

ARDA Token Economy Roadmap

Product Vision

An economy and application suite built around the enabling and incenting of healthy behaviours among it's users.

Business Objectives

1. Design an economy that optimises for supply, demand and velocity of the ARDAT token
2. Create a system of incentives, applications and offers that enable healthy behaviours; starting with regular running
3. Build a relationship with a community who buy into the vision of enabling healthy behaviours through data and technology

ARDA Token Economy



Q1 2018

April

May

June

July

August

September

Q4 2018

Q1-2 2019

Q3-4 2019

Q1-2 2020

Q3-4 2020

ARDA Token Pre-Sale

ARDA Token Main Sale (Ongoing)

Exercise Reward POC
ARDAT Testnet token transfer to wallet based on submission of exercise data

Airdrop Program Starts
Funding of accounts to pay for 3 months subscription to ARDA Coach App

Subscriptions & Rewards
Pay subscriptions and receive rewards for healthy exercise

Active User Staking
End User Staking with redistribution based on completing healthy exercise

Data Access for Brands
User permissioned brands can view de-identified aggregate exercise data via staking

Promotional Access for Brands
User permissioned brands can engage in direct marketing with de-identified users for tokens

Insurance Rebate Staking
A staking program that provides a decentralised rebate program for active users

ARDA Coach Mobile App

ARDA Coach Apple Watch App



Alpha iPhone App
An iOS application that syncs with Apple Watch uploads exercise data to ARDA Cloud Services

Beta iPhone App
An iOS app that can create a user & lets you select a workout type and sync that workout to ACS & Strava

Open Beta iPhone App
A designed application with basic pre & post workout coaching

V1 iPhone App
A designed application with basic pre & post workout coaching on the app store

V1.1 iPhone/Web App
A means of accessing best practice approaches to training/programs

V1.5 iPhone App
A freemium (token powered) application with basic pre/during/post workout coaching with support for other HR sources

V1.8 iPhone App
AI driven dynamic recommendations for training and phone only experience

V1 Android App
A designed application with basic pre/during/post workout coaching on the Apple Watch

V2 Mobile App
A complete application with comprehensive pre/during/post (no watch) coached experiences and permissioned access for your data

Alpha Apple Watch App
An Apple Watch application that collects data and syncs with an iOS companion app

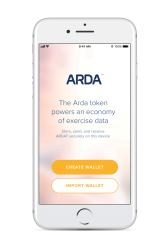
Beta Apple Watch App
A basic app that let's you keep track of key metrics while you run

Open Beta Apple Watch App
A designed application that let's you select a workout and receive in workout coaching

V1 Apple Watch App
A designed application with basic pre/during/post workout coaching on the App Store

V1.5 Apple Watch App
A full suite of in workout experiences covering a range of running activities

ARDA Token Wallet Mobile App



Open Source Project Started

Beta Release of Wallet App
Generate wallet, Send and Receive ARDATs and ETH and receive updates on the Economy

V1 of Wallet App on App Store
App Store release with Beta features and access to Airdrop Program

V1.1 of Wallet App
Pay for and receive tokens for completing healthy exercise in our mobile app

V1.5 of Wallet App
Stake surplus tokens from the app and get additional rewards for healthy exercise

V2.0 of Wallet App
Receive micropayment for making your data available to brands of your choice

V3.0 of Wallet App
Manage your community and insurance staking pools and get rewards for healthy activity

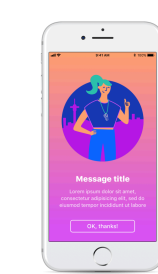
Gym Focused Web App

Beta Gym Web Portal
A demo web application for generating programs using gym classes

Partner Gym Web Portal
A web application for generating programs using a specific gyms classes

Gym portal with Rewards
Receive tokens for completing gym classes and getting healthier

Health Focused Mobile App



Beta Mobile App
A dual platform mobile app targeted at in-active beginner users with support for walking and jogging

V1 Mobile App
Release on App Store with token based freemium subscription model

V1.5 Mobile App
Pilot for insurance company rebate programs - reduce your premiums with healthy behaviours

V2 Mobile App
Insurance / End User Staking program - see your potential maximum locked in a. Smart contract to be released on completion of exercise plan

Prospective Secondary App Markets (Potentially earlier if outsourced)

Business Tools

Cohort Analysis
A marketing tool for understanding the user base in useful ways including performance history and compliance

Direct Marketing Tools
A marketing tool for targeting campaigns at valuable active, healthy and improving markets of users

Health Dashboard for Insurers
A tool for understanding the lifestyle controllable disease risk of your insured population engaging in healthy exercise

90%

90%

80%

80%

70%

60%

50%

50%

30%

30%

Release Plan (% is Confidence)

Development releases will be weekly, Demo Days fortnightly and Testable Releases Monthly

Roadmap (% is confidence)

Roadmap features will be responsive to market feedback and changing business objectives