



FLOWELL

Make money using your favorite health and fitness apps



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Company Overview

Flowell is a health and lifestyle technology business building a web platform and mobile game. We leverage web2 and web3 technologies to help every person elevate their lifestyle and receive rewards as they achieve individual and team-based goals across four domains: exercise, diet, sleep, and mindfulness.

Mission

Our mission is to create an ecosystem that drives humanity towards higher levels of health and ensures future generations do not suffer from the chronic disease and mental illness that we experience today.

Vision

Our vision is a fulfilling and peaceful life for billions of people that is fueled by higher levels of health and wealth, and supported by community and technology that incentivizes sustainable achievement of lifestyle goals that combat disease and improves the quality of life for present and future generations.

Values

Take action based on data

- We seek data to guide decision making in our pursuit of good work and good health. If it cannot be measured, it cannot be improved.

Deliver and seek constructive and regular feedback

- We strive to build higher levels of self awareness and growth, which is dependent upon honest input from community peers.

Prioritize holistic health

- One's whole being must be taken care of. We ensure high quality in our movement, mindfulness, diet and sleep.

Practice altruism and pay it forward

- We recognize the unique gifts in each person, and embrace those to go further together.



What we do...

Flowell is an ecosystem that provides a supportive and motivational experience to live in ways that contribute to long term health. We know that a person can enhance their performance and create long term health by improving four key areas: movement, mindfulness, sleep and diet.

Flowell provides community

Our mobile app enables members to view their progress and wins, share content and offer support and encouragement to others through engagement on their feed.

We encourage team-based play to provide individuals accountability, support, and motivation towards achieving their health goals with more velocity

Flowell offers rewards

Flowell's ecosystem offers community members opportunities to earn passively through staking, healthy living and community engagement. Rewards consist of Flowell's ERC-20 token, \$Flowell, discount codes to health and fitness brands and in-game assets that boost earning opportunities.

Earn by staking.

Every investor and user may stake their \$Flowell token to earn a portion of the weekly rewards wallet allocation.

Earn more by living well.

Every user of the Flowell app may track their activity and increase the portion of the weekly rewards wallet they receive.

Earn most by participating in the community.

Users who post and engage with content and other users in the community increase their odds of winning large lottery prizes.

Flowell creates access to services

Our webapp offers access to health and fitness professionals offering live and on-demand classes, therapeutic consults and personalized coaching.

Flowell encourages education



Our mobile and web app offers access to educational content to fuel personal growth in preferred areas of health and fitness.

Our web app offers pre-recorded courses and programs tailored to preferred interest areas in health and fitness.

How we do it...

Flowell is a lifestyle community app powered by socialFi and gameFi. Our goal is to increase adoption of consistent healthy behaviors for users. We recognize that health and fitness look different for every person. To support users with varying interests and abilities, we have built an ecosystem where users may use their preferred health and fitness apps to contribute data to make them eligible for rewards.

Extensive research and experience informs our product roadmap and game design, which can be distilled into the following five pillars.

Pillar 1: Promote team engagement and support

- Join or create a team of friends, family or co-workers
- Support each other to achieve goals through in-app engagement
- Motivate each other to complete consistency challenges to win more together

Pillar 2: Encourage and facilitate community interactions

- Build community with teams and follows
- Use the FLOW feed to support your community with comments and likes
- Enjoy creative lifestyle content and relevant educational resources

Pillar 3: Deliver gamified reward systems

- Support your team to meet their goals to be eligible for weekly lottery winnings of cash, crypto, and NFTs
- Set and meet your own goals to receive discounts on products and services

Pillar 4: Build quest-based gameplay

- Receive your in-game buddy that will support you in your health and fitness goals
- Unlock in-game rewards for you and your buddy as you sleep and eat better, and move and meditate more.
- Boost winning opportunities to mint or win NFT assets with real-world value that boost winning potential

Pillar 5: Offer personalized coaching and progress tracking

- Track progress and health data passively
- Receive personalized recommendations of new activities, classes and content to support improved health goal outcomes



Social Good

Flowell is committed to supporting humanitarian efforts to provide clean drinking water to global communities. As you track your health and achieve your goals on Flowell, we reserve a portion of our revenues to give to nonprofits creating access to clean water in communities across the globe.

