

Litepaper V2.5 06/2022

justmove

**The Web 3.0 application combines
the concepts of GameFi, SocialFi and FitFi**

The most advanced Move-&Earn application in the world that rewards users with cryptocurrencies and NFT when they move.



DISCLAIMER

THE INFORMATION CONTAINED IN THIS LITEPAPER IS NOT COMPREHENSIVE AND DOES NOT CLAIM TO BE COMPLETE. THERE IS NO ASSURANCE AS TO THE ACCURACY OR COMPLETENESS OF SUCH INFORMATION AND NO REPRESENTATION, WARRANTY OR UNDERTAKING IS OR PURPORTED TO BE PROVIDED AS TO THE ACCURACY OR COMPLETENESS OF SUCH INFORMATION. THE LITEPAPER IS INTENDED FOR GENERAL INFORMATIONAL PURPOSES ONLY AND DOES NOT CONSTITUTE A PROSPECTUS, AN OFFER DOCUMENT, AN OFFER OF SECURITIES, A SOLICITATION FOR INVESTMENT, OR ANY OFFER TO SELL ANY PRODUCT. IN PARTICULAR, THE LITEPAPER IS NOT AN OFFER AND DOES NOT IMPLY A CONTRACTUAL RELATIONSHIP BETWEEN FINTECH SPORT GROUP INC. AND AN INTERESTED PARTY.

THE INFORMATION PROVIDED IN THIS LITEPAPER DOES NOT CONSTITUTE FINANCIAL ADVICE, TRADING ADVICE, INVESTMENT ADVICE, LEGAL ADVICE, OR ANY SORT OF ADVICE WHATSOEVER, AND YOU SHOULD NOT TREAT THE LITEPAPER AS SUCH. FURTHER, THE LITEPAPER MAY BE AMENDED OR REPLACED FROM TIME TO TIME. FINTECH SPORT GROUP INC. IS NOT OBLIGED TO UPDATE THE LITEPAPER, OR TO PROVIDE RECIPIENTS WITH ACCESS TO ANY INFORMATION BEYOND WHAT IS PROVIDED HEREIN. ANY LIABILITY FOR THE CONTENT OF THE LITEPAPER IS EXCLUDED. THIS INCLUDES BOTH MATERIAL AND IMMATERIAL DAMAGE.

TABLE OF CONTENT

4

THE MARKET

5

UNDERSTANDING
MOVE-&-EARN

7

THE APPLICATION

8

THE ECOSYSTEM

9

THE HEROS AND
NFT MARKETPLACE

15

THE ECONOMIC MODEL

16

THE TOKENOMICS

19

THE ROADMAP

20

THE COMPANY

22

THE TEAM
AND ADVISORS

THE MARKET

The global gaming market reached \$162.32 billion in 2020. By 2026, that number is expected to grow to \$295.63 billion. In other words, the industry is growing at an accelerated rate.

By the end of 2021, Accenture estimated that the total value of the games industry exceeded \$300 billion, more than the film and music markets combined, driven by a surge in mobile games.

While GameFi dApps (blockchain app games in which players can earn cryptocurrencies and NFTs) has recently contributed to much of this growth, Move-&Earn is joining the revolution.

Move-&Earn is a new concept that combines active lifestyle and rewards.

