



OFFICIAL WHITEPAPER

“ Revolutionizing the
Health & Fitness
Industry ”

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1. Introduction to Fitrova

1.1. What is Fitrova?

The Fitrova (FRV) cryptocurrency is designed to primarily serve the Health & Fitness industry by way of providing a clear and concise payment system together with harnessing blockchain technology to maintain accurate billing and membership details as well as logging user flow and sharing individual client goals and feedback amongst internally linked health clubs that are part of the branded network.

2. Health & Fitness Industry

2.1. Research Overview

The health and fitness industry is one that is always on the uprise. Health clubs provide their customers with the infrastructure including exercise equipment for their workouts and physical activity in exchange for a membership fee.

The global fitness and health club industry generates more than 80 billion U.S. dollars in revenue per year. The North American market had an estimated size of more than 28 billion U.S. dollars in 2015, of which 90 percent, around 25.8 billion U.S. dollars, was attributable to the United States. The U.S. is the single biggest market worldwide not only in terms of revenue but in regards to the number of members in health & fitness clubs as well.

The global market is fragmented with no particular chain taking a large share of the worldwide market. Market leaders are rather limited to more local (countries, geographical region) ranks. Amongst the health & fitness club companies with revenues in excess of one billion U.S. dollars in 2015 are Planet Fitness, Anytime Fitness and ClubCorp. In 2015, a total of more than 186 thousand fitness & health clubs were in operation worldwide, of which about 36 thousand are located in the United States. These clubs in the U.S. had about 55 million members. Globally more than 150 million people were members of a health/fitness club.

About 25 percent of people in the United States, who work out at least once a month, say that exercise, workout or sports in general is part of their daily routine according to a Statista survey. Almost two thirds of people who regularly exercise are, or have been at some point, a member health club or gym. The main reasons for exercising are - to stay healthy, weight reduction, optimizing strength and/or endurance and to get a better-looking body and improving overall appearance.

2.2. Problems with the Health & Fitness Industry

X Issue: Breachable Client Privacy

Holding client particulars such as DOB, Address and other related details about a person needs to be kept out of wrong hands and only shared with the appropriate health club that the client has given permission to directly.

Problem: Client Information is Easily Breached

Solution: Private information about a client/member is now part of the integral blockchain network which secures against possible data breaches.

X Issue: Inconsistent Client Records and Billing

Having an up-to-date record keeping system capable of documenting individual transactions within a secure business ledger is important for any health club to sustain its growth by not only retaining existing members but also acquiring new clients.

Problem: Inconsistent and outdated membership information

Solution: Membership information is now seamlessly fully integrated within the structured blockchain for precise record keeping and secured against any fraudulent transaction history.

X Issue: Membership Logs and Timestamps

Logging each member's visit with an accurate timestamp including the exact time and date he/she has accessed the health club along with which piece of equipment if any has been used will aid with tracking user flow and equipment negligence.

Problem: Non-tracking of user flow and equipment usage

Solution: Each visit can now be fully tracked with an exact timestamp of entry/exit to the premises along with being able to trace the start time & duration of individual equipment use.



3. Technology Application

3.1. Fitrova's Solutions & Benefits



Benefit 1: Fast, Inexpensive & 100% Reliable

The FRV Token offers easy and effortless payments whilst avoiding expensive costs of blockchain transactions and data storage. Fitrova also delivers a sustainable network capable of delivering lightning fast transactions and the distribution of important client data.



Benefit 2: Fitrova Implemented Blockchain Technology (FIBT)

This new innovation will allow health and fitness clubs to gain more control over day to practices and providing added benefits to club owners through use of smart contracts.



Benefit 3: Secure Client Privacy

Holding client particulars such as DOB, Address and other related details about a person needs to be kept out of wrong hands and only shared with the appropriate health club that the client has given permission to directly. Fitrova secures private information about a client/member is now part of the integral blockchain network which secures against possible data breaches.



Benefit 4: Accurate Client Records

Having an up-to-date record keeping system capable of documenting individual transactions within a secure business ledger is important for any health club to sustain its growth by not only retaining existing members but also acquiring new clients. As such membership information is now seamlessly fully integrated within the structured blockchain for precise record keeping and secured against any fraudulent transaction history.



