER V 1.0



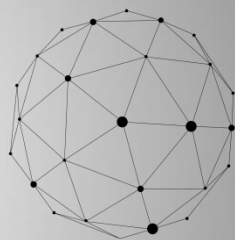
# **FITNESS ADDICT**



# BRINGING BLOCKCHAIN TECHNOLOGY TO THE FITNESS INDUSTRY



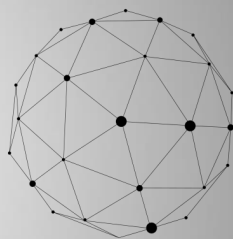
**FITNESS  
ADDICT**



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# INTRODUCTION

**Blockchain technology has revolutionized the world.**

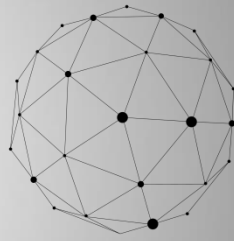
Currencies like Bitcoin and Ethereum have shown us that we don't need to rely on central governing powers to transfer money and data around the world.

It's finally becoming clear that blockchain could be the heart of a wide variety of decentralized infrastructures, including everything from cloud databases and social media platforms.

Together with the internet, blockchain technology is proving to be one of the largest revolutions since the industrial revolution and the foundation of a free and prosperous planet.

But this future isn't something to be predicted or hoped for - it's something to be achieved.

Fitness Addict team, believe in the power of cryptocurrency and more so in the blockchain technology behind it. And we believe now is the time to push this technology further to make significant change in fitness industry backed by blockchain.



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## OUR MISSION

**Obesity, it's everywhere around us.**

**We see it on daily basis, day in day out.**

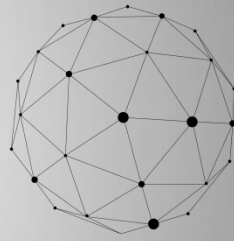
Nearly 78 million adults and 13 million children in United States alone, deal with health issues related to obesity every day.

Obesity negative effects are not only shown in health issues but, mostly at young age, kids get "bullied" because of their weight. Then they get insecure, they get lack of confidence and then the problems get only worse and worse.

More then often, we see that people underestimate how big of a problem overweight is. From the health stand point, high blood pressure, stroke, cardiovascular disease, heart attack and even cancer are just some of health issues related to obesity.

Psychological consequences of being overweight or obese can include lowered self-esteem and anxiety, and more serious disorders such as depression and eating disorders such as, bulimia and anorexia.

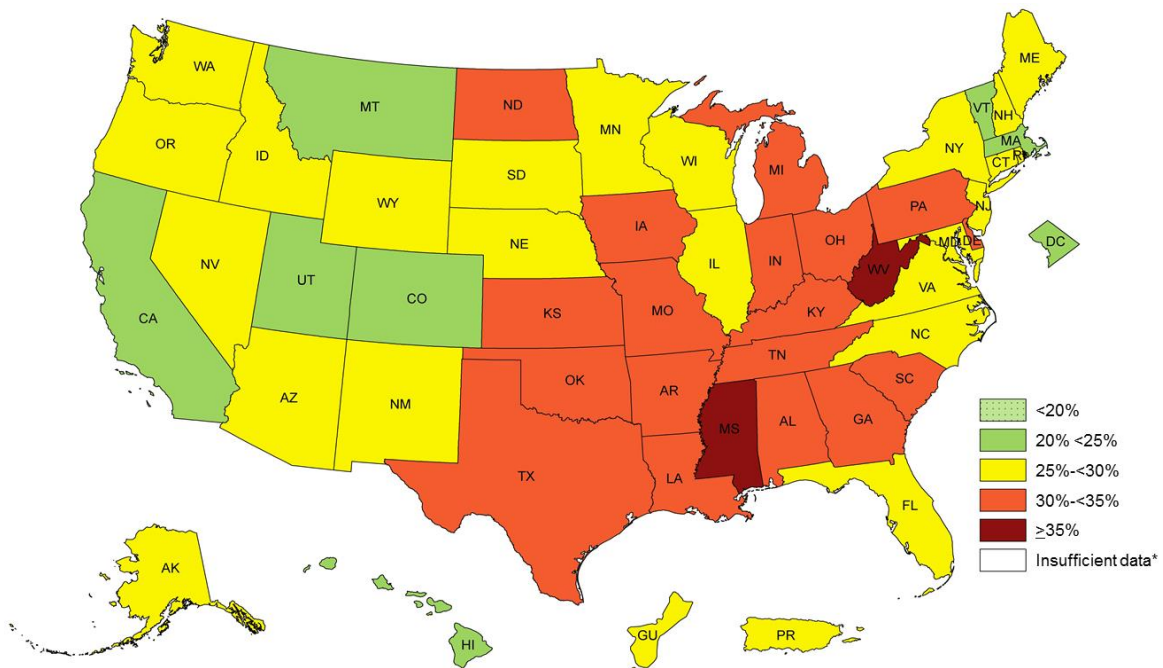
If the negative health and shame aspects of being overweight aren't enough, overweight people also tend to have less energy than their normal weight peers. Over time, even ordinary tasks of daily life like going up a flight of stairs can lead to exhaustion and a sense of premature aging.



