



Food-Fi

The First Eat2Earn Protocol

White Paper



<http://food-fi.io/>



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System Flow

1. Export the wallet you that has been utilized for staking onto the FOOD-FI app
2. Log into the respective wallet app on your phone and finalize the wallet import onto the FOOD-FI app.
3. Sign up using your email address and set up your profile and use the verification code sent via email to unlock your account
4. Mint a Meal or Equipement NFT and begin earning!

Executive Summary

The FOOD-FI ecosystem is the first of its kind offering a sustainable and pragmatic use-case via its eat2earn protocol enabled within the vessels of our mobile app and Dapp, powered by our native token: \$EAT. Largely ahead of the industry, our ecosystem is curated to a vast target audience and aims to promote significantly better dietary habits through financial incentivization.

Malnutrition and dietary disorders are running rampant amongst this day and age and we have equipped ourselves with a truly qualified team to offer a product up to the challenge, sitting at the intersection of digital health and DeFi.

Our mobile app– the backbone of our ecosystem, offers a wide panoply of features where eligible users will be rewarded with \$EAT for using one of our many features. More specifically, users will gain access to our calorie and macronutrient tracking mechanism adapted for all dietary goals, food-log specifically designed as a dietary disorder management tool via its integrated emotional spectrum, eat-out-to earn feature as users will be rewarded for visiting restaurants within their radius, and a gateway linking medical professionals to users suffering from dietary conditions in our “get support,” section.

Evidently, we are not stopping here by gamifying the entire experience via our in-app NFT integration enabling increased performance across all our components and, ultimately, more \$EAT rewards.

Alongside our ground-breaking eat2earn protocol, the FOOD-FI system proposes multi-chain and vault integrated farming and staking pools to drive the long-term sustainability of our mission whilst also adding additional value to the DeFi space.

For the purpose of complete security, efficiency and transparency we are developing a new platform that sits at the intersection of DeFi, SoFi, and web3 integration. The FOOD-FI ecosystem passes the legal and consensus requirements of healthcare by ensuring better data integrity, encryption and by providing a validation system. This will be the core component of the platform that drives major improvements in health and nutrition outcomes and lifestyle choices. .

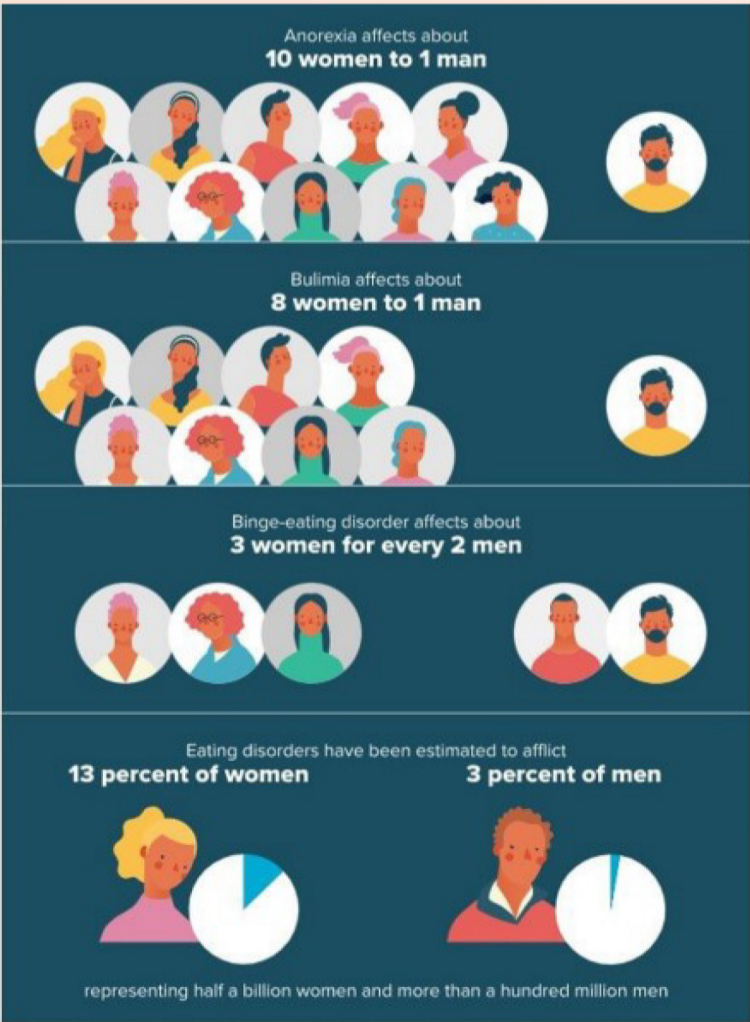
FOOD-FI - the next-generation lifestyle tool for people to socially manage and understand more about their nutritional health, hand in hand with an equally engaged and committed user base.