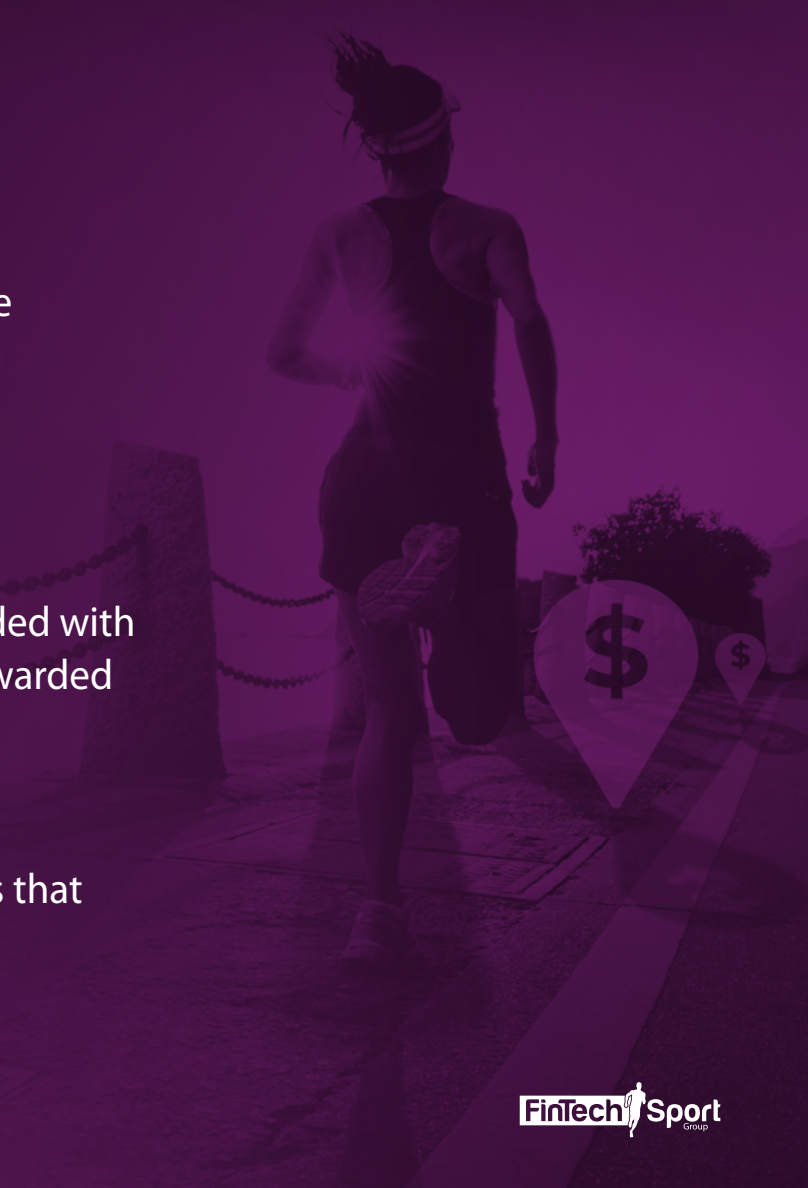
UNDERSTANDING **MOVE-&-EARN**

Move-&Earn is a new concept that rewards users to be active (walking, running, cycling and hiking).

The concept aims to encourage physical fitness, helping to reduce obesity and sedentary lifestyles.

It follows the Play-To-Earn (P2E) trend, where users are rewarded with cryptocurrencies for playing these games, except they are rewarded for moving, hence the name Move-To-Earn (M2E).

JustMove motivates and rewards users by giving them XP experience points to advance levels and Jmove crypto tokens that can be redeemed within the application.



OUR CUSTOMERS

GENERATIONS Y & Z

- They no longer buy a brand. They adhere to a brand.
- The young generation is in a dynamic of equity, eco-responsibility and sharing.
- Their spending is motivated by a desire to invest.
- They embrace all things digital, especially cryptocurrencies.
- They are looking for integrated, no-fee, easy and instant banking solutions.

JUSTMOVE

THE WEB 3.0 APPLICATION

- GameFi, SocialFi and FitFi application.
- Tracks activities with GPS and rewards people who move outdoors.
- Enterprise version to reward employees for moving.
- It can be paired with smartwatches, wristbands and health apps.
- Gamification platform with levels, badges and NFT Heroes.
- Social news feed and notifications.



- Digital wallet and Visa Reloadable Prepaid Card.
- NFT Hero creation and training studio.
- NFT Marketplace.
- Jmove reward utility tokens.
- Voluntary carbon offset reward.
- Interoperability with metaverses.



