



# **DIGIFIT**

**DIGITAL FITNESS AND WELL-BEING**  
WHITE PAPER 1.0

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Physical activity plays an important role in disease control. There are numerous benefits to physical activity such as weight management, improved memory and brain function, lower blood pressure and improved heart health, reduced anxiety and depression, and increase lifespan. According to the World Health Organization, “Adults should perform at least 150 minutes of moderate intensity aerobic physical activity throughout the week or do at least 75 minutes of vigorous intensity aerobic physical activity throughout the week.” (World Health Organization, 2021). Knowing the importance of physical activity and sports in human life, Digifit strives to help people with their physical health and well-being digitally with the help of the latest technology.

Digifit is a health and wellness project that aims to change the perspective of how people perform their daily exercises. Digifit aims to offer a state-of-the-art application that keeps track of daily exercise routines, meal plans, fitness levels, and fitness competitions. Digifit uses blockchain and cryptocurrency to incentivize and motivate its users. The online software automatically sets goals for users and rewards them in its native token \$DGI for completing each goal. This method not only helps in improving the fitness level of the person but also motivates them to keep doing more and remain physically active.

According to the American journal of lifestyle medicine, “Health promotion or wellness has evolved relatively rapidly over the past 3 decades in response to the advances in our knowledge about health and changes in society. We anticipate the next 25 years likely will be packed with as many advances in our understandings of health and the influence of lifestyles and wellness as the past 25 years.” (American Journal of Lifestyle Medicine, 2015) Based on trends and accessible economic data, the global digital health sector is presently valued at \$118 billion and is on the rise. It is expected to be worth \$206 billion in 2022, almost doubling.

So far, we have not met anyone with objectives that are even somewhat comparable to ours. The growth of the fitness business is closely linked to the advancement of globalization, and new



fitness facilities are coming up in various areas. As a result, there is a tremendous potential to join this rapidly rising market with something novel and creative. Although there are several fitness apps available, most of them only concentrate on health and running. An innovative fitness app that has the potential to become a market leader is currently unavailable. And it is the chance we want to grasp.

Digifit will develop a user interface that enables you to exercise successfully and make the most of your time by collecting and categorizing data on the blockchain. Users will be able to virtually connect and hire licenses personal trainers and nutritionists. This gives both personal trainers and subscription-based users a sense of accountability, life like connection, and motivation. Our goal is to bring about a revolutionary change that will benefit everyone involved. Customers of fitness centers, trainers, fitness center owners, fitness equipment dealers, manufacturers, as well as production companies and distributors of sports nutrition supplements.

Our most essential mission, however, is to assist you in achieving your objectives. Our application will be able to create a custom training plan based on the data we gather.

## PROBLEM

Today's technology has made significant progress in enhancing and simplifying communication, information, transportation, and a variety of other aspects of our lives. This whitepaper was written, edited, presented, and is being read by you using this technology. On the other hand, that same technology is having unintended and negative consequences for our health and lifestyle by encouraging us to become more inactive. People are often confined to their workstations, screens, and automobiles for long periods, with little or no mobility.

The above is reflected in statistics. A quick check of the statistics reveals the following:

- ✓ Only around 5% of individuals participate in 30 minutes of physical activity each day.



- ✓ Only one out of every three persons get the required level of physical activity each week.
- ✓ More than 80% of adults do not meet the requirements for aerobic and muscle-strengthening activities, and more than 80% of teenagers do not get enough aerobic physical activity to fulfill the standards for youth.

## LACK OF MOTIVATION

As mentioned above, it has never been easier for individuals to avoid being physically active since the motive or incentive to do so is neither well established nor evident. Setting objectives, adopting a healthy and fit mentality, and developing a supporting group are all challenging to achieve and maintain. Even though there is an initial drive, it may fade with time unless there is an appropriate and obvious innovative reward that encourages individuals to be active on a semi-daily basis.

## HEALTH RISKS

The health concerns connected with a sedentary lifestyle are well-documented in research and freely accessible on the internet. Some of these concerns are described by the World Health Organization as follows:

A lack of physical exercise is one of the top causes of mortality across the globe.

Noncommunicable diseases (NCDs) such as cardiovascular disease, cancer, and diabetes are all linked to a lack of physical exercise.

Physical exercise provides several health advantages and aids in the prevention of NCDs.

(World Health Organization, 2021)



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# SOLUTION

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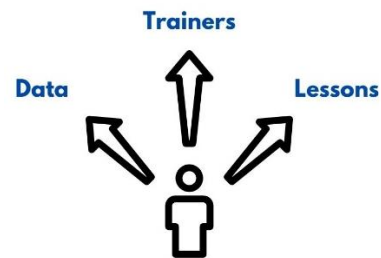
Despite the intensity and clarity of the risks associated with the unhealthy lifestyle stated above, statistics show that the vast majority of the population is either unaware of the risks or lacks the motivation to act.

