

# HEAL-III



HEAL-3 Whitepaper

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# Introduction

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HEAL3 is a healthcare app that utilizes blockchain technology, born in 2022. Our purpose is to strive towards "HEALTHY and WEALTHY (-living a healthy and prosperous life-)," working every day to offer this to a greater number of people.

Currently, the increase in lifestyle-related diseases is leading to a continuous expansion of medical expenses, posing a societal issue in Japan. Despite the comprehensive social insurance system in the country, preventive healthcare in the pre-disease stage is not widely adopted.

Various companies and governmental bodies are developing software aimed at preventive healthcare, yet none have achieved significant success thus far.

HEAL3 distinguishes itself from existing healthcare software by leveraging blockchain technology, offering a unique approach to services. Our goal is for users to enjoy using HEAL3, naturally cultivating healthy habits. We aim to build a state where users effortlessly develop enjoyable and healthy routines, fostering a positive lifestyle.

Session 02.

# What is HEAL3?

# What is HEAL3?

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HEAL3 generates enthusiasm through gamification, providing a mechanism for individuals to actively engage in health activities. Our goal is to encourage healthy habits through positive actions, offering services that enable people to lead richer lives.

In contrast to the previous "Move to Earn" project, HEAL3 allows users to earn tokens through activities related to daily health habits such as exercise, sleep, and nutrition.

## HEAL3 as a Comprehensive Healthcare Application

HEAL3 aims to achieve the "Health and Earn" project, encompassing everyday life aspects such as exercise, sleep, and nutrition. By aspiring to become a comprehensive healthcare app, we set our sights on entering and expanding in the growing healthcare industry.

Having already established successful collaborations with major consulting firms, our goal is to further expand partnerships with other companies. Through widespread adoption, we strive to integrate new healthcare habits into society.

## The Society that HEAL3 Envisions

- ✓ Many individuals in the community utilize HEAL3 to maintain their health records.
- ✓ HEAL3 has permeated throughout the entire society, with a lively community where people actively engage and share experiences.
- ✓ Through participating in HEAL3 gameplay, individuals develop a heightened interest in their diet and lifestyle, leading to gradual improvements in their daily habits.
- ✓ The gamified experience of HEAL3 naturally instills healthy lifestyle habits, contributing to the overall extension of societal health span. This, in turn, addresses societal issues related to medical expenses and insurance premiums.
- ✓ A state where users can use their earned tokens to purchase health-conscious products, HEAL3 aims to establish an economic ecosystem, enabling many individuals to lead healthier lives.

Session 03.

# Characteristics of HEAL3

# Characteristics of HEAL3

HEAL3 has conducted an analysis of the previous "Move to Earn" project and incorporated new features not present in prior initiatives.

## Building a sustainable economic ecosystem that addresses the weaknesses of the previous "Move to Earn" project

HEAL3 has identified the following weaknesses in the existing "Move to Earn" model

- ✓ Selling pressure due to increased supply of utility tokens and resulting decline in prices
- ✓ Oversupply of NFTs
- ✓ The user base is limited to Web3 users, making continuous economic zone expansion difficult

### HEAL3 seeks to address these weaknesses in the following ways

#### 01. Economic Stabilization through dAppStaking

Utilizing the Astar Network, HEAL3 introduces the "dAppStaking" developer reward system, enabling external revenue generation. A portion of this revenue is strategically employed within the ecosystem.

#### 02. Adopting a "Broken System" that sets a limit on the number of times NFTs can be used in a game

Adopting a "Broken System" to maintain the Health and Earn economics in a healthy and sustainable manner. This helps control the overall number of NFTs available for use in the game.

#### 03. Stabilizing Token Prices through the Store Feature

The HEAL3 utility token (UHT) is not only tradable on DEX and CEX but can also be exchanged for various services through the Store feature. HEAL3 controls the exchange ratio to ensure the stability of UHT's value.

#### 04. B to B monetization as a comprehensive healthcare application

By targeting the rapidly expanding healthcare industry, HEAL3 aims to achieve the construction of a large-scale ecosystem that was not possible with the existing Move to Earn model.

#### 05. Obtaining new utilities through the unique "Mission Function"

The most popular feature within HEAL3 is the "Mission Function". This feature encourages token consumption alongside user health activities, contributing to improvements in the ecosystem.



# Characteristics of HEAL3

## Economic Stabilization through dAppStaking

In the previous Move to Earn project, the inflow of funds was anticipated solely through the unique token, which meant that any negative impact on token prices could potentially harm the entire ecosystem.

To address this challenge, HEAL3 adopts the Astar Network as its foundational blockchain. Astar Network provides the dAppStaking feature, distributing staked \$ASTR tokens to the project. This approach ensures a resolution to the problem. With Astar Network's dAppStaking, HEAL3 anticipates regular fund acquisition from outside the HEAL3 ecosystem.

A portion of the \$ASTR acquired through dAppStaking is used as user rewards, contributing to the stabilization of the HEAL3 ecosystem.

### Rewards from DappStaking will be distributed as followed

**01. Staker Reward 25%~45%**

- ✓ Users who stake \$ASTR to HEAL3 will receive \$ASTR / Clothes NFT / \$GHT / \$UHT as a reward.

**02. User rewards 20%**

- ✓ Normal Game Cycle Rewards
- ✓ Quest Rewards
- ✓ Mission Clear Rewards
- ✓ Role rewards (Silva Pioneer, etc.)