Market Opportunity

Tracking tailwinds in both the health and crypto industries, Flowell is positioned well to capture meaningful market share with its health and lifestyle ecosystem.

Market Size



¹ [Grandview](#)

² [Globenewswire](#)

³ [CoinGecko](#)



Differentiation

Our app and ecosystem is built on evidence-based research of three contributing factors:

1. Optimizing movement, mindfulness, diet and sleep together drive meaningful health improvements
2. Lottery-based reward systems drive increased engagement
3. Team-based game play increases retention, user satisfaction and consistent action

Our objective is to incentivize behaviors that have been proven by research to reduce disease risk. According to [NIH](#), [Harvard](#) and the [Centers for Disease Control](#) optimizing sleep, movement, diet and mindfulness are necessary to reduce stress-related behavioral health disorders and chronic conditions. As a result, we have designed our game architecture to measure and incentivize improvement of a combination of these behaviors.

Users are incentivized to sleep 8 hours, move for 30 minutes or take 10k steps, eat minimum quantities of vitamins and minerals and practice mindfulness for 15 minutes daily.

We recognize that individuals are more motivated to take action to improve health with a chance at a lottery prize than consistent daily rewards. This is demonstrated by [this NIH study](#), where lottery opportunities cut time to treatment for HIV positive men in half.

We have designed our product with a combination of individual and team-based social interactions at the core. According to [this NIH study](#), health-oriented goal achievement is increased when there is a combination of personal accountability and amongst a group. Further, we create the opportunity to allow users to create their own teams of respected peers to share in accountability and support.

Competitive Landscape

Flowell is uniquely positioned at the intersection of the health and web3 industries. We have applied effective DeFi gamification tactics implemented by Stepn and Sweatcoin, and our focus on improvement across health domains, and emphasis on team-based gameplay differentiates our near term product offering.

Long-term, our ability to meaningfully increase healthy behavior unlocks opportunities to generate significant value in the corporate wellness industry.

	Earn Money or Crypto	Game Experience	DeFi Asset Ownership	Multi-App Integration	Corporate Wellness Solution
flowell.co	✓	✓	✓	✓	✓
STEP N	✓	✓	✓		
DEFIT	✓		✓		
PELOTON		✓			✓
sweatcoin	✓				
paceline	✓				

Business Model

Our near term business model is primarily focused on growth of our cryptocurrency, purchase and utility of in-game NFT assets that improve users' odds at winning lottery-based rewards on a weekly basis.

Our business and revenue generation roadmap is split into the beta phase and growth phase.

In beta phase, our focus is to build a world-class mobile app experience that generates revenue through its usage and adoption.

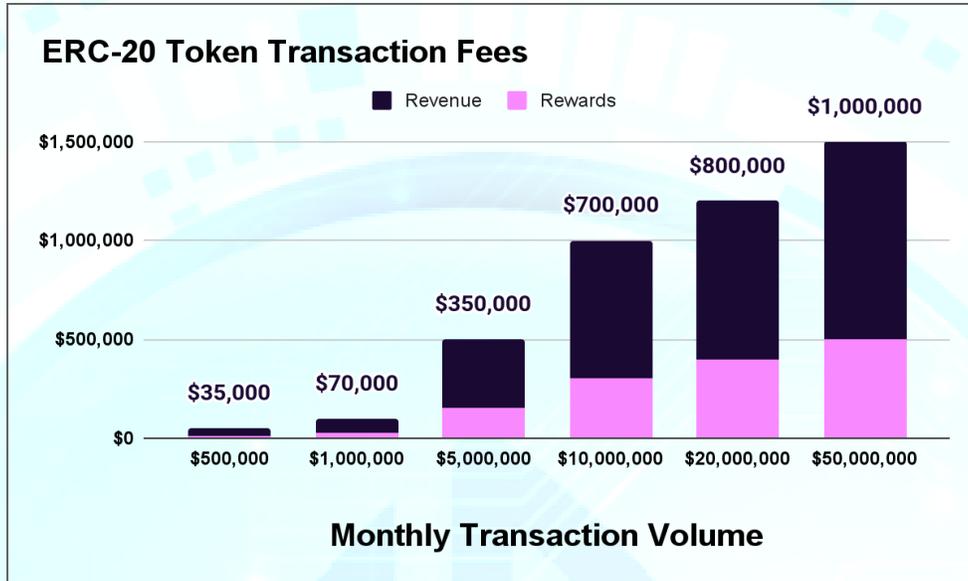
In our growth phase, our focus is to add value to businesses, and generate sales-driven revenue by measurably increasing productivity and interconnectedness of employees.

