Transforming Fitness with AI & Blockchain
WHAT IS MOTION?

MOTION aims to revolutionize the fitness industry by leveraging AI and blockchain technologies. By collecting user-consented fitness data and storing it on a secure and transparent blockchain-based platform, MOTION empowers users to take control of their data and receive a share of the revenue generated from its use. Users can use this revenue to use AI based FitCoach. So, with MOTION, users can finally monetize their own data and ensure their privacy is protected, while data consumers can access trustworthy and user-consented data.
Current fitness data systems are often controlled by a few centralized Digital giants, which leaves end-users at a disadvantage. These users, who produce the data, are unable to monetize their own information, while their privacy is often compromised.

At the same time, data consumers may not receive trustworthy and user-consented data, leaving them with incomplete or inaccurate information. The current Web2 fitness system is not transparent, and users and consumers may not fully understand how data is being used and generated.
THE FUTURE OF FITNESS DATA WITH MOTION

• MOTION is a fitness ecosystem that includes a mobile app for rewarding exercise and using theses rewards to consume services like AI based FitCoach.

• After giving consent, users can monetize their fitness data through discounts or direct payment in cryptocurrency using the platform’s native token.

• The platform provides trustworthy data to partners, who can use it to create new data driven products and services.
3 PILLARS OF MOTION ECOSYSTEM

Mobile App
Gamifies and rewards physical activity. Works in free to use Challenger mode and paid subscription-based reward mode that includes an AI based FitCoach. App is now available on the Apple App Store and Google Play. Nearly 1400 users have recorded nearly 250 Million steps on the Motion App.

Platform
Blockchain technology-based platform central to the ecosystem. Uses blockchain technology for data audit trail, data consent and data unions. Enables data consumers like Insurance companies, Dieticians, Healthcare professionals, Fitness trainers and meal-kit businesses to create data driven products and services.

Crypto Token
An ERC/BEP20 crypto token to be used for transactions like rewards in the Mobile app and fees for the platform subscription.
THE SIZE OF THE MARKET BY 2028

MOTION targets net sales of $200M\(^1\)

Total Market size is $413 Billion by 2028\(^2\)

1: Cumulative by 2028 does not exclude Tokenomics revenues

2: This is for Insurance, Preventive Healthcare, Personalized nutrition and Fitness center domains. Sources and calculations available on request. Market size is per year and not cumulative
OUR EXPECTED GROWTH PATH

2024  $4.31M
2025  $13.63M
2026  $43.5M
2027  $109.1M
2028  $200M

DEC 2023
MOTION blockchain technology-based platform launch

MVP

Cumulative Revenues 2024–28

$200M

www.themotion.app
OUR TARGETS

Cumulative Revenues
From year 2024 to 2028. Keeping overall planned costs < $4M, this gives us a good margin. Details are available on request.

Users of the MOTION Mobile App
This will allow us to add more revenue streams and put us in the Leader quadrant of Web3 Fitness data and dApp platforms.

Market share for Web-3 fitness data and dApp players
Web-3 market will grow but we want to maintain the Leader and Visionary quadrant positions.

www.themotion.app
Total Supply is 10 Billion Tokens

1. There will be a 3% Buy/Sell Tax
2. Circulating Supply also includes LP (Liquidity Pool) for future DEX (Decentralized Exchange) listing
3. Supply reserved for the rewards includes Mobile App rewards and staking rewards
4. Supply reserved for the team will be locked for 1 year after the launch
REVENUE STREAMS

R1: DEWELL PLATFORM REVENUES
R2: MOBILE APP ADS AND SUBSCRIPTION REVENUES
R3: WEARABLE DEVICES REVENUES
R4: DATA UNION COMMISSION
R5: NATIVE TOKEN REVENUES
EXPENSES

- PRODUCT DEVELOPMENT
- MARKETING
- VENDOR COSTS INCLUDING WEARABLES
- GENERAL & ADMIN
- REWARDS TO APP USERS

E1  E2  E3  E4  E5
Detailed calculations and pricing models available on request. Native token expenses and revenues excluded from the business case.
HOW THE FUNDING WILL BE USED