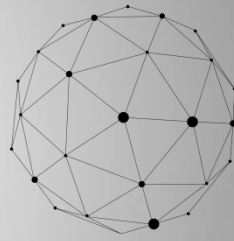
# FITNESS ADDICT

## THE PROBLEM

Prevalence of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, 2013



\*Sample size <50 or the relative standard error (dividing the standard error by the prevalence)  $\geq 30\%$ .

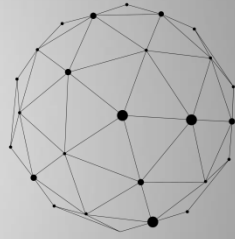


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## THE PROBLEM

As we see, obesity obviously is a major problem in the world, but how can we as a cryptocurrency, help those people, not only to lose weight, but to stay fit, motivated and maybe help other people and share their journey ?

Let see, what do people need to make the right choices and to make themselves to get more active then they are right now ?



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# WHY FITNESS ADDICT?

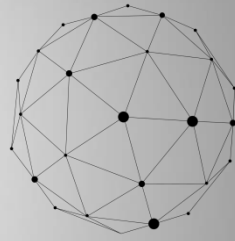
## Education and motivation !

How can one eat right when he can not make a right food choises, when he do not know witch type of exersizes or fysical activity to do in order to lose weight and get healtyer.

In order to stay on track and to keep that will power to do anything, we need motivation, one of the key factors to achieve your goals.

Our platform, Fitness Addict, will provide our token holders, a lot of quality information about food, meal plans, different type of exercises for different types of goals.





# FITNESS ADDICT

## WHY FITNESS ADDICT?

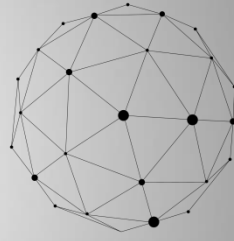
Our concept will be structured in the way that only our token holders will be able to use our premium website segment, besides our premium connect there will be a lot of free content for all Fitness Addicts.

Users will be able to pick a meal plan or exercise routine, written by us, our premium athletes or Fitness Addict users that can create their own custom programs.

So our ultimate goal is to make a large community platform where we can all help each others.

For the motivation part, besides a lot of motivational pictures, videos and quotes, we will launch our fit addict transformation challenge, where every token holders can participate.

First three places will win fitness addict tokens, and by that we are using our tokens indirectly, to make a good thing in real life, to change peoples thinking, bad habits and lifestyle in general. So with that said, we will provide everything needed for our whole community, to make the change of their lives, and learn to make the right choices.



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## WHAT IS FIT TOKEN ?

*Fit token is ERC20 token built on Ethereum platform, decentralised, fast and secure.*

- **No central servers**

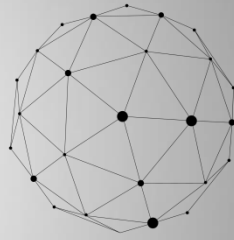
FIT token is decentralised platform built on Ethereum blockchain - which means no central server that cannot be stuhed down.

- **Safe automated payments**

All fund are stored in smart contracts — eliminating counterparty risk and allowing fast, automated payment. Depositing and withdrawing funds are also completely automated using the blockchain. With no human intervention required, there's no human error.

- **Send and receive money with ease**

FIT token's money transfer feature ensures that your money is flawlessly sent or received in a secure, reliable manner.



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## WHAT IS FIT TOKEN ?

- **No downtime**

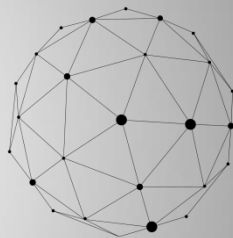
Unlike some P2P implementations, items on the FIT token network are always online. It doesn't matter if your wallet is open or closed, your items will always be available, guaranteed by FIT token's 100% uptime.

- **Fast transactions**

It is extremely fast, you can send money to anyone in the world within seconds.

- **Transparent ledger**

Everyone shares the bank history, so it's entirely transparent.



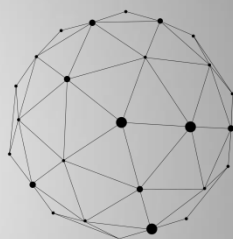
**FITNESS  
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## TOKEN DISTRIBUTION

Community members, crypto and fitness addict's all over the world will have opportunity to gain exposure by signing up on our Fitness Addict platform and claiming free FIT token airdrop.