Introduction

According to the National Bureau of Economic Research, ‘good health’ is an essential commodity in the production of goods and services[1]. Therefore, a healthy population is the key to economic growth. In this context, then, health can be viewed as a durable capital stock called Health Capital that produces an output of healthy time, which is then used to earn income. Although individuals inherit an initial stock of health capital[2] which depreciates with age, this stock can be increased with investments in exercise, healthy diets, and health purchases ranging from healthcare, fitness/wellness devices, and medication.

The 2020 report by the World Health Organization has found physical inactivity and unhealthy eating to be the “fourth largest global killers” in the world, taking more lives than smoking, diabetes and obesity combined. The increasing use of cars and public transit for transportation have significantly reduced the landscape required for walking and cycling - in other words, daily opportunities to increase health capital have diminished and may continue to diminish, seeing how the world is gravitating toward becoming completely automated.

Disordered eating breakdown

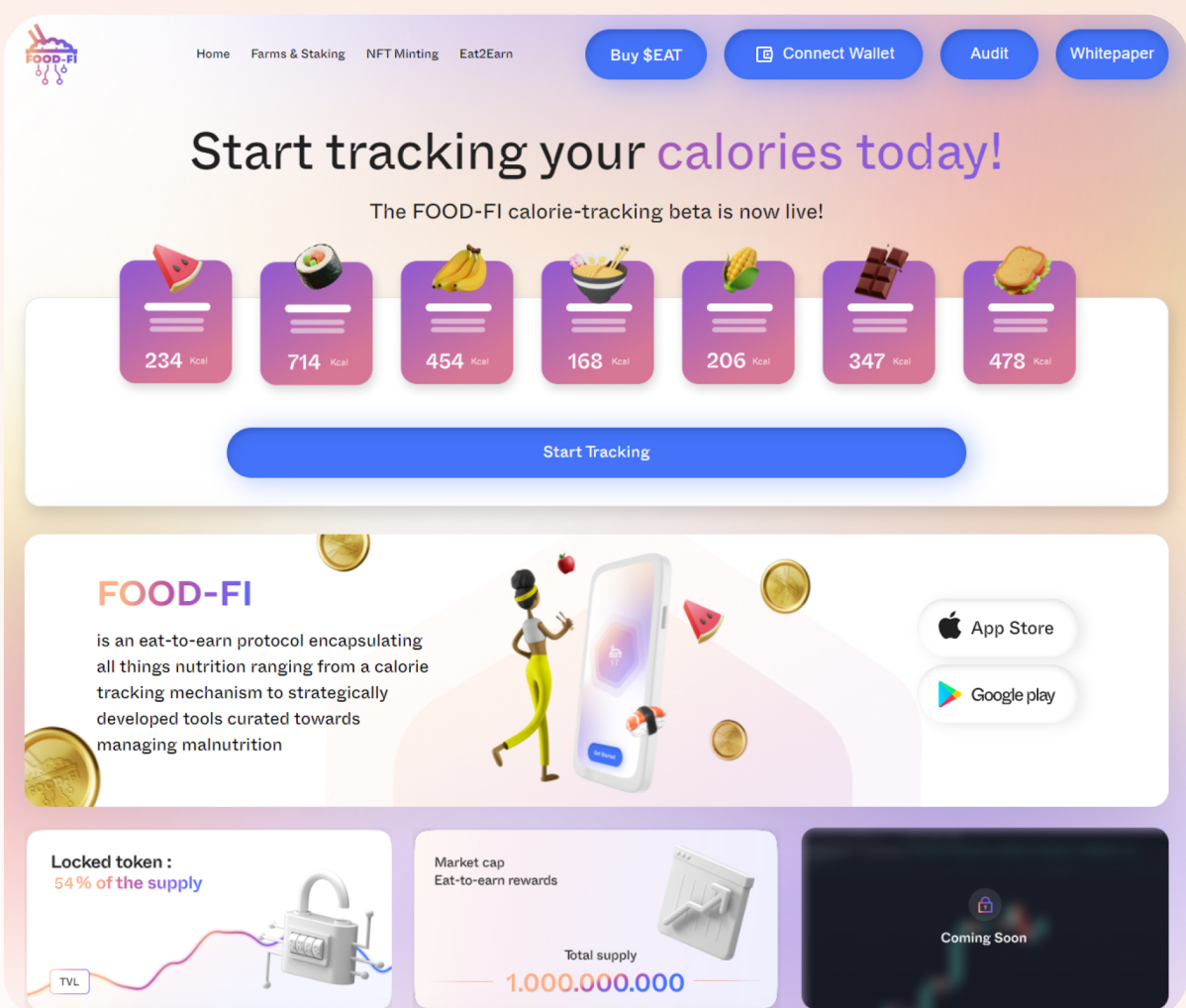


One may counter this argument by asserting how the \$3.2 billion downloads of mobile health (mHealth) apps in 2018 alone are promising indicators of health capital investment