Benefit 5: Membership Logs & Timestamps

Logging each member's visit with an accurate timestamp including the exact time and date he/she has accessed the health club along with which piece of equipment if any has been used will aid with tracking user flow and equipment negligence. Now each visit can now be fully tracked with an exact timestamp of entry/exit to the premises along with being able to trace the start time & duration of individual equipment use.



3.2. Fitrova Based on Ethereum Smart Contracts

Smart contracts are a central component to next-generation blockchain platforms. The main goal of a smart contract is to enable two anonymous parties to do business with each other, usually over the internet, without the need for a middleman.



Fast & Inexpensive

Easy and effortless payments whilst avoiding expensive costs of blockchain transactions and data storage.



100% Reliable

Sustainable network capable of delivering lightning fast transactions and the distribution of important client data.

Using Ethereum smart contracts, we can deliver on the above criteria. Our Ethereum-based contracts all comply with the ERC20 standard, which has gained significant prominence among developers. More detailed info about the ERC20 standard can be found [here](#).

NOTE: It is impossible to corrupt or censor smart contracts, because they are placed in a decentralized infrastructure.

3.3. Data Distribution via Smart Contracts

Smart contracts will be created for the distribution of membership fees and client data including contract dates, timestamps and related particulars.

3.4 The Future of Blockchain

Fitrova will be at the heart of blockchain development in the Health and Fitness industry. As such, new and exciting blockchain applications, most of which have not yet been thought of, will eventually be developed over a greater timeline with the overall goal of providing a more seamless and robust systematic process.



4. Distribution Strategy

4.1. Token Details

- **ICO Start:** Mar 26, 2018, Monday, 10:00 AM
- **Softcap / Hardcap:** \$71m / \$326m
- **Token:** FRV
- **Decimal Places:** 8
- **Total Tokens:** 32,000,000,000
- **Project Protocol:** ERC20



4.2. Pre-ICO Discounts

- 50% Discount during the Pre-ICO period.
- Availability of 8,000,000,000 coins.

4.3. Initial Coin Offering Discounts

Round 1

- 45% Discount during the first seed round.
- Availability of 6,000,000,000 coins

Round 2

- 35% Discount during the second seed round.
- Availability of 6,000,000,000 coins

Round 3

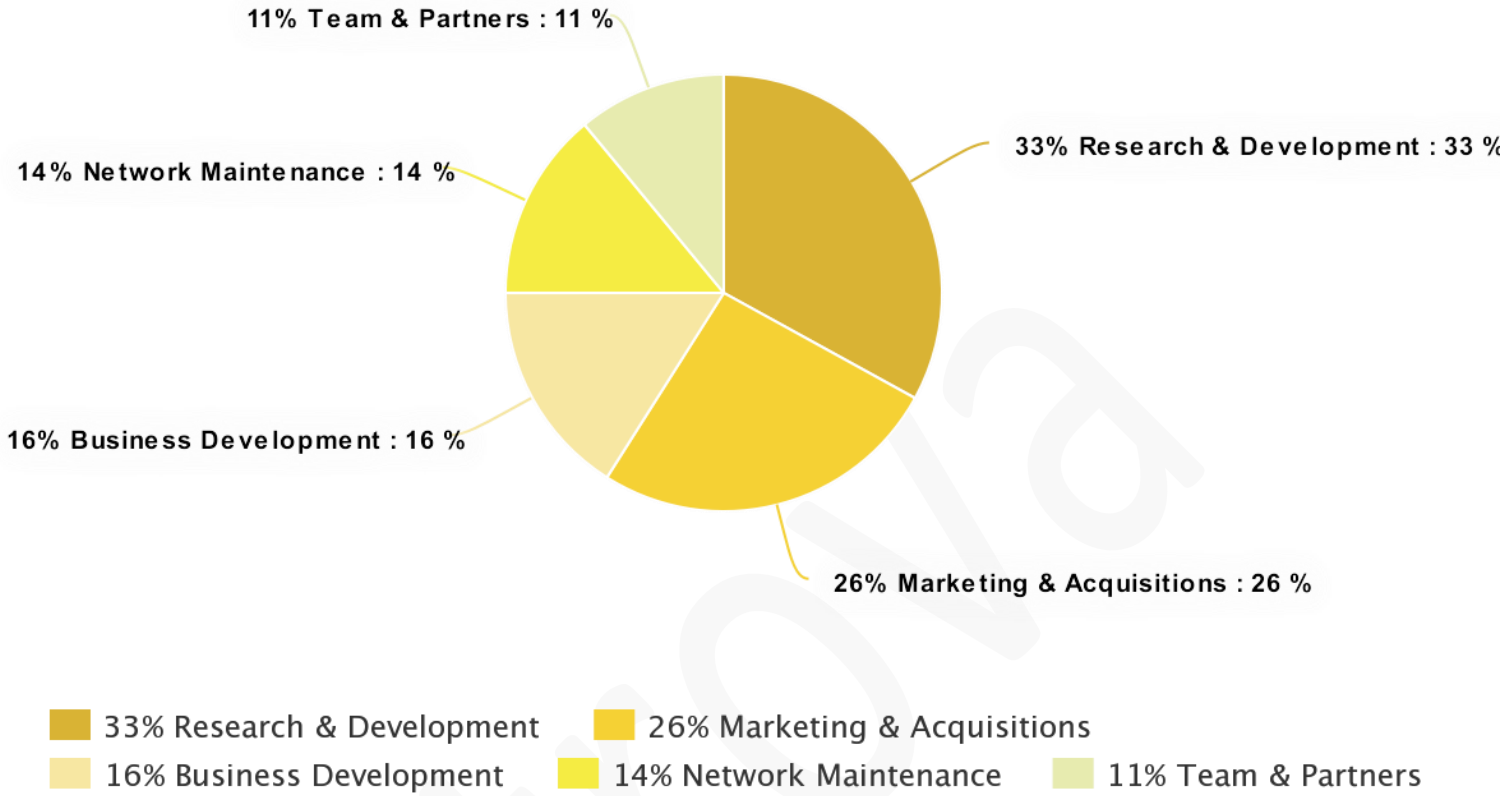
- 30% Discount during the third seed round.
- Availability of 6,000,000,000 coins

