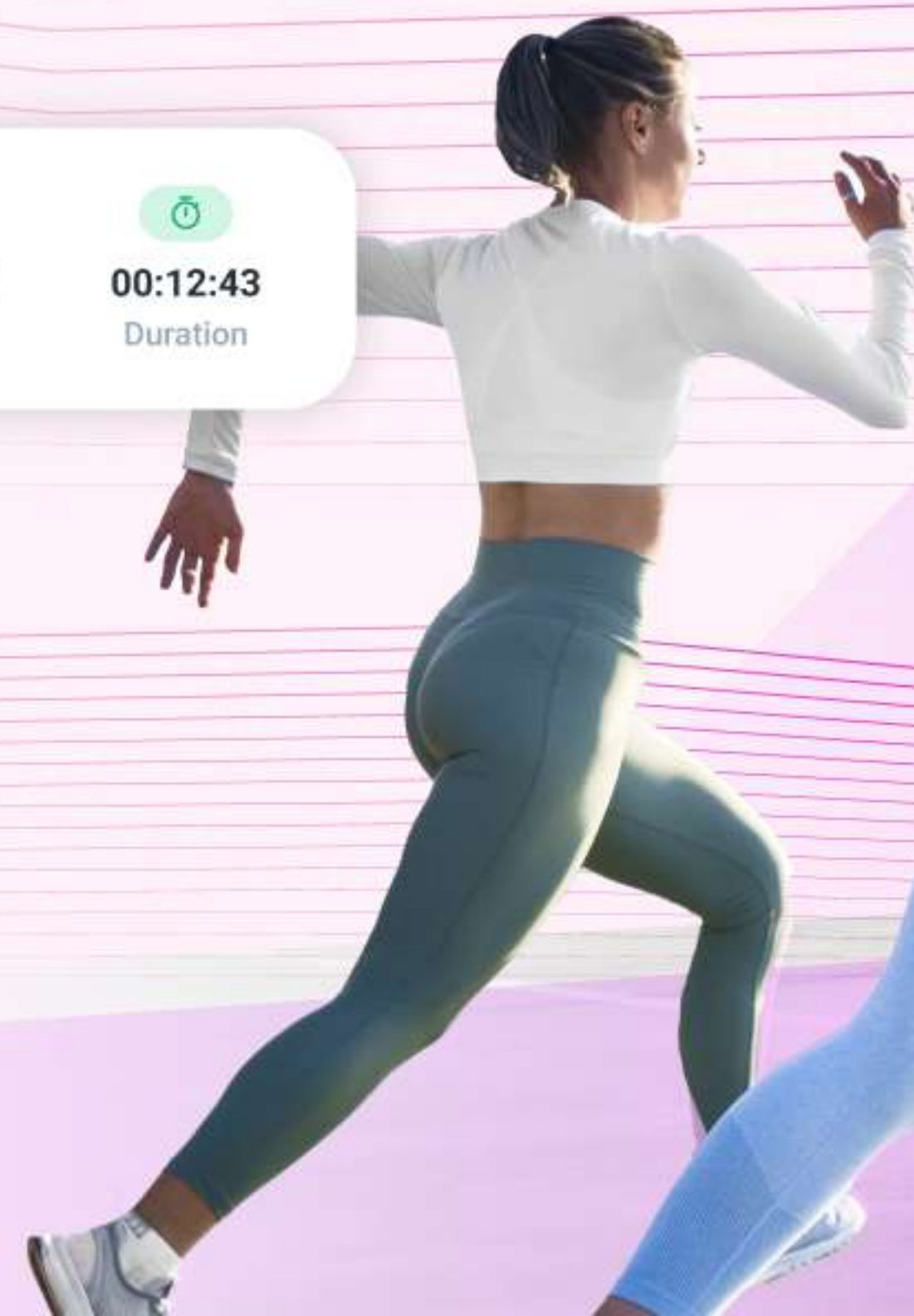




# BREAKTHROUGH BLOCKCHAIN LAYER-1 FOR FITNESS AND FINANCE



		
<b>235 kcal</b> Calories	<b>128 FITZ</b> Reward	<b>00:12:43</b> Duration



		
<b>184 kcal</b> Calories	<b>203 FITZ</b> Reward	<b>00:12:29</b> Duration



	
<b>281 kcal</b> Calories	<b>385 FITZ</b> Reward



**AGENDA**

- 1 About us**
- 2 Market Analysis**
- 3 FitZen Product Overview**
- 4 FitZen Roadmap**
- 5 Features in FitZen's Initial Phase**
- 6 Upcoming Features**
- 7 Financial Mechanism**







— SECTION 1  
**ABOUT US**







Wellexus is a prestigious technology conglomerate headquartered in the UK, specializing in cutting-edge Data, Healthtech, and advanced technology solutions. With an unmatched reputation for talent, reliability, and an insatiable thirst for innovation, Wellexus stands as a true industry leader.

Having launched an array of groundbreaking products, each unveiling creates waves in the market. The company's unyielding commitment to excellence has earned it the trust and admiration of the professional community.

Among its exceptional portfolio, Fitzen shines as the true flagship product, exemplifying Wellexus' dedication to transforming the health and wellness landscape. Welcome to the world of Wellexus, where pioneering technology meets boundless possibilities.



**CERTIFICATE OF INCORPORATION  
OF A  
PRIVATE LIMITED COMPANY**

Company Number **14958900**

The Registrar of Companies for England and Wales, hereby certifies that

**WELLEXUS LIMITED**

is this day incorporated under the Companies Act 2006 as a private company, that the company is limited by shares, and the situation of its registered office is in England and Wales.

Given at Companies House, Cardiff, on **24th June 2023**.

The above information was communicated by electronic means and authenticated by the Registrar of Companies under section 1115 of the Companies Act 2006







### Your Holistic Super App

Seamlessly integrates fitness, wellness, and health features for a comprehensive lifestyle enhancement.



### Gaming Meets Finance

Leading the gamefi evolution by blending immersive gaming with engaging financial elements, creating exciting virtual realms.



# Our Ecosystem

A Fusion of Tech, Health, and Gaming



### Elevating Fitness with Blockchain

Pioneering transparent and secure solutions that redefine fitness experiences through blockchain technology.



### Redefining Health Tech

Innovative AI-driven health apps providing personalized insights and actionable recommendations for a vital life.





SECTION 2

# CAPTURING THE CONVERGENCE OF HIGH-GROWTH DOMAINS







Share your routes with your friends

Get Started



## Fitness Apps Market



## NFTs Market



## DeFi Market

FitZen thrives at the intersection of three rapidly growing markets, each offering tremendous growth potential, maximizing its potential for capturing significant market share



# Fitness apps market

The global market size of Fitness Apps is growing at a CAGR of 21.6% from 2016 to 2023 and is expected to show an annual growth rate of 14.34% in the period of 2023-2027, resulting in a projected market volume of \$33.04B by 2027, **roughly x21 the market volume in 2017**. The ongoing escalating emphasis on health and fitness across the globe, accelerated by the COVID-19 pandemic, has fueled this expansive growth. As the market expands, FitZen can leverage this upward trajectory to enhance its competitive advantage and capture a larger share of the growing user base.

Many fitness apps are incorporating gamification elements such as challenges, leaderboards, and rewards to enhance user engagement and motivation. According to a survey conducted by Applause, 88% of fitness app users reported that gamification features positively impacted their exercise experience, leading to improved adherence and long-term engagement.

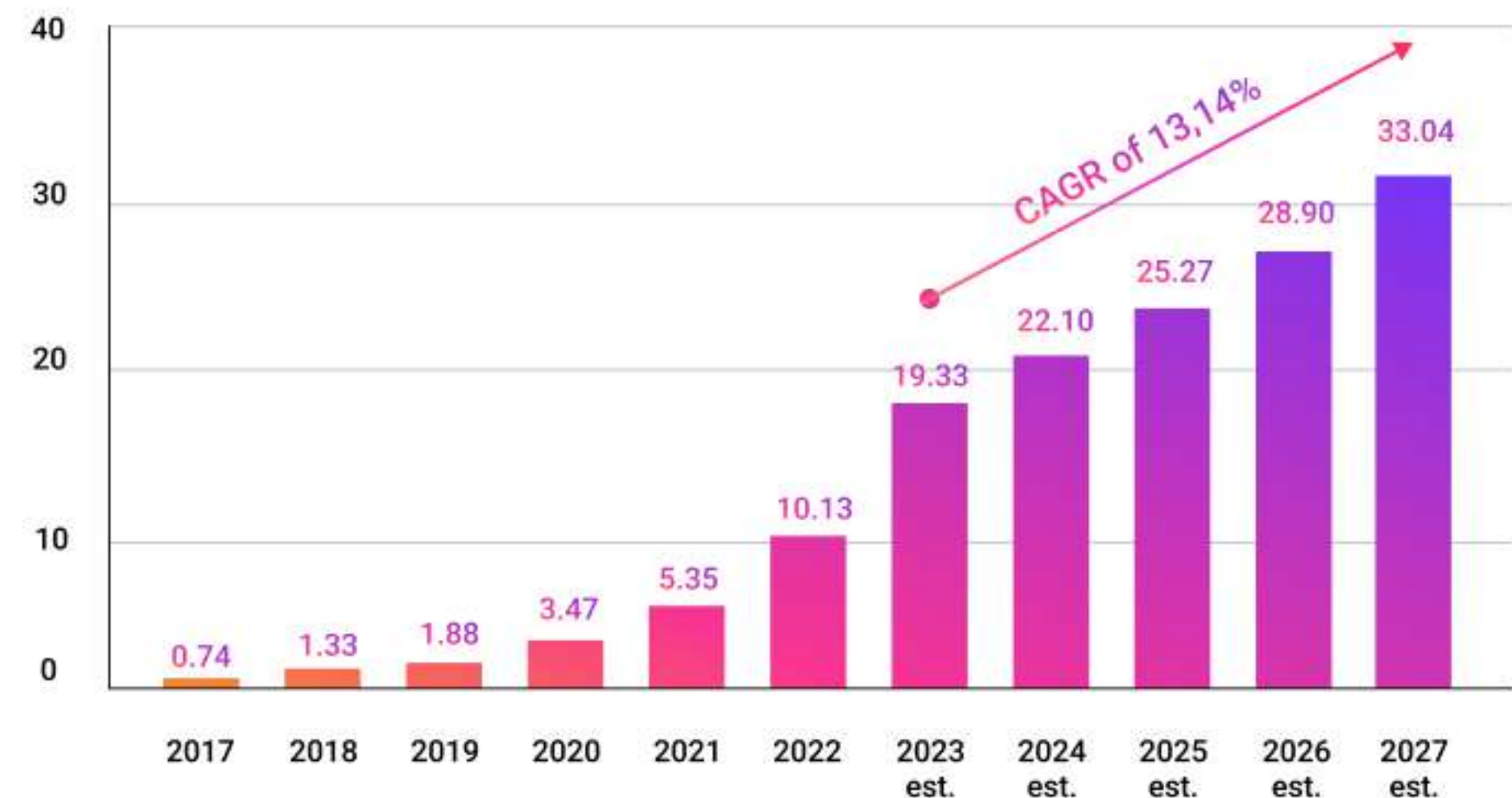
**35.2%**

CAGR  
2022-2027

**2000%**

Projected increase  
in market size from 2017 to 2027

The global market size of Fitness Apps (\$ billions)







## Fitness Apps Market



## NFTs Market



## DeFi Market



# Non-Fungible Tokens Market (NFTs Market)

The Non-Fungible Token (NFT) market has emerged as a rapidly expanding area within the blockchain industry, driven by digital art, online collectibles, virtual real estate, and other forms of digital ownership. The unique attributes of NFTs - indivisibility, uniqueness, and provenance tracking, make them suitable for tokenizing digital and physical assets in a variety of sectors.