and, to some extent, offset the negative health consequences of today's technological landscape. While these simultaneous developments have not gone unnoticed, user feedback shows that mHealth apps yield insignificant results, primarily because they operate in a saturated market where switching costs are low, value-added is minimal, and motivational mechanisms are weak. Today's influx of mHealth products have confused users about what they need and have prevented mHealth product developers from retaining daily active users in the long-run. For all these reasons, the mHealth industry has failed to unlock its full potential for the benefit of all market players.

The FOOD-FI Health ecosystem resolves this problem with \$EAT tokens, a nutritional health token that is generated and rewarded using the Proof of Health Protocol. To sum it up: the more you invest in your health capital, in the form of time spent on exercising increased nutritional mindfulness and due-diligence towards better overall health, the more users are set to benefit from the ecosystem. Powered by a solid motivation mechanism on the blockchain coupled with a selective, result driven health platform with novel health apps, the FOOD-FI Platform is the ultimate destination for wellness and healthy eating habits, accommodating various nutrition-related components ranging from tackling malnutrition to generating consumer traffic in the nutrition-related industry.

The FOOD-FI ecosystem consists of three pillars: 1) the FOOD-FI Dapp 2) the FOOD-FI Mobile App and 3) the \$EAT token. The FOOD-FI eat2earn protocol and user reward mechanism is at the core of the FOOD-FI ecosystem. The wallet is online-based and functions as an entry to the ecosystem and allows users to be rewarded with \$EAT tokens for their health progress. A Calorie tracking mechanism and NFT-based food packages will gamify the experience of users to promote healthier nutritional and diet choices. In brief, FOOD-FI contributes to user's health capital through financial incentivization with \$EAT tokens to invest their time, energy and money in their nutritional wellbeing.



Digital Health: A Booming Market

Web3

The decentralized architecture behind Web3 allows users to become owners. This new form of the internet allows users and developers to distribute the value directly to

each other. This eliminates the need for central players and enables participants to create new incentive mechanisms for organizations, brands and communities such as DAOs: an evident pillar for the future development of the FOOD-FI ecosystem.

The potential for Web3 tech is evolving at a fast pace, but the adoption is still pretty small compared to the number of global internet users. As the web3 industry is maturing, the use cases are also rising. From chain agnostic metaverses to niche-specific ecosystems that solve end-to-end problems, 2022 has been the year of web3 ecosystems. But as revolutionary as the interaction between web3 ecosystems is, there are still tremendous barriers to enter. The adoption of these new technical and fast-moving technologies is difficult, expensive and lengthy.

Metaverses are a relatively new concept and technology, and there are very few currently that are truly immersive and captivating. Even fewer are fully developed, and most are notably underdeveloped. An overwhelming majority are centralized and controlled by companies or projects with a problematic consolidation of power.

The global Metaverse market size reached \$48 billion in 2021 with a projection for reaching \$800 billion by 2025. The total Metaverse market size may reach 2.7x that of just gaming software, services and advertising revenue. The total market capitalization of all NFTs stood at roughly \$210 million in 2019 with USD 100 million NFTs sold until now. NFT sales grew to \$2.5 billion in the first half of 2021. NFTs will be a trillion-dollar market by 2030.

So-fi & Game-fi Growth

Before COVID-19, video games were already blurring the lines between physical and virtual activities. For instance, in-game events such as Fortnite and Roblox were able to create a variety of physical and virtual experiences. eSports players were also able to participate in various events through their Twitch platform. In Grand Theft Auto, players were able to gamble with their real money.