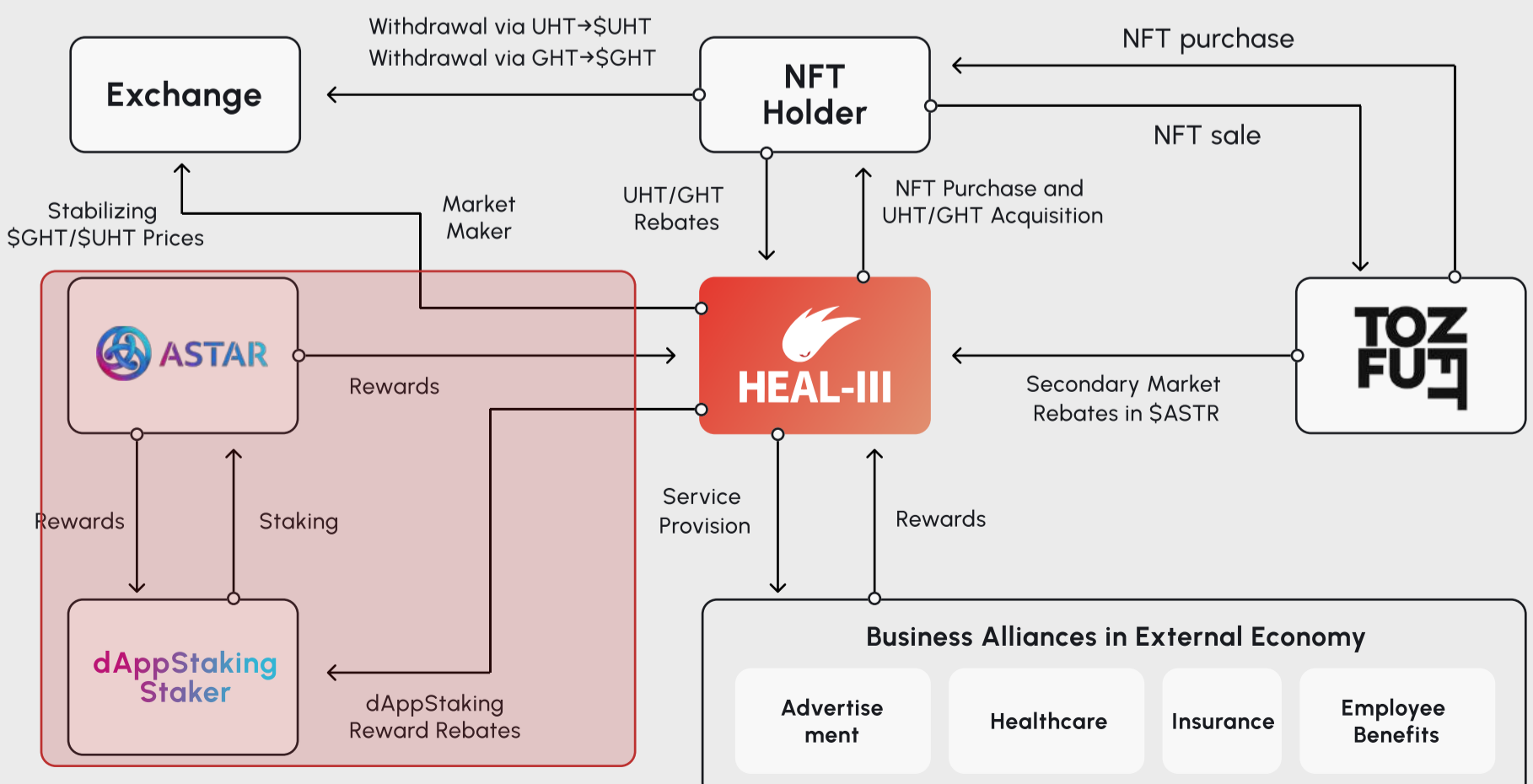
**03. Marketing 15~35%**

- ✓ Marketing expenses to attract new users
- ✓ Quest Rewards

**04. Market Making 10%**

- ✓ \$GHT,\$UHT for price stabilization after listing

**05. Other 10%**



# Characteristics of HEAL3

## HEAL3 adopted the Broken system that sets a limit on the number of times NFTs can be used in a game

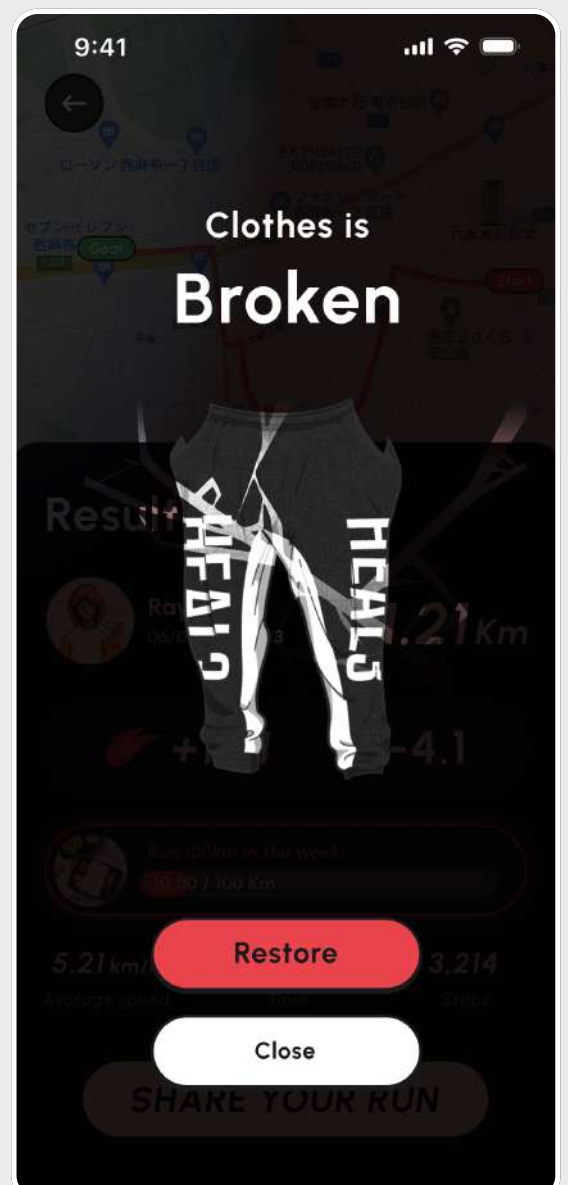
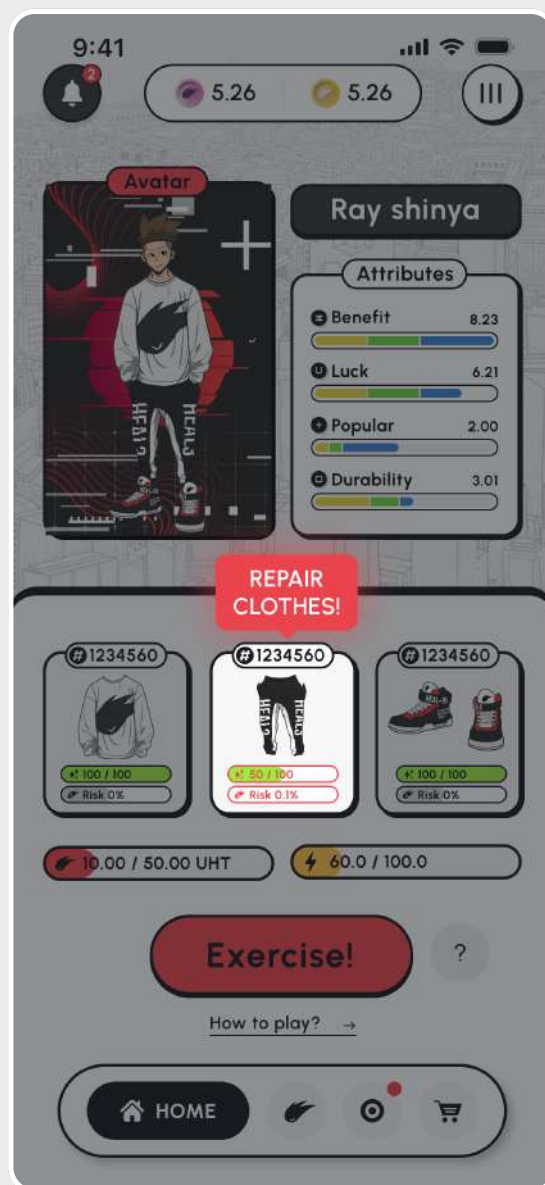
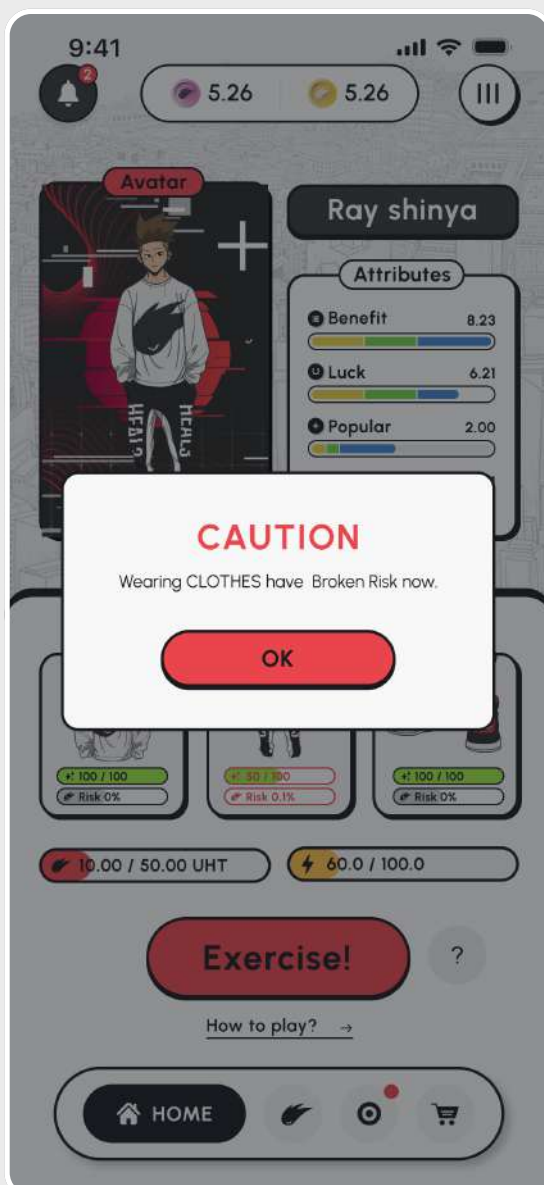
To achieve a sustainable game in HEAL3, we employ a feature where NFTs have a certain probability of becoming "Broken." When an NFT is Broken, it loses its ability to earn, but there is a corresponding "Repair" function to restore it.