Round 4

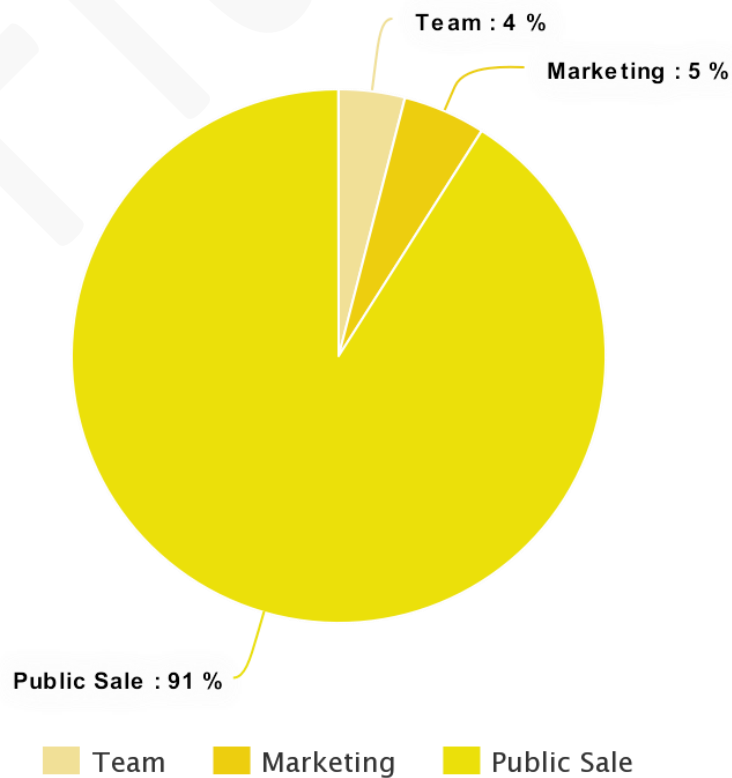
- 25% Discount during the final seed round.
- Availability of 6,000,000,000 coins



