Actifit

Rewarding Your Everyday Activity

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1. The Problem: Our Sedentary Lifestyle

1.1. Technology's Adverse Effects

Today's technology has taken a major step in improving and easing up communication, access to information, transportation, and so many other aspects of our lives. It is via this technology that this whitepaper was drafted, edited, presented, and is being read by you.

On the other end of the spectrum, that same technology is also having unwanted and detrimental effects on our health and lifestyle, by leading us further to a sedentary lifestyle. People are often stuck behind desks, screens, in their cars for hours and hours, with practically little or no movement.

Statistics clearly reflect the above. A quick lookup into some numbers shows us that:

- "Less than 5% of adults participate in 30 minutes of physical activity each day."[1]
- "Only one in three adults receive the recommended amount of physical activity each week."[2]
- "More than 80% of adults do not meet the guidelines for both aerobic and muscle-strengthening activities, and more than 80% of adolescents do not do enough aerobic physical exercise to meet the guidelines for youth."[3]

1.2. Lack Of Motivation

Combined with the above, it has never been easier for people to skip on being active, as the motivation or incentive to do so is not well established, nor clear enough.

Setting goals, putting your mindset into a healthy and fit lifestyle, and having a supportive community are difficult to establish and maintain. Even with the presence of an initial motivation, it could quickly fade away with time without proper and clear

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"innovative" incentive and goal that pushes people to get active on an quasi-daily basis.

1.3. Health Risks Are Real

The health risks associated with a sedentary lifestyle are clearly reflected across studies, and can easily be found via the web. WHO (World Health Organization) details some of those risks, as follows:

- "Insufficient physical activity is one of the leading risk factors for death worldwide.
- Insufficient physical activity is a key risk factor for noncommunicable diseases (NCDs) such as cardiovascular diseases, cancer and diabetes.
- Physical activity has significant health benefits and contributes to prevent NCDs."[4]

You can see more elaborate statistics of some of those health risks associated with sedentary lifestyle in the infographic below, by Life Span[5]

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2. Actifit: Incentivizing Healthy Lifestyle

Despite the gravity and clarity of the risks with unhealthy lifestyle described in "part 1 - The problem" above, the statistics clearly reflect that the majority of the population is either not aware, nor has the proper motivation to take action.

This is why we created Actifit!

Relying on the innovation of blockchain technology, cryptocurrency, and particularly Steem blockchain - with its impressive underlying social-based and social-oriented approach towards the concepts of rewards pool, proof of brain[6], and rewarding content via likes/upvotes, we decided to leverage this technology to provide an incentive for people to get active, healthy and fit!

We also coupled this concept with its own economy via the creation of a related utility token, enabling the realization of a complete token economy, incorporating ideas such as a marketplace, sports-based payments, ad system, charity funds and more.

As of March 2020, whereby a new fork of the Steem blockchain came to fruition (hive blockchain), actifit has expanded its presence to the new hive blockchain fork, where its core usage lies, while maintaining legacy support to steem blockchain.

As of April 2021, Actifit started expanding its presence over to Binance Smart Chain, a powerful and fast growing smart-contract blockchain with low gas fees (compared to current status of Ethereum blockchain).

2.1. Proof of Activity (PoA) for Reward

While Steem's proof of brain relies on rewarding users via human interaction / upvotes, we adjusted this concept and morphed it into our own vision, termed "Proof of Activity", which relies - amongst others on a user's tracked activity throughout a single unit of measurement, the day.

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Actifit introduced the concept of “Proof of Activity” for reward on the Steem blockchain. This would require users to provide proof of performing movements through the day, and receive rewards accordingly.

The proof of activity relies on automated capturing of said activity, whereby our mobile app, both on Android and iOS devices, records user’s activity count throughout the day (any activity that involves movement, with a focus on steps) relying on sensor data, and enables the user to send out this data to their Actifit account, via a daily report card of tracked activity.