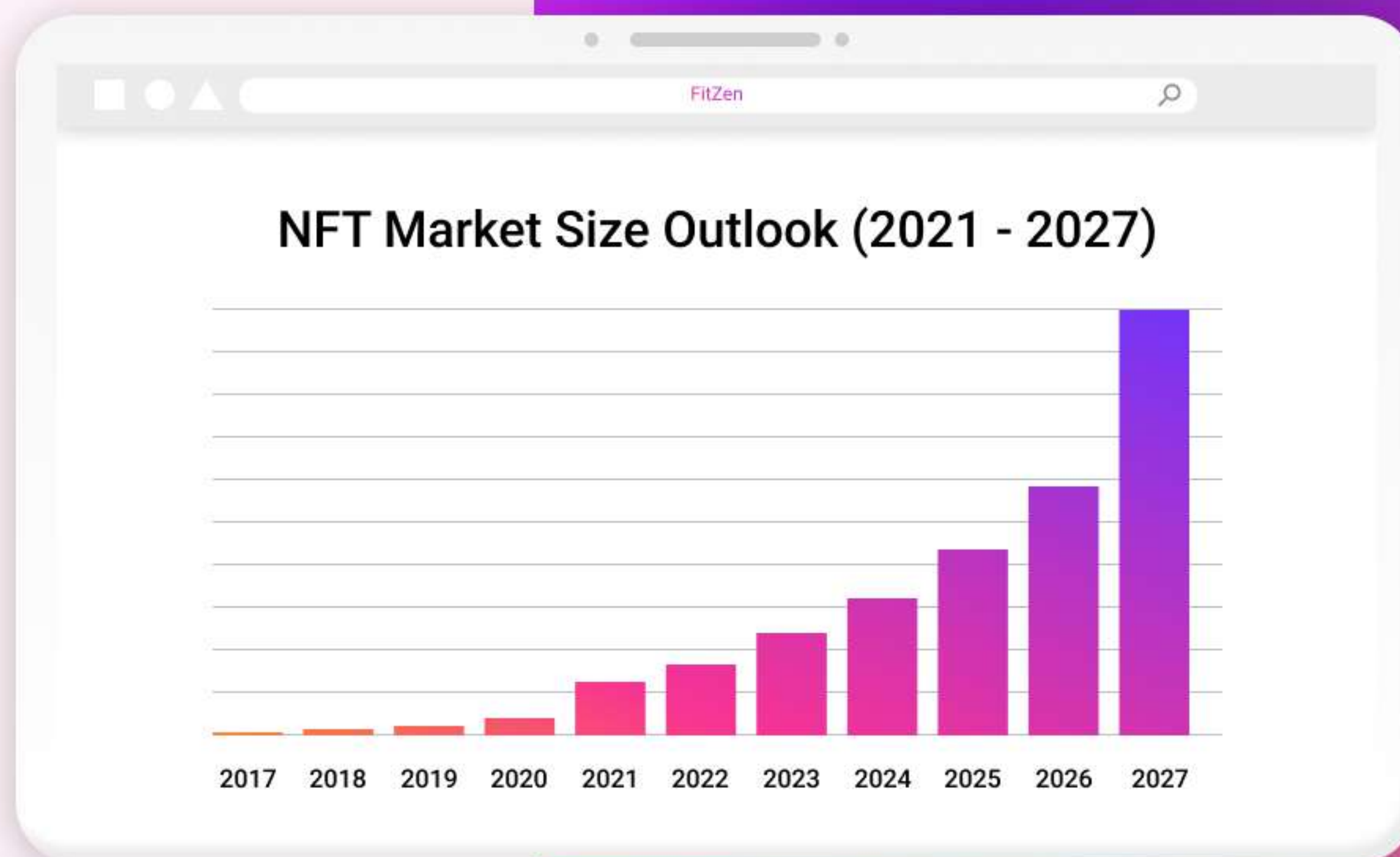
NFTs have experienced a remarkable surge in popularity since the beginning of 2021 with estimated value of \$22B, and they are expected to continue growing at a CAGR of 35.2% between 2022 and 2027.

**35.2%**

CAGR  
2022-2027

**12,300%**

Projected market value  
growth from 2017 to 2027







# Fitness Apps Market



# NFTs Market



# DeFi Market

The screenshot displays the FITZEN marketplace interface. On the left is a white sidebar with a menu: Dashboard, Market (highlighted in pink), Favourites, My Portfolio, History, Wallet, and Setting. The main area has a search bar and a grid of NFT listings. Each listing includes an image of a sneaker, a unique ID, the creator's name, and a pink button showing the price in FITZ tokens.

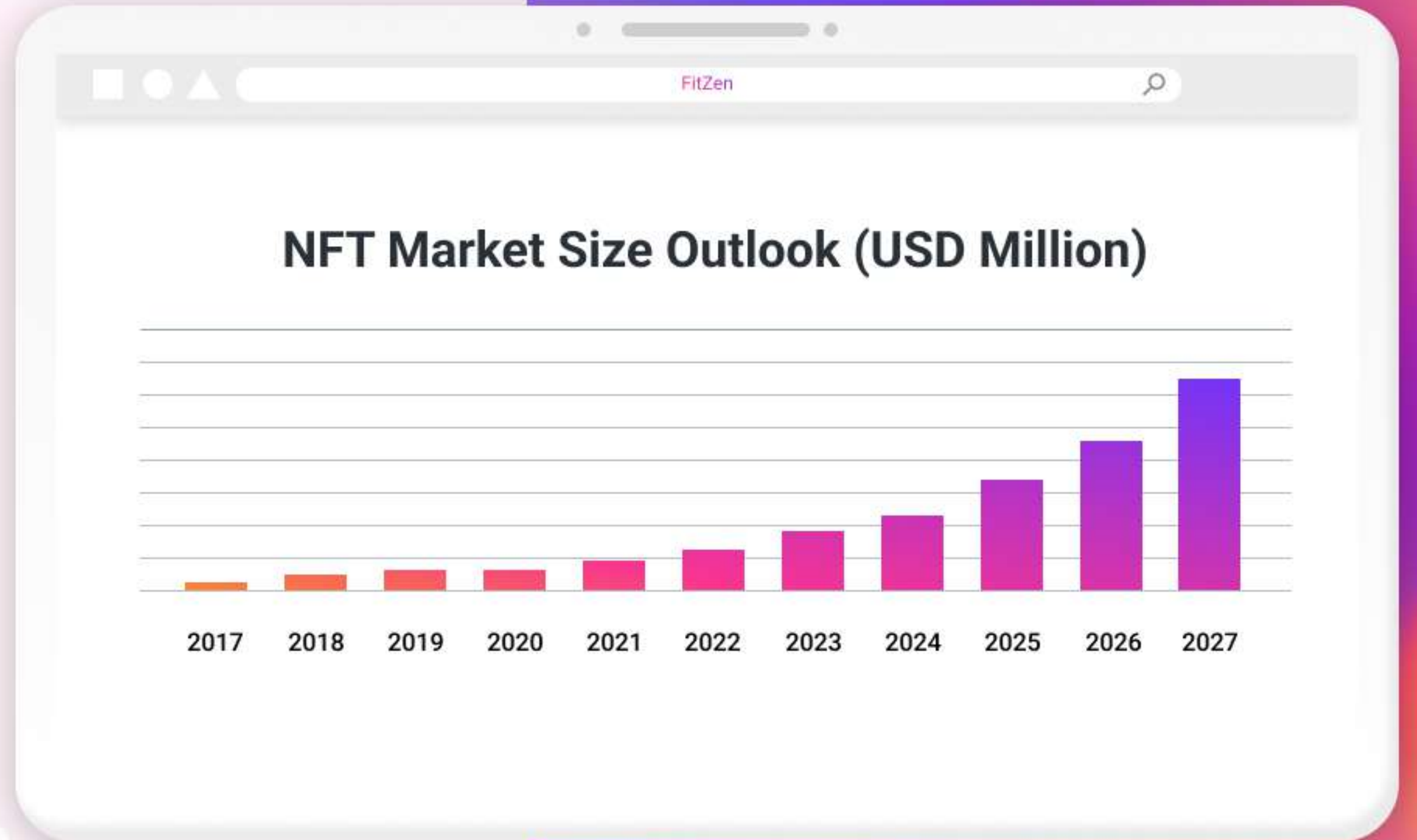
ID	Creator	Price (FITZ)
#31509	Darwin Shaffer	320
#54712	Chace Rajas	432
#86752		
#75432		



# Decentralized Finance (DeFi) market

The DeFi sector, a key component of FitZen's ecosystem, boasted a whopping \$85 billion in Total Value Locked (TVL) as of September 2021, and continues to grow rapidly. FitZen's DeFi integration not only appeals to current DeFi users but also invites fitness enthusiasts to explore the benefits of blockchain-based finance.

As strategically positioned at the intersection of three rapidly growing markets, each offering tremendous growth potential, FitZen has been offered a fertile ground for growth and a promising chance to capture a substantial share of these intersecting markets.



**42.32%**  
CAGR  
2022-2027

**40.0%**  
Year-over-Year  
growth rate of 2023

**478%**  
Projected market value  
growth from 2022 to 2027



# Problem Statement

## Addressing the Disconnect: Bridging Fitness, Fun, and Financial Rewards

### Current challenges for the Fitness, DeFi and NFT sectors

-  Industry fragmentation
-  Limited personalization options
-  User data privacy concerns
-  Untapped potential of blockchain technology

To tackle these obstacles, FitZen introduces:

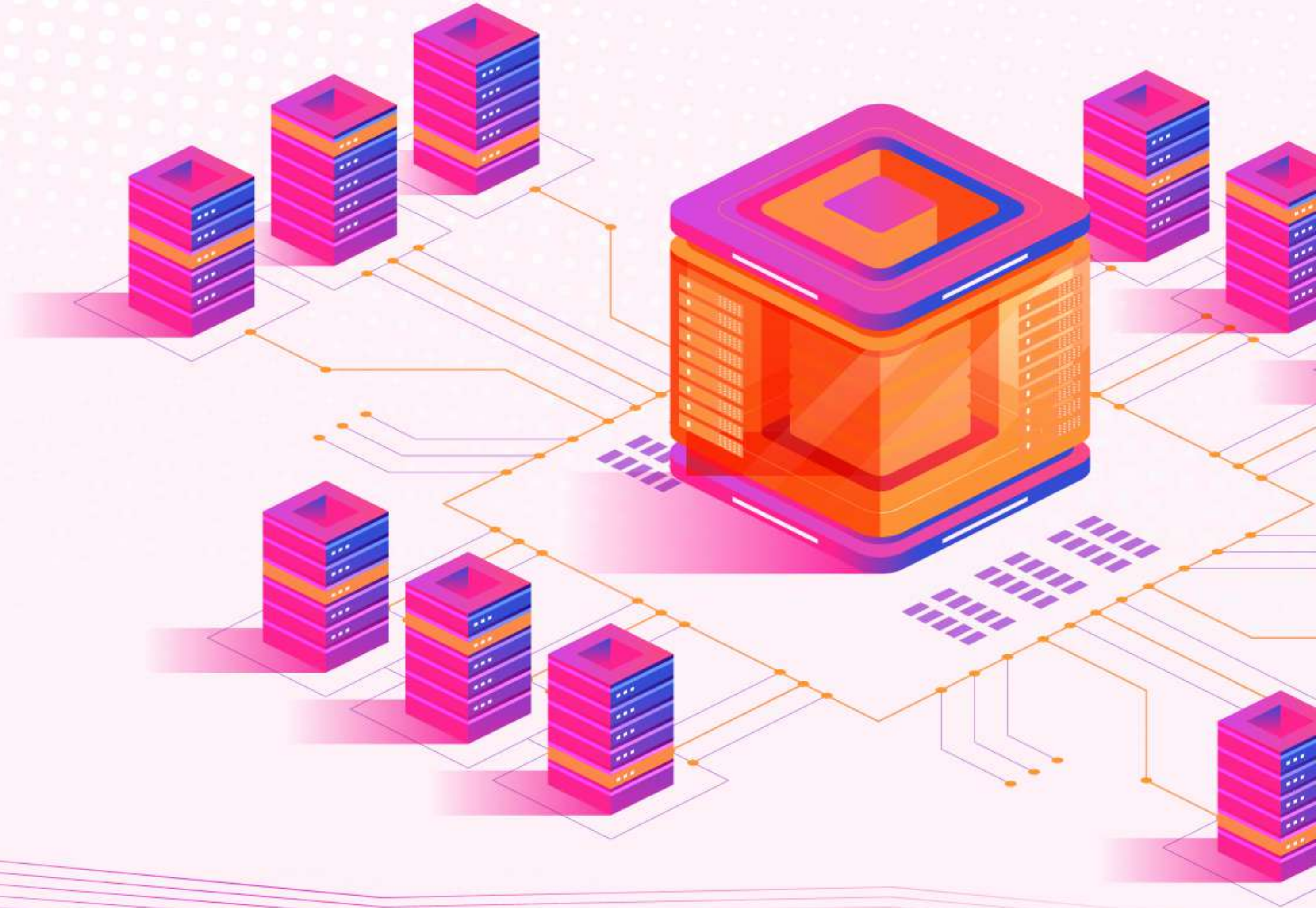
### FitZen's comprehensive Layer 1 platform

By combining fitness, social interactions, and financial elements, FitZen creates a unified ecosystem that promotes transparency, empowering users with incentives and fostering collaboration.

Through this comprehensive approach, FitZen aims to overcome existing industry challenges and unlock the full potential of the fitness, NFT, and DeFi sectors while prioritizing user needs and leveraging cutting-edge technology.



SECTION 3  
**PRODUCT OVERVIEW**





# FitZen's Unique Selling Proposition: Experience the Future of Personalized Fitness

## AI-Driven Personalization

FitZen's **advanced AI technology** tailors fitness plans to users' individual needs, optimizing results through personalized workouts recommendations

## A Thriving Social Network

FitZen fosters a **motivating social network**, where users can interact and support others, fostering healthy competition and mutual encouragement.

## A Blockchain-Based Reward System

FitZen allows users to engage with the app and **mine FITZ tokens** - a digital tangible incentive - while they're moving.

## A Gateway to a Revolutionary Platform

FitZen is a gateway to a ground-breaking **Layer-1 ecosystem**, transforming fitness with cutting-edge technologies and applications.



PRODUCT OVERVIEW

# Fitzen's Mission

FitZen empowers users to achieve peak health and prosperity within its dynamic ecosystem, **"Aspiring to reach 500 million health and wealth users."**







FitZen pioneers the world's first blockchain dApp **harnessing body detoxification from exercise for mining health-driven crypto tokens**, while fostering a culture of vitality through an active lifestyle.

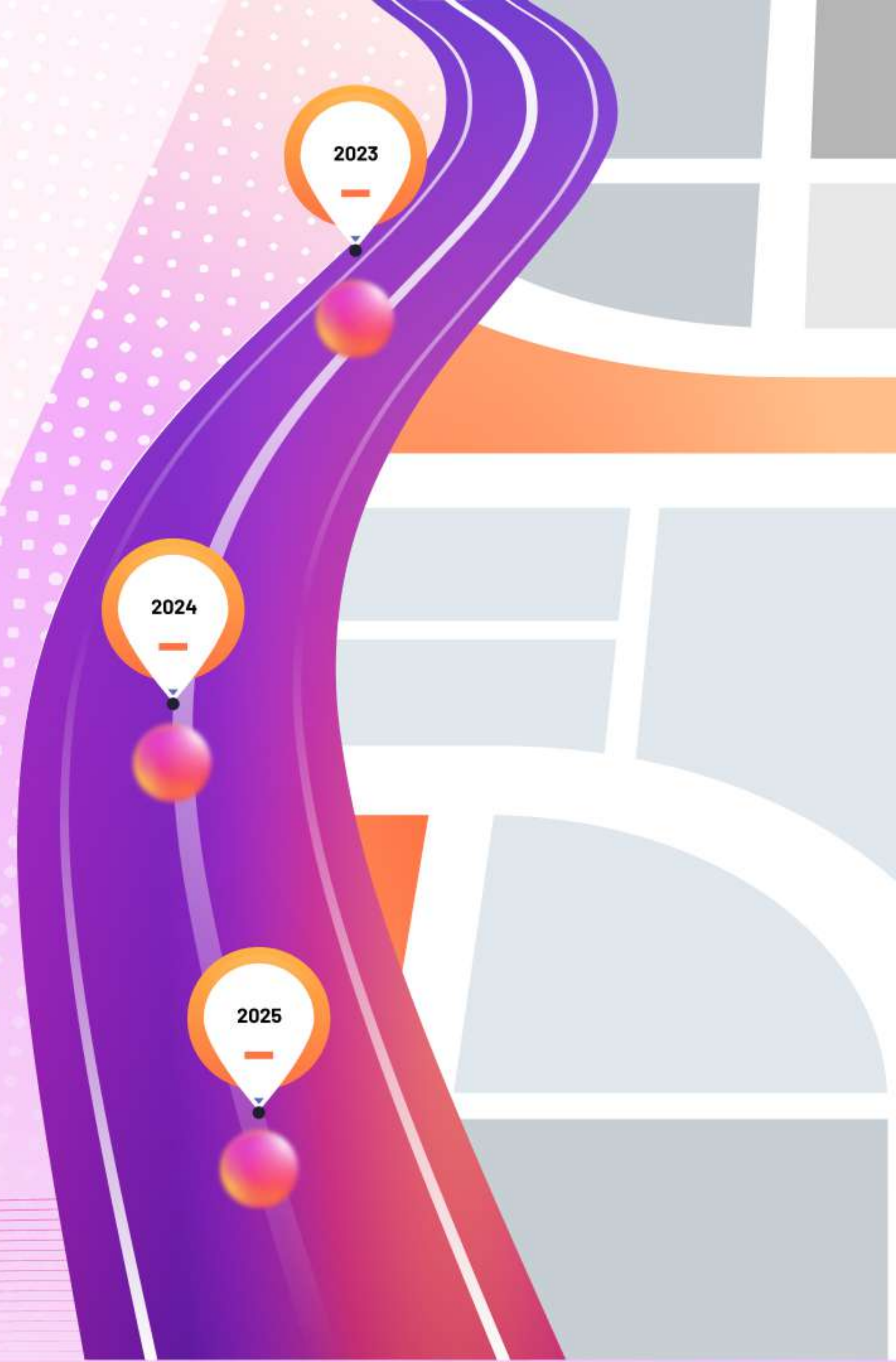






SECTION 4

# FITZEN ROADMAP ENTER THE FUTURE OF FITNESS





# 2023: The Foundation



## Q1-Q2 2023: MVP Launch

- **Product Research & Design:** Maximize user engagement and satisfaction with a carefully crafted app interface based on user surveys and market analysis.
- **MVP Rollout:** Initial Launch Fitzen app with core Running functionality and NFT beta, empowering users with mining tokens from fitness activities, GPS tracking, steps count, speed calculation, and running statistics analysis.
- **Beta Testing & Initial Launch:** Gather valuable feedback from selected users during beta testing for further improvements and a successful official launch.

## Q3-Q4 2023: Enhanced User Engagement

- **User Acquisition Campaigns:** Attract new users with targeted marketing, partnering with influencers, paid ads, and engaging content marketing.
- **Big Data Analysis and Personalization:** Use collected user data to analyze user behavior and trends, and personalize the user experience accordingly.
- **Expansion of NFT Marketplace:** Continue to grow the NFT marketplace by adding new, exciting Sneaker NFT collections. Regularly release exclusive, limited-edition NFTs to keep users engaged and excited.
- List on **Pancakeswap** and **CoinGecko**

# 2024: Growth and Expansion

## Q1-Q2 2024

### Community Building and DeFi Integration

- **Swap Functionality:** Introduce a swap feature that allows users to trade or sell their Sneaker NFTs
- **DeFi IntegratiSon:** Enable users to mine Fitzen tokens while staying active and interacting with the NFT marketplace. These tokens can be spent within the app or traded in the broader DeFi ecosystem.
- **Staking Features Launch:** Launch the staking features that allow user to earn even more with their asset, in the first phase of staking only the Fitzen token is eligible for staking.
- **Mastercard Integration:** Fitzen will introduce the implementation of physical Mastercard that can be used for trading of products and services, businesses and companies will hold the Fitzen token for payment purposes as well.

## Q3-Q4 2024

### Gaming Platform Launch & hit the NFT's record-breaking milestone

- **Standalone Gaming Platform:** Explore fitness challenges, virtual races, and more, blending real-life fitness activity with gameplay. Launch a beta version for early users and officially open to all, continually adding features based on feedback and trends.
- **Influencer Partnerships:** Collaborate with fitness influencers to offer exclusive content, workout plans, and challenges, potentially releasing influencer-themed Sneaker NFTs.
- **NFT Collection Milestone:** Reach a milestone of \$100 million in the NFT collection, signaling strong user engagement and a robust NFT ecosystem.
- **AI and VR:** Implement AI technology into the VR world to allow users to have an immersive experience of working out in the 3D virtual world and still keep the AI element in each and every session.



# 2025-2026: Pioneering New Frontiers

## Q1-Q2 2025

### Building Towards a Layer 1 Platform

- **API Development:** Develop robust APIs and thorough documentation for third-party developers to interact with the Fitzen platform and NFT marketplace.
- **Developer Resources:** Launch a dedicated developer portal with resources, forums, and tutorials.
- **dApp Storefront:** Create an in-app section where users can discover and use third-party dApps built on Fitzen.
- **Release API and SDK to the public.**
- **Listing** on MXC and PancakeSwap

## Q3-Q4 2025

### Establishing Fitzen as a Layer 1 Platform

#### Expanding the Ecosystem

- **Third-Party dApp Integration & IoT features:** Invite third-party developers to build fitness-related dApps on the Fitzen platform and collaborate with fitness equipment manufacturers, health organizations, and research institutions to develop more fitness IoT-integrated features.
- **Hackathons & Development Challenges:** Host hackathons and development challenges to encourage innovative dApp development on the Fitzen platform.
- **Fitzen DAO (Decentralized Autonomous Organization):** Establish a Fitzen DAO for token holders to vote on key decisions about the platform's development,
- **Listing** on KuCoin and Huobi
- **Payment:** With the development and expansion of Mastercard, partnerships with business and wide use of the Fitzen token will allow all users to trade goods and products using the tokens they have.

#### Security and Compliance

- **Security and Compliance:** Prioritize smart contract audits and data privacy measures, ensuring user safety and compliance with global regulations.
- By the end of 2025, **Fitzen** aims to have transformed from a standalone fitness app into a comprehensive Layer 1 platform for the fitness industry.