4.4. Stake Allocation

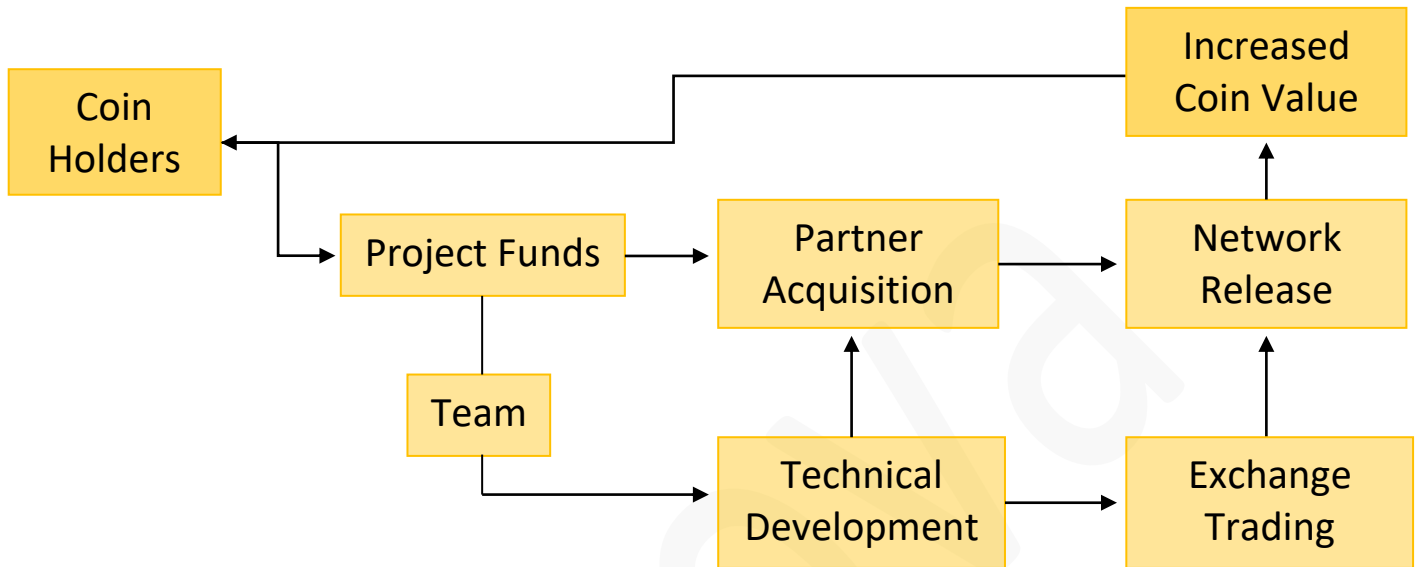


4.5. Token Allocation



5. Business Development Plan

5.1. Working Strategy



5.2. Things to Keep in Mind

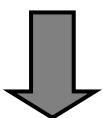
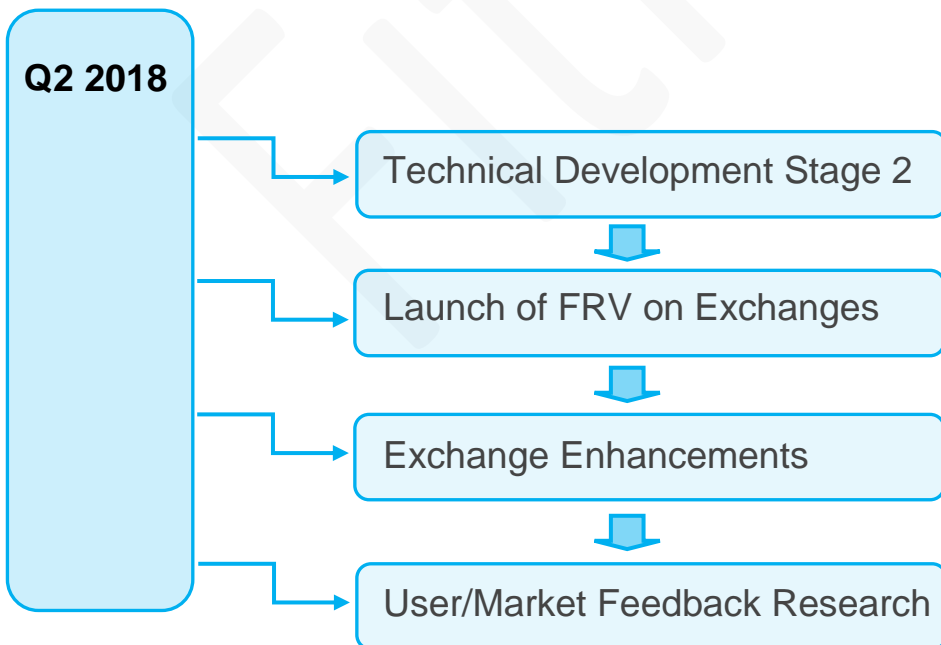
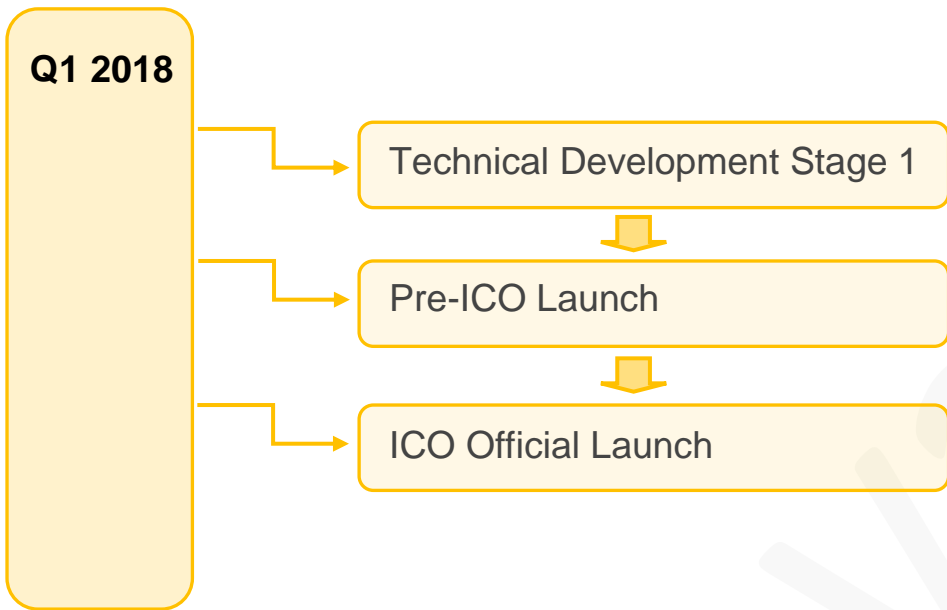
The health of Fitrova, its platform and all technical developments are subject to changes in the interpretation, application, marketing and anticipated timeline. We do not foresee any future problems or setbacks arising although sudden changes can impact the launch, utility and/or value of the coin and management reserves the right to action such changes. Changes can be but not limited to internal policies, personnel restructuring, coin distributions, technical developments of the FRV coin and/or external factors outside of our control.

