



SPORTSTECH

WHITEPAPER

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Abstract



Sportstech is a Web3 fitness ecosystem that transforms a user's standard fitness journey into an interactive, community-based experience where users compete with millions of fitness enthusiasts worldwide. The Sportstech ecosystem incentivizes users to be physically active through its smart fitness equipment (fitness miners), a Web3-based fitness app, virtual assets, and STOK tokens.

A sedentary lifestyle and obesity are among the gravest challenges the society faces today. While the traditional fitness models are effective, users are more driven toward alternative sources of entertainment, especially younger generations. The world is projected to spend over \$4 trillion in economic costs from these issues.

The Sportstech ecosystem addresses the current challenges in the fitness industry and users' fitness journey by introducing an incentivized fitness model that rewards users for their physical activity. The Sportstech ecosystem comprises connected fitness equipment (Fitness miners), a fitness app to track workouts, interactive fitness games and gamified user journeys, a hybrid marketplace, an e-commerce store, and STOK tokens.

The Sportstech team leverages over 100 million existing connected fitness equipment (fitness studios and home fitness equipment) as its primary target during the initial launch, followed by the launch of its flagship smart fitness equipment, Sportstech Fitness Miners.

Sportstech FTMS miners connect seamlessly with the Sportstech Live app and third-party fitness trackers to provide accurate user activity data. Users can also earn M2E points by connecting their smart home fitness equipment to the Sportstech Live app. These points are redeemable against STOK tokens, exclusive in-game virtual gear and accessories, and discounted deals from partner brands and fitness studios. The Sportstech Live app is an FTMS-enabled fitness app with a user-friendly interface, interactive fitness games designed with different virtual environments, gamified milestones, AI-powered nutrition plans, and digital wearables to boost user journeys.



The Sportstech Web3 marketplace provides a one-stop platform for purchasing connected fitness equipment, nutritional supplements, online training and coaching, trading virtual fitness accessories, NFTs, in-game assets and boosters, exclusive fitness videos, and on-demand training sessions. The marketplace supports on-ramped fiat payments, popular cryptocurrencies, and STOK tokens. The Sportstech e-commerce store is an innovative digital storefront that provides discounted deals on Sportstech fitness miners, standard fitness equipment, third-party fitness trackers, and wearables.

STOK is the native token of the Sportstech ecosystem, issued as an ERC20 token on Base L2.

The token is used for incentivization, trading in the Web3 marketplace, staking rewards, community airdrops, and platform governance.

This document provides an overview of the Sportstech ecosystem, STOK token, and details about the upcoming token sale of the STOK token.

BACKGROUND

Health and Lifestyle Crisis, Fitness Industry, Move-to-Earn and Play-to-Earn Models

The economic impact and economic cost of obesity in the US exceed \$1.4 trillion, and the global economic cost of obesity is expected to reach \$4 trillion by 2035. ¹⁻²



The modern world is a marvel in terms of what it offers to the global population compared to the 1970s or 1980s. Society is at the epitome of consumerism, with the internet introducing work-from-home opportunities and quick delivery services. There is no longer a need to stand at hypermarkets to get groceries. However, the general population has become more sedentary, with nearly 70% of the global population leading a sedentary lifestyle, spending more time on mobile devices than going outside.

The world is going through a lifestyle crisis, and it is estimated that nearly 38% of the global population is either overweight or obese. These figures are expected to reach 51% by 2035, with no country being an exception to the obesity epidemic. The cost of obesity is not just limited to the economic aspect of the problems, but it overlays into health challenges arising out of obesity.³

¹ [Weighing Down America: 2020 Update | Milken Institute](#)

² [Economic impact of overweight and obesity to surpass \\$4 trillion by 2035](#)

³ [Global cost of overweight and obesity will hit \\$4.32tn a year by 2035, report warns | The BMJ](#)

It is clinically proven that becoming more physically active can help individuals control their weight, lower risks of several lifestyle diseases and critical illnesses (cardiovascular diseases and some types of cancers), and enjoy better mental health. There are two core aspects of weight management, including exercise and dietary changes. Regular physical activity is known to reduce the chances of developing hypertension, high blood pressure, stroke and heart attacks, and type-2 diabetes. Considering the scope of this document, this section will focus primarily on how physical activity and exercise are critical for leading a healthy life.⁴

It is critical to provide an overview of the current obesity and sedentary lifestyle crisis to understand the scale of the problem and identify potential solutions using innovation to address these challenges. The following sections will also take into account the size of the fitness industry, innovative fitness technologies, and limitations of these models.

OBESITY: A GLOBAL PANDEMIC AND ITS ECONOMIC IMPACT

DEMOGRAPHICS

Obesity is a global problem, with low and middle-income countries witnessing the most rapid increase in overweight and obese populations. The notion that high-income countries or developed nations are the most affected by this health crisis contradicts the research findings. What makes it a bigger threat for low and middle-income countries is their lack of preparedness and resources to fight against this lifestyle disorder.

The top 10 countries with over \$100 billion in projected economic costs (2060) as a result of obesity include China, the US, India, the Korean Republic, Indonesia, Germany, Brazil, Japan, Thailand, and the UAE. At least five of these countries fall under developing and emerging economies, indicating the broader spread of modern lifestyle disorders.⁵

The dangers of obesity are witnessed across different age groups, with approximately 1 billion people - 650 million adults, 340 million adolescents, and 39 million children - living with obesity. These numbers are estimated to reach 1.5 billion adults and 400 million children by 2035 without significant systemic actions against obesity. Over the past three decades, the rate of obesity has doubled among children and tripled among adolescents.⁶⁻⁸

⁴ [The Health Benefits of Exercise in Overweight and Obese Patients](#)

⁵ [The Economic Impact of Overweight & Obesity in 2020 and 2060](#)

⁶ [World Obesity Day 2022 - Accelerating action to stop obesity](#)

⁷ [Childhood and Adolescent Obesity in the United States: A Public Health Concern - PMC](#)

⁸ [Economic impact of overweight and obesity to surpass \\$4 trillion by 2035](#)

HEALTH IMPACT OF OBESITY

Obesity has an adverse impact on the physical and mental health of individuals. As per records, roughly 4 million people lose their lives to obesity or related illnesses annually. It is estimated that a high BMI (body mass index) can result in a higher risk of cardiovascular diseases, high blood pressure, type-2 diabetes, cancer, and chronic lower vascular diseases. In addition to the physical challenges and health risks associated with obesity, between 20% and 60% of individuals with obesity, in particular extreme obesity, suffer from psychiatric illnesses. These include depression, anxiety, eating disorders, self-esteem, self-image, and quality of life.⁹⁻¹¹

ECONOMIC IMPACT OF OBESITY

The economic impact of obesity is estimated to be over \$4.32 trillion by 2035, amounting to over 3% of the global GDP, which is equivalent to the impact of COVID-19. The highest cost in proportion to the GDP would be incurred in the Americas (North and South America), followed by the Western Pacific region spending the highest amount (\$1.56 trillion).¹²

In the US, businesses incurred over \$425.50 billion in obesity-related economic costs in 2023, with obese workers costing \$6,472 more than their peers in medical and other economic costs. These costs included lower productivity and healthcare expenses.¹³

9 [Obesity](#)

10 [The Psychosocial Burden of Obesity - PMC](#)

11 [Obesity](#)

12 [Economic impact of overweight and obesity to surpass \\$4 trillion by 2035.](#)

SEDENTARY LIFESTYLE CRISIS

DEMOGRAPHICS

A sedentary lifestyle involves insufficient or little physical activity. It is estimated that roughly 31% of adults, or 1.8 billion people worldwide, lead a sedentary lifestyle, and these numbers are set to rise to 35% by 2030. In terms of regions with the highest proportion of physically inactive population, high-income Asia Pacific region (48%) and South Asia (45%) lead the world, with the level of physical inactivity in other regions ranging between 14% (Oceania) and 28% (high-income western countries).