To properly incentivize an active lifestyle, we utilized standard healthcare industry and wearable choices for daily activity/step targets, at 10,000 activity, with starting rewards eligibility at 5,000.
Upon each automated reward cycle, which occurs on a daily basis, user submitted daily activity cards get auto-evaluated according to a multitude of factors, which determine the user rewards for this activity day, as follows:

- **Activity Count**: as highlighted above, the activity count determines a portion of your reward. A minimum of 5,000 is required to earn any reward, and a maximum of 10,000 maximizes rewards for the activity count aspect. Any amounts beyond 10,000 do not earn additional rewards. We implemented it as such to avoid over-competitiveness, but also to minimize potential system abuse. Activity count determines 25% of the total reward value.
- **Report Card Content**: Steem blockchain is based upon the concept of quality content. Actifit follows this standard, and provides additional reward for activity report cards with higher content quality. Content quality determines 20% of the total reward value.
- **Engagement**: To build an active community, engagement is essential, and highly engaged individuals have a mutual relationship, whereby their content also receives high levels of engagement. We place a focus on this element, and therefore numbers of upvotes (likes), as well as quality comments increase the rewards for a particular report card. Engagement determines 20% of the total reward value.
- **Moderator Review**: Actifit team keeps a continuous monitoring on content, and aims to better reward quality report cards that stand among the crowd. We have a team of moderators (15 at the moment) who handle reviewing report cards, and picking the ones which will receive increased rewards. At the time, we receive on average 600 report cards per day. Although those numbers are planned to grow drastically, we do not believe we would have a scaling issue, as ultimately our goal is NOT to go through all content, yet to attempt to find any content that is of better quality, and reward it accordingly.

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We also have plans to implement more robust Artificial Intelligence solution for the future to assist with this manual aspect. Moderator review determines 10% of the total reward value.

- **User Rank**: Actifit innovated its own ranking system to qualify its users, and increase the rewards of those with a higher rank. User rank determines 25% of the total reward value. The ranking system is scaled from 0 (lowest) to 100 (highest), and is affected by a multitude of factors, while making it a dynamic system, as follows:
    - **Amount of Delegated Hive Power (SP)**: Hive Power is an innate vesting system on the Hive blockchain, which enables users to convert their liquid HIVE to vested HIVE, and utilize this to dispatch rewards according to their vested amount. By delegating to Actifit account (i.e. giving the account the power to utilize those SP for rewards), they enable us to better reward users, and hence support our ecosystem. This factor affects 30% of the User rank. For further details about HP/SP, refer to official Steem white paper.
    - **Amount of Held AFIT Tokens**: Acquiring and holding more AFIT tokens supports the ecosystem, is a sign of commitment to the project's vision, and hence results in a higher rank for the user. This factor affects 30% of the User rank.
    - **Total Activity Rewarded**: The more a user has been active and reaching the proper threshold on their daily activity, the higher their rank is. This factor affects 20% of the User rank.
    - **Last 10 Days Activity Count**: This dynamic factor increases the incentive for users to be active on a daily basis, as their rank is affected by the number of rewarded activity reports they had in the last 10 days. This factor affects 20% of the User rank.
    - **Amount of AFITX Held**: AFITX is a special token introduced down the road by actifit team. Holding this token allows the user to increase his rank, with the rate of 1 AFITX -> 0.1 rank point, to a maximum of 100 extra rank points at 1,000 AFITX.

2.2. Smartwatches & Wearables

Actifit's vision is to enable users to properly track their activity, whether they are able to keep their phone on, or not.

To accomplish this aim, and while mobile phones can be difficult to keep on under certain setups and while performing specific activities (such as playing

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football, basketball, swimming…), we have opened up support to utilizing smart watches & wearables for tracking activity, and syncing this back to Actifit for rewards.