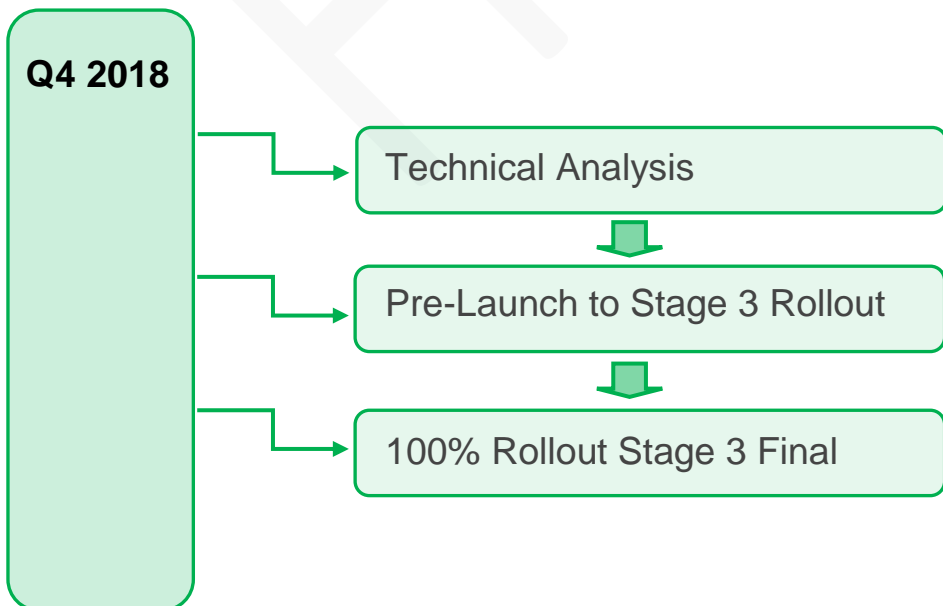
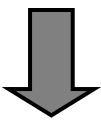
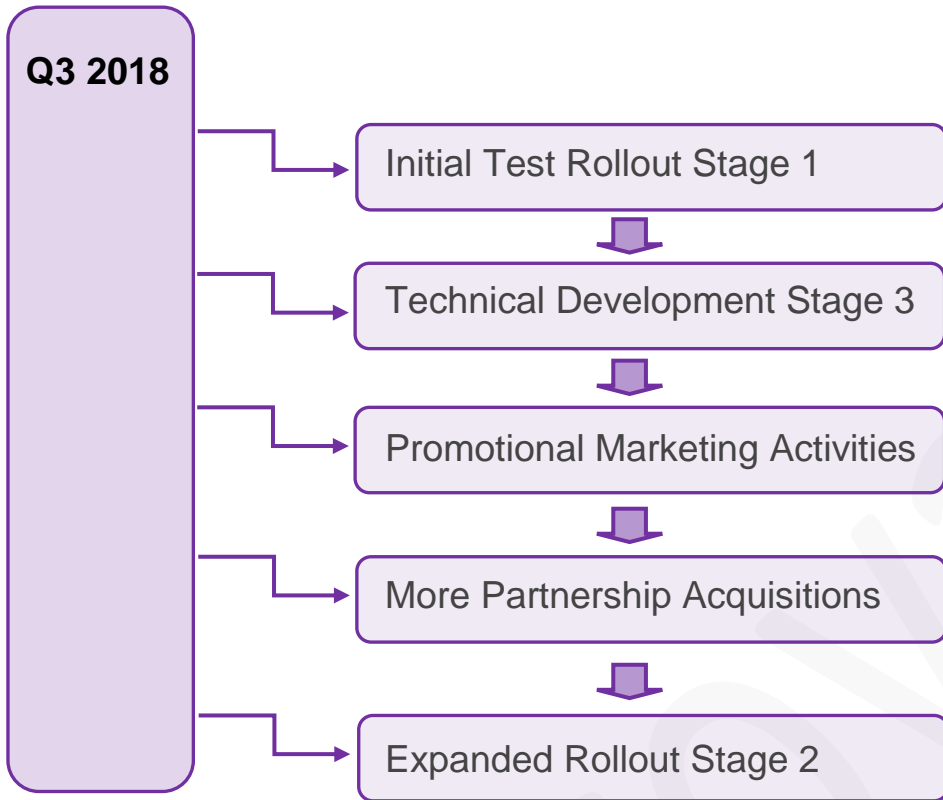
Although this document details the functionality of the Fitrova platform, the value of the FRV coin will depend on the health of the platform and the adoption of its use by its users, partners and the general public, which can be impacted by many factors that are beyond our control.

In addition, the ability to trade the coin on internet exchanges may be impacted by third parties and their trading policies. New policies and regulations governing the use of the FRV coin and/or online exchanges may affect its value or the ability for it to trade on the market.



5.3. Timeline





6. Fitrova Team & Partners

6.1. Meet our Team



Bryan Seiler
Founder & CEO

A sales leader and entrepreneur by nature, Bryan has an extensive sales background with a proven formula for success. The key ability to win new business harnessed with a positive attitude and consistent execution strategies sets in place the foundation for his personal success.

With a skill set comprising of direct leadership, people management expertise and ongoing training and development strategies, Bryan sets the bar high with full knowledge and proficiency in what it takes to run a business. His ingenuity and experience in developing multiple businesses from the ground up coupled with belief and a 'never say never' attitude sets in motion the cog work for inspired action, in return gaining measurable results.

Skills:

- Business Acumen
- Day to Day Business
- Direct Leadership
- Employee Recruitment
- Revenue Management
- Sales 101

Bragging Rights:

- Champagne Tastes



Sonya Harding
Head of Security

The queen of Cryptosecurity and Cybersecurity, Sonya has both worked behind the scenes, in the trenches and on the ground floor in every avenue of online security. Her main skillset is comprised of data encryption, protocol measures, intrusion detection and response, vulnerability analysis and data loss prevention (DLP).

