

ACTINA COIN - Executive Summary

PROBLEM

The emergence of new technology and behaviour changes have resulted in people engaging in less physical activity decade by decade. This, coupled with an increase in poor dietary choices, have resulted in a rapidly growing number of obese and overweight people. Obesity leads to lifestyle diseases such as, for instance, cardiovascular diseases, diabetes and even certain types of cancers. The World Health Organization made a revelation early this year that 1.9 billion people are overweight, with over 50% of these being obese.

Astonishingly, almost 40 million children aged five and below are obese with no appropriate measures and initiatives to alleviate this. It means that a whole generation at risk.

SOLUTION

The Actina Coin project aims to create an ecosystem to bring an innovative solution helping to solve the global health issue our modern society faces. Coupled with different apps and platforms, such as the innovative health platform ActinApp, the Actina Coin offers solutions that will motivate and educate people on the importance of living a healthy and active life and being part of a holistic lifestyle transformation for the present and future generations. The more physical activity, the more purchasing opportunity for the user, creating incentive and motivation to be active.

For instance, on ActinApp, users earn points from logging a physical activity. They will be able to convert their earned points into Actina coins and purchase goods with discounts and special offers. The deployment of Actina to other platforms in the fields of sports, health and education will further increase the speed of engaging people into a more active lifestyle through different innovative smart reward techniques and stores. This increasing use of the Actina coin will, in turn, favour its utility and value over time.

ACTINA ECOSYSTEM ROADMAP

- **Jan 2021.** Private sale on exchange and development of the Actina API and wallet for integration to 3rd party platforms.
- **Q1-2021.** Finalise the first tranche of the IEO. Launch of the merchant's website for use of the Actina coin.
- **Q2-2021.** Launch of the ActinApp platform and second tranche of the IEO on an exchange platform.
- **Q3-2021.** Acquisition of external apps and platform users and integration of the API. Launch of the Actina wallet and listing the Actina coin on more exchange platforms.
- **Q4-2021.** Launch of the virtual card payment programs for online purchase and for the users to redeem their rewards outside of the online store. Expanding the offer on the merchant website for goods and opening the service offers.
- **2022.** Reaching 1 million users. Launching additional features in the coin such as parental control for purchase restrictions. Continuous inhouse development of apps and platform to join the Actina ecosystem.
- **2023.** E-money Licence. Further development of the wallet and the coin features to develop Actina as a strong exchange currency for the sport and health industry