Research reveals that a sedentary lifestyle increases the risk of different illnesses, including heart attacks, strokes, type-2 diabetes, dementia, and even cancer (breast and colon). It is critical to indicate that physical inactivity is more prevalent among women than men worldwide, with inactivity rates of 34% and 29%, respectively.¹⁴

13 [US businesses and employees face staggering \\$425.5 billion in economic costs from obesity and overweight in 2023, reveals GlobalData](#)

14 [Nearly 1.8 billion adults at risk of disease from not doing enough physical activity](#)

HEALTH IMPACT OF SEDENTARY LIFESTYLE

Physical inactivity is the fourth largest reason for death worldwide, responsible for over 5 million deaths annually. It is estimated that a mere 10 to 25% decrease in physical inactivity could reduce these deaths by up to 1.3 million.¹⁵

Here is a brief overview of the health challenges physical inactivity can cause.

147%

Sitting for 8 hours a day or longer increases the chances of developing cardiovascular diseases by 147%.¹⁶

20%-30%

Not exercising regularly can increase the chances of high blood pressure by 20% to 30%.

8 out of 10

Eight out of ten people develop diabetes because of the lack of exercise and poor diet.

18%

The chances of dying from heart disease grow by 18% among people with high levels of physical inactivity.¹⁷

71%

The mortality rate of a person living a sedentary lifestyle rises by 71%.¹⁸

ECONOMIC IMPACT OF SEDENTARY LIFESTYLE

The global public healthcare systems will spend up to \$300 billion or \$27 billion annually between 2020 and 2030 because of health issues caused by physical inactivity. The economic burden associated with physical inactivity is estimated to be over \$53.8 billion, with productivity losses exceeding \$13.7 billion.¹⁹⁻²⁰

15 [Effect of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy](#)

16 [Sitting Disease: Too Much Sitting at Your Office Desk is The New Smoking](#) | Corporate Wellness

17 [Sedentary Time and Its Association With Risk for Disease Incidence, Mortality, and Hospitalization in Adults: A Systematic Review and Meta-analysis](#)

18 [Leisure Time Spent Sitting in Relation to Total Mortality in a Prospective Cohort of US Adults](#)

19 [Global status report on physical activity 2022](#)

20 [The Global Burden of Disease attributable to low physical activity and its trends from 1990 to 2019](#)



FITNESS INDUSTRY

The global fitness industry is estimated to have a market value of over \$96.7 billion and grow at an annual rate of 8.70%. Some of the largest markets in terms of revenue include the US (\$35.03 billion), Germany (\$6.17 billion), the UK (\$6.17 billion), China (\$3.94 billion), and Japan (\$3.94 billion).²¹⁻²²

While the fitness industry has consistently grown over the past decade, the COVID-19 pandemic highlighted some growing facets of the fitness market. The revenue across traditional fitness segments dropped, including a 32% decline in net revenues due to the closure of gyms and fitness centers, but some segments experienced significant growth. These include the digital fitness or fitness app segment, home fitness equipment, and innovative fitness models like the move-to-earn (M2E) platforms.

The global virtual fitness market is worth over \$14.90 billion and is expected to grow at a CAGR of 32.7% between 2023 and 2032, reaching a market cap of \$250.70 billion. The virtual fitness market has witnessed growing consumer interest, leading to the launch of innovative, AI-powered fitness applications.²³

²¹ [Gym Market 2024 Insights: Size, Growth & Membership Stats](#)

²² [200+ Gym Industry Statistics 2021 \[Global Analysis\] | RunRepeat](#)

²³ [Online/Virtual Fitness Market Statistics | Forecast - 2032](#)

Here is a brief overview of how the COVID-19 pandemic transformed the fitness industry and the regular workout routines of individuals.

GROWTH IN HOME WORKOUTS

The number of Americans working out from their homes rose from 24% in 2019 to 33% in 2022, peaking at 36% in 2021. During the same period, the net gym workout levels dropped from 55% in 2019 to 45% in 2022. Some of the primary reasons for more people opting for home workouts include convenience (51%), privacy (20%), and cost (15%).²⁴

INCREASE IN HOME FITNESS VIDEOS

As many as 75% of individuals tuned to workout videos for their daily exercise routines, whereas 70% chose on-demand videos to meet their fitness goals. The live-streaming fitness videos witnessed a ten-fold growth in their watch time, whereas on-demand videos noticed a three-fold growth in viewers.²⁵

HIGHER GROWTH IN HOME FITNESS EQUIPMENT SALES

The segment witnessed significant growth during the pandemic, generating revenues of up to \$9.49 billion in 2020 in the US against \$6.76 billion in 2019.

INTRODUCTION OF FITNESS APPS, MOVE-TO-EARN FITNESS PROGRAMS

The global fitness app market reached a market value of \$4.4 billion in 2020, with an estimated CAGR of 21.6% between 2021 and 2028.²⁶

It is essential to note that the fitness industry is going through a period of transition, integrating innovative workout models and changing consumer preferences. Before considering the limitations of these models, it is essential to understand the market size of these subsectors and the latest trends among these burgeoning markets.

²⁴ [Moving Past the Pandemic: How Fitness Habits Have Changed](#)

²⁵ [Home Fitness Industry Statistics and Trends for 2024](#)

²⁶ [200+ Gym Industry Statistics 2021 \[Global Analysis\] | RunRepeat](#)

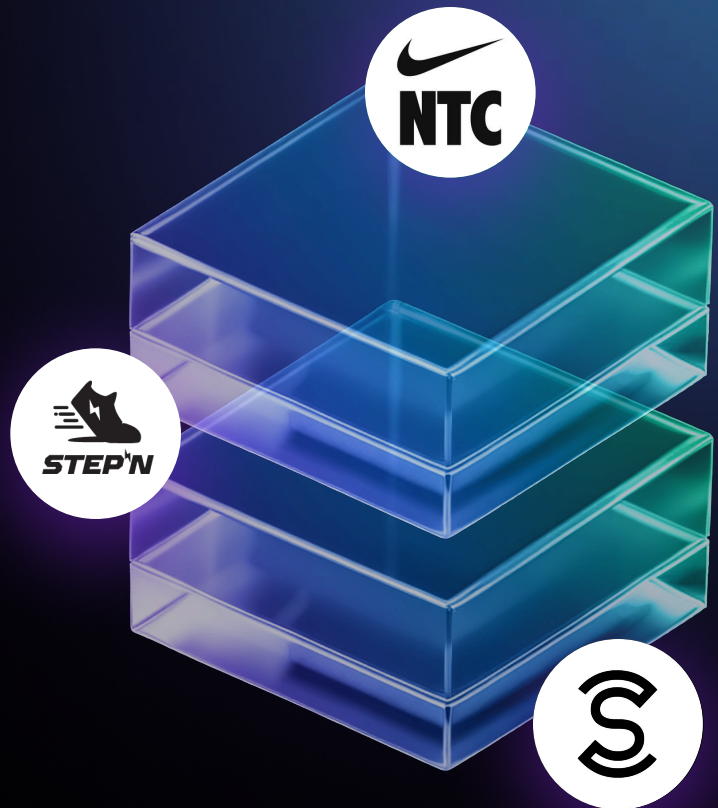
FITNESS EQUIPMENT AND HOME FITNESS INDUSTRY

The global fitness equipment market was worth over \$16.04 billion, with an expected CAGR of 5.3% between 2023 and 2030. The US led the market with a 33% share in the net revenue, followed by the EU, the UK, and Asian countries (China, Japan, and South Korea). It is critical to indicate that the Asia Pacific region, especially Japan, South Korea, China, and India, is set to witness the highest growth rates between 2023 and 2030.²⁷

The home fitness equipment sub-sector dominated the fitness equipment markets, accounting for 84% of the overall revenue worth over \$11.6 billion. The commercial fitness market accounted for the remaining sales. Another growing trend among fitness enthusiasts is the demand for connected fitness and gym equipment. The market is worth over \$734.5 million and is estimated to grow at a CAGR of 31.7% between 2022 and 2028, reaching a market size of \$3.70 billion.²⁸

MOVE-TO-EARN (M2E) MODEL

As the market for connected fitness equipment garners interest, the industry is flushed with innovative incentivization models for fitness enthusiasts. The move-to-earn or M2E model is designed to incentivize users for their physical activity. The M2E apps market has a current capitalization of \$669.90 million, and it is estimated to grow at a CAGR of 17.7% between 2025 and 2030. Several factors have spurred growth in the M2E segment worldwide, including growing access to smartphones and the internet. Some prominent names in the M2E industry include Sweatcoin, STEP'N, and Nike Training Club.²⁹



²⁷ [Fitness Equipment Market Size, Share & Growth Report 2030](#)

²⁸ [Fitness Equipment Market Statistics 2024: Size, Segments & More](#)

²⁹ [Move To Earn Fitness Apps Market Size, Share Report, 2030](#)

CHALLENGES

Fitness Industry, Fitness Apps, and M2E

A careful analysis of the ongoing obesity and physical inactivity crises raises several concerns regarding the overall health of the global population. While innovative technologies and incentivization models have opened new markets, these solutions have inherent limitations.