## 2026 and Beyond

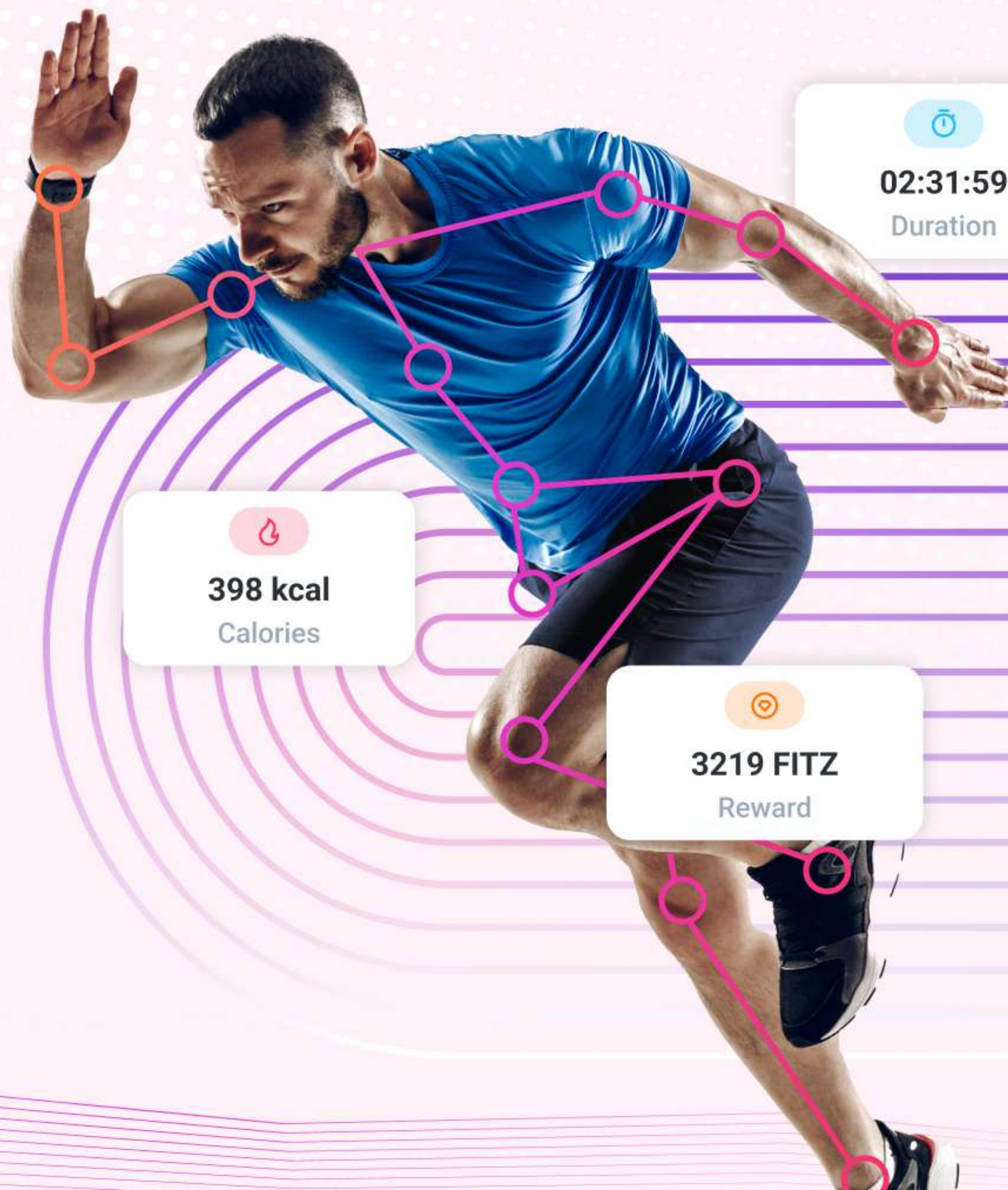
### Further Expansions & Upgrades


- **Listing** on OKX
- **Continuous Enhancement:** Continually upgrade and expand the platform and offerings in response to evolving market dynamics, user feedback, and emerging opportunities






SECTION 5  
FEATURES IN  
FITZEN'S INITIAL PHASE

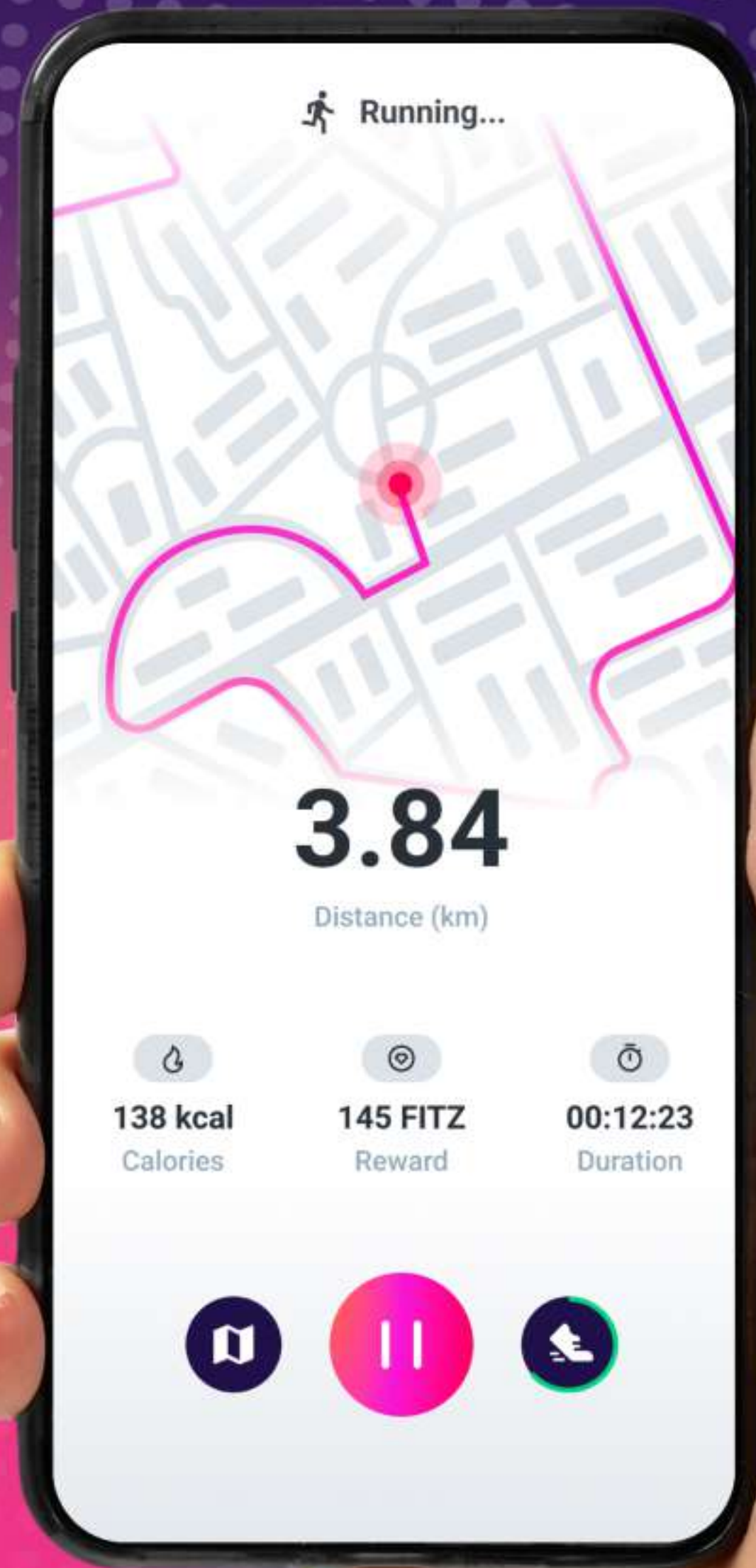


  
**02:31:59**  
Duration

  
**398 kcal**  
Calories

  
**3219 FITZ**  
Reward





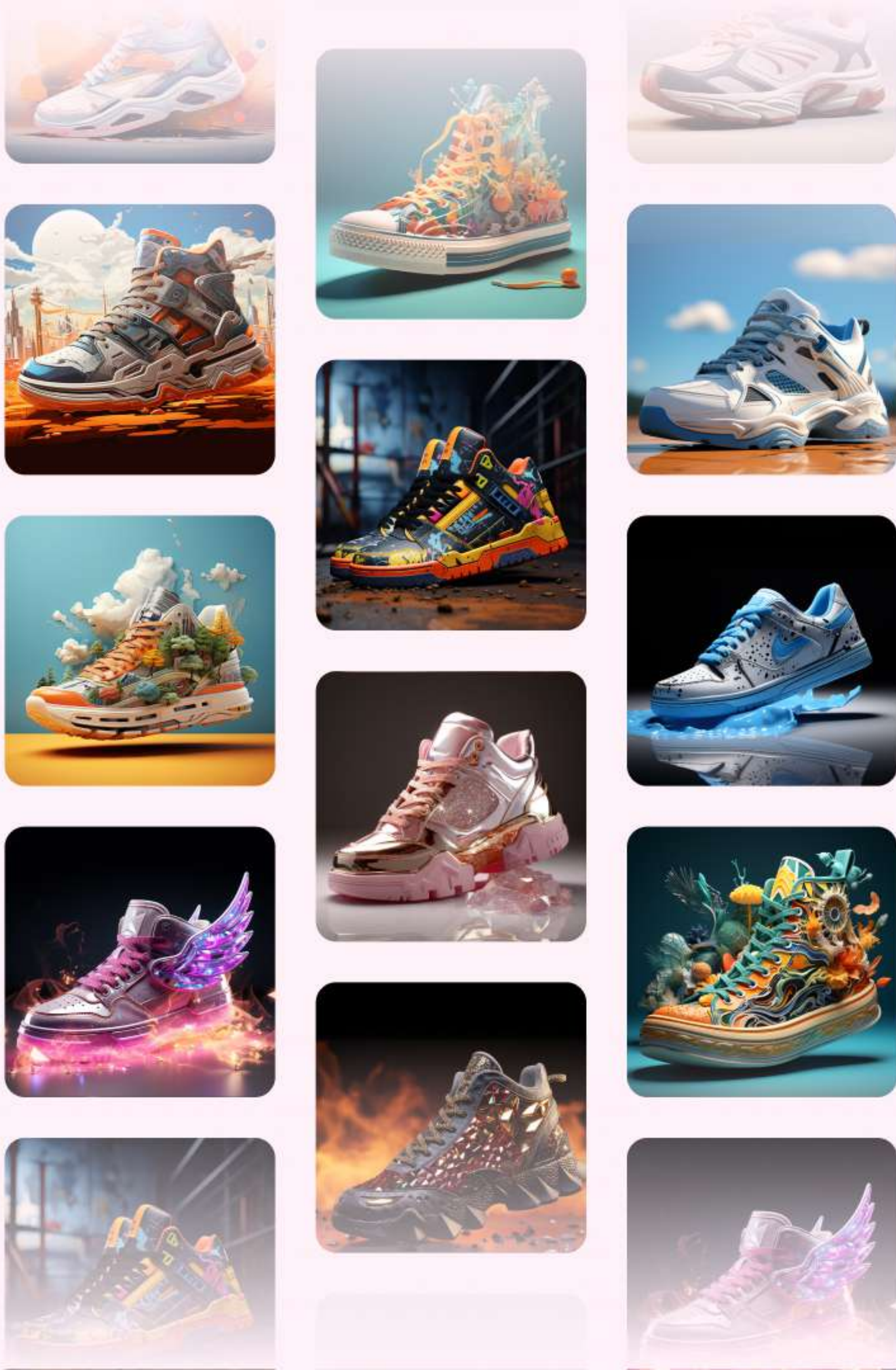
## Download, Move, and Connect: Join the FitZen Community

FitZen Fitness App is the heart of the FitZen ecosystem. Seamlessly mine FITZ tokens through daily fitness activities while connecting with like-minded enthusiasts for mutual support.