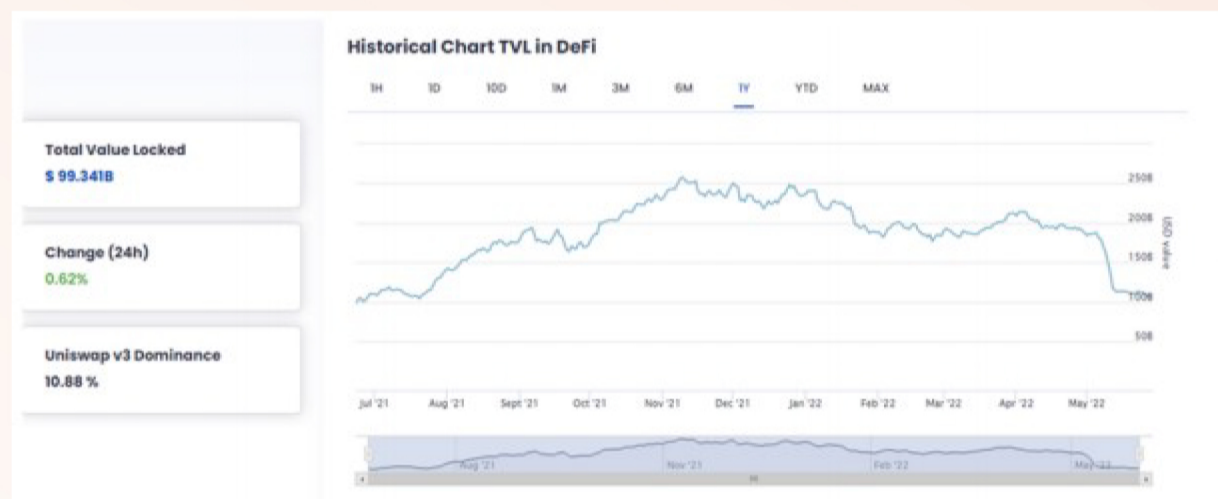
In-game events and activities have a huge impact on the success of a game's user base. They help boost the levels of engagement and monetization, as well as connect with the next generation.

During the COVID-19 pandemic, social restrictions were put in place to prevent people from having virtual events and connections. Online platforms such as video games, messaging apps, and streaming services allowed consumers to connect with one another, with many wedding and graduation ceremonies being held via platforms such as Roblox and Minecraft.

The success of these activities and events highlighted the various ways that video game platforms can extend their reach. Before COVID-19, many of them were still in the experimental phase when it came to incorporating live events. During this time, a wave of consumers started creating their own virtual worlds.

Following the COVID-19 pandemic, platforms have started to invest in a more personalized and authentic sense of presence. For instance, in-game characters can now connect with artists through their virtual identities.

After a decade since Bitcoin was first introduced to the world, the cryptocurrency market cap stood at an all time high of approximately \$3 trillion. Despite the impressive growth of the market cap, it is still only a fraction of the US S&P 500 index's value. This indicates that the market is still in its early stages of growth. It also shows that there is still a lot of potential for the cryptocurrency industry.



Source: <https://www.defipulse.com/>

As the cryptocurrency industry continues to evolve and mature, the demand for DeFi products will increase. Due to the rapidly rising number of transactions, new solutions will emerge that challenge traditional financial institutions. To ensure that the DeFi platform remains true to its core values of inclusion and decentralization, we need to develop a multi-chain, integrated and composable approach.



SocialFi is a revolutionary invention that allows creators to earn money from their creations. It enables them to control their data and grant them greater utility and freedom. Through Web 3.0 and SocialFi, social media and content creators can now transfer their data from big tech companies to their users. These tools are said to transform the economic ecosystem of our world.

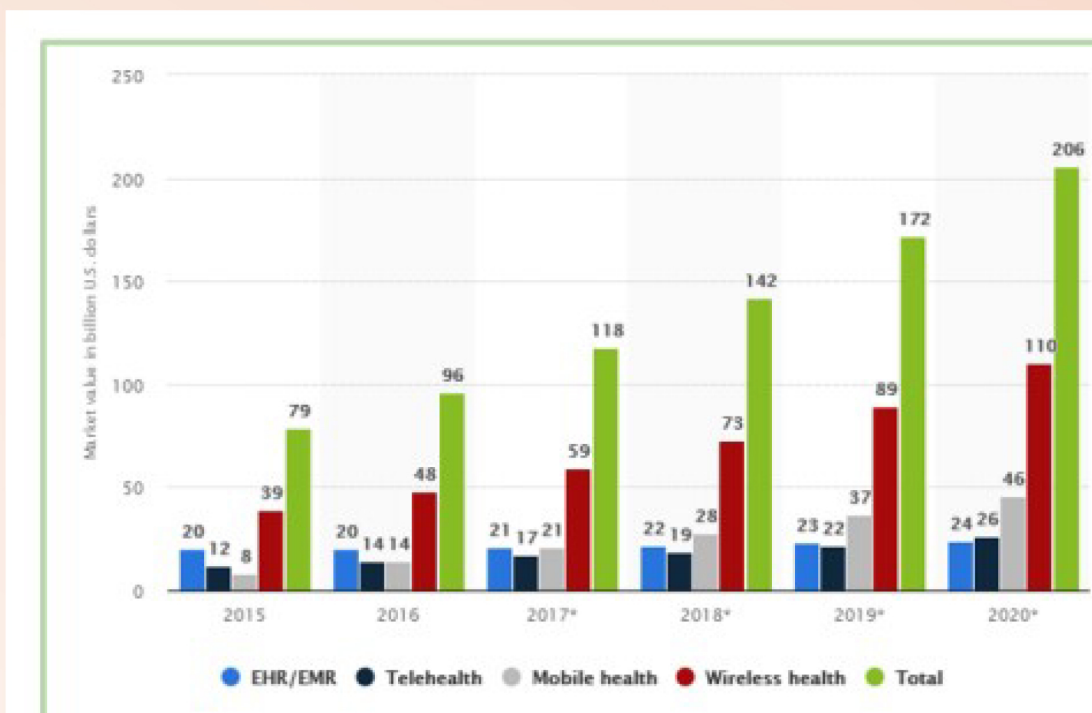
The goal of SocialFi is to provide a comprehensive view of the social media ecosys-