THE ECOSYSTEM

GameFi, SocialFi and FitFi

XP EXPERIENCE POINTS

Users earn XP experience points every time they move (walking, running, hiking and biking).

CRYPTOGRAPHIC TOKENS

The application offers 2 types of tokens. The Jmove utility token and the Non-Fungible Tokens (NFT).

THE NFT STUDIO

The studio allows users to create NFT Heroes with Jmove utility tokens.

REWARDS

The application rewards users who move with their NFT Hero with Jmove cryptographic tokens, NFT items and trees to offset their carbon footprint.

THE NFT MARKETPLACE

The platform allows users to buy or sell NFT objects from the ecosystem to other users.

NFT HEROES

CREATION STUDIO

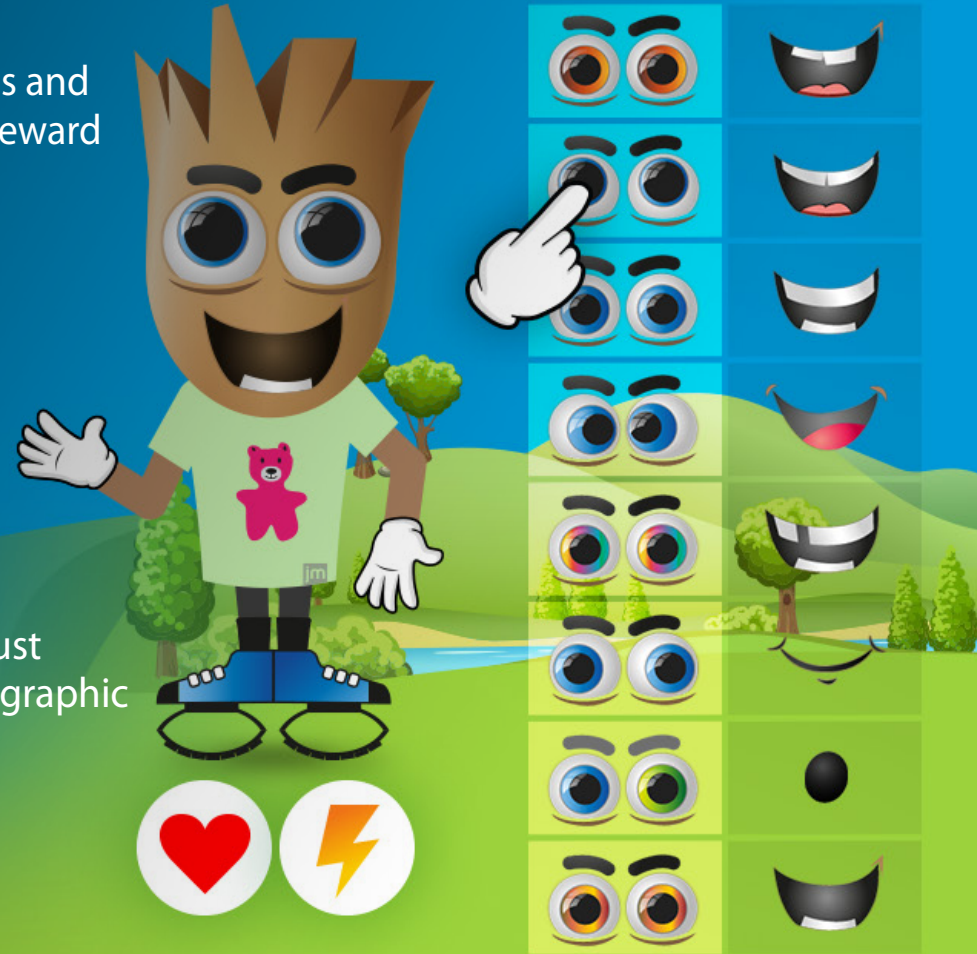
The user's goal is to accumulate XP experience points and Jmove utility tokens to create an NFT Hero that will reward them with cryptographic tokens when they move.