As our mobile app is adopted and personalized insights are generated about users' unique health goals and needs, we will expand our focus to generate revenue from health and fitness professionals using our existing online business software-as-a-service solution.

BETA Phase

Our focus is building a world-class mobile application that generates product-led revenue.

DeFi Revenue Channels



In App NFT Market

Sale Price: \$75-\$350

Unit Cost: \$17 per NFT asset

Profit Margin: 77% - 95%

Growth Phase

Our focus will be to adapt our product to meet the needs of insurers, self-funded businesses and/or corporate wellness solutions and benefits providers to generate sales-led revenue.

Exploratory B2B Revenue Channels

1. Corporate Wellness Solution for Self-Funded Businesses (PMPM)
2. Web3 Rewards Provider for Corporate Wellness Solutions (SaaS Subscription)

Health and Fitness Professional Revenue Streams

1. Transaction fees on classes and courses
2. SaaS subscription for health and fitness professionals



Traction

In the pre-launch phase of our business, we have generated revenues from transaction volume on our cryptocurrency.

Traction and Forecast	Actual Q1 '22	Forecast Q2 '22	Forecast Q3 '22	Forecast Q4 '22	Forecast 2022
Market Cap High	\$1.2M	\$2M	\$8M	\$15M	-
Transaction Volume	\$1.8M	\$3M	\$12M	\$22.5M	\$39.3M
Fee Revenues (10% until Q2, 3% in Q3)	\$180k	\$300k	\$360k	\$675k	\$1.5M
Total Users / Investors	1.1k	2k	8k	15k	15k

Tokenomics

Supply: 10B total

- 5B - Uniswap
- 3B - Rewards
- 2B - Cross chain

Tokenomics Objectives	Implemented Mechanisms
Increase value of token over time	Liquidity Provisioning tax adds portion of buys/sells



	into liquidity pool
Recirculate tokens to Rewards Token Pool	<ol style="list-style-type: none"> 1. Taxes on buys/sells 2. In-app token redemption 3. Transaction fees
Ensure sustainable rewards token distribution to users and investors	<ol style="list-style-type: none"> 1. 12.5M tokens in rewards per month (20 years of distribution) 2. Distribute portion of the weekly reward taxes

Taxes

<u>Taxes</u>	Total	Marketing	Dev	Rewards	Liq Provision
BUY TAX - Staking Only	10%	2%	5%	2%	1%
SELL TAX - Staking Only	15%	5%	5%	2%	3%
BUY TAX - Beta App	10%	2%	5%	2%	1%
SELL TAX - Beta App	15%	5%	5%	2%	3%
BUY TAX - V1 App	3.5%	1%	1%	1%	0.5%
SELL TAX - V1 App	3.5%	1%	1%	1%	0.5%

Staking & Rewards

Flowell is implementing a staking contract to fuel its rewards system.