Maintaining an economy and ensuring a sustainable game is impossible if purchased NFTs can indefinitely generate earnings. Our goal is to contribute to the well-being of many people by providing an enjoyable experience to a broader audience and establishing a stable economic ecosystem, which is why we have implemented the Broken and Repair mechanics.

During exercise, there is a probability-based risk of an NFT breaking for every 1 Energy consumed.

If an NFT breaks during exercise, it remains in a Broken state at the conclusion of the exercise.

Note: Even if an NFT enters a Broken state during exercise, UHT can still be earned until the end of the exercise.

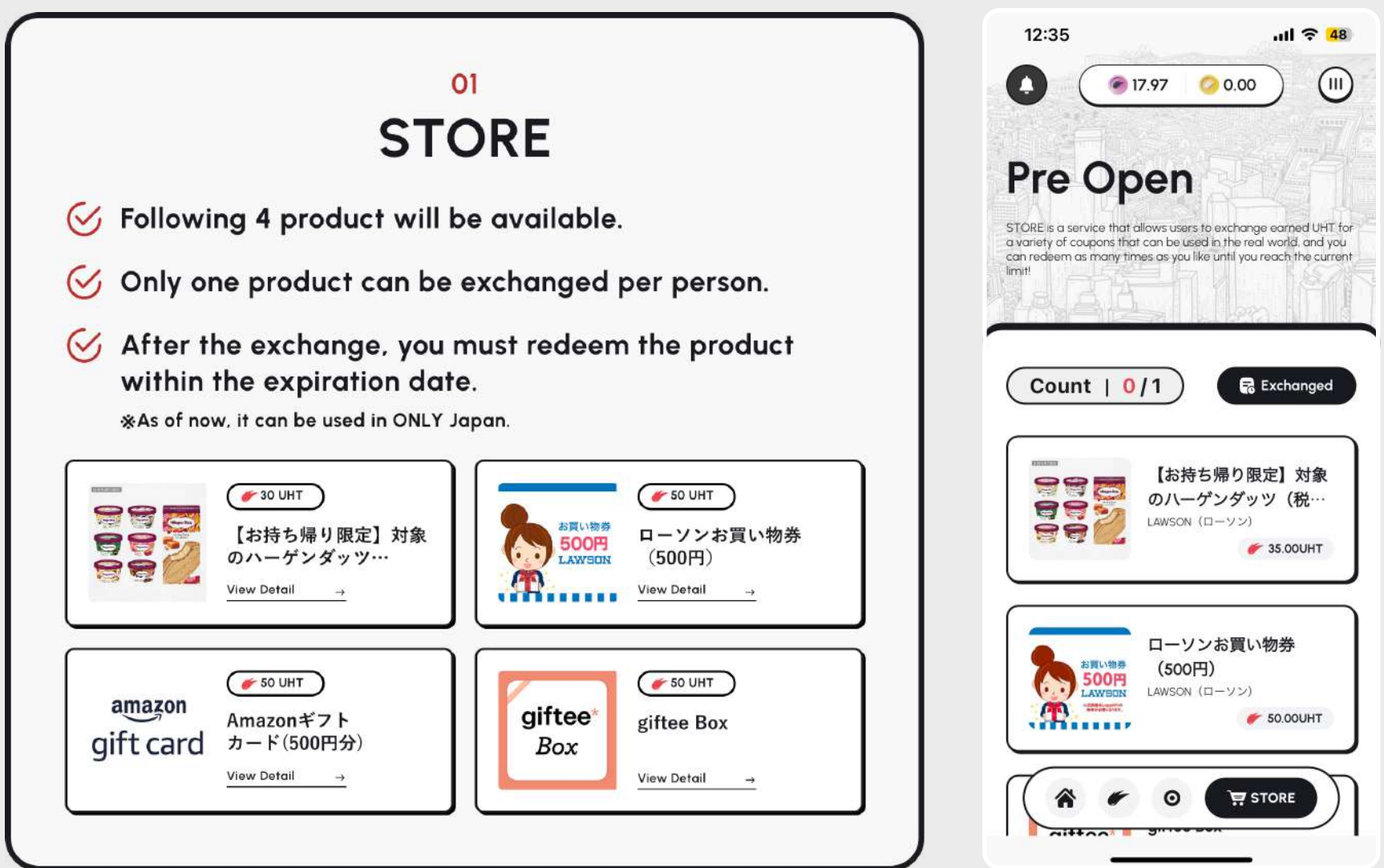


# Characteristics of HEAL3

## Stabilizing Token Prices through the Store Feature

\$UHT constantly experiences price fluctuations; however, in the Store, the exchange rate is fixed, ensuring that \$UHT maintains a consistent value. This contributes to the stabilization of the value of tokens acquired by users.

The UHT earned through gameplay can be exchanged for \$UHT, and beyond just swapping for \$ASTR on exchanges, users can also exchange it for various items such as goods and gift cards through the in-app Store feature. The exchange rates for UHT and Store items are fixed, employing a mechanism that does not fluctuate with \$UHT token prices. Through the Store feature, it contributes to the stabilization of \$UHT prices.



## B-to-B monetization as a comprehensive healthcare application

Leveraging the insights and achievements gained from providing BtoC applications, we will extend the HEAL3 service to corporations, municipalities, and governmental entities. Our approach involves not only directly catering to end-users but also engaging in BtoB initiatives. This strategy aims to expand the HEAL3 ecosystem and secure revenue streams for HEAL3 as an operating company, ensuring that HEAL3 continues to be a service that provides peace of mind and enjoyment for everyone.

For more details, please refer to page 33 [Collaboration Achievements with ABEAM Consulting].

## Gaining new utility through the unique "Mission Feature"

Users can enhance their HEAL3 app experience through the Mission Feature. This feature hosts multiple missions concurrently, allowing users to choose the missions they wish to participate in. By paying a certain amount of owned UHT as the entry fee, users can join a mission.

The UHT paid as the entry fee is temporarily held by the administration and later distributed to users who successfully complete the mission.

Participating in missions by paying UHT as an entry fee motivates users to engage more actively in gameplay and strive for mission completion.

\*Please note that a portion of the UHT paid as the entry fee will be collected by the administration as management fees.

For more details, please refer to page 11 [HEAL3's Key Features - Mission System].

Session 04.

# HEAL3 Key Features

# HEAL3 Key Features

## Game Overview

HEAL3 currently offers gameplay based on "exercise."

Users can purchase three types of NFTs: Tops, Bottoms, and Shoes.

They can equip each NFT to the avatar they set up when downloading the app. By engaging in exercise, users can earn UHT.

Each NFT has parameters that determine the amount of UHT that can be earned and the duration of gameplay based on these parameters. Users can buy and sell NFTs, and it is possible to purchase NFTs with parameters tailored to their exercise habits on the secondary market.