capabilities and what's good for it users. it combine the latest innovations in blockchain technology. As the concept of SocialFi continues to establish its dominance, more and more phenomena are arising out of it. The most recent modification in this direction is the emergence of Metaverse. It has further solidified the SocialFi crypto projects.

Almost all blockchain projects have one common goal: to accelerate the mass adoption of blockchain and cryptocurrency. SocialFi and GameFi could be the key to this mission. However, the idea of mass adoption is still a long journey ahead. At this moment, there are only over 300 million crypto users out of the world population of 7.9 billion people. The growth potential is uncapped.

Digitized Healthcare

The global digital health market was valued at 80 billion U.S. dollars in 2019 and is expected to increase to over 200 billion U.S. dollars by 2025. During this time, the mobile health segment of the industry is expected to generate the second largest revenue share, reaching 46 billion U.S. dollars in 2020.



Mobile health is experiencing a growth trend as consumers demand more accessibility to their medical health professionals and transparency in health care becomes more important. However, some hesitation still exists among consumers in regards to the privacy of personal information and the security of data systems.

There is growing interest in IoT-driven healthcare services and wearable medical devices that feature sensors, actuators, and other mobile communication methods through which patient data can be continuously transmitted onto a Cloud-based platform. Healthcare providers are increasingly adopting cloud computing technologies, which not only offer cost benefits but also allow healthcare organizations to increase operational efficiency.

Using Blockchain Technology to Innovate Eating Disorder and Malnutrition Prevention

According to ANAD (National Association of Anorexia Nervosa and Associated Disorders), the mortality rate for people suffering from these disorders is higher than that of other mental illnesses. It has been estimated that around one in 62 individuals die due to an eating disorder. There is no single cause of this issue, and the media has a significant effect on body image.

The rise of social media and the internet have drastically changed the way information is communicated. Despite the negative effects of this technology on the prevalence of eating disorders, it is still possible to treat these conditions through technology.

Among the most common eating disorders are bulimia nervosa, anorexia nervosa and binge-eating disorder. The anorexic disorder is characterized by severe restrictions on eating and exercising. It has the highest mortality rate among psychiatric conditions, and it's usually left untreated.

The number of people in the US who are suffering from food insecurity is growing. According to a study conducted by Focus for Health, about 40 million people in the country are at risk of experiencing food insecurity. It's also a prevalent problem among the aging population. According to an ASPEN report, about one-half of Americans over the age of 65 are at risk of experiencing malnutrition.