**Move and Mine FITZ today!**







FEATURES

# NFTs Collections

## Coming Soon: A Series of 10 Exclusive NFT Collections

FitZen is set to reveal **10 exclusive NFT collections**, led by the remarkable **FitFleet Collection**. Each collection serves a **unique** purpose, offering **scarce digital assets** that can elevate users' performance, style, and token mining productivity; providing an unparalleled and immersive experience for diverse users.

### FitFleet Collection Asset Summary

Step into a world where cutting-edge technology meets fashion-forward design, embracing a realm of **unique digital assets** that elevate your fitness journey. Join us on this extraordinary voyage, where art, technology, and fashion harmoniously unite, reshaping the NFT experience like never before.

Tier	Name	Quantity	Price (\$)
Free	Beta	Unlimited	0
10	Normal	700	60
9	Standard	500	150
8	Gold	400	300
7	Sapphire	350	500
6	Titan	300	1,000

Tier	Name	Quantity	Price (\$)
5	Diamond	250	2,500
4	Legendary	200	5,000
3	Celestial	150	10,000
2	Mythical	100	30,000
1	Whale Legend	50	50,000
<b>Total quantity</b>		<b>3,000</b>	



# Social Network

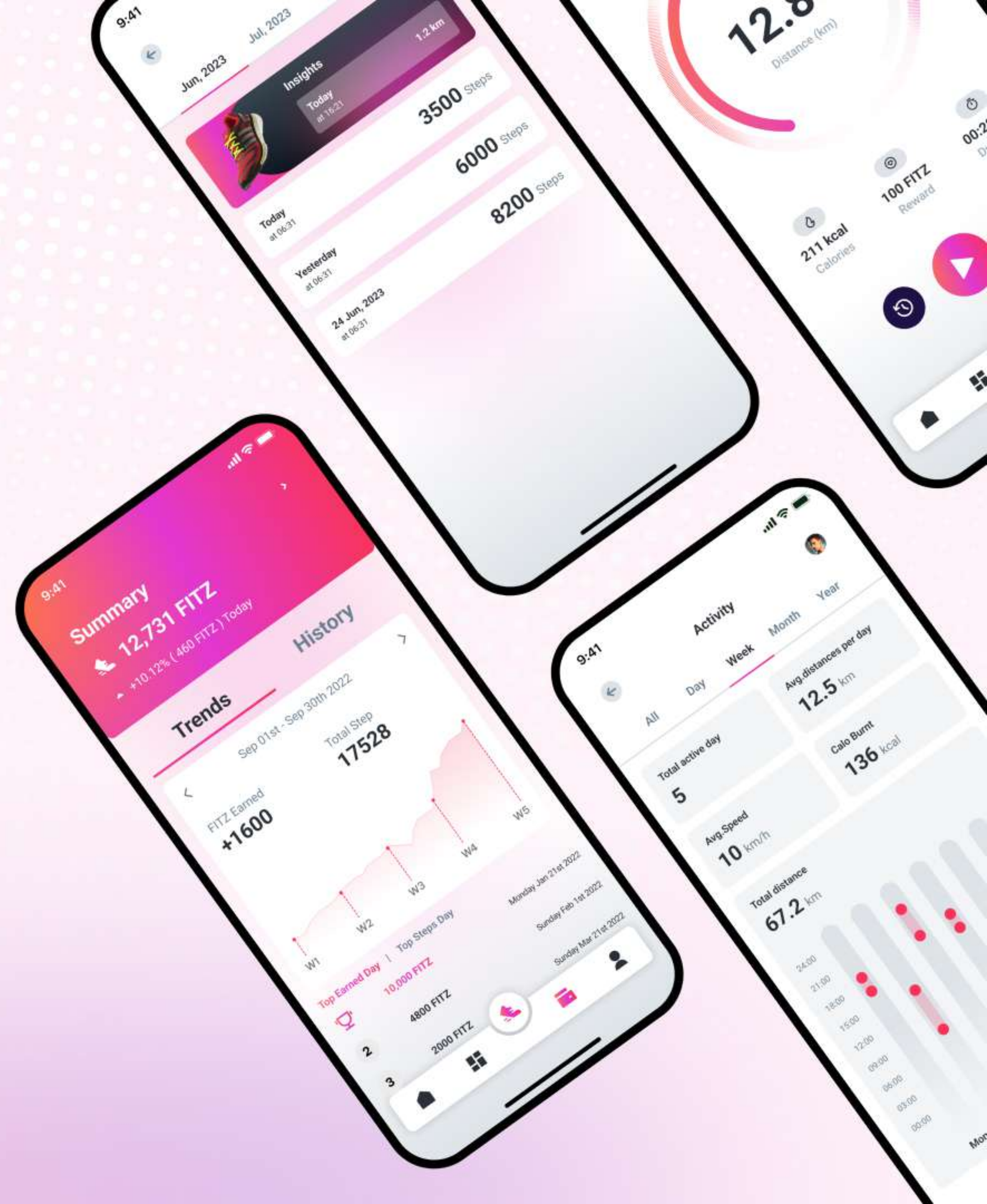
Join FitZen's thriving fitness community through our dynamic Social Network. Connect with like-minded individuals, share achievements, and find support on your fitness journey. Additionally, participate in our referral program to earn rewards for inviting others to join the FitZen revolution. Move towards your fitness goals while unlocking the potential of DeFi and NFTs within a vibrant social network.





# Unlocking Data Wealth: Explore Your Health's True Value!

FitZen is where your health journey holds real value. Our Data Analysis platform securely collects and anonymizes vital health statistics, offering you the opportunity to leverage your data, including secure selling to trusted third parties for health research and rewarding returns