# HEAL3 Key Features

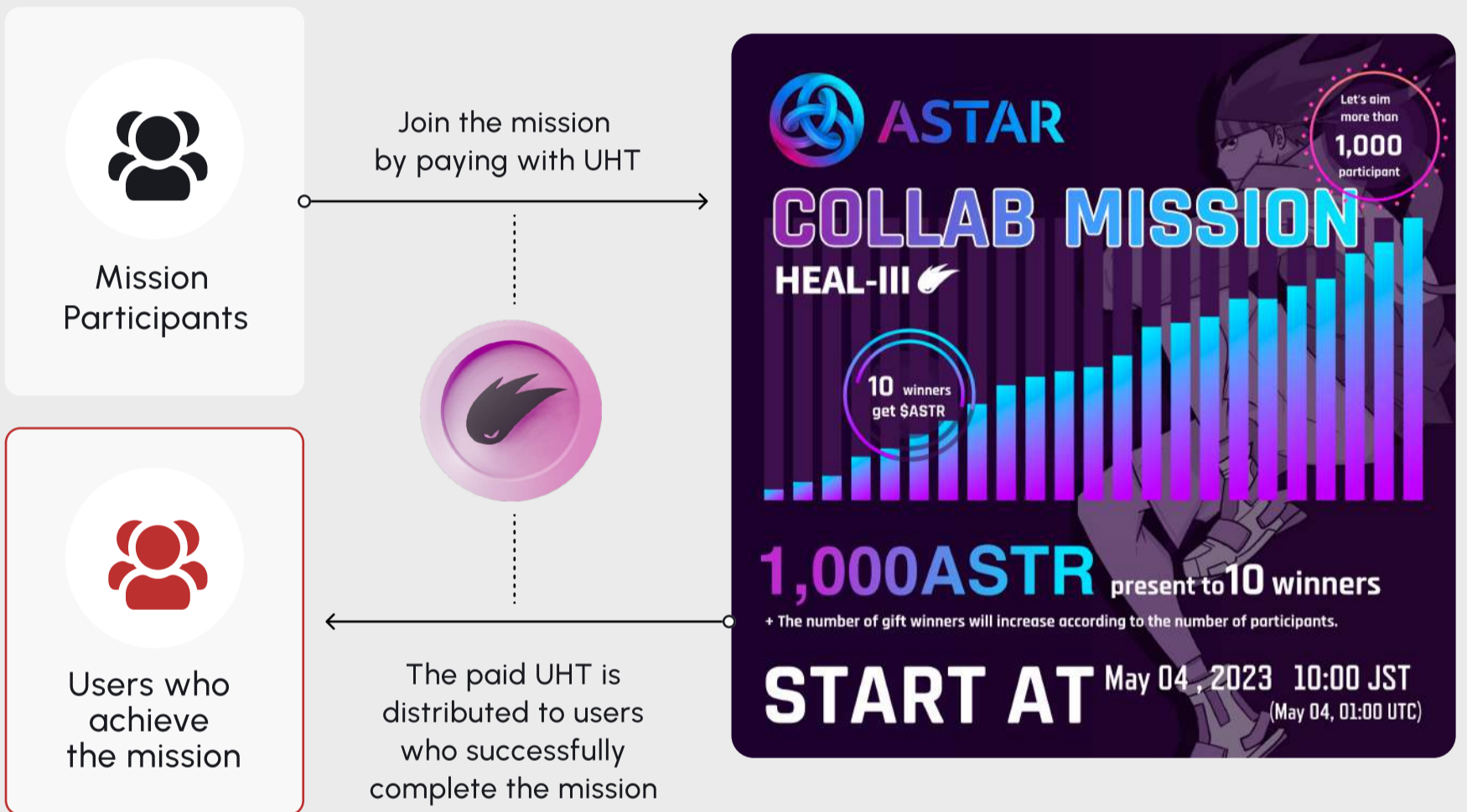
## The Mission Feature

The Mission System is an exclusive feature introduced by HEAL3, unlike any seen in "Move to Earn" before.

Users can participate in missions by paying UHT as an entry fee. Upon successfully completing a mission, the UHT is contributed by participants as the entry fee is distributed among the mission achievers. Mission rewards may not only include UHT but also in-app items.

In the case of collaboration missions with companies, participants have the chance to receive rewards such as real-life products or coupons that can be used with the company's services.

We host a variety of missions, ranging from simple profit-sharing missions to collaborations with businesses. These missions offer diverse opportunities for users, providing rewards that extend beyond just UHT.



## Participation in App

HEAL3 mainly envision the application participating in the following patterns

### 01. Purchase NFT and Participate in Missions

For those who purchase NFT and want to gain more points in missions while also continuing to exercise.

### 02. Purchase NFT and Non-Participate in Missions

For those who purchase NFT and wish to earn points for continuous exercise.

### 03. Non-Purchase NFT and Participate in Missions

Those who want to increase points through missions after purchasing UHT, only participate in missions.

HEAL3 team would like to distribute rewards through GHT/UHT to those who contribute to the project and continue to practice healthy habits.

# HEAL3 Key Features

## About Zealy

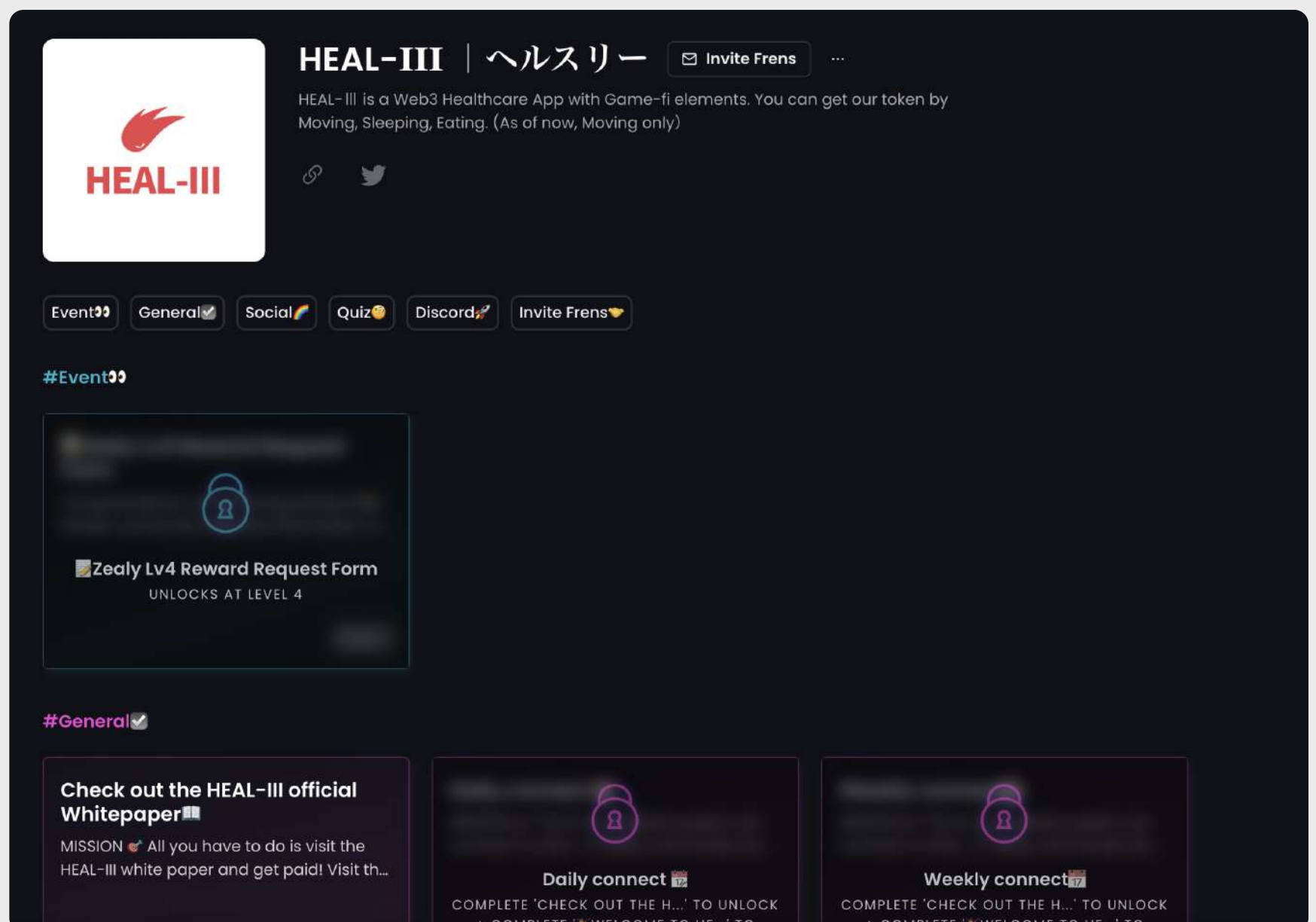
HEAL3 values the activation of the community from a user-centric perspective. By fostering community engagement, users can enjoy and consistently participate in HEAL3 activities. As part of our commitment to community activation, we offer Zealy as a community contribution tool.