Staking - Pre-Beta App



Investors may earn by purchasing and staking their \$FLOWELL tokens

- Investors may stake their tokens through a website interface
- Lock period 72 hours
- The staking contract will allocate \$FLOWELL tokens withheld from transactions as rewards tax in 2 wallets:
 - 50% - Lottery Rewards Wallet
 - 50% - Staked Investor Payouts Wallet
- Staked investors receive a portion of the Staked Investor Payouts Wallet proportional to their ownership of the staking pool
- Users can claim rewards at any time after the locking period

Beta App staking

Investors increase the portion of the rewards wallet received by tracking health activity in the Flowell Mobile App

- Investors may stake their \$Flowell token through the Flowell Mobile App, and a website interface
- Staked tokens are locked for minimum 72 hours
- The staking contract will allocate \$FLOWELL tokens withheld from transactions as rewards tax in two wallets:
 - 20% - Lottery Rewards Wallet
 - 80% - Staked Investor Payouts Wallet
- The Flowell Mobile App backend will track activity and convert it into the portion of the Staked Investor Payout Wallet each wallet receives
- The Flowell Mobile App backend will track individual and team activity, goals and community engagement to calculate odds of winning tokens distributed from the Lottery Rewards Wallet

V1 App Staking

Staked investors may purchase in-app NFT assets that increase the portion of the rewards wallet received, and increase odds of winning tokens distributed from the Lottery Rewards Wallet.

Investors may increase their earning opportunities through the following mechanisms:

1. Consistent performance across health domains
2. Meeting individual and team-based activity goals
3. Purchasing in-app NFT watch and add-on assets
4. Contributing to the community through social engagement and content submission



Marketing Strategy

- **PR Channels:** Flowell will be featured on top cryptocurrency market websites, podcasts and blogs. We are aiming for a total of 75 articles across multiple channels and markets to tap into already engaged target markets and bolster brand awareness.
- **Paid Advertising:** Flowell will be running paid advertising objectives across primary marketing channels, popularizing and sharing the upcoming BETA launch, growing our private BETA offering list, and re-targeting warm audiences.
- **E-Mail/SMS Marketing:** Flowell will be collecting analytics and feedback from our private BETA users via E-Mail and SMS Marketing. These communication channels will allow Flowell to personally reach out to users and connect with investors via regular monthly updates.
- **Influencer Marketing:** Flowell will partner with mission aligned influencers across platforms via the ambassador program. Flowell will be offering campaigns to content creators via various content creator marketplaces, where influencers can opt-in to create content on behalf of Flowell, following brand guidelines.
- **SEO:** Flowell will post regular relevant blog updates, bolstering our Search Engine Optimization for organic search reach.
- **In Person Events:** Flowell will aim to have a presence at conventions and events aligned with our market to introduce people to our mission and the Flowell Co Lifestyle application.
- **Community Incentives:** Flowell will have in-app incentives to bolster organic growth through friend invites, creator sharing and team building. Push notifications will be vital in communicating these to our community.
- **Partnerships:** Flowell will partner with aligned brands, people and businesses, where a mutually beneficial partnership can be made. Flowell will tap into their relevant community, customer or employee base to further drive our mission of helping humanity achieve greater levels of health and wealth.
- **Content Marketing:** Flowell will continue sharing aligned and inspired content across marketing channels and repurposing content to have maximum outreach. We will use relevant indexing methods and continue to grow across platforms by providing regularly curated content to our community.



- **Organic Marketing:** We believe Flowell will be so engaging and rewarding to our end user and investor, that our communities will share Flowell with loved ones and across platforms. We believe our community will be engaged and enthusiastic about sharing Flowell, the community Discord and Telegram channels will bolster community connections and communications.

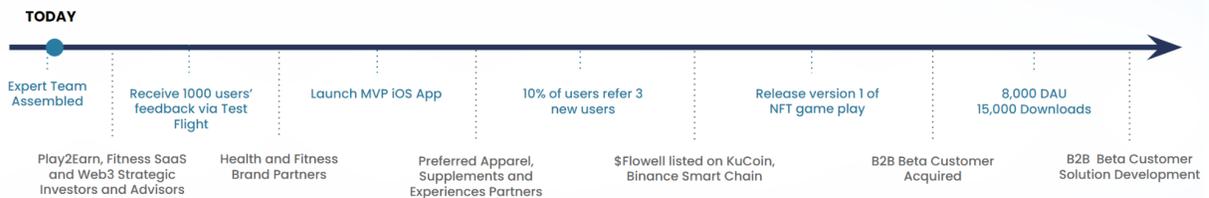
Beta Phase: Go-To-Market Plan

Free iOS app. Value delivered early. Gamified social experiences.