SECTION 6  
**FUTURE OF FITZEN:  
UPCOMING FEATURES**

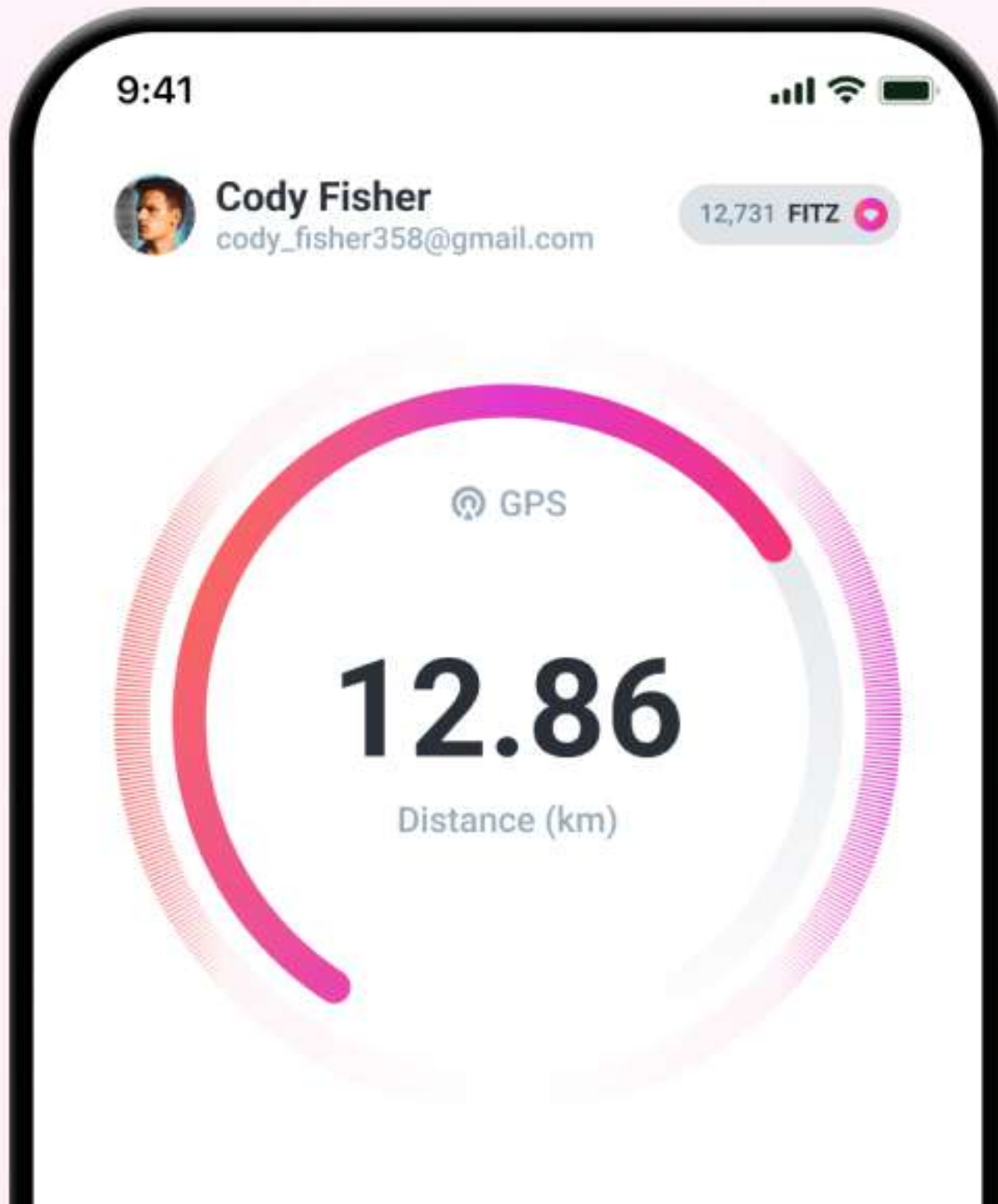




# FitZen Defi Gaming Platform

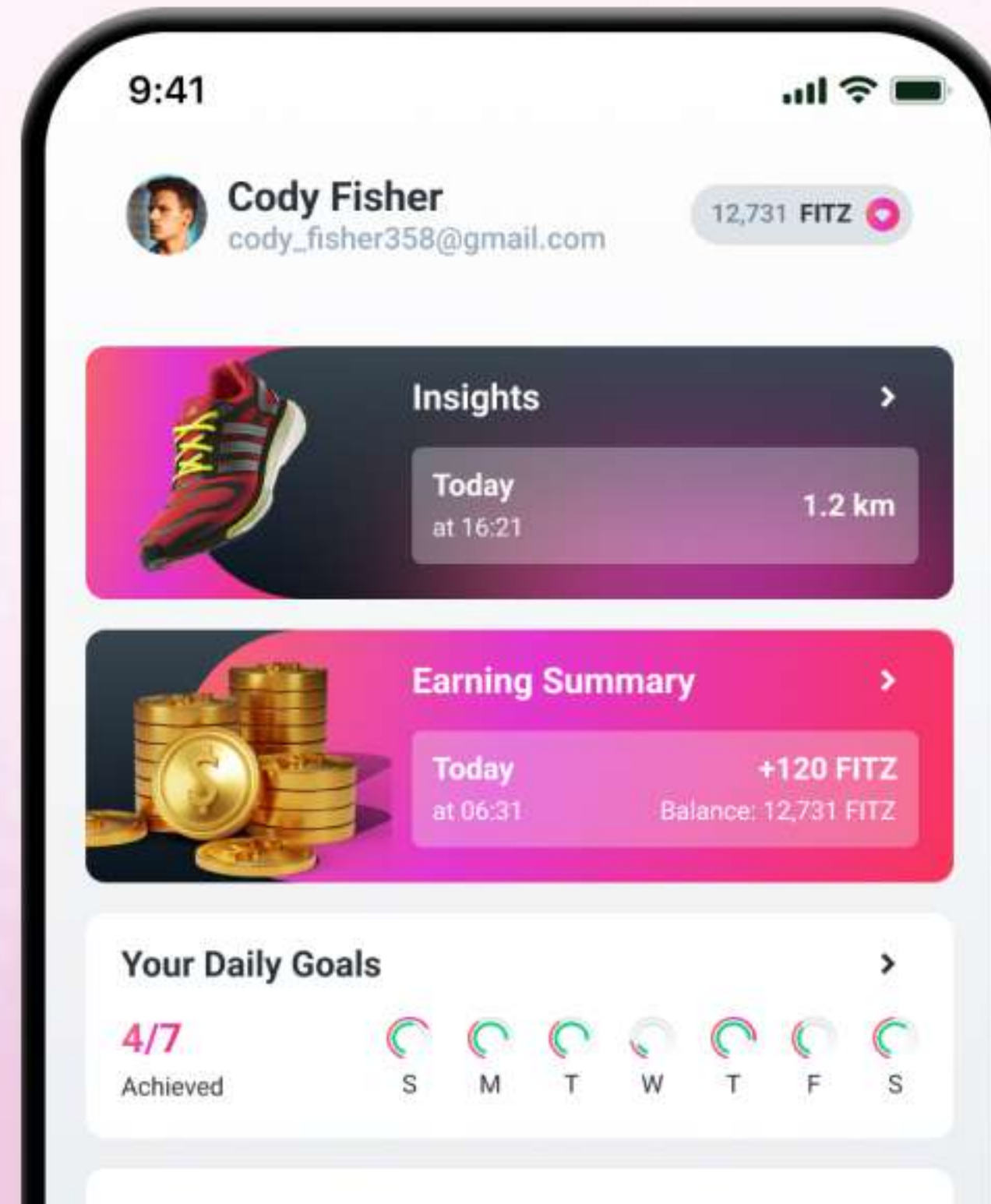
## 1. Fitness Games

Engaging fitness-themed games with diverse gaming mechanism.



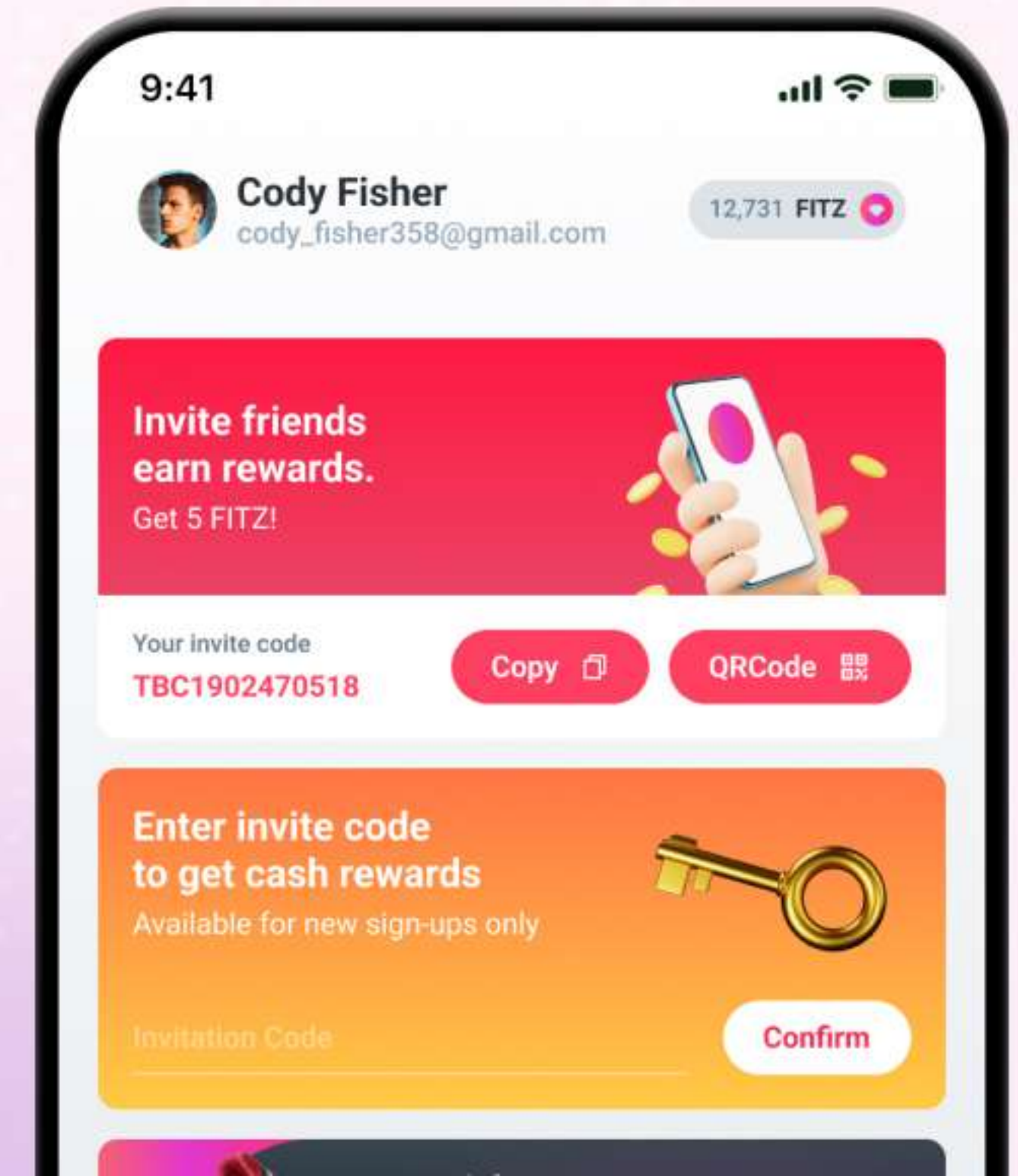
## 2. In-game Rewards

DeFi applications integrated to encourage and reward players to engage more



## 3. Social Interaction

Collaborative environment to foster community growth and boost users' motivation





UPCOMING FEATURES

# FitZen's Layer 1, coming with Partners Network & Integration

FitZen's Layer 1 is the blockchain backbone that enables our revolutionary fitness ecosystem to thrive securely and efficiently



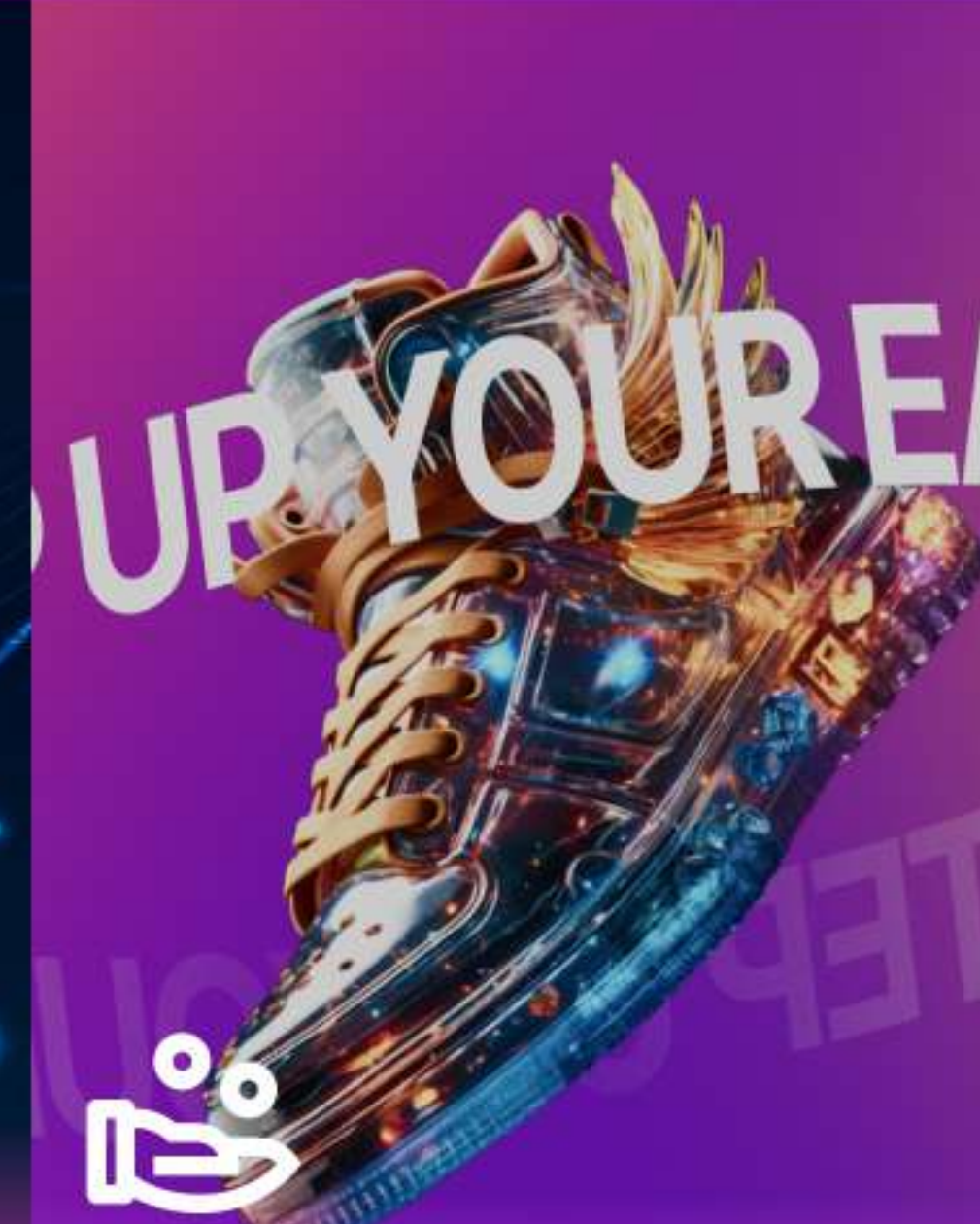
## Scalable Performance

Built to support the growth of the FitZen community, ensuring smooth app performance and transaction processing.