In fact, the first device with which we implemented an integration is Fitbit, enabling the use of any Fitbit device to sync data back to Actifit, and utilize this activity to get rewarded.
Our choice for Fitbit as our first integrated smart watch brand was due to the large active user base the device has, which according to latest report rose up to 27.5 Million active users in 2018[7]

Following, we also integrated Apple Watch to our iOS version of the actifit app, which opened the doors for us to allow users to sync from thousands of wearables which can sync their data to Apple Watch.

We do have plans to integrate many other wearables and smart watches, including Garmin, Samsung watch, Polar ...to name a few. We actually believe smartwatches are in no way competitive to Actifit's mission, yet are more so complementary, whereby they present alternative ways to track activity, and with the capability to sync back to Actifit, they enable users to get rewards.

2.3. Reward Process

Actifit provides several ways to earn rewards, with the core focus being on building active & healthy individuals, and a supporting community. Actifit rewards users under the following scenarios:

- **Tracking Activity Via Report Card**: The standard scenario to earn daily rewards via Proof of Activity, as detailed in section 2.2 above.
    - Create an Actifit/Hive account.
    - Download Android/iOS "Actifit Fitness Tracker" app from google play / app store
    - Install and run the app.
    - Perform your activity/workout. Activity is auto-recorded in the background (visible through the app)
    - Once you reach your target activity, click Send Post. If using Fitbit (or other future supported wearables), you can alternatively sync your activity data.
    - Get rewarded!
    - You are eligible for a single post/activity report card per day.

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- **Engaging Community**: Reading, commenting, and liking (upvoting) others' content is a 2 way reward process, whereby quality comments and upvotes result in a higher reward to the report author, but also to the user engaging the report card, as upvotes earn a share of their own reward pool per activity report, in HIVE, STEEM and AFIT tokens, and partner tokens. This approach has proven to drive high engagement levels among actifitters, and a similar concept is already innate to the Hive/Steem blockchain, which we adjusted and improved upon to suit our needs.
- **Supporting Actifit With Delegated Hive / Steem Power (SP):** As of April 5th, 2021, Actifit has support from 446 HP token holders, amounting to a total of 212,881 HIVE POWER, which converted to a dollar value at a current market HIVE price of 1 HIVE = $0.74 USD, would equal around $157,531 USD. On Steem, Actifit has support from 292 HP token holders, amounting to a total of 70,986 STEEM, which converted to a dollar value at a current market STEEM price of 1 STEEM = $1.11 USD, would equal around $78,794 USD, making the total USD value at around $236,325 USD. This support enables Actifit to send out rewards to actifit activity reports, in addition to the AFIT rewards. Additionally, we have partnered with other communities, such as sports talk social and appics, enabling us to reward our users with other tokens including SPORTS and APX…

2.4. AFIT Token

We created a "fit" token, which we named as such: AFIT token, encompassing in its name fitness, our core mission.
With Actifit's blockchain of choice being Steem, a DPoS based blockchain, AFIT tokens are planned to follow the protocol standards of the Steem blockchain, as well as the innate nature of the STEEM cryptocurrency.

Steemit Inc, the company behind Steem blockchain is working on releasing a dedicated protocol to support Steem-based dapps, labeled "Smart Media Tokens" - SMT for short. (Update: SMTs no longer took place, hence our decision to take other approaches as elaborated elsewhere in this whitepaper)

In a nutshell, SMTs are "a native digital asset on the Steem blockchain that can be quickly launched by anyone to help monetize online content and create incentives to encourage desired user behavior."[8]
SMTs are very similar in nature to Ethereum's ERC20 tokens, whereby they enable hosting and transacting with tokens on the parent blockchain.