LACK OF MOTIVATION

The levels of physical activity have dropped across different demographic groups and regions. Several reasons are associated with lower physical activity levels, including sedentary professions that require a high number of sitting hours, affinity toward digital entertainment options, and lack of long-term motivation. The fitness industry has to work alongside doctors, healthcare professionals, and health tech startups to identify ways to motivate individuals.

LIMITATIONS OF FITNESS APPS

Fitness apps have transformed how people exercise and play a crucial role in attracting more users. At least eight out of ten users plan to use fitness apps to achieve their fitness goals. However, they experience higher user attrition rates, with only 53% of users staying after 30 days and 70% leaving a fitness app within three months. Most apps need a robust engagement model or catch-up on gamification to retain their users.

LOOPHOLES IN M2E BUSINESS MODELS AND TOKENOMICS

The M2E business model has gained popularity within the health tech industry, with more health startups using virtual assets and tokens to incentivize their users. Some popular examples include STEP N and Sweatcoin.

However, M2E fitness apps suffer from design flaws, including relying on app-based tracking, which can be manipulated through GPS spoofing or motion simulation. Additionally, the incentivization models could be more sustainable across these apps, and in the absence of physical products, these apps rely on high valuation to provide meaningful rewards. Notably, most of these M2E apps were conceived during the previous crypto bull run by startups without extensive experience in the crypto industry.

SPORTSTECH

A Web3 Fitness Lifestyle Ecosystem

Sportstech introduces a next-generation Web3 fitness ecosystem that leverages the power of connected fitness equipment, gamification, and token-based incentives to combat the growing physical inactivity worldwide. It aims to incentivize individuals to adopt an active lifestyle through its STOK token, in-app rewards, and personalized programs.

SPORTSTECH

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Work out, earn points, reap rewards

Unlock the power of smart fitness equipment and crypto rewards to elevate your fitness experience. Earn tokens, buy NFTs, and enjoy an interactive fitness journey with Pulsebeat.

Order now Explore

1.2M TOTAL WORKOUTS COMPLETED 5M+ CRYPTO TOKENS EARNED

App Gym Buro Gaming

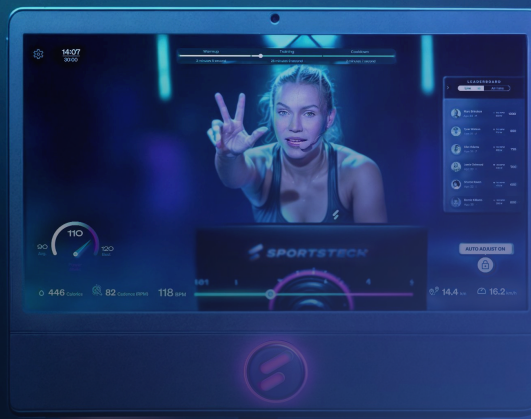
The world has transformed into a knowledge-driven economy, with the Internet creating new jobs, careers, and lifestyles. A growing number of people spend long hours at home glued to their screens. The adoption of smartphones and the internet has altered behaviors across every generation. However, this shift to a sedentary lifestyle has created health risks, raised mortality rates, and exposed a large portion of the population to lifestyle diseases. A sedentary lifestyle, desk jobs, and physical inactivity represent the fourth largest reason for deaths worldwide.

While global welfare organizations and governments urge more people to go out, the results are subliminal at best. The modern fitness industry has tried to stimulate lifestyle changes through innovative incentivization models, but these strategies have certain limitations, including failure to create long-term motivation, flawed business models, and technological loopholes.

Sportstech addresses these challenges with its innovative Web3 fitness ecosystem that utilizes a tokenized economy, the power of connected fitness equipment, and community engagement to reward physically active users. The Sportstech ecosystem comprises connected fitness equipment to track user activity in real-time, a live fitness app with interactive multiplayer online games and gamified rewards, a hybrid marketplace for physical equipment, nutritional supplements, branded apparel and footwear, virtual wearables and fitness gear, and a cutting-edge online store for smart fitness equipment.

Sportstech FTMS miners represent smart fitness equipment that fitness enthusiasts can use to earn and generate M2E points. The Sportstech FTMS protocol allows any existing connected fitness equipment to be integrated with its ecosystem. It allows Sportstech to onboard fitness studios with smart fitness equipment while giving studios flexibility to create interactive training structures compatible with the FTMS protocol. At the same time, individuals can also onboard their connected home fitness equipment to the Sportstech ecosystem using the Sportstech Live app. The M2E points earned through FTMS miners and in-game quests are redeemable against STOK tokens, discount coupons and vouchers, limited edition skins, avatars, and NFTs.





Sportstech leverages its current reputation in the German fitness industry to introduce its next generation of flagship connected fitness equipment. These smart equipment (Fitness miners) provide real-time monitoring of physical activity and body vitals and native integration modules with Bluetooth-based fitness devices. Sportstech's fitness miners work in tandem with the Sportstech Live app, which tracks the user's fitness journey.

The Sportstech Live app features multiplayer online games where users can compete with others to win rewards, unlock special NFTs that offer point boosts and exclusive skins, avatars, and virtual fitness gear, create a team to achieve their fitness goals, and participate in fitness quests with a global community of fitness enthusiasts. The app leverages gamification to reward users for completing workouts, achieving milestones, and maintaining consistency. Users compete to rank in regional and global leaderboards and unlock prizes. The Sportstech Live app supports social sharing, allowing users to share their fitness journey online.

The Sportstech marketplace is a hybrid marketplace that comprises a cutting-edge eCommerce store and a Web3 marketplace. The Sportstech eCommerce store is designed to offer connected fitness equipment, nutritional supplements, and apparel and footwear from leading global brands. The Web3 marketplace provides a native platform for trading in-game NFTs and virtual wearables (skins, shoes and fitness gear), accessing personalized dietary and workout plans by certified fitness trainers, and purchasing limited-edition virtual fitness gear. The Sportstech marketplace supports integration with popular cryptocurrencies and STOK tokens for purchases.

STOK is the native token of the Sportstech ecosystem. Its holders have access to limited-time deals, discounted prices, staking rewards, and limited governance and voting rights.

Mission and Vision

Sportstech is on a mission to get the next 100 million individuals to “keep moving, keep playing, and keep earning.” Sportstech envisions a Web3 ecosystem that pioneers a new narrative in the fitness industry, transforming millions of devices into “token machines” that reward users for physical activity.

How Sportstech Revolutionizes the Health Tech Industry

INCENTIVIZING USERS TO BECOME MORE ACTIVE

Sportstech makes exercising and being physically active more rewarding for users through its move-to-earn (M2E) web3 economy. It rewards users with STOK tokens based on their activity levels, interaction across different quests, and consistency.

INTRODUCING GAMIFICATION IN FITNESS TECHNOLOGY

Sportstech leverages gamification to boost user experience, allowing users to complete quests, achieve milestones, and set evolving goals to keep players engaged.

CREATING INTERACTIVE GAMES TO ENGAGE FITNESS ENTHUSIASTS

Sportstech introduces several multiplayer games that allow users to compete against other players, rank in global and local leaderboards, and win prizes based on their performance. It allows Sportstech to limit user attrition and leverage network effects for growth.