PRODUCT DEVELOPMENT
Mobile App and Blockchain based Platform

MARKETING
Twitter, Instagram, FB, YouTube, Influencers, Digital media, TG

40%

20%

SG&A
Selling, General, and Administrative Expenses

10%

VENDOR COSTS
Hosting Costs, 3rd Party Licensing Costs, Operations Costs

30%
HOW THE ECOSYSTEM WILL WORK

PAYBACK FOR DATA USAGE

DATA

APP USER ➔ MOBILE APP ➔ USER DATA ➔ DATA SIGNATUES ➔ DeWell PLATFORM ➔ BUSINESS
ROADMAP

HIGH LEVEL PROJECT ROADMAP

Q1: MOBILE APP CHALLENGER MODE LAUNCH

Q3: NATIVE TOKEN LAUNCH

Q4: MOBILE APP REWARDS MODE LAUNCH WITH AI BASED FitCoach

DEWELL PLATFORM MVP LAUNCH

2023

2024
ABOUT MOTION WELLNESS PVT LTD

STARTED THE COMPANY

2022

MOTION Wellness Private Limited incorporated in India with HQ in New Delhi. Launched its website http://themotion.app in Q1 2022. Company was mentioned in many digital dailies across India and abroad.

COMPANY UNTIL NOW

2023

• MOTION Wellness Private Limited built a strong community with more than 5K Twitter followers and nearly 8K members on Telegram.
• MOTION app was launched on Google Play and Apple App Store in April 2023. Nearly 1400 users have already recorded 250 Million steps till date.
• MOTION app reward mode with AI based FitCoach is planned to be launched in Q4 2023. Standalone platform is ready and blockchain integration will be done in Q1 2024.
INVESTOR DOUBTS ANSWERED

Question 1: Why will any user install MOTION and not other Fitness apps?

Answer: MOTION app pays users to be active and users can monetize their fitness data keeping it safe. With Motion app, users (the data producers) will be the real owners of the data and all data consumers will take the permission of the user and will pay the users to use their data.

Question 2: How is MOTION app different from other Move2Earn mobile applications?

Answer: MOTION is not Move2Earn platform or ecosystem. We have our own platform that will be used by B2B data consumers to offer discounted and custom created services to the data producers (End users). Motion will also have its own data union. This data union will act as a platform that will enable individuals to collectively and securely monetize the fitness data that they will generate. It will give a way for individuals to have more control over their fitness data and to benefit from it in a more direct way.

Question 3: How will MOTION afford the rewards to the users?

Answer: Rewards will be provided only to users who will pay the subscription. Subscription will be granted through the purchase of Motion NFTs and another method that will be revealed closer to the Motion token launch. Money for the rewards will come from the MOTION Token Tokenomics and Data union commissions. A part of Platform revenues and Advertisement revenues will also be allocated like a bonus towards the Rewards kitty.
INVESTOR DOUBTS ANSWERED

Question 4: Why will any B2B enterprises use MOTION Platform and not pick data directly from Apple, Google or Fitbit ecosystems?

Answer: Multiple reasons:
  i. MOTION DeWell is a blockchain technology-based platform. This means it comes with all the benefits of immutable audit trail and full transparency
  ii. Many small to medium enterprises stay away from creation of data driven products and services due to:
      a. High technology entry barriers
      b. Lack of availability of large data sets
      c. Lack of transparency and authenticity of the data
      d. Lack of skills to develop dApps

MOTION DeWell platform will help these small to medium enterprises accelerate their data and blockchain journeys

Question 5: What are MOTION plans for wearables?

Answer: MOTION wearables will come in 2024.

Question 6: What about GDPR and other Data Privacy requirements?

Answer: MOTION will only store data signatures on the blockchain and not any personal data. We will be fully complaint with all local data privacy guidelines.
MEET OUR TALENTED TEAM

Rajwinder Singh
AI Strategic Product Manager with 22 years of industry experience.

Jon Quinnell
Rugby coach at heart. Jon has more than 20 years of IT technology experience and working with different start-ups.

Maninder Singh Kohli
Fitness freak and an entrepreneur with over 20 years experience in fitness logistics industry.
MEET OUR PARTNERS

Pappa G’s
Indian Food...Cooked with Love!
0969 294 6810  PappaGKitchen  pappa.gs

THE GLOBAL STUDIO

SATTVIC
IT Solutions Pvt. Ltd.

TWENTY 29
COMMUNITY CRICKET

ALPHARETTA WARRIORS ATLANTA
GEORGIA, USA

RUN AS ONE
TRUST ALL HUMANITY AT ONCE

Sports HQ
BE GAME READY

PUNE RUNNING