

# BOLTTCOIN ONE PAGER

Revolutionary Social Health Gamification Platform

## Introduction

**BolttCoin.io** is a unique blockchain based online gamification platform which enable you to Walk more! Earn more!

Users can earn BolttCoins (digital health cryptocurrency) from their steps & step based betting & Challenges.

It has an open API for creating and operating customised games / challenges for anyone who wish to have their own online engagement with their audience basis health.

Bolttcoin holders will not only be able to use them to pay for tons of products , services & deals from the decentralised marketplace ecosystem, but will also see their Bolttcoin Ecosystem value increase as a result of increased user base, demand and adoption of the token & its locked limited supply.

This document briefly describes problems and proposed solutions, BolttCoin business model, market potential & competition. The document was produced with an intent to present BolttCoin as a viable long-term investment opportunity.

## Problem ↘

Engagement, Gamification & Loyalty are the 3 main pillars for any brand, corporate & business. There is no "One Platform" that provides all three pillars for business & customers alike.



Boltt is addressing these Problems by introducing the world's first **Social Health Gamification Platform**.

### People need motivation to move & be Healthy!

There are a lot of solutions available like Health Apps, Services, Gym, memberships, devices etc. but none of them are motivating enough for the world's 7B population to achieve their fitness goals.

### Communities don't have a common platform to engage.

Be it Corporates, brands, celebs or retailers alike, all are looking at newer ways to remain engaged with their employees, consumers, fans & stakeholders.

With more and more retailers & brands trying to connect with audiences across an array of social channels, the attention span of people is on a decline. Businesses need to quickly figure out what's best for their audiences in order to generate better engagement and increased brand loyalty. Just like a brand, celebrities also have a reputation and online engagement to maintain in order to increase and maximize their audience. Corporates need a better seamless way to engage & motivate to enhance employee productivity.

Service Providers need to find differentiated ways to increase retention & acquisition of customers.