There are four levels of Heroes.

COMMON	RARE
SUPERHERO	LEGENDARY

The NFT Hero can generate token rewards based on 2 criteria: Cardio and Speed.

To increase the NFT Hero's Cardio and Speed, he must go to the training room and trade his Jmove cryptographic tokens for Hearts and Lightning Bolts.

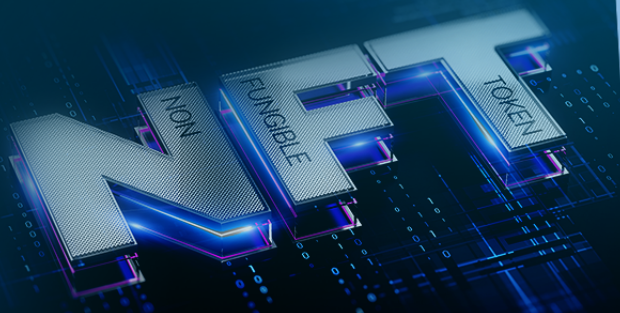


MARKET PLACE

BUY, SELL OR TRADE NFT ITEMS

The JustMove Marketplace allows users to buy, sell or trade any NFT assets from the JustMove application that they own, such as NFT Heroes, certain unique character traits and NFT Hero transformation virtual kits.

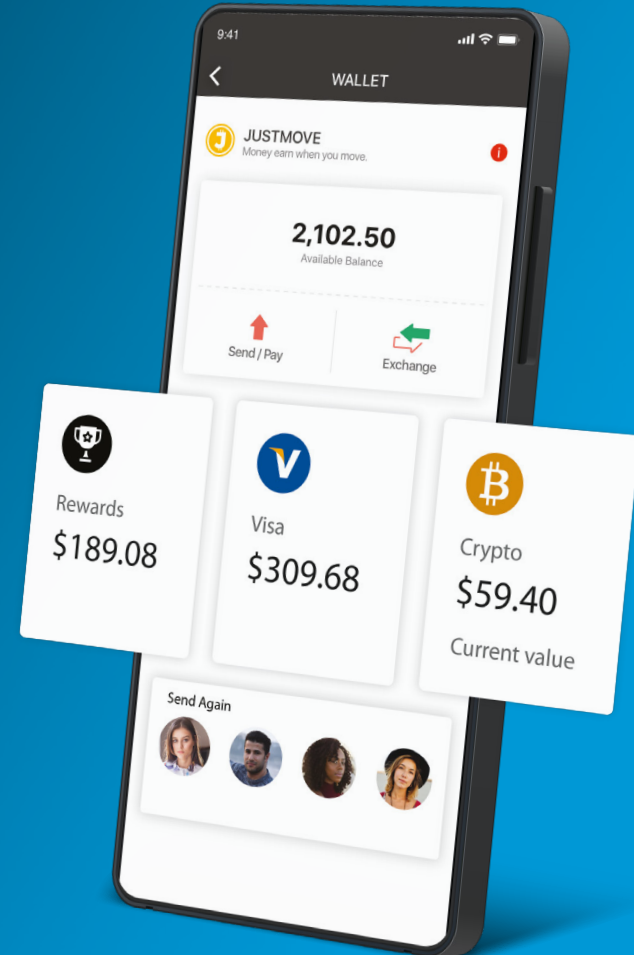
The payment methods accepted in the Marketplace are BNB, USDT cryptocurrencies, JustMove tokens and credit cards.



DIGITAL WALLET

Pay. Receive. Send.

- Earned rewards are immediately deposited into the digital wallet.
- Pay your friends instantly, send gifts, or transfer funds to your bank account with one click.
- Make a positive impact by sending money to charity.
- Contribute to the development of the application by earning JustMove governance tokens.