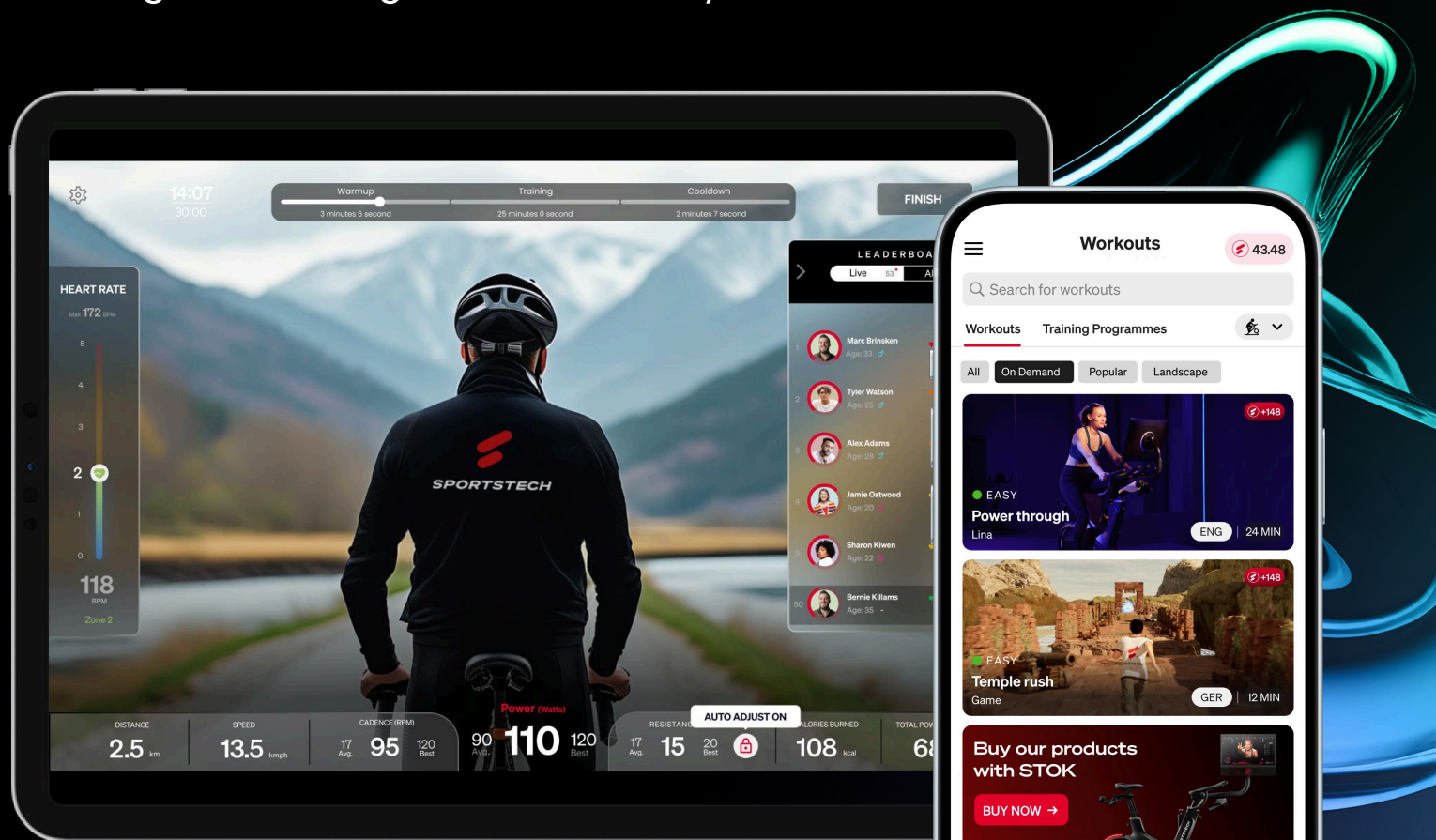
CONNECTED FITNESS EQUIPMENT FOR BETTER TRACKING

Sportstech addresses the technical limitations of the current M2E platforms by integrating the Sportstech Live app with its connected fitness equipment, preventing platform manipulation and providing accurate user data.

SPORTSTECH ECOSYSTEM:

Fitness Miners, Sportstech Live Fitness App, Web3 Marketplace, and Online Store

The Sportstech ecosystem reimagines how people access fitness applications. Sportstech transforms a user's fitness journey with its connected ecosystem, starting with tracking the exact workout parameters with connected fitness equipment, setting and achieving fitness milestones, being rewarded for consistency, and working on fitness goals with a global community of fitness enthusiasts.



OUR TRACTION

But before diving into Sportstech's ecosystem, it is critical to understand how Sportstech's experience within the fitness industry gives it the confidence and credibility to launch a next-gen fitness platform for millions of users. Sportstech is a popular fitness equipment brand in the DACH and European region, and has been in business for over 12 years. It has over 3 million lifetime users with an average churn rate of just 4.9% demonstrating the loyalty of its customer base. To top this off, the Sportstech team has sold over 2 million units of fitness equipment worldwide, generating \$495 million in cumulative revenues. The Sportstech team leverages its hands-on experience, understanding of the DACH and EU markets, and existing customer base to create the next digital destination for a global community of fitness enthusiasts.

SPORTSTECH MOVE-TO-EARN (M2E) INCENTIVIZATION MODEL

The Sportstech Move-to-Earn (M2E) incentivization model is at the core of the Sportstech ecosystem. It is designed to motivate users to be more physically active and reward them for participating in Sportstech fitness quests. Users can earn M2E points through connected fitness equipment, partner fitness studios, and sports centers and by participating in interactive multiplayer fitness games within the Sportstech ecosystem.



M2E POINTS: ACQUISITION

The Sportstech ecosystem measures physical activity through M2E points, which can later be converted into STOK tokens and other rewards. There are two ways in which users can earn M2E points: FTMS miners and Sportstech quests and challenges.

FTMS MINERS

Users can connect their smart fitness equipment or devices to the Sportstech Live app through the FTMS service protocol. Users can also access FTMS miners by visiting partner fitness studios or sports centers. Alternatively, Sportstech's FTMS protocol works with any smart fitness equipment that supports the FTMS technology. Users are rewarded points based on their physical activity using these FTMS miners.

SPORTSTECH QUESTS AND CHALLENGES

Users can also earn M2E points by participating in quests and challenges available within the Sportstech Live app. The total points users can earn will vary depending upon the rank and level of the user, special NFT boosts, exclusive virtual fitness gears, and performance across Sportstech's multiplayer interactive fitness games.

M2E POINTS: CONVERSION AND REWARDS

M2E points unlock different types of rewards within the Sportstech ecosystem, including STOK tokens, virtual skins, avatar upgrades, exclusive products, discounts on nutritional supplements and sports equipment, and discounts on trading fees within the Sportstech marketplace.

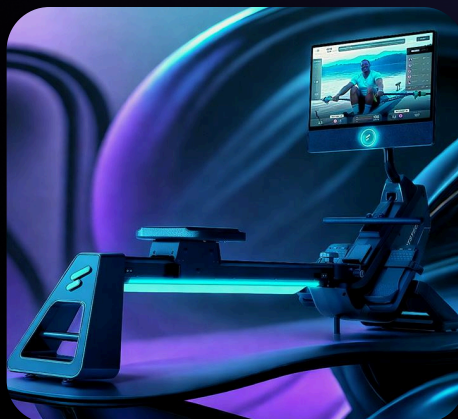
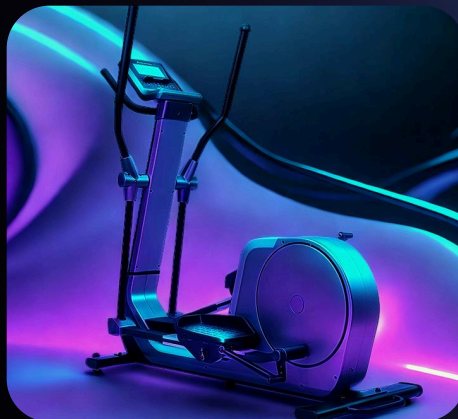
Here is a brief overview of how users can convert their M2E points for different rewards.

- ✓ Users can convert their M2E points to STOK tokens, with higher user levels unlocking better conversion rates.
- ✓ The Sportstech ecosystem will feature exclusive product launches (physical and digital) that can only be purchased with M2E points.
- ✓ Users can redeem M2E points for discount coupons and vouchers from partner brands.
- ✓ M2E points will unlock discounts for NFT mints, marketplace traders, and transaction fees within the ecosystem.
- ✓ Users can purchase skins, unlock new levels, avatars, and digital accessories with their M2E points.



SPORTSTECH FTMS MINERS: SMART FITNESS EQUIPMENT

Sportstech FTMS Miners are connected fitness equipment that utilizes Fitness Machine Service (FTMS) protocol to communicate across different fitness devices, the Sportstech Fitness app, and users. Using FTMS allows Sportstech to integrate third-party Bluetooth devices and fitness trackers seamlessly. The Sportstech FTMS miners are comprised of third-party smart fitness equipment and Sportstech fitness equipment.