■ Mobile App
■ Partnerships

Beta	Acquisition	Retention
Acquire beta users via TikTok and Twitter Receive and integrate feedback	Optimize content marketing via TikTok, Twitter Socially-driven product-led growth	Daily habits and team-oriented game play Hook users with big win opportunities
Tune sales offering to meet market need Receive strategic business advisory	Synergize with brand partners Cross-chain expansion	Expand available rewards and incentives Offer corporate wellness solution

Growth Milestones



Roadmap

- June 2022 - ERC-20 Token Relaunch
- July 2022 - Staking Platform Launch
- July 2022 - Private Beta App Launch
- August 2022 - Public Beta App Launch
- September 2022 - Private Beta v2
- October 2022 - Genesis NFT Mint

Technology

Flowell is a technology company that leverages web2 and web3 technologies to achieve its business and social impact objectives.



Patents

Flowell has two health-improvement technologies represented in a provisional patent

- Interactive Form Correction
 - Users form is assessed via video and analyzed by instructors and coaches using Flowell's proprietary toolkit.
 - Users who improve their form will be rewarded
- Real-time Modification Sequencing
 - Users receive automated recommendations of form modifications during exercise. Flowell supports users who have specific symptoms, conditions and health challenges perform safely at their best

Web App Platform

Flowell offers a streaming marketplace platform to health and fitness professionals. Users are supported in management of their online streaming and content business with the ability to:

- Offer live and on-demand classes in a digital storefront
- Offer public and private consultations
- Manage scheduling, streaming and payment

Personalized Coaching and Recommendations

Flowell has developed a personalized AI to generate recommendations of classes and content based on individualized goals and needs.

As our community grows and users share information about their health goals, activity levels and desired incentives, Flowell's algorithm improves abilities to offer personalized coaching and suggested services, content and daily and weekly activities to improve health.

Business Goals

Flowell's business success is defined by three critical objectives.

1. Increase the health of our community



- a. Measurement of aggregate change in weekly health activity as a result of Flowell app utility, as measured by self reported outcomes across:
 - i. Relationships
 - ii. Stress
 - iii. Productivity
 - iv. Energy
 - v. Self-Motivation
- 2. Grow our community of investors and users
 - a. Volume of new weekly investors, app downloads
 - b. Proportion of daily active users vs monthly active users
 - c. Volume of referred user downloads vs. referrals sent
- 3. Increase the business' revenue run rate
 - a. ERC-20 token market capitalization monthly growth
 - b. Volume of purchases and sales of in-app NFT assets

Team

Leadership Team

 Taylor Stull Co-Founder Strategy & Product <small>Ex. Product Manager at Mount Sinai Innovation Labs, Sales Operations at Covera Health</small>	 Lisa Kuntze Co-Founder Growth and Content Marketing <small>3x Internet Business Founder 1 exit - Mindful Bohemian Founder Institute Accelerator</small>	 Rob Christopher Co-Founder Full Stack Engineer <small>Tech Entrepreneur Ex. CTO at Elevate, CTO at Junto Foundation</small>	 Michael Sheehan Co-Founder Sales and Operations <small>2x Wellness Entrepreneur Ex. Sales Manager, Innovation Researcher at Good Food Institute</small>		
 Rich Guetereaux Blockchain Engineer <small>Tech Entrepreneur Ex. CEO at QBCI Systems, Sr. Engineer at Alkermis</small>	 Jacob McLennan Blockchain Gaming <small>Web3 Entrepreneur Video Gaming Expert Ex. CEO at CINO Games</small>	 Hunter Culberson Creative and Content <small>Design Entrepreneur Ex. Digital Media Production at SpaceX, Rubicon Productions</small>	 Pranav Rivankar iOS Developer <small>Experienced iOS Developer Ex. Creative Capsule, Plank Labs</small>	 Suyog Mishal Full Stack Developer <small>Experienced Developer Ex. BigDev Technologies, Plank Labs</small>	 Alex Plesko UI/UX Designer <small>Ex. Founder at Lumen Design Studio</small>