## What is Zealy?

Zealy is one of our community platforms, providing a tool for contributing to the community by completing various quests (tasks).

Users can gain experience points (XP) by clearing quests on Zealy. As users accumulate XP, their level on Zealy increases, unlocking exclusive NFTs and perks based on their level.

This innovative platform encourages users to actively contribute to the community, enhancing their overall HEAL3 experience.



# HEAL3 Key Features

## Benefits Obtained through Zealy

Depending on the level achieved on Zealy, you can enjoy the following perks. The content of these benefits is subject to continuous expansion.



Level	Total XP	Reward
» 1	0	-
» 2	100	-
» 3	500	-
» 4	1200	Enhance Scroll ★★
» 5	2200	Enhance Scroll ★★ Storeの解放 (3)
» 6	3500	Enhance Scroll ★★ Storeの解放 (3)
» 7	5100	Enhance Scroll ★★ Storeの解放 (3) 限定デザインNFT (Common Set)
» 8	7000	Enhance Scroll (2) ★★ Storeの解放 (3)
» 9	9200	Enhance Scroll (2) ★★ Storeの解放 (3)
» 10	11700	Enhance Scroll ★★★ Storeの解放 (3) 限定デザインNFT (Uncommon Set)

\*Benefits may change without notice.



Session 05.

# Economics Overview

# Overview of Economics

The following components are present in HEAL3 ecosystem

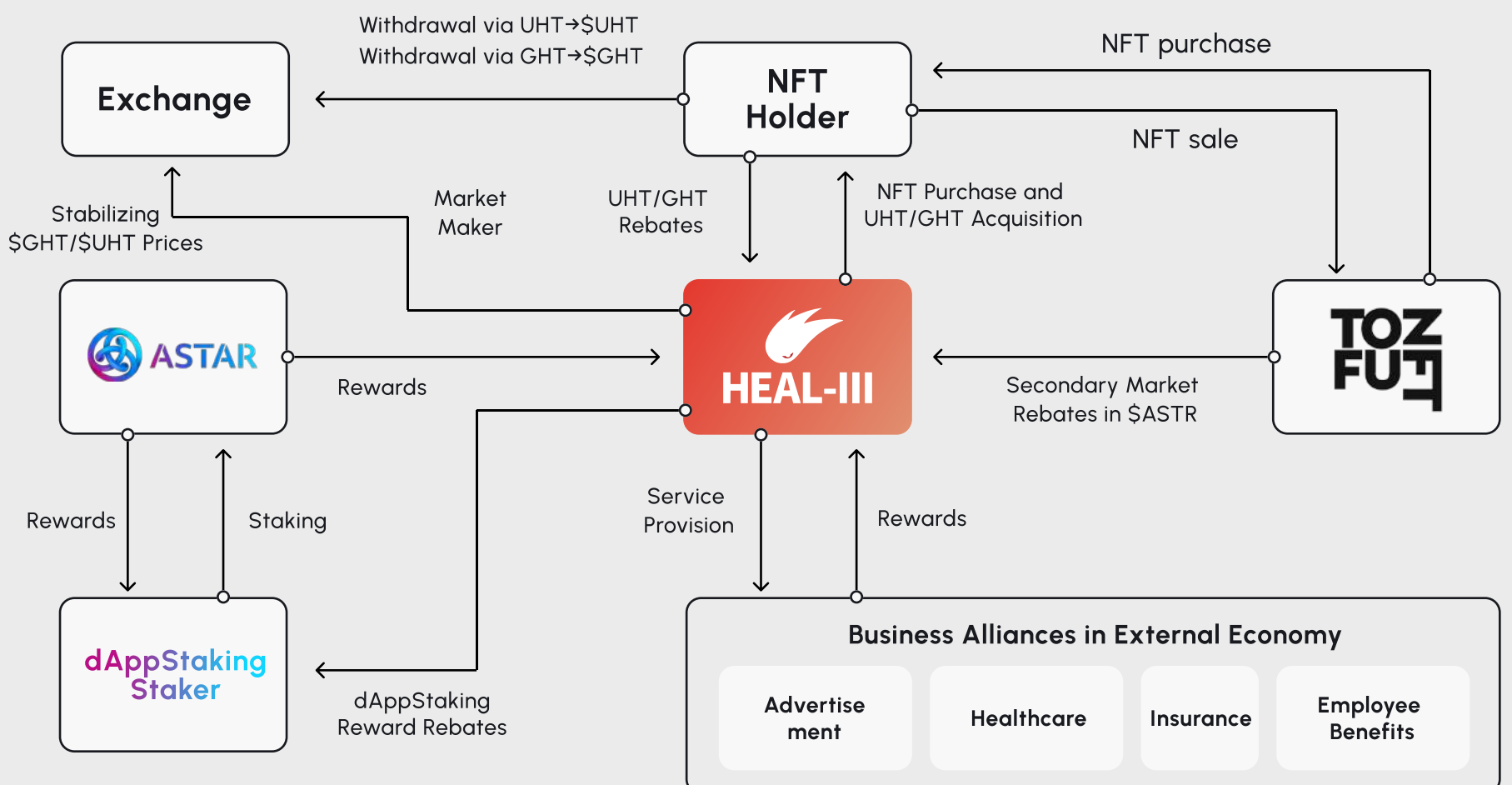


Within the service, users can purchase NFTs and UHT, increase in-app points through health activities such as exercise and mission functions, and enjoy the service by receiving rewards through tokenization and the Store feature. This allows users to engage with the service and benefit from reward redemption.

## Tokenomics Overview

Users can participate in the HEAL3 economic ecosystem by purchasing NFTs, UHT, or GHT. Whether through NFTs or UHT, the quantity of UHT/GHT that can be acquired is designed to increase with the consistent practice of exercise.

Primarily, user-to-user distribution is based on the user's spending atoms. In addition to this, we incorporate BtoB monetization through the presence of users, advertising revenue, and dAppStaking income, all added to the atoms. This allows HEAL-III to balance corporate development and provide rewards to users. Our priority is the establishment of a sustainable and stable economic ecosystem, and in general, the overall rewards do not exceed the reward atoms.



Session 06.

# About \$GHT

# About \$GHT



## \$GHT Overview

- ✓ Ticker code: GHT
- ✓ A total of \$500,000,000 GHT is the maximum issuance for this ERC-20 FT issued on the Astar zkEVM.
- ✓ As a governance token, it plays a crucial role in the HEAL-III ecosystem.
- ✓ Users can withdraw GHT acquired within the app by exchanging it for \$GHT.
- ✓ You can deposit the \$GHT you get on the exchange as GHT in the App.

## Utilities of GHT

Utilities of GHT is as follows.

### 01. Use for in-app activities

- ✓ Cleaning
- ✓ Level UP
- ✓ Evolution Mint
- ✓ Enhance Mint
- ✓ Broken
- ✓ Mission Participation
- ✓ Store Exchange

### 02. Use for in-app lock function

By locking a specific amount of GHT within the app, users gain access to exclusive missions. These limited-time missions are held periodically, and the rewards upon successful completion vary based on the locked amount.

Session 07.

# About \$UHT

# About \$UHT



## \$UHT Overview

- ✓ Ticker code: UHT
- ✓ This ERC-20 FT is issued on the Astar zkEVM, and there is no maximum issuance limit.
- ✓ It functions as a utility token, allowing users to acquire UHT by engaging in app activities.
- ✓ Users can withdraw UHT acquired within the app by exchanging it for \$UHT.
- ✓ \$UHT can be swapped with \$GHT on exchanges.