SPORTSTECH-ENABLED SMART FITNESS EQUIPMENT

The Sportstech ecosystem is designed to integrate third-party smart fitness equipment into the Sportstech Move-to-Earn incentivization model using FTMS protocol. It allows Sportstech to access over 100 million connected/smart home fitness equipment, including smart fitness equipment, fitness bands/watches, and smartphone-based fitness apps.

There are three simple requisites to convert any smart fitness equipment into Sportstech FTMS miners: FTMS compatibility, Sensor suite, and cross-platform app integration.



FTMS COMPATIBILITY

Any fitness equipment (treadmills, training bikes, rowing machines) that supports FTMS connections can be converted into Sportstech Fitness miners. It is critical to understand that FTMS devices can be used across any app or platform irrespective of their brands or manufacturers.



ADVANCED SENSOR SUITE

A smart fitness equipment has a comprehensive sensor suite that includes different data types, including speed, heart rate, distance, and more parameters.



CROSS-PLATFORM INTEGRATION

Most smart fitness devices have the built-in capability to connect to a wide variety of fitness apps and platforms. Any smart fitness equipment that supports cross-platform integration can be converted into a Sportstech FTMS miner. Sportstech plans to work with leading smart fitness equipment brands to ensure cross-platform compatibility across its ecosystem.

SPORTSTECH FITNESS MINERS

Sportstech Fitness Miners are the flagship smart fitness equipment manufactured by the Sportstech team. These fitness miners have four critical components: FTMS-enabled devices, a BLE module, a sensor suite, and a microcontroller.

FTMS-ENABLED DEVICES

Sportstech integrates FTMS-compatible hardware and software across a wide range of fitness equipment, including treadmills, exercise bikes, walking pads, rowing machines, elliptical, and functional trainers. These miners can communicate with apps and other devices through the FTMS protocol.

BLE MODULE

Each Sportstech fitness equipment contains a Bluetooth Low Energy module for wireless communication between the Sportstech Live, third-party apps, and devices.

SENSOR SUITE

A sensor suite is integrated with every piece of equipment. These sensors include accelerometers, gyroscopes, and magnetometers to track the user's activity accurately.

MICROCONTROLLER

The microcontroller is the primary processing unit of these fitness miners responsible for processing sensor data, managing control functions, and communicating across FTMS apps and devices.



SPORTSTECH FTMS MINERS: TRANSACTION FLOW

1

DEVICE DISCOVERY

FTMS-enabled devices broadcast signals to nearby FTMS apps, prompting users to select and connect to their preferred devices.

2

DATA COLLECTION

The device collects and transmits data to the FTMS app for further processing and analysis.

3

APP PROCESSING

The Sportstech Live app allows users to track their progress, receive personalized suggestions, and access their fitness data.

4

BLOCKCHAIN INTEGRATION

The Sportstech Live app sends batched data to the blockchain, allowing real-time data tracking and access.

5

REWARD DISTRIBUTION

The activity data is processed, and rewards are distributed to the users in STOK tokens, NFTs, and limited-edition virtual wearables.

6

DECENTRALIZED DATA STORAGE

Sportstech utilizes decentralized data storage for user data to prevent data misuse and manipulation.



SPORTSTECH CONNECT: INTEGRATING STOK WITH FITNESS STUDIOS AND HOME EQUIPMENT

Sportstech Connect is a smart integration module that allows fitness studios and home equipment owners to become a part of the Sportstech Move-to-Earn incentivization model. Sportstech provides a simple onboarding process for any smart fitness equipment owner to connect their equipment with the Sportstech App.

Fitness studios and sports centers can use the Sportstech Live app to integrate Sportstech Connect through their existing FTMS equipment and devices. Additionally, fitness studios can build custom structures to create an immersive fitness experience for their clients. For instance, creating a custom racing structure with a monitor or VR-enabled headset allows fitness studios to participate in Sportstech's virtual racing and team adventure quests. Each studio can conduct custom fitness tournaments for its members and select candidates to participate in Sportstech's local/international quests.

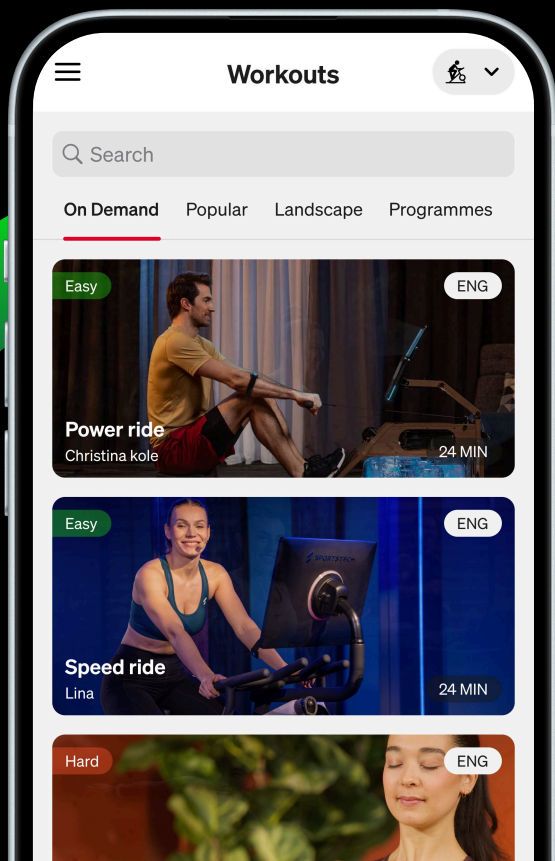
Another example includes a 'visit the gym 10 times' challenge that rewards studio members for regular physical activity. Sportstech plans to work with international fitness chains and studios to integrate its Move-to-Earn incentivization model, developing a global customer base for its ecosystem and helping fitness brands retain more customers.

For smart home equipment owners, it is possible to connect their fitness devices directly using the Sportstech Live app and earn points based on their physical activity. Home equipment owners can compete with other fitness enthusiasts through Sportstech's multiplayer fitness games and regular quests.

SPORTSTECH LIVE FITNESS APP

The Sportstech Live fitness app, launched in 2023, integrates cutting-edge health tech with the Web3 incentivization model, rewarding users for their physical activity. Since then the app has grown to over 70,000 registered users with 17,000 of those active every month (MAU). The app leverages FTMS protocol to track live user activity in combination with Sportstech's fitness miners. The Sportstech Live app is compatible with popular third-party Bluetooth-enabled fitness devices to support broader coverage.

The Sportstech Live app has five critical components: an activity tracking module, multiplayer interactive fitness games, a gamification layer, AI-powered nutrition and fitness plans, NFT-based skins and virtual wearables.



ACTIVITY TRACKING MODULE

The Sportstech Live app tracks user activity using FTMS protocol, which is integrated into the app and Sportstech's fitness miners. The FTMS protocol facilitates seamless connection across a broad range of fitness equipment, including treadmills, cycling machines, rowing devices, and functional trainers. Using Sportstech's smart fitness equipment (fitness miners) allows the app to capture accurate data such as calories burned, distance traveled, time spent, and heart rate.

The Sportstech Live app utilizes a custom AI engine trained on fitness data, along with a built-in advanced analytics module, to provide personalized fitness recommendations, performance optimization techniques, and progress tracking. User activity is recorded onchain to ensure data safety, transparency, and fair reward distribution.

GAMIFICATION LAYER

The Sportstech Live app uses advanced gamification techniques and NFTs to convert traditional fitness routines into interactive user experiences. It motivates users to perform daily activities through streak-based rewards, dynamic challenges, leaderboards and rankings, and milestone challenges. The app also considers users' daily activity levels when calculating STOK rewards.

The Sportstech Live app creates a digital twin of the users as soon as the registration and verification are complete. Users progress their fitness journey by upgrading their avatar with custom in-game NFTs to earn point boosts, reach higher levels, and unlock achievement milestones.

Here is a brief overview of the gamification methods in the Sportstech Live app.

STREAK-BASED REWARDS

The app rewards users for consistency through streak-based rewards. For instance, maintaining user activity for 5 days unlocks a special NFT badge or bonus tokens during events. This motivates users to stay active and engage in fitness quests.