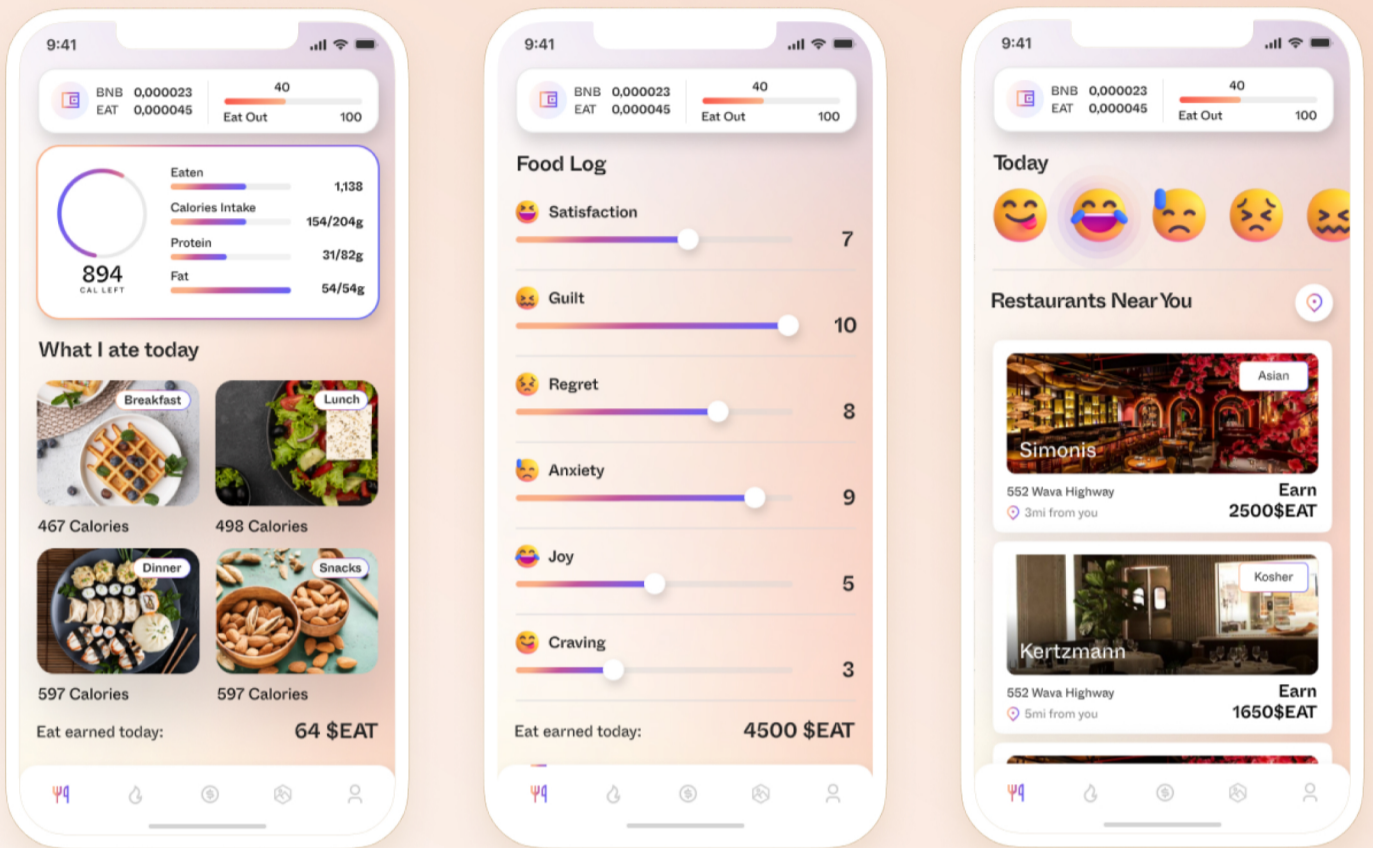
According to The Emily Program, an organization that provides treatment for eating disorders, around 30 million Americans are affected by these conditions. These disorders are considered to be among the most common chronic conditions among adolescents. They affect people of all sexual orientations, ethnicities, and gender identities.

The causes of eating disorders are complex and are usually ascribed to a blend of biological, psychological and cultural influences unique to each individual. Only an estimated 25 percent of people with an eating disorder in the US receive treatment.

An automated motivation mechanism is needed that easily integrates in each person's daily life; a mechanism that functions without interfering in one's daily routines makes

them significantly less inactive, monitors their eating habits and motivates them to move more and eat better in exchange for income.

FOOD-FI proposes a solution towards better nutrition and dieting choices using blockchain technology to generate real wealth in exchange for monitoring one's diet and making healthier choices. In essence, the FOOD-FI platform provides individuals with several different mechanisms to increase their health capital.



Multichain Integration: A pillar towards long-term sustainability

The FOOD-FI platform comprises a complete eHealth ecosystem that consists of several modules. The entire platform is built on the Binance and Polygon blockchains, which secure all parts and information that is shared and accessed in FOOD-FI. Apart from prioritizing the safety of our community, we offer a unique earning opportunity powered by the FOOD-FI Multi-Chain integration and Vault mechanism that ensures user-friendly and optimal finance management.

In light of the months of relentless research conducted by the FOOD-FI team to provide a truly sustainable financial instrument, it has become abundantly clear that the overwhelming majority of DeFi projects simply do not possess the foundation to induce sustainable outcomes in their expected future. At the core of this issue stems the vulnerability of operating on a singular chain which brings limited accessibility, higher transaction fees, greater risk for our investor base, and drastically more limited opportunities to expand our community. In that capacity, we have taken the path of tapping into the well-established and proven track record of the Binance Smart Chain to later on solidify our foundation by integrating Polygon.