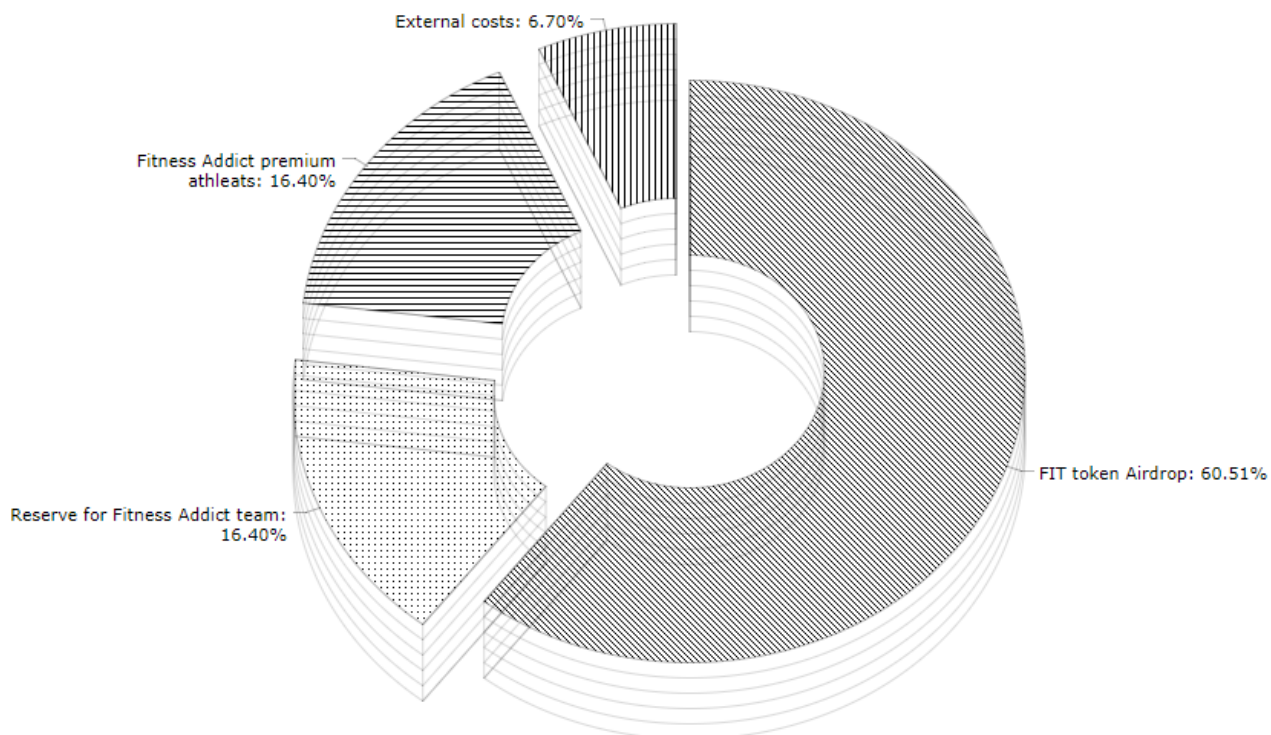
### Tokens will be distributed as follows:

1. 18,000,000 Tokens will be airdropped to the community.
2. 2,000,000 Tokens will be used to pay external costs.
3. 5,000,000 will be reserved for the Fitness Addict team
4. 5,000,000 Tokens will be reserved for the Fitness Addict premium athletes.

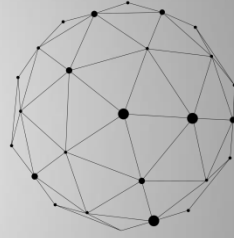


# FITNESS ADDICT

## TOKEN DISTRIBUTION



User registration for token distribution will start on 1st March of 2018 and it will last until 7th March of 2018. More information about our public airdrop at [www.fitness-addict.com](http://www.fitness-addict.com)



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## ROAD MAP

Q1 — 2018

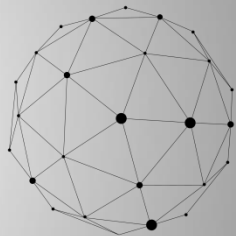


- Fitness Addict platform.
- Premium content integration.
- Premium athletes integration.
- Exchange listing.

Q2 — 2018



- Whitepaper V 2.0
- Monthly competition.
- Transformation challenges.



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## ROAD MAP

**Q3 — 2018**



- Whitepaper V 3.0
- FIT Wallet V 1.0
- Multi language support.

**Q4 — 2018**



- Fitness Addict mobile application.

FIT token will improve life quality of many people, improve general fitness and wellbeing, and ultimately motivate lives of millions of people.

We are heavily community driven project. So we will constantly improve and keep developing our platform so that our community will always get the most out of our content.

Let's get FIT together. Change yourself from scratch and prove how blockchain technologies can make a big positive impact on real life.

**Get FIT, join the revolution.**