LEADERBOARDS AND RANKINGS

The Sportstech Live app uses leaderboards to create a competitive spirit among users. Leaderboards track metrics, such as distance covered, calories burned, NFT badges, and tokens earned. Users performing consistently are rewarded through weekly and monthly prizes.

MILESTONE ACHIEVEMENTS

Users can unlock special achievement badges and token rewards for completing milestone events, such as completing 100 workouts or running their first 100 kilometers. These achievements are represented as NFTs, serving as badges of honor and hard work among teams and the broader community.

DYNAMIC CHALLENGES

The Sportstech Live app organizes daily, weekly, and monthly dynamic challenges, which are customized for individual users. For instance, a beginner user may be challenged to run their first 5 kilometers in a week, whereas an experienced user may be challenged to cycle 100 kilometers.

MULTIPLAYER INTERACTIVE FITNESS GAMES

The Sportstech Live app introduces multiplayer interactive fitness games to boost user engagement and retention. These games are designed to make users' fitness journeys enjoyable while leveraging the power of the community to keep them on track to achieving their fitness goals. The app integrates real-time performance data from FTMS-enabled devices to allow users to track their progress against others. Users can also create teams with friends or community members to compete in fitness leagues.

USER PARTICIPATION IN FITNESS GAMES

The Sportstech Live app allows users to participate in multiplayer fitness games as individuals or teams.

For the individual user, participating in a game unlocks special NFTs, and earning top ranks gives additional rewards, such as \$STOK tokens or limited-period boosts to their M2E points. Users can track their progress on tournament leaderboards. It is critical to indicate that these leaderboards differ from their daily activity leaderboards.

Users can create teams to participate in team sports organized within the Sportstech Live fitness apps. The app tracks individual performances of team members to create their combined team scores. Each team can track its progress through different rounds using tournament points tables. The app represents the current level, M2E points, special NFTs, and achievements of individual team members and the teams.

Some examples of multiplayer interactive fitness games are listed below.



TEMPLE RUSH

Users participate in an arcade-style first person infinite runner set against a backdrop of Mayan temple ruins. The user runs and navigates through obstacles such as hazardous objects and gaps, while collecting points and power-ups to enhance their earnings. Users manipulate their virtual runner and can jump and slide using an app-based or separate remote controller. The Temple Runner game is compatible with both the downloadable mobile app experience as well as specific Fitness Miners such as our sTread series



SKI RUSH

Users navigate through a picturesque winter mountain landscape on skis, sliding past obstacles and hazards as they collect points. They earn bonuses for points earning streaks, speed and style. Users playing Ski Rush can navigate through the environment using their mobile device or a separate remote controller. Ski Rush is exclusively available to Fitness Miners using the sRow, sBike or Crosstrainer series. Experiences are tailored to each Fitness Miner for optimal performance.



ASTRAL PURSUIT

A game where the user navigates a high-performance single-seat spacecraft through a virtual skytrack set high in the sky or in space. Users earn points by collecting energy orbs and can navigate along the sky or spacetrack using the supplied Fitness Miner controller.



VIRTUAL RACE CHALLENGE

Users participate in real-time races organized on virtual backgrounds and popular locations. The Sportstech Live app syncs with connected fitness devices to track speed and distance. The user's virtual avatar progresses on the track based on their real-time performance. Users can also see other players' avatars, creating a real-time competitive environment.



CYCLING TOUR SIMULATOR

It is based on real-world cycling tournaments, where users connect their smart bikes, and the Sportstech Live app tracks different metrics, including peddle speed and resistance. The competition uses scenic locations, including countryside, popular cycling tracks, and futuristic cityscapes.



TEAM ADVENTURE QUEST

These are fitness-based tasks designed for teams, such as running 100 kilometers or cycling around an entire city together. The individual contributions of players are tracked through connected fitness devices or wearables synced with the Sportstech Live app.

PLAYER REWARDS: M2E POINTS, SPECIAL NFTS, COUPONS

The Sportstech ecosystem incentivizes players through M2E points, special NFTs that unlock point boosts, level boosts, access to exclusive events, and discount coupons for fitness equipment, nutritional supplements, and fitness subscriptions and memberships.

The Sportstech M2E points represent the basic level rewards for every user, where users are rewarded for their physical activity. It includes daily check-ins, tournament achievements, participation in special events, and points earned through partner fitness studio apps and sports centers.

The Sportstech Live app rewards users with special NFTs for completing quests and achieving unique milestones. For instance, completing their first 100 miles gives access to a point boost for the next 12 hours, or daily check-ins for 7 days rewards an additional 500 point boosts. Users can burn these special NFTs to unlock their rewards.

The Sportstech ecosystem works with different third parties, including fitness manufacturers, fitness studios, local and international gyms, and sports apparel and footwear brands. Users can unlock special discount coupons by completing milestones or performing in brand-organized events. These coupons are redeemable through the Sportstech marketplace or partner brand stores and digital outlets.

AI-POWERED NUTRITION AND FITNESS PLANS

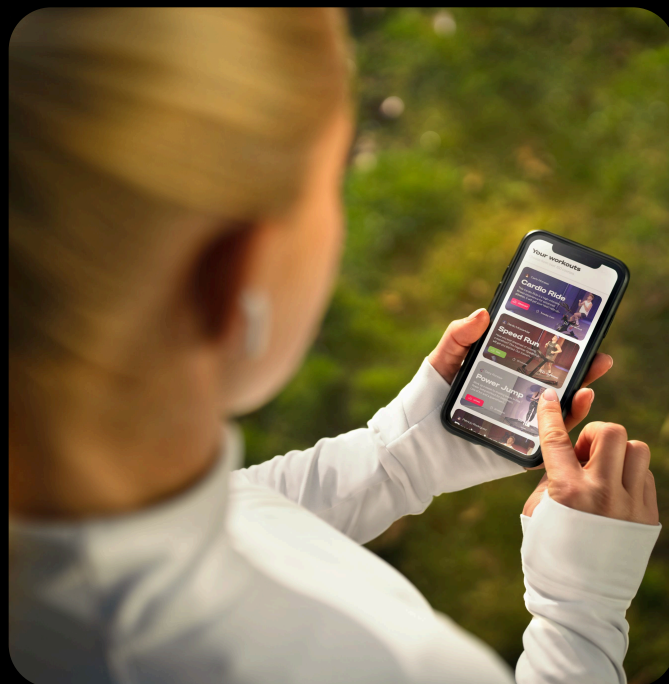
The Sportstech Live app provides customized dietary and nutrition plans based on user activity and fitness goals. Before preparing dietary plans, the app considers dietary preferences, workout routines, and workout frequency. The Sportstech Live App allows users to unlock premium coupons and discounted deals from its partner food chains as rewards for achieving milestones and competition prizes.

NFT-BASED SKINS AND VIRTUAL WEARABLES

Users can purchase virtual wearables to unlock special point bonuses and abilities in competitions. Users can unlock premium skins by purchasing limited edition NFTs, such as sneakers or wristbands. Some NFTs also unlock access to exclusive fitness zones or events. The Sportstech Live app continuously launches new NFTs to keep it fresh and engaging for users.

SPORTSTECH MARKETPLACE: A HYBRID MARKETPLACE FOR FITNESS ENTHUSIASTS

The Sportstech Marketplace is designed as a health and fitness supply store for ecosystem users. It is a hybrid marketplace that comprises an eCommerce store and a Web3 marketplace. The hybrid marketplace features products and services from partner apparel brands, nutrition and supplement providers, fitness equipment manufacturers, and leading fitness coaches and content creators. The Web3 segment features digital fitness accessories, wearable skins for special power-ups, 3D avatars, achievement badges, and digital subscription and discount coupons.



SPORTSTECH ECOMMERCE STORE

The Sportstech eCommerce store is an extension of the Sportstech Marketplace, which provides an avenue for purchasing physical equipment and nutritional supplements for fitness enthusiasts. The eCommerce store will feature a partner brand segment, a fitness equipment segment, a nutritional supplement section, and a training and coaching segment.

PARTNER BRAND STORE

Sportstech will partner with leading sports brands (Nike, Addidas, Reebok) to provide sports apparel and footwear to its platform users. The team will work to get special discounts for its app users and help brands garner a loyal customer base through promotional events.