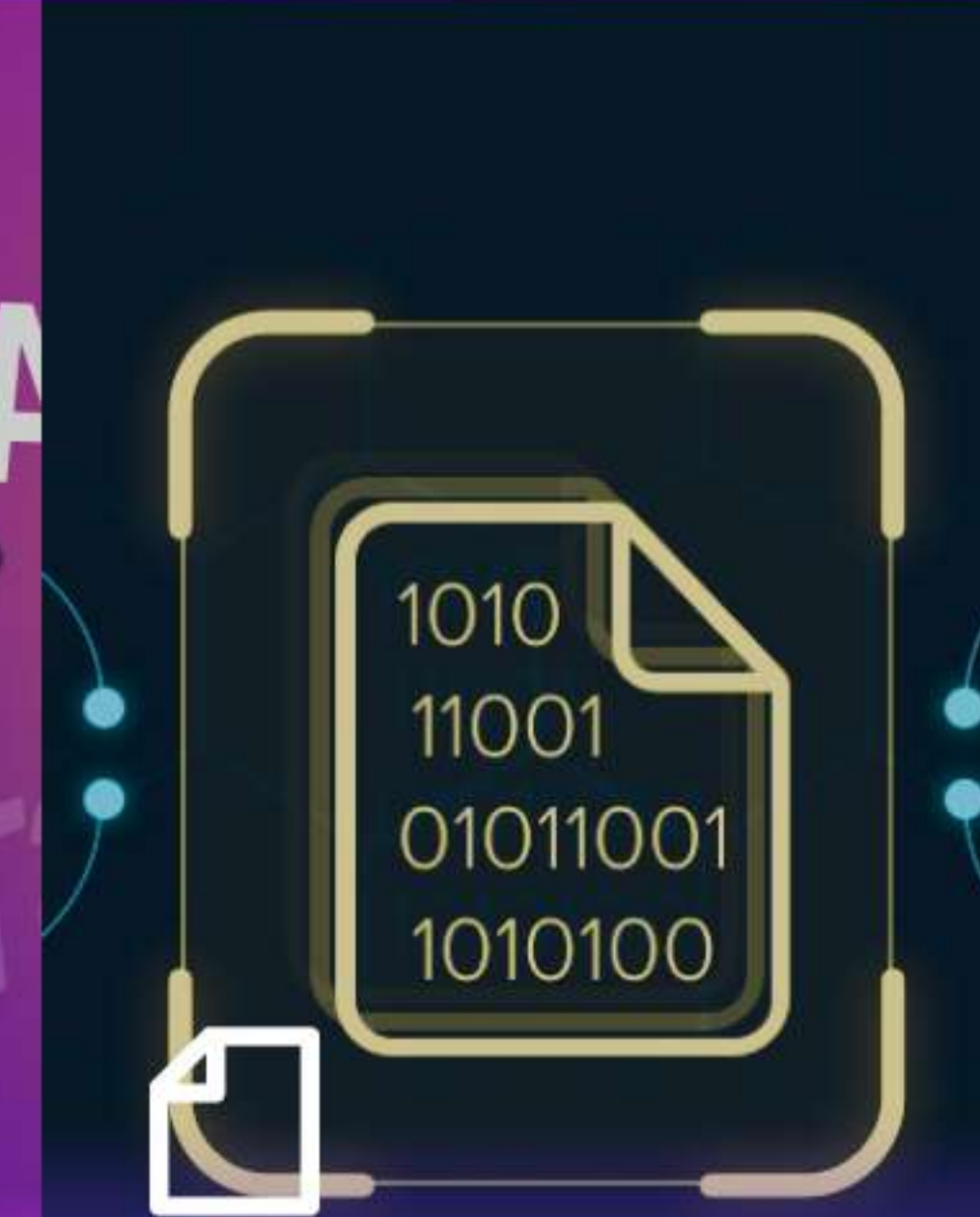
## Secure Transactions

Guarantees secure and swift transactions within the FitZen marketplace, DeFi platform, and gaming platform.



## FITZ Integration

Our native token, FitToken, is deeply integrated, fueling transactions, rewards, and governance.



## Smart Contracts

Harnesses smart contracts to create dynamic fitness challenges, reward distribution, and more.



## Decentralized Fitness

FitZen's Layer 1 enables a decentralized fitness ecosystem, enhancing transparency and user empowerment.






SECTION 7  
**FINANCIAL MECHANISM**

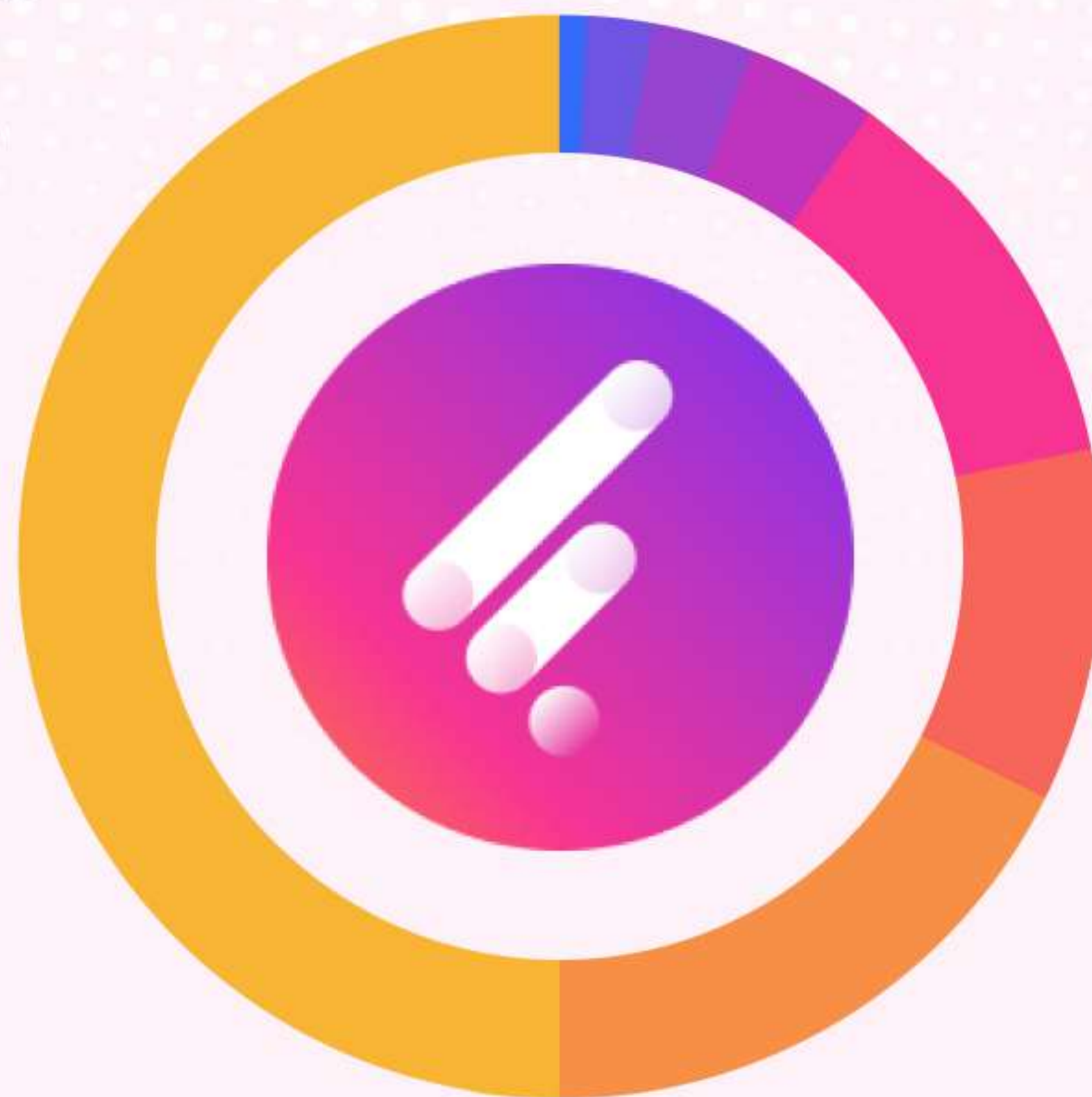




# Token Metrics

FITZ, FitZen's native token, serves as the beating heart of our ecosystem, powering transactions, bestowing rewards, and granting access to exclusive features, thereby enhancing your overall wellness journey with financial benefits.

<b>Token Name</b>	FITZEN TOKEN
<b>Token Symbol</b>	 FITZ
<b>Token Supply</b>	36,000,000
<b>Network</b>	Binance Smart Chain



- **Public Sale** 1%
- **Seed Round** 2%
- **Liquidity (LP&MM)** 5%
- **Team** 10%
- **Marketing** 12%
- **Community Incentive** 20%
- **Move-Mining/Burnable** 50%



## TOKEN BURN

# Empowering Stability via Token Burns

## Endless Stability, Guiding Smart Investments

### ■ Progressive NFT Revenue Burn

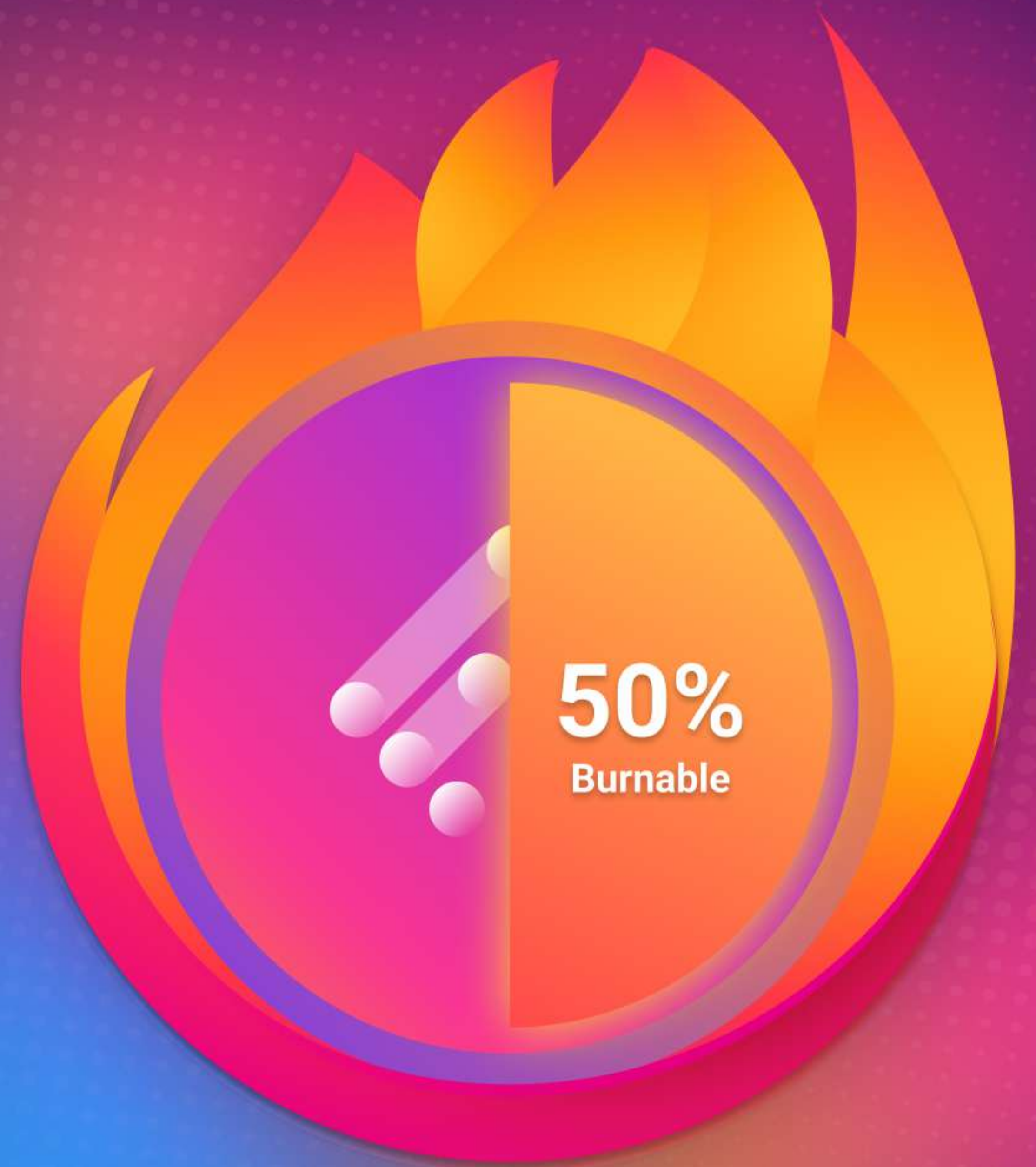
**100% of the revenue** generated from NFT sales will undergo a systematic burning process until **50% of the total token supply** has been completely eliminated.