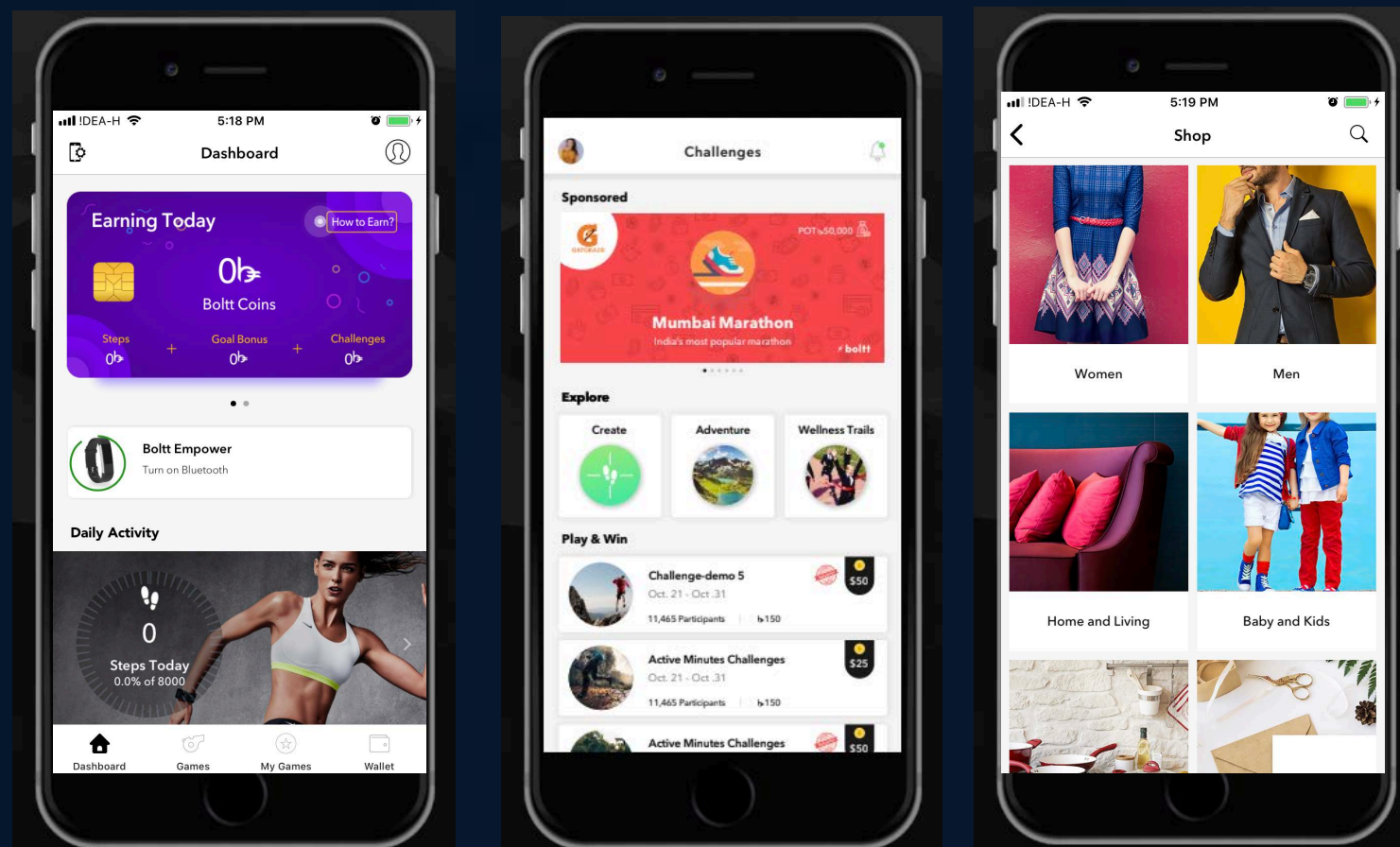
## Solution ↗

Walk more ! Earn more! Gamify/ incentivize health & social engagement.

Simply put, the ultimate solution to the problem is creating a platform where,

- Users are motivated to walk & can mine BolttCoins from Steps.
- Communities can connect & build sustaining engagement with their peers & audiences through fun loving steps based challenges and get rewarded with BolttCoins for staying healthy.

By leveraging the power of the Waves & Ethereum blockchain, we are able to offer gratification in a secure, unbiased manner, increase seamless engagement and offer stronger monetization methods. We achieve this by delivering users a more rewarding experience where they can earn, or win real life cash, prizes and tokens for their effort in the most trusted way.





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## BolttCoin Business Model

The main difference that makes BolttCoin stand out from its competitors is that its business model is based on its token's value growth as well as the cashflow generated from platform operations. All games on the platform run on a single cryptocurrency named BolttCoin (BOLTT) which is also the main driver of BolttCoin economy. For participating in the In-House Step based earnings game, users have to pay a monthly subscription (fiat or BolttCoins).

This game is played at 4 levels and the winnings can be three to four times of the entry fee for the super active daily users. Based on the assumption that a small number of users will be able to consistently maintain super active status, we expect a positive net cash flow. Also for hosting a challenge or a bet, the platform charges a normal maintenance fee of 5%, the boot is divided among the winners after deduction of these charges.