Polygon is ideally positioned for the next phase of digital transformation and Web3. Polygon is a decentralized Ethereum scaling platform that enables developers to build scalable user-friendly dApps with low transaction fees without ever sacrificing on security.

Polygon combines the best of Ethereum and sovereign blockchains into a full-fledged multi-chain system:

- It is able to fully benefit from Ethereum's network effects
- It is inherently more secure
- It is more open and powerful

Developers are starting to build on the success of Polygon, which is a project that aims to provide better performance and reduce the high gas fees that are typically associated with Ethereum. It is part of a larger movement that also includes projects such as Avalanche, Solana, and Polkadot.

Game-Fi & So-Fi Components

Game-Fi Elements

FOOD-Fi rewards its users with \$EAT on tracking their meals.

Users will be able to apply only a singular NFT from each respective category to increase either earnings per meal or number of meals in an RPG game style. NFT's within the same category will remain

The NFTs are divided into five tiers based on the economic pyramid.

The rarer the NFT, the less the supply and the greater the price.

NFT Tiers:

- Mythical
- Platinum
- Gold
- Silver
- Bronze

Energy System

Each Meal tracked will cost you Energy. Your energy capacity depends on the NFT you possess. Users will be able to refill energy by burning \$EAT.

Price per Energy Bar Refill

10 \$EAT per 1 additional meal tracked

1 meal = 20 energy

TIERS	ENERGY
Mythical	50
Platinum	40
Gold	30
Silver	20
Bronze	10

Meal NFTS

Mythical NFTs are the top tier NFTs which allow users to track 5 meals per day. Platinum NFTs allow users to track 4 meals per day. Gold NFTs will allow 3 meals per day, Silver 2, and Bronze 1.

TIERS	SUPPLY	PROFIT/DAY(\$EAT)
Mythical	10	720
Platinum	20	580
Gold	40	440
Silver	80	300
Bronze	100	150

Equipment NFTS

Equipment NFTs will multiply the user's earnings by a certain number based on their levels. Equipment NFTs levels:

TIERS	SUPPLY	MULTIPLIER(X)
Mythical	10	1.5
Platinum	20	1.4
Gold	40	1.3
Silver	80	1.2
Bronze	100	1.1

FORMULAS FOR CALCULATING DIFFERENT PROSPECTS (USER SIDED):

Profit = (Days - Breakeven days) * profit/day

Profit/day (USD) = Profit in \$EAT/day * 0.02 (price of eat in USD)

Profit/Day(\$EAT) = total reward per meal track - energy bar recharge

Breakeven = price of NFTs in USD / Profit per day in USD

NFT Initial Mint Price: 0.2 ETH

So-Fi Elements (Under Development)

The precept behind offering a so-fi integration to a given platform lies in monetizing creation on the user side. With that said, the realm of nutrients is synonymous to the latter, which grants us unlimited possibilities in regards to enabling lucrative So-fi systems.

We are currently in the works of:

- In-depth profile on FOOD-FI mobile app
- View your friend's recently visited restaurants
- Share your performances
- Leaderboard for most active users
- Share your favorite meal or recipe with other users and earn \$EAT
- Munchverse Development: For the community, by the community.

Features: Versatility at The Core

Track

FOOD-FI users will be able to track their caloric intake along with their macronutrient intake which will appear in our user-friendly dashboard. This naturally intuitive process is highly similar to widely accepted nutritional apps such as MyFitnesspal as we will operate with a search bar allowing you to identify your meal and a macronutrient and calorie estimation will be provided by our AI-operated database.. Along with these features, users will also have the possibility to set caloric intake daily goals whilst viewing their progression. Such a versatile feature is essential to fostering the long-term sustainability of our project considering the vast target audience ranging from athletes withholding strict dietary restrictions to casual users simply seeking to gain a broad grasp on their caloric intake.

*Through the purchase of Meal or Equipment NTFs your access to increased meals made available and earnings per meal will be made possible and \$EAT rewards will become drastically accelerated.

Food-Log

We understand that a potentially significant number of users– notably ones suffering from dietary conditions– may not always be comfortable with calorie tracking which is why we have developed an emotional log as a means to assess their dietary satisfaction in a customizable fashion. Operating almost identically to our tracking feature, the main difference lies in the fact users will have access to a range of ten emotions on a scale from 1-10 to track their sentiment in regards to their dietary habits. In doing so, the possibility to examine your emotional progression through the lens of dietary habits becomes a reality and, ultimately, serves as a lifetime aid for those in need.