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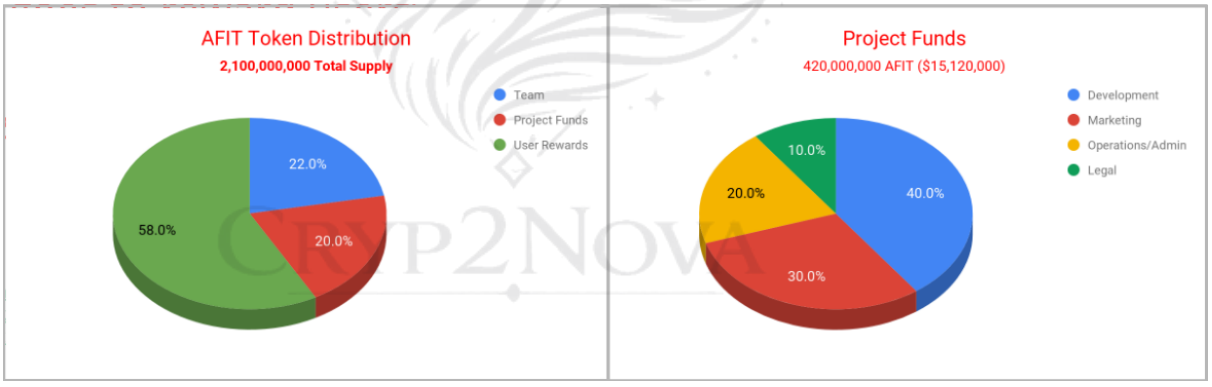
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SMT as described by Steemit Inc., are “like Ethereum's ERC-20 tokens, but with certain built-in ‘Proof-of-Brain’ properties and a token distribution reward system designed specifically for digital content businesses”.[8]

For further in-depth details about SMT tokens and their related economical model, please refer to official SMT Whitepaper.

As SMTs were never officially launched, and as side-chains for steem and hive blockchains were created (hive-engine.com and steem-engine.com), AFIT tokens were created on those sidechains, and the plan is to expand them to Binance Smart Chain.
Initial total supply for AFIT tokens is set at 2.1 Billion tokens, with a distribution according to below plan:

- The core focus is on rewarding users, whereby 58% is set as rewards based upon activity, engagement, project support,...
- Team allocated supply is at 22%.
- 20% is set for raising funds for the project to accomplish projected growth. The funds are planned to be used for various activities, including development (40%), marketing (30%), operations / admin (20%), and legal (10%) as highlighted in the below chart.



The user’s activity rewards are distributed on a daily basis via an assigned reward pool, whereby a maximum of 200,000 AFIT tokens is sent out. As the DAU (daily active user) count increases, the amount of AFIT tokens being distributed to different users decreases. This enables long term availability of user rewards.
Add to that, the reward pool is continuously replenished to sustain long term supply, whereby users who utilize the functionality to swap AFIT tokens for STEEM, will transition those tokens back to the users’ reward pool.

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Besides, future implementations such as the ad system, whereby advertisers will be able to earn ad space by purchasing and spending AFIT tokens, will also end up back to the reward pool to reward actifitters.

2.5. AFITX Token

In addition to the AFIT reward and transactional token, we created a new token called AFITX, which is a special type of token.
Similarly to AFIT tokens, AFITX tokens were also deployed on side-chains of hive and steem blockchains (hive-engine.com and steem-engine.com). The plan is to expand AFITX token to be present on Binance Smart Chain.
The initial total supply of AFITX token is at 420,000,000 tokens, and the vision behind AFITX token is focused currently at:

- AFITX is planned to be a governance token for actifit ecosystem.
- AFITX allows users to:
    - Increase their user rank within actifit app.
    - Participate in contests.
    - Move AFIT tokens to supporting hive and steem exchanges (hive-engine.com and steem-engine.com) in larger quantities.
    - Get priority queue access on daily voting rounds.

2.6. Proven Model

In contrast to many other blockchain-based solutions, Actifit was officially introduced on June 27th, 2018, not with just an idea, yet with an actual functional product / mobile app, rewarding users from day one.

Since then, Actifit's product & solutions has been growing massively in terms of user base, functionality, community support and user retention over the past nine months.

We initially launched our Android app, which enables users to automatically track their activity relying on phone sensor data. Following, we released our official website and web solution actifit.io. Two months down the road made Actifit available to our iOS users as well.