## **THIS IS WHY WE DEVELOPED DIGIFIT!**

We chose to use blockchain technology and cryptocurrency to give an incentive for individuals to become more active, healthy, and fit by using a social-based and social-oriented approach. We also created a utility token, \$DGI to connect this concept to its online ecosystem, enabling the development of an integrated ecosystem that includes concepts like a marketplace, sports-based payments, ad system, charity funding, rewards, games, competitions, and more.

## **PEER TO PEER**

Users will have direct access to their data, trainers, and lessons, eliminating the need for middlemen. The fitness sector will easily operate in a direct client-to-coach way thanks to the incorporation of smart contracts.





## AFFORDABILITY

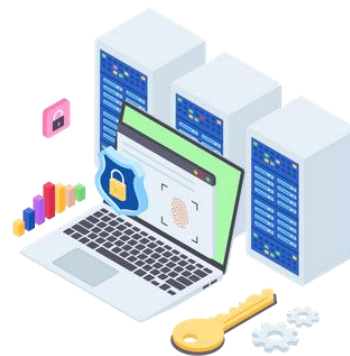
\$DGI will enable considerably cheaper access to virtual, real-life, and on-demand exercise services since fitness memberships are out of reach for a large portion of the population.

## E-COMMERCE SUPPORT

Retailers and buyers would benefit from inexpensive management solutions and transaction facilitation provided by the fitness and health sectors. Digifit will allow trainers and partners to provide NFT's for the community which users will be able to make purchases and transactions using the native \$DGI token.

## DATA PRIVACY

Data leaks are persistent problems for traditional digital fitness apps. Digifit will improve both data security and data accessibility.



## VISION

The main vision for Digifit is to create a decentralized platform for fitness and digital well-being and bring innovation to all users regardless of fitness level. Digifit will partner with licensed personal trainers and nutritionists to bring virtual health and fitness to each user. Users will be



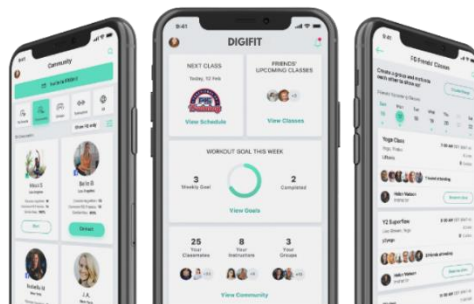
able to select which fitness trainers are best suited for them. As mentioned earlier, users will be able to use the application to virtually engage with trainers, workout from home, or at a gym should they choose to.

## MISSION

Digifit is on the mission to decrease sedentary lifestyles, improve healthy lifestyles, and fitness levels globally. Our mission includes:

### INCREASING CONVENIENCE

Keeping an eye on the trend of online fitness, Digifit will offer a unique and new web and mobile wellness marketplace for its users. Additionally, users will also be able to attend online fitness classes to improve their daily routine.



### MOTIVATING PHYSICAL ACTIVITY

People tend to be more attracted to physical activity when they see the results themselves. To facilitate this, Digifit will offer a health and fitness tracker to sync indoor and outdoor activities for its users. This tracking system will enable users to do more while tracking their daily routine





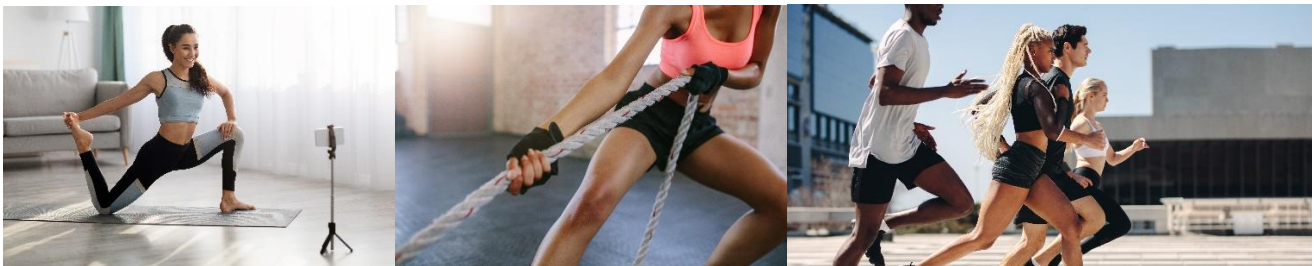
and find ways to improve it. In addition, users will be rewarded in the native \$DGI token for achievements.