*Through the purchase of Meal or Equipment NTFs your access to increased meals made available and earnings per meal will be made possible and \$EAT rewards will become drastically accelerated.

Eat-out to Earn (Under Development)

The FOOD-FI Eat-out to Earn feature will open the gateway to linking Web3 and the world of restoration, all within a gamified and lucrative experience. Essentially users will earn \$EAT by selecting a restaurant within their mile radius and begin the destination process similar to GPS provider apps. When the location is reached, the user will earn a given amount of \$EAT tokens. Evidently, this serves as an exceptional incentive to take part in novel culinary experiences and eat-out whilst earning. In regards to restaurants, this serves as a revolutionary tool to gamify their marketing and generate foot traffic by applying to our listing process. All in all, our upcoming Eat-out to Earn links restaurants to users in a ground-breaking and gamified fashion.

Get Support

In light of our mission to tackle the issue of malnutrition in an impactful manner, our Mobile App will offer a “Get Support,” section linking users to a wide panoply of medical professionals tailored to their needs. Considering that our ecosystem remains a health-management tool, such a feature offers the possibility to gain medical advice from qualified professionals.

Munchverse: A Truly Communitarian Development

It is no secret that the recent success of Metaverse projects has not only attracted an immense consumer base, but most importantly, a great deal of poorly managed projects which end up more often than not offering empty promises and non-feasible roadmap milestones, thus resulting in the collapse of the financial aspect of their endeavors and reputation— particularly within the BSc community.

Because we aim at firmly establishing our Metaverse integration as an authentic digital hotbed linking the most engaged members of our community, we have opted for a DAO-Driven approach with certain precepts to ensure we are in alignment with the ambitions of our investor base and truly attain communitarian status within the web 3.0 space. With that said, our priority remains upholding our mission: tackling the issue of malnutrition by linking DeFi, So-Fi, and Game-Fi elements, and our Munchverse efforts will be no different.

In that capacity we aim to provide:

- Digitalized culinary experiences
- VR Integration
- Food-Fi Headquarters (digital focal point for Munchies holders)
- Strategic Partnerships within the nutritional sector
- Frequent hang-outs for our community
- Munchverse orchestrated AMA's

The conceptualization of our governance structure will debut towards the end of phase 2 of the project to ensure all previous milestones are fulfilled and the presence of a robust foundation, however significant responsibilities will be attributed to \$EAT liquidity providers and NFT holders:

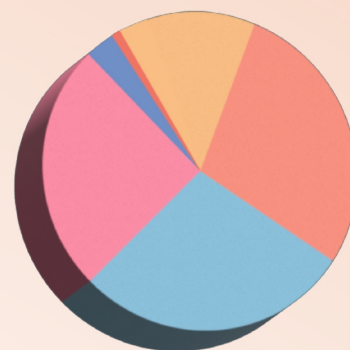
- Suggestions on existing structure
- Voting on Web 3.0 development
- Electing community board
- Determining future reward systems
- Suggesting modifications on existing guidelines
- Voting on upcoming metaverse events
- Providing feedback on overall roadmap development

To bring our concept to life, the FOOD-Fi team is bringing out a limited number of 2222 Munchies as the Munchverse landlords providing users with a digital identity and evidently, prioritized governance rights. Taking advantage of our already gamified essence, these cartoonish avatars exist in 4 base characters: the banana, chocolate bar, waffle, and burger carrying over 150 traits and accessories for the sake of a creative and seamless metaverse experience.

Tokenomics + Token-metrics

Token-metrics

Locked	35%
Liquidity	15%
Reward (Staking, Farming, meals tracked, application rewards)	6%
Reward (Locked)	17%
Pre-sale	25%
Team vesting	2%
Liquidity locked pool:	900 days
Tax fees:	2% (liquidity)



Total Supply

1.000.000.000

Roadmap

Phase 1

- Initial FOOD-FI app concept
- FOOD-Fi closed beta testing
- Youtube Marketing Campaign
- Twitter Marketing Campaign
- Agressive Telegram Niche Marketing
- Various Article Publications at International Scale
- Community Engagement Stimulus Contests
- 20+ AMA's across various platforms

Phase 2

- FOOD-FI Alpha Version released
- FOOD-FI App Live on Apple Store & Google Play
- NFT Airdrop 2.0
- NFT Mint
- Pancakeswap listing
- Coinmarketcap Listing
- Coingecko Listing
- Mainstream Marketing Campaign
- Multiple DEX partnerships

Phase 3

- Main-net FooDeFi release
- So-Fi Integration
- Beta Munchverse Development
- Strategic Partnerships



Phase 4

Strategic Partnership
Expansion of FOOD-FI team



Phase 5

Coming Soon