VISA®

RELOADABLE PREPAID CARD

Spend rewards dollars at millions of Visa-accepting merchants online and in-store worldwide.

- Start using the virtual card now.
- Pay with Apple Pay or Google Pay, where supported.
- Instant cashback is automatically deposited into the digital wallet.
- Transfer personal funds to earn more cashback on purchases.
- Use NFT Heroes to multiply rebates.



VOLUNTARY

CARBON OFFSETTING

JustMove integrates rewards into its app that reduce its users' carbon footprint by planting trees when they reach completed step goals. The user decides where in the world they want to plant the tree they just received.

In 2022, the JustMove app will go one step further by offering additional rewards when users replace their motorized commute to work with walking or biking.



ENTERPRISE

REWARDS

The JustMove Enterprise version will allow employers to motivate their employees to move outdoors by offering them rewards when they complete the challenge. The employee will receive the reward automatically in their digital wallet.

The Enterprise version will connect with all payroll services worldwide, making it easy for HR managers to integrate employees with the JustMove application.

PAYCHEX

gusto



THE ECONOMIC MODEL

REVENUE MODEL

PRODUCTS	REVENUE FEES
Metaverse	20% to 25%
NFT transactions in the Marketplace	2.5% to 20%
Creation of personal or corporate challenges	20%
Visa Interchange cashbacks	0.4% to 1%
Fundraising fees on donations	5% to 10%
Voluntary carbon offsetting	5% to 10%

CRYPTOGRAPHIC TOKEN

THE JMOVE TOKEN

The Jmove token is a reward utility token using the ERC-20 standard running under the Polygon protocol.

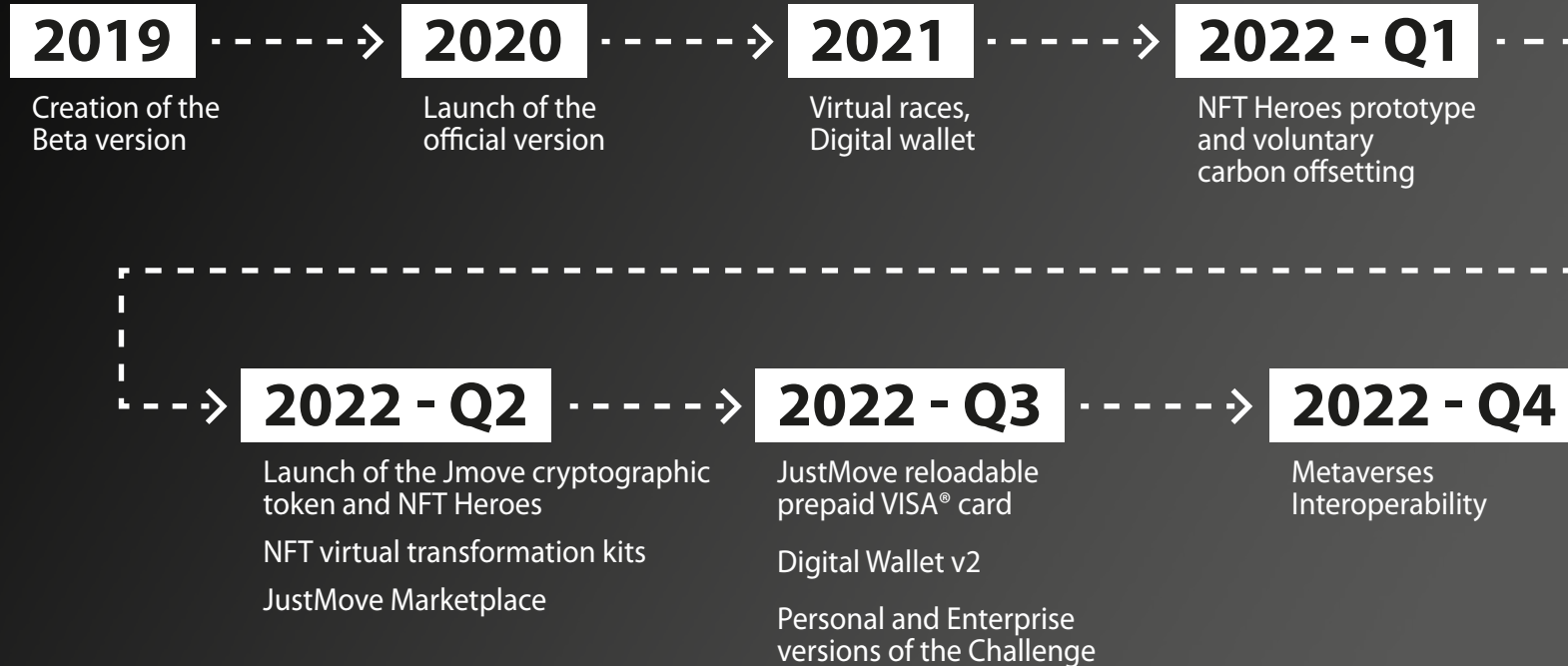
THE OUTSTANDING OFFER IS UNLIMITED.