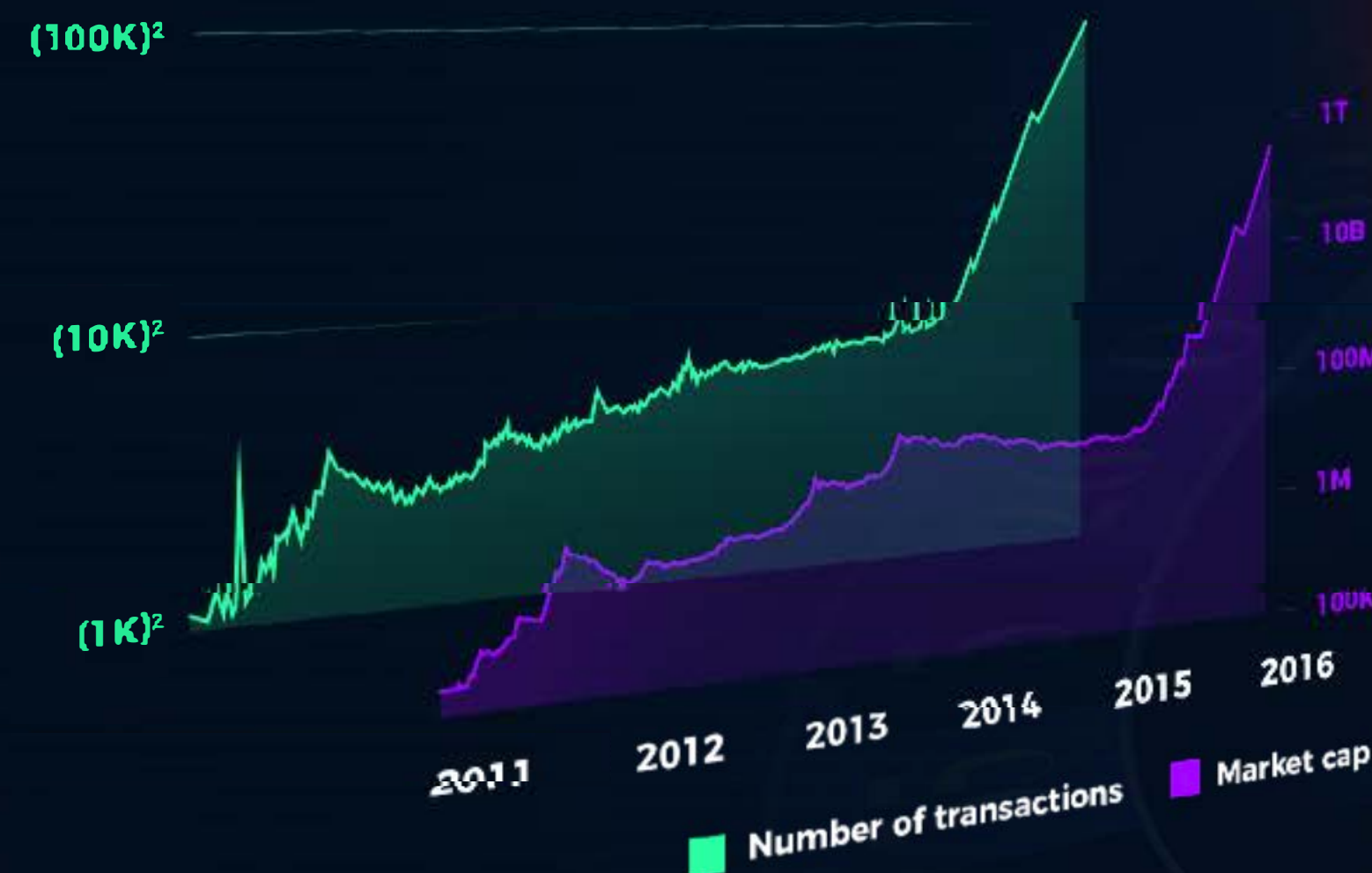
The model is also partially based on Metcalfe's law which states that the bigger the network of users, the greater that network's value becomes. The same applies to Boltt Coin platform: as the number of players who wish to play challenges & games increases, i.e. growing demand so will the value of Boltt Token which has a limited supply (think Bitcoin).