## Utilities of UHT

Utilities of UHT is as follows

### 01. Use within the app for various activities.

- ✓ Level UP clothes
- ✓ Clothes cleaning
- ✓ Clothes mint (scheduled for mounting)
- ✓ Clothes enhance
- ✓ Clothes reappear
- ✓ Mission Participation
- ✓ Store Exchange

\*UHT consumed in these activities is not burned and is not supplied to the market.

## Stabilizing UHT Prices

※UHT consumed in these activities will be burned and will not be supplied to the market. Store UHT is consumed during game play, such as NFT level-ups. The system is designed to prevent utility tokens from falling in price by eliminating the weaknesses of the Move to Earn project, including the Store function (see page 8)

Session 08.

# Token Positioning In-Game and Beyond

# Token Positioning In-Game and Beyond



HEAL3 adopts two types of tokens: Off-chain tokens (GHT, UHT) for in-game use and on-chain tokens (\$GHT, \$UHT) that circulate on the blockchain.

Within the game, off-chain tokens circulate. However, for transactions outside the game, such as token swaps, on-chain tokens are utilized. Off-chain tokens can be converted at equivalent value to on-chain tokens, which are tokens that can be used outside of service.

	Off-Chain Tokens (UHT, GHT)	On-Chain Tokens (\$UHT, \$GHT)
Token utility	in-game circulation	external circulation
Legal positioning	points	cryptocurrency



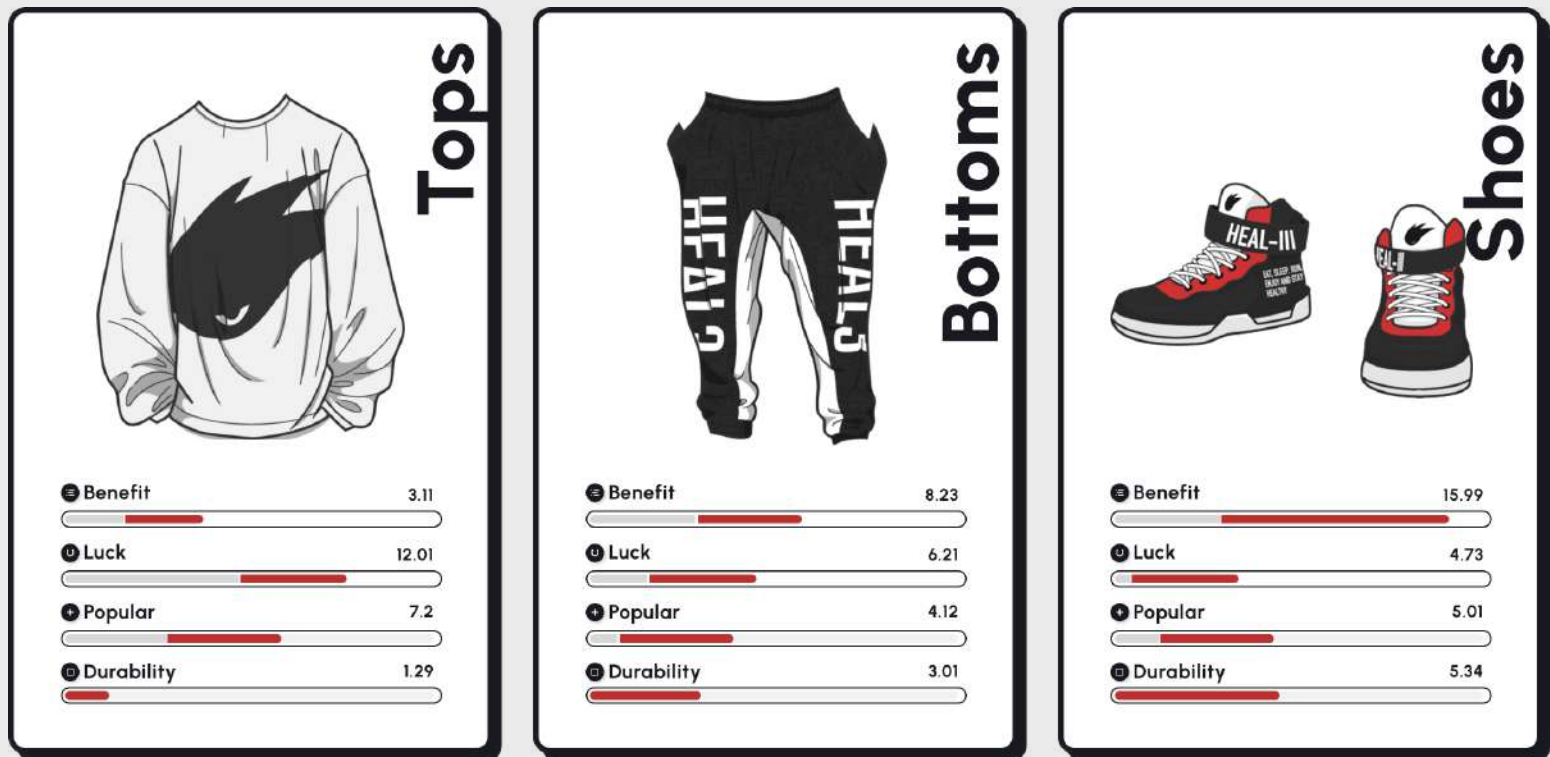
Session 09.

# About NFT

# About NFT

## Types of NFT

In HEAL3, there exists a category of NFT items called 'Cloths NFT,' which can be utilized within the app. Clothes NFTs are further categorized into the following three types.



## Clothes NFT Parameters

Clothes NFTs are equipped with the following four parameters, which are randomly initialized for each NFT.

### 01. Benefit

"Benefit" affects the amount of UHT acquired.  
The higher the Benefit value, the more UHT is gained per energy consumed.

### 02. Luck

"Luck" affects the likelihood of items being dropped at in-app events and missions.

### 03. Popular

"Popular" will be an important parameter in future additions.

### 04. Durability

"Clothes NFTs are depleted with each use, and a higher Durability value results in slower consumption. When users move, the Cleaning value of the NFT decreases. Upon earning UHT, the clothing incurs a depletion penalty.

# About NFT

## Rarity of Clothes NFT

Clothes NFTs are categorized into the following five rarities. During the NFT's minting process, parameter values are randomly set within the range defined by the minimum and maximum values specified for each rarity.

### ▼Clothes box

Rarity (Quality)	Min. Attribute	Max. Attribute
Common	3	10
Uncommon	10	17
Rare	17	35
Super Rare	35	65
Legendary	65	120

### ▼Event clothes box

Rarity (Quality)	Min. Attribute	Max. Attribute
Common	0	1
Uncommon	1	5
Rare	5	9
Super Rare	9	14
Legendary	14	20

# About NFT

## Clothes NFT Level Up System

Clothes NFTs can be leveled up by consuming specified UHT/GHT for each level. Leveling up allows users to earn points that can be used to improve the four parameters (Benefit, Luck, Popular, Durability) of Clothes NFTs.

By utilizing the earned points, users can increase the values of these parameters.

During the leveling-up process, there is a waiting period until completion, but this wait time can be shortened by consuming UHT, known as 'Boost.'

The points earned per level-up are determined by the rarity of the NFT, with each rarity having different maximum values for parameters.

Furthermore, even for the same rarity, the type of box acquired at the time of NFT acquisition affects the number of points that can be earned per level-up and the point cap.

### ▼Clothes Box

Cloth Rarity	Point Allocation
Common	4
Uncommon	6
Rare	8
Super Rare	10
Legendary	12

### ▼Event Clothes Box

Cloth Rarity	Point Allocation
Common	1
Uncommon	2
Rare	4
Super Rare	6
Legendary	8

# About NFT

## Clothes NFT enhancement system

Clothes NFTs provide an opportunity to increase all four parameter values by consuming UHT and Enhancement Scrolls.