THE NON-FUNGIBLE (NFT) TOKEN

Jmove tokens grant access to NFT Heroes to holders and other useful accessories in the JustMove app.



ROADMAP TO SUCCESS



DISCOVER THE COMPANY

- Canadian start-up launched in 2019.
- Developed the JustMove application running on Web 3.0.
- Received 2 million in private funding.
- Legally registered company in Quebec, Canada



- Managed by experienced entrepreneurs.
- Team of 20 people located in Canada.
- Governance with a strong Advisory Committee.

THE MARKET

ADOPTION

- 150,000 installations of the application.
- In over 40 countries.
- Nearly 1 million activities were completed.
- Over 50 charities supported.
- \$500,000 in accumulated donations.
- Trees are planted for reforestation.
- Rated 4.7 out of 5 in the Apple Store with over 1000 reviews.



150,000
DOWNLOADS



1 MILLION
ACTIVITIES



+50
CHARITIES



4.7 / 5
RATING

MEET OUR TEAM



PATRICK AUBÉ
CEO AND CO-FOUNDER

20 years of experience in business. Nominee Entrepreneur of the Year Ernst & Young in 2010.



BUDDHIKA MADDUMA
CTO AND CO-FOUNDER

Engineer with extensive experience in managing an international team.



CLAUDIA DAVID-NUGENT
CMO

Expert in digital marketing and customer acquisition.



KELUM VITHANA
COO AND CO-FOUNDER

Expert in managing technology operations.

GOVERNANCE

ADVISORY COMMITTEE



ROBERT LUXENBERG

Mr. Luxenberg is an investor in various start-up companies. Extensive experience in marketing.



CHRISTIAN TRUDEAU

Mr. Trudeau was President of BCE Emergis, Transcontinental Interactive and Centria Commerce.



MARTIN CHALIFOUX

Mr. Chalifoux has been associated with the prestigious firms Accenture, Oliver Wyman and Ernst & Young for nearly 30 years.



DR. CHARLES DESCHAMPS

Dr. Deschamps is an emergency physician and investor in healthcare companies to share his experience.

OUR COMPETITIVE ADVANTAGES

- Leading fitness application with artificial intelligence and a unique virtual challenge concept.
- Integrated digital wallet with a Visa® reloadable prepaid card.
- Collaboration between the JustMove community and charities to create a positive impact.
- 150,000 installations in over 40 countries.
- It can be paired with smartwatches, wristbands and health apps.
- NFT Marketplace.
- Experienced high-tech and business team.
- Strategic partnerships already established.

Litepaper V2.4 05/2022

justmove



**The Web 3.0 application combines
the concepts of GameFi, SocialFi and FitFi**

Website : justmove.app

Contact : Patrick Aubé, CEO
email : p@justmove.app