## Metcalfe's Law

Metcalfe's law states that the value of any network is proportional to the square of the number of connected users of the system ( $n^2$ )

Bitcoin Market capitalization v s transactions per day:



## How it works?



### Earn

#### Earn

- ✓ User downloads the Boltt Coin App and earns / Mine Boltt coins with steps and Personal Health Improvement
- ✓ Each Step Goal he completes wins him Boltt Coins

#### Engage with friends/ Employees/ Brands/ Celebrities

- ✓ Use Boltt coins to enter into app challenges - Group, Solo etc, hosted by friends, Corporates, Brands, and celebrities
- ✓ Winners of the challenge win Boltt Coins as reward and incentives

#### Avail Loyalty benefits by Retailers and Corporates

Use Boltt coins to enter into app challenges - Group, Solo etc, hosted by friends, Corporates, Brands, and celebrities



### Burn

#### Acquiring Boltt Coins

- ✓ Choose 1 from over 1 million products and 50,000 retailers offline/ online who are partners in the Boltt Ecosystem
- ✓ Pay for products and Services with Boltt Coins

#### Avail exciting services with Boltt Coins

- ✓ Choose from exciting In-App health services like - food, gym, medicine, nutritionists, coaches etc available on Boltt App
- ✓ Users can pay for this in Boltt Coins
- ✓ Users can also make their utility payments for bills, recharge, travel, entertainment via Boltt Coins

#### Trade On Exchange

- ✓ Users can trade the Boltt Coins on some decentralised exchanges



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## Why Bolt Coin?

	Traditional Reward Token	BolttCoin
Gamified	No	Yes
Guided by Waves & Ethereum Block chain	No	Yes
Secure & Decentralised	No	Yes
Mining is verifiable on the blockchain	No	Yes
Mining is based on noble cause of health advancement	No	Yes
Widespread application across industries & sectors	No	Yes

## Boltt Ecosystem

Experience the power of Bolt. From e-commerce engagements to insurance benefits to utility management to wellness, manage all your finance flows with one smart platform.

### Earn: Mine Bolt Coins with Steps & Personal Health

Spend, exchange or sell. Do more, across a vast ecosystem with your cryptocurrency.

### Engagement & Gamification

Host in-app challenges for your audience and reward the winners in sponsored Bolt Coins.

### Health ID

The Bolt Wallet starts by creating a single digital identity that users can carry globally - Bolt ID.

### Loyalty Benefits from Retailers

Link your existing loyalty programs to the Bolt Ecosystem and give rewards in form of Bolt Coins.

### Crypto Wallet

Multiple top up and cash out options, hold fiat or multiple cryptocurrencies, with a host of financial services like money transfer, bill payments.

### Decentralised Marketplace & Ecosystem

An entire in-app marketplace complete with Bolt Shop, Wellness Ecosystem, Offline Shops and Billing.

## Gamification Industry - Market size

The global gamification market was 1705 billion USD in 2015 and is estimated to reach 5505 billion USD by 2020, an astronomical growth



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## Boltt Partner Network

The ultimate goal of BolttCoin is to become a leading Health Gamification platform in the global Gamification industry.

Boltt has a robust partner work and several channels for earning and using the Boltt Tokens. The Boltt Coin Ecosystem draws massive widespread participation due to the high level of engagement and social gamification and commercial mass use cases. Since the supply of BOLTT is limited, its value is directly proportional to demand.

## Team

Our team have broad experience of working with various global web products and mobile applications. Our collective experience in tailored product development, sophisticated business growth models and innovative marketing approach within sector in combination with our know-how of the latest technologies ensures successful implementation and further development of Boltt token.

Our project's advisory board consists of numerous high-profile professionals with a proven record in their respective areas of expertise which will add a significant value to every aspect of the business. We invite you to visit our website (<https://Bolttcoin.io>) to get to know our core team and people behind it.

## Boltt Token

- 1 Earning Boltt Tokens based on Steps
- 2 Depositing Boltt Tokens as participation deposits in Challenges
- 3 Using Boltt Tokens for purchase of goods and services
- 4 Retailers accepting Boltt Tokens for sale of goods & services & linking to loyalty rewards
- 5 Health & Wellness Professionals accepting Boltt tokens for all services rendered within the ecosyste
- 6 Service Providers accepting Boltt Tokens for sale of all services

## Roadmap