For enhancement, in addition to UHT, you need to consume Enhancement Scrolls that can be acquired as rewards from missions and events.

While leveling up allows you to increase parameter values with 100% certainty by consuming level-up points, the enhancement system is based on the grade of Enhancement Scrolls consumed, determining the success probability.

A successful enhancement results in an increase in the enhancement value, leading to an improvement in all four parameter values (Benefit, Luck, Popular, Durability) based on the enhancement value.

## About Enhancement Scrolls

Enhancement Scrolls are categorized into three grades, with the success probability of enhancement varying based on the grade.

Users can use up to five Enhancement Scrolls at once, and utilizing them simultaneously enhances the success probability of the enhancement.

Grade	Success Ratio
Grade1 ★	Low
Grade2 ★★	Middle
Grade3 ★★★	High

# About NFT

## Variables for Enhancement

Enhancement Value	Enhancement factor (%)
1	5.0
2	6.0
3	7.0
4	8.0
5	10.0
6	12.0
7	14.0
8	16.0
9	18.0
10	20.0

Upon successful enhancement, the enhancement value assigned to the Clothes NFT increases.

The value obtained by multiplying the following factors (Enhancement factors) with the post-increase enhancement value is added as an enhancement bonus to the parameter values of the Clothes NFT.

### Example

In the case of enhancing from 0 to 1:  
 Post-enhancement parameter value = Existing parameter value × 1.05

## The Upper Limit of Enhancement

Rarity	Max enhancement value
Common	3
Uncommon	4
Rare	5
Super Rare	10
Legendary	10

The maximum enhancement value is set according to the rarity of the Clothes NFT, as shown in the chart on the left.

## Color Types of Clothes NFT

Clothes NFTs come with four distinct colors, separate from the regular parameters. In HEAL3, we plan to conduct team-based missions and events based on these color types. Under normal circumstances, there is no variation in the amount of UHT acquired based on the color type. During various events, advantageous types are designated. By participating in events while wearing the corresponding type, users can not only earn tokens as usual but also receive additional bonuses. We aim to leverage this feature for the implementation of community-based team competitions and other interactive events.



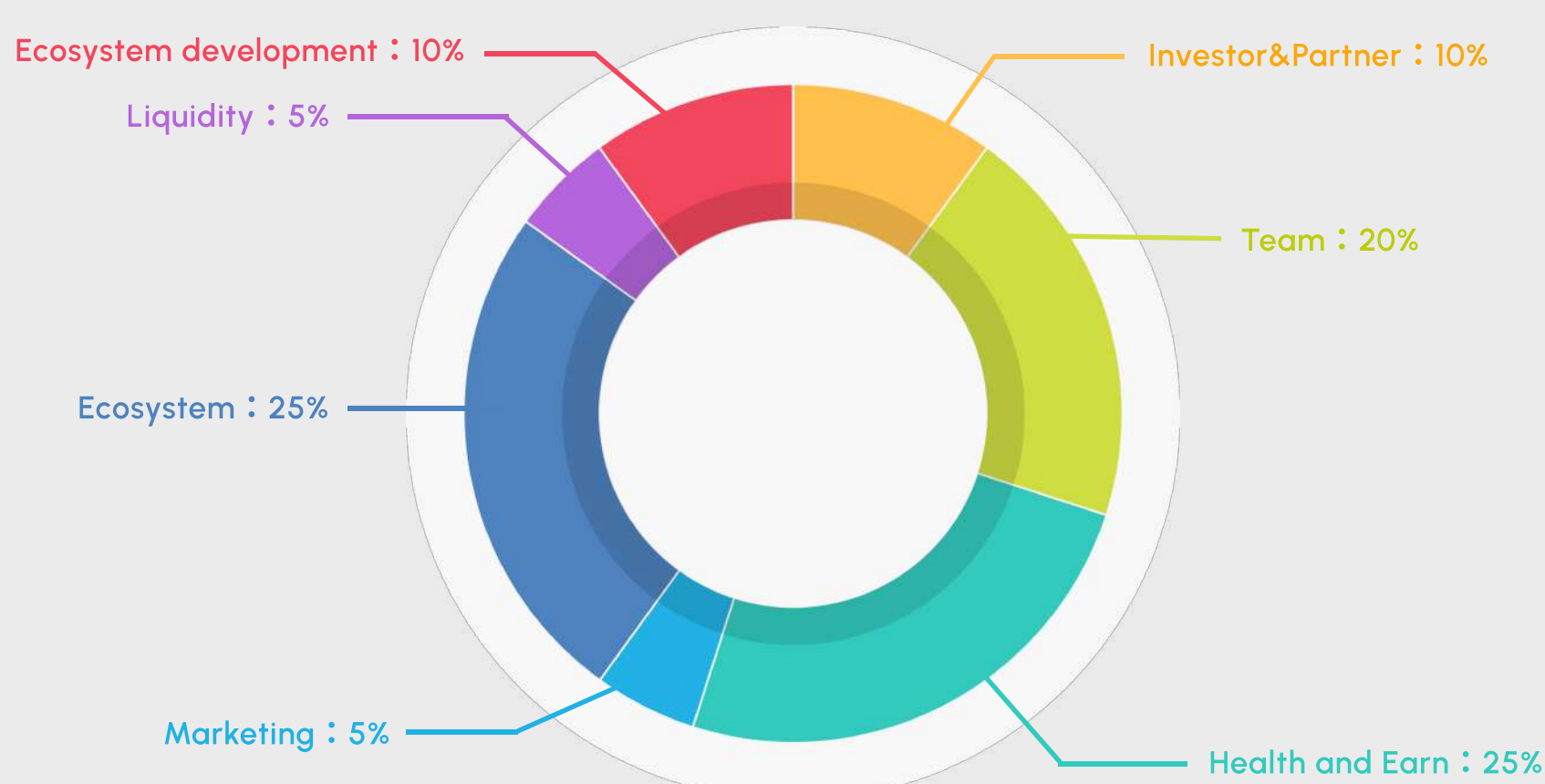
Session 10.

# About \$GHT Token Allocation

# About \$GHT Token Allocation

## Allocation of \$GHT

\$GHT will be fully issued at the time of token listing and distributed in the following proportions.  
\*Each allocation is subject to potential adjustments based on the situation.



## The breakdown of token allocation

**01. Investor&Partner : 10%**

Allocation to investors and collaborative partners involved in HEAL3

**02. Team : 20%**

Allocation to HEAL3 management team

**03. Health and Earn : 25%**

Allocation as rewards to play users

**04. Marketing : 5%**

Allocation as marketing expenses for ongoing operation of HEAL3

**05. Ecosystem : 25%**

Allocation for the use of staking fees and other ecosystem stabilization

**06. Liquidity : 5%**

Allocation to provide liquidity for \$GHT and other crypto assets on exchanges

**07. Ecosystem development : 10%**

Allocation for use in developing token economics for the sustainable operation of HEAL3.

## \$GHT Lockup and Release Schedule

We have established a lock-up period and vesting period for certain allocations. During the specified periods, trading of \$GHT is restricted to prevent abrupt price fluctuations.

\*The following periods may be subject to change based on market and development conditions.

	Cliff	Vesting
Investor/Partner	1 year	2 year
Team	1 year	3 year
Health and Earn	half a year	—
Ecosystem	half a year	—
Marketing	—	—
Development	—	—
Liquidity	—	—



Session 11.

# Road Maps

# Road Maps

## Milestones

In the HEAL3 roadmap, we have outlined five key milestones.

Step 01

**Service Release** >> **completed**

Launch of fundamental features that form the core of the HEAL3 service. Introducing entirely new functionalities by combining Web3 and healthcare.