Skills:

- Cryptosecurity
- Data Encryption
- Intrusion Detection
- Vulnerability Analysis
- HTTPS, SSL, TLS Cybersecurity
- Data Loss Prevention

Bragging Rights:

- The Most Expensive Haircut on Earth



6.1. Meet Our Team (Continued):



Joseph Lampton
Head of Marketing

Joseph carries with himself a wealth of industry knowledge in the marketing game, having worked for big organisations in the past such as Wells Fargo Bank and others. Critically minded and results driven his power comes from listening to what people want instead of telling them what they want where most other marketers go wrong straight off the bat.

Skills:

- Marketing Analysis
- Cause Marketing
- Relationship Marketing
- Word of Mouth Marketing
- SEM Digital Marketing
- Online Advertising
- Business Fundamentals

Bragging Rights:

- Marketing Genius



David Powden
Business Analyst

The man with superpowers when it comes analysing raw data and industry trends, David surely hits the mark on point with his target specific approach to Business Analysis. His skills of implementing business plan agenda and analytical research are un-matched in the industry and sets him up for success each and every time on any task he is set.

Skills:

- Business Plan
- Analytics Research
- Metrics Analysis
- Business Structuring
- Timeline Management

Bragging Rights:

- Math Whiz
- DVD Hoarder



6.1. Meet Our Team (Continued):



Tyrone Campbell
Smart Contract Developer

Tyrone AKA Slim Dusty's younger brother look-a-like is king of the Cryptocurrency space. Having developed prior competitor tokens with different metrics in the past, Tyrone has complete knowledge of how to create, deploy and manage a cryptocurrency token. His leading edge know-how of the Solidity programming language puts his grasp firmly into action as one of the best Smart Contract Developers today.

Skills:

- JavaScript, & Solidity Programmer
- Ethereum Network
- Virtual Machine Management
- Blockchain Fundamentals
- Cryptocurrency Deployment
- Lead Technical Requirements

Bragging Rights:

- "Dusty"
- Tech-head



Xin Lin Yin
Technical and Innovations Lead

Nicknamed "Mr Speedy" for his results driven efforts to get things done, Xin Lin is a force not to be trifled with in the Crypto world. His approach not only to see the end result but to drive the best strategy forward puts him firmly in the driver's seat. Not only starting a project but completing it 'on time' and seeing it through to the complete end is Xin Lin's prerequisite that goes hand in hand with his own positive attitude.

Skills:

- Technical Analysis
- Crypto Development
- Token Deployment
- Team Management
- Innovative Research

Bragging Rights:

- "Mr Speedy"

6.1. Meet Our Team (Continued):



Elise Vanderburgh

Business Development

Elise has an in-depth knowledge of the Crypto world that is combined with 6+ years of B2B sales. Quick witted and ready to fire, Elise can spearhead sales outcome in any industry with an easily adaptable mindset. Her skillset includes; B2B sales, B2C sales, sales training, mentorship and consulting. Developing sales outcome with a wide array of business development skills, she is equipped with a full toolkit allowing her to flourish under all conditions.

Skills:

- B2B Sales
- B2C Sales
- Sales Training
- Business Development

Bragging Rights:

- Leader Of The Pack
- To Cool For School



Colin Martin

Business Development

With over 12 years of sales experience, Colin can deliver rapid results under any time-frame. His skills include; sales management and consulting, business development, financial forecasts and more. Colin has a great amount of experience talking with prospects and clients and as such he has a complete understanding of the sales cycle and how to tailor fit a solution to a client's needs.

Skills:

- B2B Sales
- Solution Selling
- Business Development
- B2B & Corporate Sales
- Sales Management
- Financial Analysis
- Chart Forecasting
- Consultation

Bragging Rights:

- The Art of Negotiation
- Sales Beast



6.2. Partnerships



Anytime Fitness
3050+ Locations



Fitness First
370+ Locations



Planet Fitness
1400+ Locations



World Gym
220+ Locations



Snap Fitness
1500+ Locations



Crunch Fitness
225+ Locations



Club One Fitness
370+ Locations



LA Fitness
700+ Locations



Twilx Web Solutions
Digital Marketing & Web Hosting