As of April 5th, 2021, Actifit has in fact:

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- Rewarded **more than 290,000 unique total daily activity reports**, i.e. reports submitted by users using the Actifit app, which amounts to **more than 1.4 Billion steps (recorded activity)**.
- More than **106 Million AFIT tokens have been distributed** to supporters and active users.
- More than **60,000 users hold AFIT tokens** via engaging with different activities.
- We have accumulated **more than 4,700 unique active users**.
- Our **daily user base** submitting actifit reports has reached an average of **300 users**, among which around **220 accounts get rewarded** for reaching the minimum threshold.
- Our **10-day user retention rate** is at around **345 users**.
- More than **20,000 page views of organic traffic for actifit website.**
- Actifit is currently ranked **as #38 among more than 2,400 crypto dapps** on stateofthedapps.com, one of the leading dapp ranking sites.[9]

2.7. Actifit Simplistic User Experience

Actifit advocates a simple user experience, which is targeted towards allowing users to properly and easily utilize the app on a daily basis. At present time, mobile app version enables users to easily interact with the Hive blockchain to send out daily reports and earn rewards, but also:

- View today's activity count, charts of daily activity, intraday activity.
- Send Post (to send report data).
- Snap photos.
- Charity support, donating AFIT earnings to whitelisted charities.
- Compile an activity report, including activity types, images, text, auto-tracked activity count, and measurements.
- View your tracking history.
- View current daily leaderboard.
- View your wallet and prior rewards.
- Sync data from Fitbit or Apple Watch (and supported devices).
- Reminders for daily posts.
- Settings for notifications, post payouts, sensor usage, blockchain option.

The web experience similarly follows the simplistic model, yet presently provides a more interactive and elaborate experience, enabling users to:

- View all activity reports by actifitters, as well as interact with upvotes/comments (Activity feed).

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- View and edit personal activity reports.
- View AFIT, AFITX, and partner tokens wallet.
- View, claim & transfer HIVE/STEEM rewards.
- Exchange AFIT tokens for HIVE/STEEM upvotes.
- View current user rank.
- View all content of the Hive and Steem blockchains.
- View user profile.
- Send AFIT tips to users
- Full wallet experience including delegation, power up/down, transfer, and transaction history.
- Delegators screen
- Leaderboard screen
- User Rank screen.
- Yield farming interface for actifit.
- Actifit Market allowing purchase of virtual gadgets and real fitness products.
- View suggested friends, make and connect with friends on actifit, view friends stats and profile.
- Gadget Prize Draw with users winning every 4 days HIVE token rewards.

3. AFIT Token Economy

Actifit being a health & fitness related dapp, spans several major industries like healthcare, health insurance, sports, media and apparel. These are global multi-billion dollar industries. The AFIT Token aims to link these industries through mutually beneficial relationships that are planned to drive the usage of the token and increase its value.

Having a look at some of those industries with direct relations to Actifit's core vision (as Actifit has a reach far beyond below industries), we can gather that we are looking at a combined market size of around **$450 Billion USD**, and that is just taking into consideration the following fields:

- Health club Industry, at $87 Billion USD.[10]
- Sportswear Industry, at $348 Billion USD.[11]
- Smartwatch Industry, at $10 Billion USD.[12]

Our plans and vision for Actifit are for a large market share of the existing sports related industries. We believe with its incentivising model, and its innate ability to reach out to thousands and millions of users, actifit has the capability to become a defacto in the sports-related industries, with AFIT token being a means of business transactions for health, fitness, and sports field.

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3.1. AFIT Token Use Cases

In addition to the ability to convert AFIT tokens for FIAT, some of our short to medium term projections for AFIT token use cases lie in the below:

- As users become more active and fit, their general well-being increases and they become more productive. By using Actifit, they will earn AFIT Tokens.

- An immediate effect of becoming more active is lower healthcare costs. People will be able to claim lower health insurance premiums through their AFIT Tokens. Employers will also have an incentive to motivate their employees to get more active and utilize AFIT tokens for such purposes.