Step 02

**Token Listing**

Analysis of weaknesses in the previous "Move to Earn" project and the implementation of countermeasures for the token. Construction of an economic ecosystem. Expanding HEAL3's visibility through token listing and aiming for an increase in player users.

Step 03

**User Expansion through BtoB Deployment**

Accelerating BtoB deployment to achieve the expansion of the HEAL3 Economic Ecosystem and user base. Strengthening external monetization to establish a foundation for the sustained and stable development of HEAL3.

Step 04

**Broadening Service Scope**

While currently planning for exercise, sleep, and dietary records, future additions of various health-related data and gamification are anticipated. Elevating into a comprehensive healthcare app.

Step 05

**Diversification of Provided Services:**

Launching secondary services to maximize the "HEAL3 Economic Ecosystem" beyond the HEAL3 app. Aiming for the expansion and maximization of value within the entire HEAL3 economic ecosystem by encompassing a variety of services.

Session 12.

# Initiatives for the Promotion and Enhancement of Health in HEAL3

# Initiatives for the Promotion and Enhancement of Health in HEAL3

## Entering the Healthcare Industry

HEAL3, positioned as a Web3 healthcare application, aims for a broad expansion into the healthcare domain beyond the Web3 industry. Our goal is to create a society where people can lead healthier lives. Through collaborations with major companies, we plan to enter the healthcare industry.

According to a survey by the Ministry of Economy, Trade, and Industry, the market size of the healthcare industry (products and services contributing to health maintenance and enhancement) was approximately 9.2 trillion yen in 2016. It is expected to reach 12.5 trillion yen by 2025.

HEAL3 falls into the 'knowledge' domain within the healthcare industry. Leveraging our unique features covering 'exercise, sleep, and nutrition' in the gaming experience, we plan to collaborate with companies operating in the areas of health management, exercise, food, and sleep to provide value in supporting healthy living and well-being.

This will enable HEAL3 to attract more users.



Source: [https://www.meti.go.jp/meti\\_lib/report/2020FY/000147.pdf](https://www.meti.go.jp/meti_lib/report/2020FY/000147.pdf)

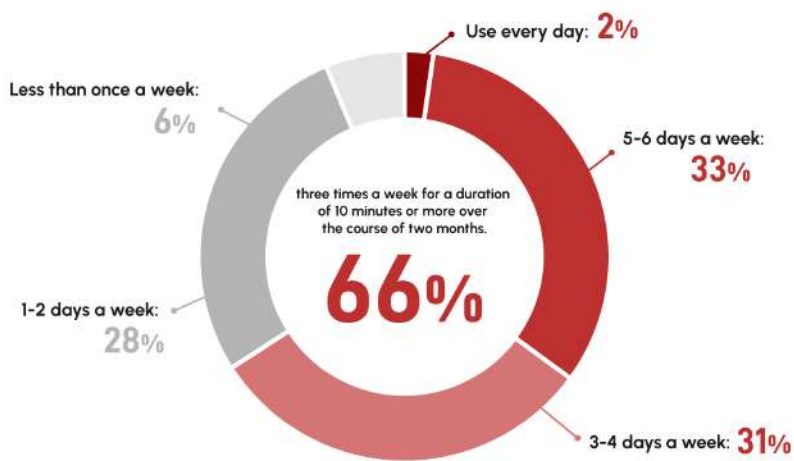
# Initiatives for the Promotion and Enhancement of Health in HEAL3

## Collaboration with Abeam Consulting



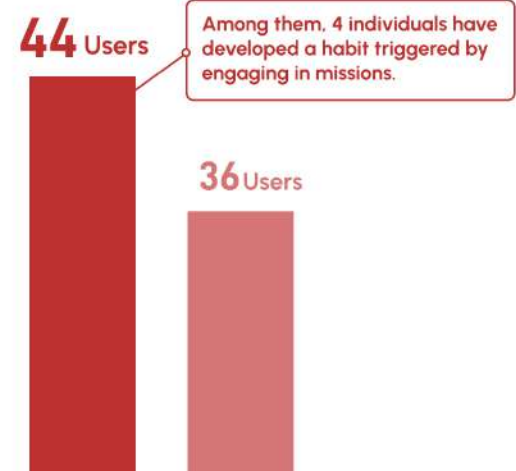
As a pioneer in collaboration with corporations, HEAL3 has initiated a partnership with ABeam Consulting, a leading consulting firm in Japan. Through this collaboration, we are conducting a proof-of-concept experiment for a health management solution utilizing Web3 technology. Our focus is on strengthening efforts towards well-being that contribute to the enhancement of corporate value, fostering a healthier and more vibrant workplace environment. Through this collaboration, improvements in the exercise habits of HEAL3 users have been observed. Building on these results, we aim to accelerate our approach to companies interested in health management, with the goal of increasing the number of HEAL3 users.

During the Proof of Concept (PoC) period, the exercise patterns among users were as follows:



In summary, 66% of the 83 users consistently maintained a routine of exercising at least three times a week for a duration of 10 minutes or more over the course of two months.

The Daily Active User (DAU) Numbers are as follows



Team-based missions attract an average of 1.2 times more participants than the baseline.

※It's worth noting that users who initiate exercise habits through missions are also included in this metric.

## Enhanced Communication during Team Battle Period:



- ✔ 30 individuals contributed a total of 277 posts/replies and received 500 reactions (10 posts and 20 reactions per day on average)
- ✔ Positive comments highlight the connection between team engagement, information exchange, and the continuity of exercise.
- ✔ Users reported a reduced resistance to posting on Teams, resulting in an ancillary effect of increased regular communication activation.

## Offline/Online Connections (5 Instances):



- ✔ Three in-person gatherings, including ding social events were organized during the period, fostering deeper relationships among a total of 22 participants.
- ✔ An online Ask Me Anything (AMA) session attracted a cumulative total of 80 participants. The session, focused on addressing any queries, proved effective in promoting user engagement, contributing to improvements in Daily Active Users (DAU) in the days following.

Session 13.

# Operating Company and Team

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## About us

**Publish:** HEALTHREE Technologies Ltd.

**Management:** HEALTHREE Co., Ltd.

**Headquarters:** 1-10-8 Dogenzaka, Shibuya-ku, Tokyo  
Shibuya Dogenzaka Tokyu Building 2F-C

**URL:** <https://heal3.com/>



## Board of Directors and Executive Officers



Representative Director and CEO

### Shinya Yamamoto

In 2018, joined CyberAgent Inc. and subsequently managed a digital marketing company for about 5 years. Founded HEALTHREE Pte. Ltd. the predecessor of the current company, HEALTHREE Co., Ltd. in June 2022. From the founding, has been advocating for 'HEALTHY and WEALTHY' and has been actively involved in the development and operation of the healthcare business app 'HEALTHREE' utilizing blockchain technology.



Representative Director and CTO

### Itsuki Tanaka

Joined CyberAgent Inc. in 2017. After gaining experience in multiple services, worked as a Product and Technology lead at Tapple Inc. Co-founded HEALTHREE Pte. Ltd. the predecessor of the current company, HEALTHREE Co., Ltd. in June 2022. with Yamamoto and currently serves as the Chief Technology Officer (CTO).

## Affiliated Companies



**Pacific Meta**

### Pacific Meta Inc. (Listing & Marketing Supports)

Pacific Meta is a comprehensive consulting firm for Web3, supporting both domestic and international Web3 projects comprehensively. For domestic and international companies and projects venturing into Web3 business, Pacific Meta provides consulting, business development, and marketing support leveraging expertise in Web3. Additionally, they facilitate the overseas expansion of domestic projects through their global team and support the entry of international projects into Japan (and East Asia).



### AstarGames Inc. (Development)

AstarGames is a subsidiary of CryptoGames, which has been operating the blockchain game "CryptoSpells" since 2018, and is involved in supporting the development of web services specialized in the Astar chain. They operate its own service, AstarFarm. They are currently collaborating with domestic enterprise companies to support the development of blockchain games. In July 2022, they collaborated with Calbee, Inc.