### ■ Automated Simultaneous Token Burn

The process of burning will be entirely **automated**, occurring **seamlessly and concurrently** with the moment of sale.

### ■ Double value investment

An increase in the number of NFT purchasers and investors results in a proportional reduction of tokens circulating within the ecosystem, thereby yielding a **twofold appreciation in the residual value of the tokens**.





# Revenue Model

FitZen's multifaceted revenue model combines fitness, finance, and community engagement to ensure a sustainable and profitable ecosystem.

## Direct User Engagement

### Subscription Fees

Revenue generated from users subscribing to premium features and services, including personalized fitness plans, advanced tracking analytics, and exclusive community privileges.

### Premium Support & Services

Additional earnings from offering virtual personal training, nutrition consultations, and wellness coaching to users seeking personalized guidance

## Defi apps

### DeFi Interest

Interest from renting your sneakers or investing within the app

### Fee and Commission:

Revenue earned from transaction fees on the NFT marketplace and other defi apps.

## Partnerships and Monetization

### Advertising Revenue and Partnerships

Revenue generated through partnerships with relevant health and fitness brands for in-app advertising opportunities, sponsored content, collaborative campaigns, and specific brand-focus challenges

### Events & Competitions:

Income derived from organizing fitness events and competitions, including registration fees and sponsorships.

### Data Insights & Reports

Monetization of anonymized user data through collaborations with third parties for research and analytical purposes



# FitZen's business model is grounded in its pioneering

## Move for Mining

The Move for Mining business model, also known as Move to Earn, merges fitness with blockchain technology in a groundbreaking approach. Its remarkable success lies in seamlessly integrating fitness and rewards, driving widespread adoption of healthier lifestyles.



## Layer-1 Solution

Blockchain Layer-1 Solution provides the foundational infrastructure for the fitness ecosystem, ensuring scalability, optimized performance and security, while revolutionizing users experiences and enhancing user engagement through advanced blockchain integration

### ROI at ATH prices for public round investors of similar Move-to-Earn projects & Layer-1 solutions

Step'N x410

Step App x148

Genopets x47

MoveZ x48

SWEAT 12x

Walken 10x

Chiliz x41

Aptos x20

Sui x19

Sei Network x7

Ethereum x15626

Binance x4590

Tron x156

Cardano x1285

Solana x1180

Based on the observed ROI at ATH prices for similar Move-to-Earn and Layer-1 projects, we project that the ROI of FitZen will reach to great milestones



# Seizing the Opportune Moment: FitZen's Strategic Release Timing



In the midst of a rapidly evolving crypto landscape, FitZen's unveiling is strategically timed to align with the forthcoming surge in the cryptocurrency market. Comprehensive analyses conducted by prominent financial institutions forecast a promising trajectory for Bitcoin (BTC), with a convergence of factors indicating a substantial upward trend.

- ◆ Timing in synergy with BTC's Ascent as U.S. SEC's Bitcoin ETF optimism fuels adoption
- ◆ Backed by Data Momentum as Bitcoin halving in late Mar-Apr 2024 foreseen to trigger price rise.
- ◆ Bitcoin's sway fuels crypto participation and investment. FitZen taps into trends like Move for Mining and Layer-1 Solution, positioning for success.





**Welcome to FitZen, where we mine health-driven tokens through an active lifestyle, fostering prosperity and vitality within our global community!**



**@FitZenM2E**

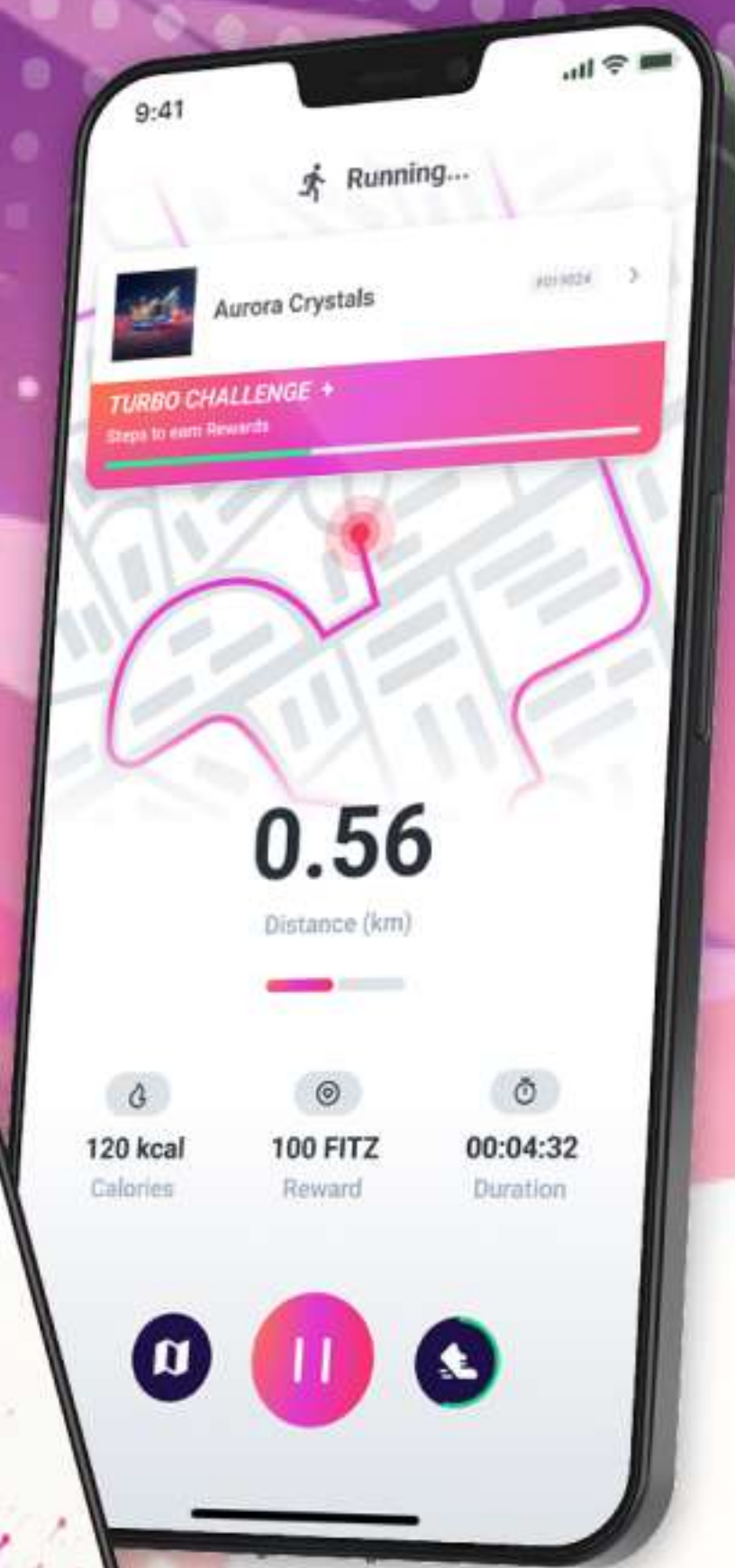
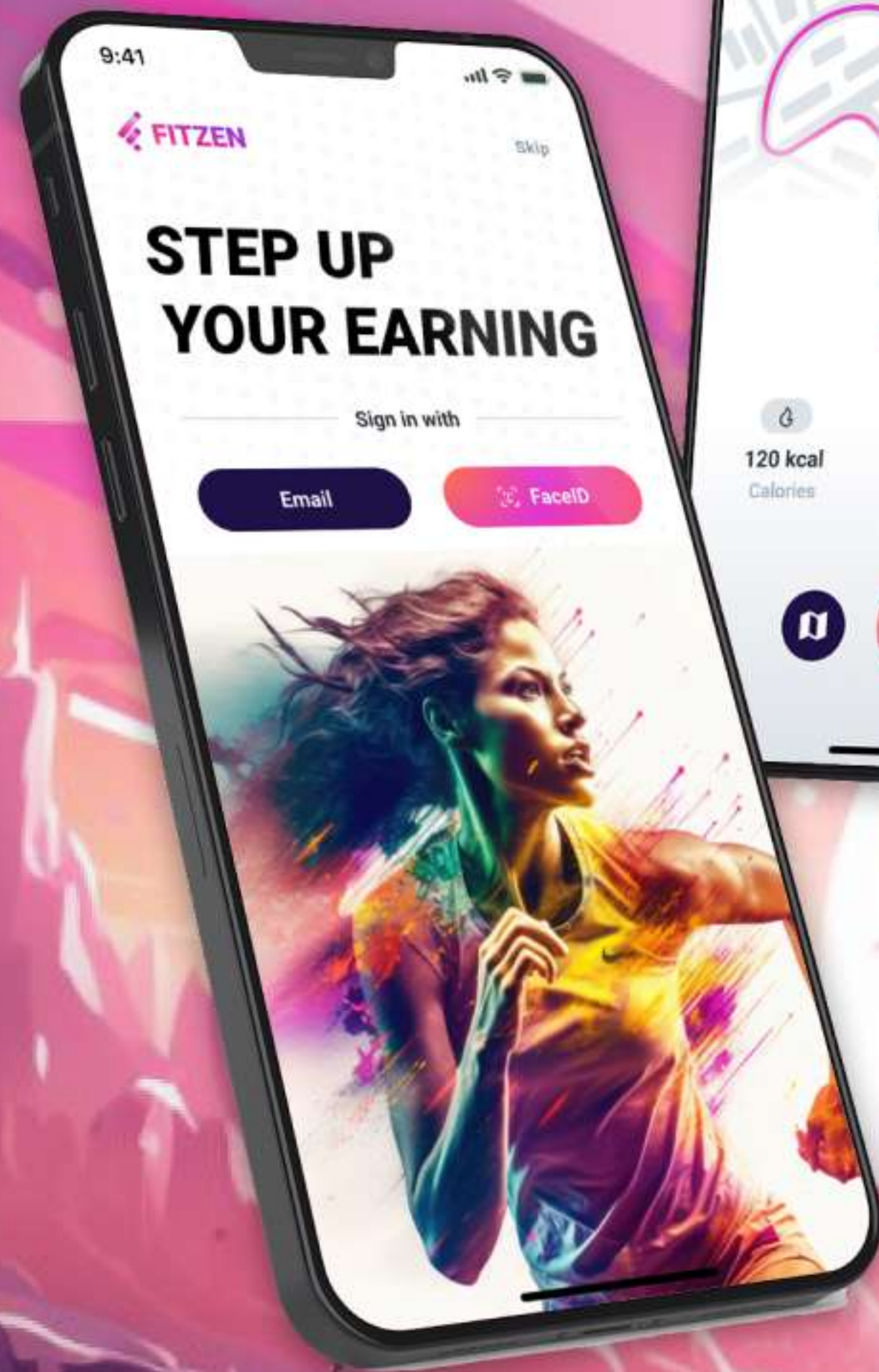


**t.me/fitzen\_community**



**t.me/fitzen\_annoucements**





# Enjoy Profits On The Move

**DOWNLOAD NOW!**