FITNESS EQUIPMENT STORE

The Sportstech eCommerce store will feature fitness equipment and devices from different manufacturers and its flagship fitness equipment. Users can purchase treadmills, rowing machines, training bikes, smart fitness bands, watches, and wearables for advanced biometric tracking.

NUTRITIONAL SUPPLEMENTS

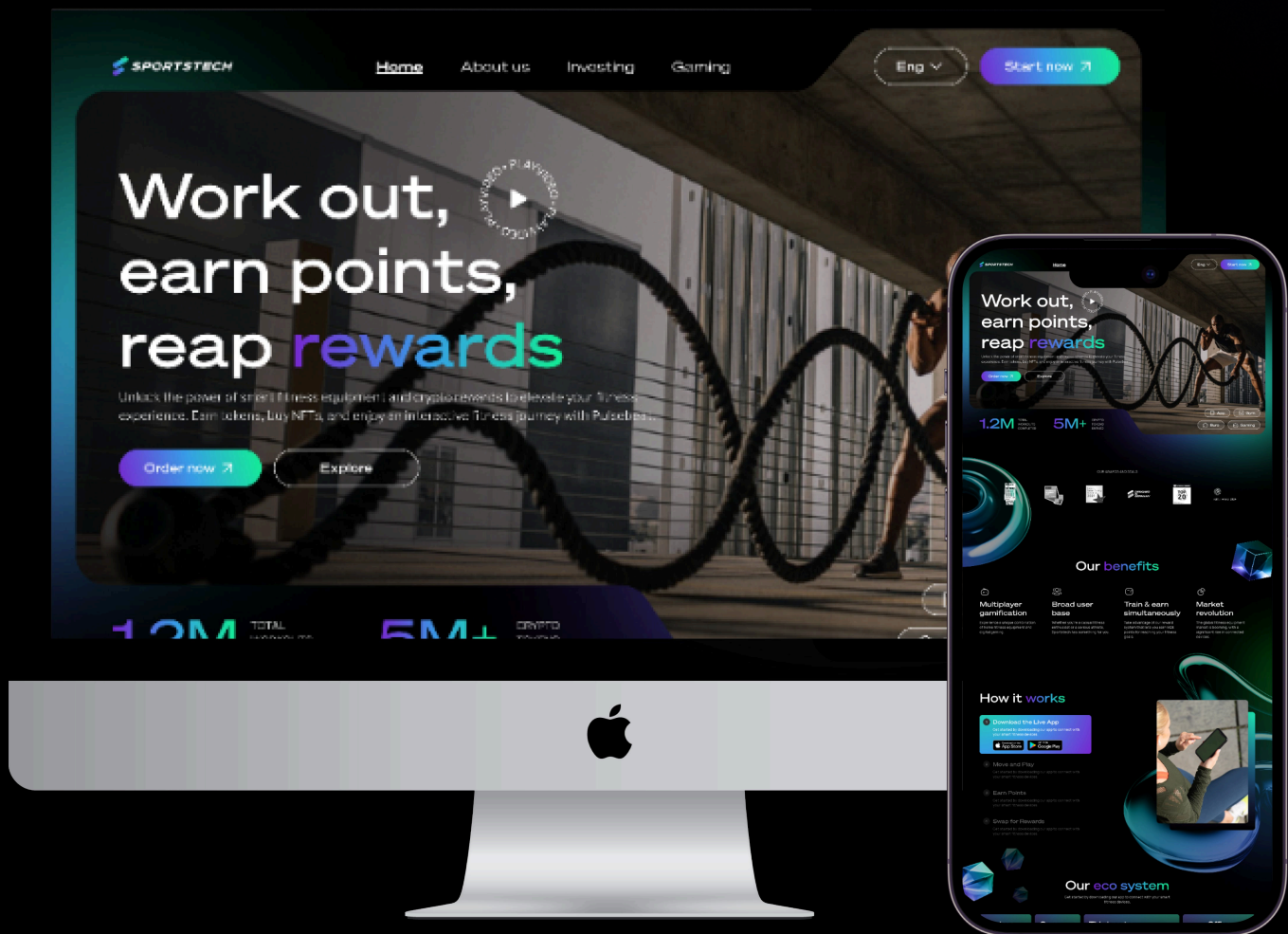
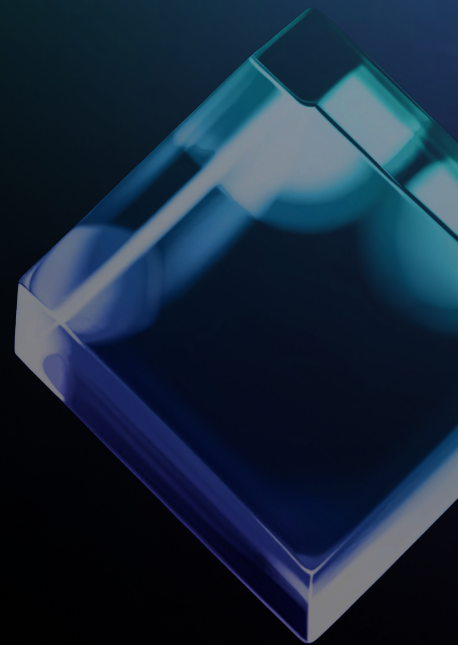
The eCommerce store will list nutritional and dietary supplements from popular brands. Users can access special discounts for large orders and coupons based on their current levels.

FITNESS COACHING, PROGRAMS, AND CONTENT SERVICES

The Sportstech eCommerce store will feature training programs and fitness coaching sessions from certified trainers. Users can subscribe to their favorite creators for custom fitness content and training subscriptions.

SPORTSTECH WEB3 MARKETPLACE: NFTS, DIGITAL FITNESS ACCESSORIES, BADGES

The Sportstech Web3 marketplace opens a new digital avenue for the fitness industry, where fitness enthusiasts can trade virtual fitness accessories, NFT-based skins, badges, and in-game achievement trophies. The Web3 marketplace supports payments in STOK, popular cryptocurrencies, and on-ramped fiat payments for easy onboarding.



SPORTSTECH WEB3 MARKETPLACE: SUPPORTED VIRTUAL ITEMS AND ACCESSORIES

NFT-BASED DIGITAL WEARABLES

Users can list, buy, and trade shoes, fitness bands, and clothes to customize their avatars. The marketplace also lists utility-based NFTs, such as those offering point boosts or stamina boosts in a competition.

GAME ACCESSORIES

These include tools or points boosters that users can utilize in team competitions or events.

FITNESS ACCESSORIES AND EQUIPMENT

These include digital treadmills or smart dumbbells that unlock special in-app features. Users can also purchase NFTs that offer discounts in Sportstech's physical stores or third-party outlets.

MEMBERSHIPS AND SUBSCRIPTION PLANS

These include premium fitness training or access to special workout zones.

EXCLUSIVE FITNESS VIDEOS AND ON-DEMAND TRAINING SESSIONS

Fitness content creators and coaches can list on-demand video sessions and premium content on the marketplace.



SPORTSTECH WEB3 MARKETPLACE: KEY COMPONENTS

USER-FRIENDLY INTERFACE

The Sportstech Web3 marketplace features an intuitive user interface to list, buy, or trade NFTs easily. Users can use filters to sort items by categories, rarities, attributes, or prices.

INTEGRATED WEB3 WALLET

The marketplace has an integrated Web3 wallet that allows users to deposit funds, collect and store NFTs, and manage assets. The wallet supports the STOK token and other popular cryptocurrencies on the Base L2 network.

LISTING AND TRADING MECHANISM

Users can list their assets through fixed-price sales or auctions. The marketplace facilitates peer-to-peer trading of digital assets powered by smart contracts for transaction settlements and verification.

MARKETPLACE ANALYTICS

Users can check marketplace analytics to track popular items, transaction trends, and the market value of assets. The analytics section provides historical prices and trading volumes of assets, allowing users to make informed decisions.

CROSS-PLATFORM INTEGRATION

The Sportstech Web3 marketplace supports third-party NFTs, allowing users to bring digital assets and NFTs from other ecosystems.

STOK Token Economics

The Sportstech Web3 ecosystem is powered by STOK, its native ERC20 token minted on the Base L2 Blockchain for its low cost, high throughput, accessibility, and existing infrastructure.

This section provides its usage within the Sportstech ecosystem.