## MAKING PHYSICAL ACTIVITY FUN

Everything is more appealing when there is an element of fun involved. Digifit will be offering gamification within its platform with the help of its digital fitness token to reward users for completing challenges.

## PHYSICAL ACTIVITY IN ANY ENVIRONMENT

Gyms and fitness/wellness businesses popped up all over the globe in the past two decades, mostly around workplaces. These facilities have become outdated as the gig economy has grown in recent years, and work from home has been more prominent since the pandemic. With our solution, everyone will be able to transform any living room or conference space into an at-home exercise studio.



## WHY CRYPTO?

The rise of the blockchain is considered one of the hottest topics in today's technological market. It is a digital, decentralized, public ledger used for all cryptocurrency transactions. Once each transaction is completed, it is added to a previously completed block in the chronological order of



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when each block was added to the chain, forming a blockchain. It is estimated that well over 14,000 different cryptocurrencies currently exist, and each has a new use case for blockchain being created on a near-weekly basis.

\$DGI will be the native utility token for the Digifit ecosystem providing payments to fitness trainers, rewards for users, and ways for the community to interact. \$DGI will be a community driven token with no ICO (Initial Coin Offering). Instead, \$DGI will have a fair launch and release into the Digifit ecosystem

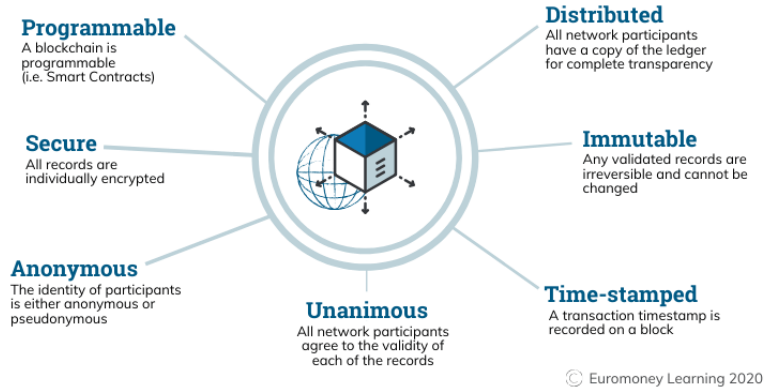
## **BLOCKCHAIN AND CRYPTOCURRENCY**

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According to Euromoney, “A blockchain is essentially a digital ledger of transactions that is duplicated and distributed across the entire network of computer systems on the blockchain.” (Euromoney Institutional Investor PLC, 2020) Each block in the chain contains several transactions, and every time a new transaction occurs on the blockchain, a record of that transaction is added to every participant’s ledger. The decentralized database managed by multiple participants is known as Distributed Ledger Technology (DLT).



## The Properties of Distributed Ledger Technology (DLT)



(Euromoney Institutional Investor PLC, 2020)

The blockchain has a near endless number of applications across almost every industry. The ledger technology can be applied to track fraud in finance, securely share patient medical records between healthcare professionals and even act as a better way to track intellectual property in business and music rights for artists.

Cryptocurrencies are digital currencies (or tokens), like Bitcoin, Ethereum, or Litecoin that can be used to buy goods and services. Just like a digital form of cash, cryptocurrencies can be used to buy everything from your lunch to your next home. Unlike cash, cryptocurrencies use blockchain technology to act as both a public ledger and an enhanced cryptographic security system. As a result, online transactions are always recorded and secured. In the same fashion, according to an article by Bultin:

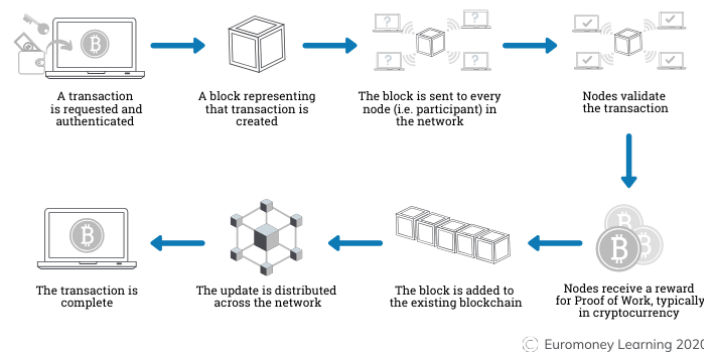
Tokens can be music files, contracts, concert tickets or even a patient's medical records. Most recently, Non-Fungible Tokens (NFTs) have become all the rage. NFTs are unique blockchain-based tokens that store digital media (like a video, music or art). Each NFT has the ability to verify authenticity, past history and sole ownership of the piece of digital media. NFTs have become wildly popular because they offer a new wave of



digital creators the ability to buy and sell their creations, while getting proper credit and a fair share of profits. (Bultin Beta, 2021)

The digital economy is the production and consumption of digital products, digital services & digital platforms. The Global Digital Economy is the economic activity based on the various digital technologies across the globe. From the sales of goods and services over the internet (e-commerce) to the online platform and infrastructure for commercial transactions (e-business), the transactions over digital medium have increased multi-folds.

