



ABOUT STEP IT UP

Step it up is a Web3 lifestyle app with inbuilt move to earn incentivization mechanism.

The goal is to make physical activity more fun, appealing and rewarding. Incentivizing people to get out and move in order to stay fit and earn while running, working out, playing and even walking. \$STEP will gamify your experience via blockchain technologies such as cryptocurrency rewards and NFTs.

STEP IT UP FOR FITNESS

We have created an entirely new way for you to earn, an entirely new mechanism of value creation. Everyone has an equal right to earn from, and contribute to, the new economy. \$STEP increases physical activity and the relationship between health and physical activity is one of correlation, not causation. When people become more physically active, they are more likely to improve their health in other areas too.

\$STEP will encourage positive feedback loop for people's physical and mental health. We want people to get moving because we hope, by incentivizing one contributing factor to general well-being, that we can play a part in bringing about that well-being to a greater number of people.

AIM OF STEP IT UP

We aim to push millions of people towards a healthier lifestyle, prevent cardiovascular diseases and connect the other fitness enthusiasts on the web 3.0 app, it will simultaneously increase your networking and creating a better community for fitness freaks on step it up. Let's build and strong network for better fitness and far better earnings.

ABOUT \$STEP TOKEN

\$STEP is a fungible governance and staking token used to enhance a user's adventures in the step it up app and provide income and a token to use in simplified DeFi applications within the app. \$STEP token holders will be able to vote on the future of the project as well as stake it to earn rewards. Users can earn the token only by participating in challenges. The algorithm calculates the number of play-to-earn tokens that can be earned based on the number of players and available play-to-earn tokens.

GET REWARDED FOR BEING HEALTHY

Claim your daily steps or complete challenges to earn \$STEP tokens which can be spent in the Marketplace. Unlock products, gift cards, e-books, discount codes from partners, redeem for \$STEP, or make charitable donations. There's something for everyone.

STEP IT UP FOR COMPLETE FITNESS

It's not just step and meditation challenges to look forward to, it's a mix of options that'll make step it up your next go-to health app.

Checkout the challenges below:

- **RUN**
- **WORKOUT**
- **WALK**
- **SLEEP**
- **MEDITATE**
- **FASTING**
- **HYDRATION**

100% CONFIDENTIAL

Your data is yours. Now, and forever. Step it up will never sell your data.

ROADMAP

Phase-1

- Token creation
- Step It up app launch
- \$STEP staking
- MVP: rewards for staking tokens

Phase-2

- NFT launch
- Adding rewards dashboard
- \$STEP to fiat conversion
- Adding challenge modes
- Multi token wallet

Phase-3

- Governance and voting
- NFT game
- Advanced app features
- Inactivity fee
- More incentives for users

Phase-4

- Support entire community
- Movement data analysis
- New movement validators
- Adding swimming and cycling mode

STEP IT UP MODES

There are 2 modes for all users. Come join us in any mode you like.

1. BEGINNER

In Beginner mode no initial investment is required. Users can simply skip the onboarding flow, login/create an account, sync their preferred tracking device, activate the Free-to-Play game mode and start collecting \$STEP for each sport activity they do. Every eligible activity uploaded will be rewarded with 100 \$STEP token.

Users will have to reach 5000 \$STEP in their earning wallet to be able to withdraw it. They will also have the opportunity to participate in Challenge mode and compete with others to aim for top prizes.

2. CHAMPION

Become a Champion by purchasing and holding \$STEP tokens in your web3 wallet and let's get started with your journey with us.

The minimum number of tokens to hold is 100000 \$STEP. The more tokens you own the more rewards you get.

LEGAL DISCALIMER

This paper has been prepared for information and discussion purposes only. Step it up brings new ways to monetize physical activity and healthy habit formation by deploying blockchain technologies. The management of step it up may adjust the operating model at any time as it sees fit to remain consistent with local regulation and business operating rules that may apply in certain jurisdictions. Step it up may raise funds via a token sale, nothing in this paper constitutes an offer or an invitation to any third party to make any investment or to subscribe for any token, asset, security, or other instrument of any kind. The information in this paper is subject to change, deletion or revocation at any time and you should not rely on any content contained within this paper for any purposes whatsoever whether in relation to any token sale by the management of step it up.

If you believe that movement has real value, read on. If you don't believe, still read on.