TOKEN ACQUISITION, EXCHANGE, AND AIRDROPS

STOK can be acquired by three primary methods, as detailed below:

AIRDROPS

✓ Fitness Miners

The first 1,000 customers who own current or previous generation Sportstech equipment and complete one move-to-earn event using this equipment with their companion app or smart device will receive USD 50 worth of STOK tokens.

✓ New Customers

The first 3,000 users who download and install our web3 mobile application and complete one move-to-earn event will unlock the airdrop prize and receive USD 25 worth of STOK tokens.

These offers can be combined, however, only one reward per user per category is permitted. Users must go through a KYC process to claim their tokens. Airdrop rewards are paid out of the Community Incentives tranche.

TOKEN SALE

STOK can be acquired by accredited private investors during the token sale. Select public buyers in authorized markets can purchase tokens during the public sale through one of our retail partners and launchpads. STOK will not be directly sold to public buyers by Sportstech or its related entities.

EXCHANGES

Sportstech intends to list STOK on both decentralized and centralized exchanges. STOK can then be acquired on the secondary market.

STOK EARNINGS

Participants can earn STOK tokens using two mechanisms as detailed below:



Move-to-earn

users earn STOK tokens for participating in M2E gaming. They can earn by exercising on Sportstech equipment using our new token-based companion app, or by downloading and installing the mobile app on their smartphone and completing walks or runs. Earnings are based on the following:



Pace

The faster a participant moves, the more points they will earn in a given unit of time



Distance

More distance covered, the more total points they will earn



Frequency

More often a user initiates new daily sessions, the higher the points multiplier will be



Equipment

Higher tier of the equipment, the more points they will earn per unit of time.



Staking

Users earn STOK tokens by staking them in our staking contract. More details are provided in Our Staking section.

STOK SPENDING

STOK is the official currency of the Sportstech ecosystem and can be spent in various ways as detailed below:



Marketplace

Users can spend their STOK tokens on the Sportstech online marketplace. The following spending options are available:



Branded merchandise

Participants can use STOK to purchase branded hard goods such as cups, mugs, insulated beverage containers, or apparel such as active and athleisure wear.



Virtual goods

Participants can use STOK to purchase digital assets and collectibles such as in-game earning boosts and powerups to enhance their M2E earnings.



Online store

Participants can use STOK to purchase any fitness equipment sold by Sportstech.



Subscriptions

Users can use their STOK to pay for monthly or annual app subscription fees.

FIAT AND TOKEN SUPPORT W/ DISCOUNTS

Sportstech aims to support all users. No previous crypto experience is necessary. As such, users can pay for the above using traditional fiat (credit card) or using STOK tokens. Users who pay in STOK for any of the goods and services sold in our ecosystem enjoy a 20% discount on the published value.

SOURCE OF REVENUE

Sportstech will earn revenue from the following:

HARDWARE PURCHASES

From customers who purchase any of Sportstech's fitness equipment

SUBSCRIPTIONS

From customers who pay subscription fees to access our companion and mobile apps

MARKETPLACE SALES

From customers who purchase goods, services, and items from our hard goods and virtual marketplaces.

VALUE ACCRUAL MECHANISMS

Sportstech employs a value accrual mechanism that is funded by a portion of the platform's profits. It does so in the following ways:

BUYBACK AND/OR BURN

A portion of the collected fees are used to repurchase STOK tokens on the secondary market and permanently destroy them in a process known as burning. STOK directly collected from payments or purchases made in tokens are directly burned. Token burning is deflationary and accrues value to the token.

STAKING & COMMUNITY INCENTIVES REPLENISHMENT

A portion of the collected fees in STOK or market-repurchased STOK may be used to contribute to both the Staking fund and Community Incentives fund.

TREASURY

All other collected fees will be directed to the treasury for future use.

STOK STAKING

SINGLE-SIDED STAKING

STOK can also be earned by token holders by directly staking STOK tokens into the token staking contract.

The staking pool will emit a fixed daily reward to be distributed to all pool participants based on their pro-rata stake. Pro-rata rewards may shrink or grow depending on the pool's participation.

The staking reserve is a finite and exhaustible resource that is expected to incentivize early participants. In quarters where the platform is profitable, the staking reserve may be replenished, in part, by token buybacks.

FITNESS MINER STAKING

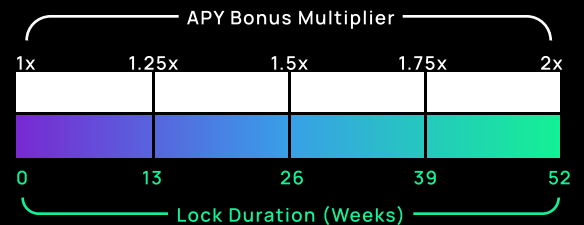
Owners of existing or new Sportstech fitness equipment are given a special staking option in their companion app or connected smart device exclusive to these owners. They earn out of a separate staking pool with potentially higher STOK rewards. Fitness Miner staking works similarly to single-sided staking.

LIQUIDITY POOL STAKING

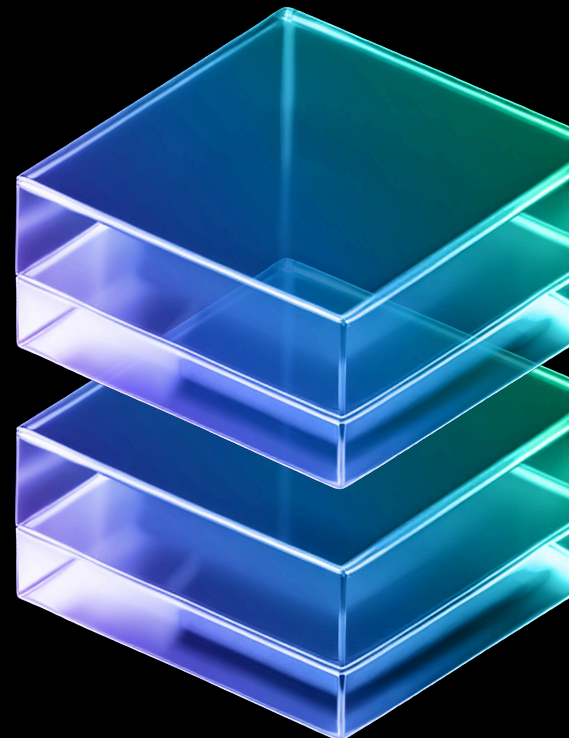
Post-token sale, STOK is expected to be available on decentralized exchanges. In order to encourage third-party liquidity providers to fund the DEX liquidity pool, Sportstech will offer LP staking rewards for all participants. Sportstech will create a staking contract that rewards liquidity providers when LP shares generated from the DEX pool are deposited into the STOK staking contract. STOK is paid into the staking pool and earned by LP miners based on their pro-rata share in the staking pool.

STAKING BONUSES

Sportstech also enables committed, long-term stakers to earn additional bonus rewards for locking their tokens over increasing intervals of time, as listed below.



For example, a participant who has staked their LP tokens for 26 weeks can earn a 1.5x bonus against their pro-rata share of the staking rewards. The longer the lock duration commitment, the higher the bonus multiplier, all the way up to a 2x bonus.



SPENDING BONUSES

Sportstech uses a novel staking approach in which bonus staking rewards earned through locked liquidity pool staking can be converted and/or spent during the lockup period. Any accrued STOK staking rewards from staking-locked STOK can be allocated to platform purchases such as towards new equipment, payment for subscriptions, or purchases in the marketplace. Purchases made using staking rewards are deducted from a user's reward balance. Only the reward portion of these staked tokens can be spent and up to 25% of the value of the item being purchased can be used from these bonuses.

Sportstech allows stakers that fulfill the minimum token holding requirements to earn additional bonuses from LP staking simply by staking these token balances. There are three tiers of bonus enhancement depending on the number of tokens held.

Example staking reward bonuses are detailed below:

TIER	APY BONUS
Silver	5%
Gold	10%
Diamond	20%

For example, if the LP staking rewards are set at 120% APY, then a Diamond bonus tier participant will earn the equivalent of 144% APY.

Token Sale

Sportstech is conducting a private and public token sale. More information on the token supply, functionality, sale rounds, valuation, and distribution can be found in our token economics document.



WHITE PAPER

Roadmap



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WHITEPAPER

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