### How does a transaction get into the blockchain?



(Euromoney Institutional Investor PLC, 2020)

## RISKS

Digifit provides a lot of benefits to the users, but on the other hand, it is not out of risk. Digifit strongly recommends that users consult with their physician before beginning any exercise program. You should be in good physical condition and be able to participate in the exercise routine. Digifit is not a licensed medical care provider and represents that it has no expertise in diagnosing, examining, or treating medical conditions of any kind, or in determining the effect of any specific exercise on a medical condition.



Users should understand that when participating in any exercise or exercise program, there is the possibility of physical injury. If you engage in this exercise or exercise program, you agree that you do so at your own risk, are voluntarily participating in these activities, assume all risk of injury to yourself, and agree to release and discharge Digifit from any and all claims or causes of action, known or unknown, arising out of the Digifit.

The information provided is not intended to be a substitute for professional medical advice, diagnosis, or treatment. Never disregard professional medical advice, or delay in seeking it, because of something you have read on this website. Never rely on information on this website in place of seeking professional medical advice.

Digifit is not responsible or liable for any advice, course of treatment, diagnosis or any other information, services or products that you obtain through this site. You are encouraged to consult with your doctor with regard to this information contained on or through this website. After reading articles, watching videos or reading other content from this website, you are encouraged to review the information carefully with your professional healthcare provider.

Digifit makes every effort to ensure that we accurately represent these products and services and their potential for results. There is no guarantee that you will experience the same results and you accept the risk that the muscle building results, fitness results, competition results and fat loss results differ by individual.

Digifit makes no guarantees concerning the level of success you may experience, and you accept the risk that results will differ for each individual. The testimonials and examples provided are exceptional results, which do not apply to the average purchaser, and are not intended to represent or guarantee that anyone will achieve the same or similar results.

Each individual's health, fitness, and nutrition success depend on his or her background, dedication, desire, and motivation. As with any health-related program or service, your results may vary, and will be based on many variables, including but not limited to, your individual



capacity, life experience, unique health, and genetic profile, starting point, expertise, and level of commitment.

## REGULATORY RISKS

The blockchain industry is in the initial stage of its regulation. Governments of countries are in the process of studying blockchain technology, and some countries impose restrictions (for example, the United States, China, South Korea).

No legal documents are regulating the cryptocurrency industry yet - the laws can appear later and can significantly affect the activities of blockchain projects. We warn you that such laws can significantly limit and even stop the project activity, we are not responsible for the negative consequences associated with the possible regulation of the industry in the future.

## KEY FEATURES OF DIGIFIT

Some key features of Digifit are:

- ✓ **Secured and safe:** Digifit leverages a distributed peer-to-peer consensus network that cryptographically helps in securing every transaction.
- ✓ **Quick transfer:** Instant fund transfer globally is available with the help of fast block execution unlike traditional remittance, unmatched speed, and payment processors.
- ✓ **Decentralized:** Direct transactions among network participants without the presence of a central facilitator are enabled with the help of decentralized technology.
- ✓ **Easy to use:** User-friendly interface intended for seamless real-world use cases.
- ✓ **Scalability:** Assures scalability for pacing up with the industry's transaction requirements, thereby facilitating mass adoption of cryptocurrency.



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## CONCLUSION

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Digifit will offer hundreds of real-life use cases to sport and fitness enthusiasts across the globe, unlike the overwhelming majority of cryptocurrencies, thanks to the numerous advanced features and benefits resulting from its connection into the wellness ecosystem. While it is still early, Digifit is well-positioned to become the world's leading cryptocurrency for digital fitness and is a tremendous opportunity today.

## DISCLAIMER

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Digifit, also known as \$DGI, is a utility token produced by Digifit. This whitepaper is not an offer to sell or buy securities, nor is it a sale of these securities in any state or jurisdiction. Before registration or qualification under the securities laws of any state or jurisdiction, such an offer, solicitation, or sale would be illegal. An expression of interest does not imply any form of commitment or duty. The Securities and Exchange Commission (SEC) has not registered, licensed, or supervised Digifit as a broker-dealer or investment adviser. As mentioned before, \$DGI will be a community driven token with no ICO (Initial Coin Offering). Instead, \$DGI will have a fair launch and release into the Digifit ecosystem.



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