- Since Actifit provides people with a financial and social incentive to be active on a daily basis, their spending on fitness products and services is likely to increase such as on gym subscriptions, training sessions, sports apparel and goods, which will actually be transacted using AFIT Tokens, alongside redeeming special discounts.

- As actifit already has a good reach to personal trainers, some of whom are already using our platform to track activity, but also to connect with fitness enthusiasts, actifit deepens the relation between trainer and trainee, via enabling training consultation and programs via Actifit Market, which can also be paid for via AFIT tokens.

- As more users join Actifit, advertisers, especially for health and wellness industries, will see it as an effective channel to reach their customer base. They would need to buy AFIT Tokens to buy advertising spots on Actifit. Users who opt-in for viewing ads will also earn AFIT token rewards for doing so.

- Health & nutrition centers find a great audience in actifit users, whereby they can promote their services via AFIT tokens, but also support payments and discounts to order meals, subscriptions, and other services via AFIT tokens.

- Provided its ability to sync with other wearables and smart watches, Actifit users who prefer the use of such trackers will be able to receive discounts and/or purchase such devices using their AFIT tokens, as we plan to build up partnerships with large brands and players in the field.

- With its innate charity feature, AFIT tokens can also be utilized to donate earnings and rewards to charity, but also fund charities with purchased AFIT

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tokens, and hence build a virtual donation-centered economy enabling proper communal support via the app.

3.2. DEFI & Financial Product Plans (Expansion to Binance Smart Chain)

Actifit team is working tirelessly on expanding its presence to Binance Smart Chain, and launching a multitude of financial products aimed at:

- Bringing more potential “gains” to users.
- Opening a bridge between Hive and Binance chains.
- Creating financial products enabling more growth and integration between fitness, sports, and blockchain technologies. Those include approaches of liquidity pools, farming, lending, partnerships and more.
- Expanding market infiltration for AFIT, AFITX, and Actifit in general.
- Providing a unique and fun experience for DEFI world mixed with Health and Fitness.

3.3. Planned work

With a growing vision for Actifit, continuous suggestions by the supporting community, our team already has major plans for the platform, with key focus being on following areas:

- **Product Development**: including hiring dedicated developers, to expand product:
    - Launching further DEFI products on actifit’s new financial products solution.
    - Revamp of the whole user experience (UX/UI)
    - Tons of improvements to the app & web solution, including:
        - User profile
        - Calories, time, distance and other metric data tracking
        - Further multimedia experience enhancements, including music track playing and video support
        - Viewing, editing, upvoting reports via the app
        - Messaging & notification system
        - Goal & competition system
        - Full blockchain experience via app/web solution
        - Trainer program
    - Integration with other wearables for syncing data
    - Introducing further gamification aspect to Actifit
    - Implement Team concepts on actifit

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  - Implement competition concepts and additional reward pools.
  - Actifit physical tracking devices/technology
  - Implementing NFTs to existing gadgets.
- **Marketing Effort:**
  - Further social media growth, presence, & promotion
  - Expand user signups/onboarding/retention.

4. The Team

Actifit started as a personal motivation idea by its founder, Mohammad Farhat, a hands-on technical entrepreneur with more than 20 years of global professional experience in the software industry, and then metamorphosed into a vision for changing people's lives and improving the world.

Actifit team presently includes more than 25 members, including developers, social media experts, moderators, community managers, ambassadors, and fitness trainers.

5. Useful Links

- Website: https://actifit.io
- Android App: https://bit.ly/actifit-app
- iOS App: https://bit.ly/actifit-ios
- Github: https://github.com/actifit
- Twitter: Actifit_fitness
- Instagram: Actifit.fitness
- Facebook: Actifit.fitness
- Discord: https://bit.ly/actifit_discord
- Telegram: https://t.me/actifit
- Medium: https://medium.com/@actifit.fitness
- Youtube: https://links.actifit.io/youtube
- Signup page: https://actifit.io/signup
- Email: info@actifit.io

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