

A REVOLUTION IN REWARDS BASED CARE

Incentivising better
care through tokenised
care rewards
and democratised
data ownership

LIGHT PAPER



Time for Change
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I've never been comfortable with technology. But now I feel connected and included. It's so easy to use and rewarding **ReMeLife Member, S. Spain**



It's Time for Change

ReMeLife's the world's first crypto rewards based person-centric health and social care community, that, as a pioneering social impact business, uses the power of crypto and decentralised communities to leverage human capital, democratise the value inherent in digital care work and capture and monetise personal data for the benefit of its Members.

The free app ecosystem enables Members to build a 'care to earn' derived passive income and to access ReMeLife's 'CareFI' version of DeFi, called ReMeFi, to plan for their future financial needs.

The Problems With Care

Populations are rapidly becoming older and requiring healthcare resources over a longer period. Healthcare expenditure is at record levels, reaching 18% of GDP in the US. A crisis of isolation and loneliness exists as family caring networks fail to cope and care becomes impersonal. Lack of funding is damaging local and national care provision.

'I believe that individuals nowadays are more aware of their inner loneliness than ever before in history'. **Carl Rogers**, Father of person-centred psychology

And With Society

The Silicon Valley advertising model harvests data and profits inequitably from those who own it and in return delivers targeted marketing, fake news and content that promotes social friction, and contributes to an ever-increasing wealth divide. Consumers fear a loss of freedoms, whilst care providers, organisations and charities face ever decreasing sources of revenue.

'Social media affects behaviour, without triggering users awareness. Consumers are clueless. ...these markets in human futures undermine democracy and freedom'. **Prof. S. Zuboff**,



The Opportunity

Aging populations have the highest per capita wealth of any demographic and are the biggest untapped market, forecast to be worth \$10 trillion by 2022. Until now, they've been virtually ignored. COVID-19 has focused attention on isolation and tech non-inclusiveness and generated recognition that technology can remove barriers and be a critical element of support networks.

The timing is perfect for the launch of ReMeLife

'People's role as data producers is not properly compensated. Income from it is distributed to a small number of wealthy savants rather than to the masses'. **Posner and Weyl**, Radical Markets

**Token
Economy
for Care &
Commerce**

**Freemium
apps &
network
effect driven
platform**

**Decentralised
Autonomous
Organisation**

**CareFi based
'Friendly
Society' DeFi
module**

**NFT
incentivised
Membership**

Five Key Features

The earned or purchased compliant REME token, is deployed on the ReMeChain, a POA blockchain that possesses little energy overhead or transactional gas costs. ReMeLife shares its wealth with its Members, through a smart contract managed Member governed DAO. There are five key components at the heart of the ReMeLife.

Person Centred Care

ReMeLife captures the stories and memories of our rich lives through bespoke digital activities. The derived data set, Electronic Life Records, is used to support self-care management and to better understand the person during the cognitive journey, from diagnosis to end of life.

ReMeLife improves wellbeing, achieves cost savings and an ROI

Rewards-Based Care

We're rewarded for everything; airmiles, coupons, shopping tokens. Even Facebook gives us a 'thumbs up'. So why are we not rewarded for helping our next-door neighbour? For uploading music and photos for Grandad, for taking medication, for improving someone's care and quality of Life?

ReMeLife captures the value in Care, monetises and shares it

Data Management & Monetisation

Everything we do generates data but it brings little benefit to its owners, whilst generating massive profits for those that harness it. Increasingly, consumers are expecting to be rewarded for permitting its exploitation.

ReMeLife shares data value with its members

Retail Rewards Share

As our purchasing moves increasingly online, consumers are expecting greater rewards for their brand loyalty and for word of mouth promotion across their networks. Corporates are seeking ways to build engaging and personal relationships with their customers.

ReMeLife shares margins through tokenising retail actions

Network Referral Rewards

Customers generate business growth. Yet they rarely are rewarded for their key role in the early and most profitable stages of the business.

Through a viral community builder tool, Members profit from their promotion to their personal networks and token purchasing options.

ReMeLife's Members share in its growth, both passive or actively



Time to Take Control

ReMeLife’s ecosystem of opportunity for its Members (including its coming soon utility NFT’s, ReMeVerse gateway and charity launchpad) is creating a 'Careocracy', one that’s intended to bring 'sharing to caring' and community into care'; and, to make care giving rewarded, more fun, eclectic and less burdensome for those in the frontline. ReMeLife proves that ‘Crypto Cares.’ ReMeLife is Health 3.0 and is the future.

The ReMeLife Suite

ReMeLife provides free activity based care solutions for those cared for at home, families, carers and care providers; apps that support care, self-care management and care circle and community connectivity.

ReMeLife provides free apps that support care, self-care management, and video care circle and community connectivity, as well as forums

RemindMecare App achieves better care, video chats, care circle and community engagement, Alexa care skills and remote care monitoring.

ReMe Market enables product and care providers, and community services and schools, to reach their desired audience in a new way.

ReMe Data enables Member data ownership and management, and rewards for data sharing through a tokenised relationship.

ReMe Tokens are the rewards earned from multiple Care Actions and data sharing use cases, and that are used in the ReMe Market to receive discounted purchases or traded on decentralised exchanges.

ReMeFi provides Members with a means to stake their monthly earned or purchased REMEs in the ‘CareFi module that enables planning for the future

ReMe NFT every Member receives an alien NFT from the Blui Babazadean Collection. As a multiple purpose NFT with discounts, competitions and other utilities built in, the Blui NFT will ultimately enable access, to the ReMeVerse.



The ReMeLife Business

Health-Connected Ltd is the founding business that owns ReMeLife and provides the management services for the ReMeLife Token Ecosystem.

The ReMeLife Foundation is a social impact entity that supports its Members and manages the token supply. Its own blockchain, the ReMeChain, provides Members rewards and, when converted to the REME ERC20 token, ensures they benefit from transparency and tradability.

The ReMeLife Agency provides the means to purchase REMEs within the ecosystem, for both Members and businesses that wish to participate in the opportunity that the global ReMeLife membership community provides.



Tokens & Use Cases

The ReMeLife Token Ecosystem addresses multiple care use cases where rewards have been shown to be incentives for better care. Undoubtedly, many more will be found suitable as the business progresses.

Token Based Incentivised Care Ecosystem

Members earn Care Action Points (CAPs) as they use ReMeLife’s digital Activity based person-centred care solutions to undertake their daily care circle needs, and for referring ReMeLife to their personal network. These are converted to REME utility tokens on the ReMeChain (using the Clique proof-of-authority consensus protocol, so there are no energy costs), that can be used to make purchases in the ReMe Market.

Consumer Token Use Examples

- Jane becomes a ReMeLife Member to use the proprietary care tools for her mother, such as ReMe Connect Alexa, ReMe Meets and RemindMecare.
- Her ReMe Wallet fills up with REME reward tokens as her invited family and friends join their care circles and become ReMeLife Members.
- They all make daily Care Actions (ie medication reminders, ReMeMeets video chats, activities, etc.) and receive more REME reward tokens.
- Using their REMEs they buy discounted products from ReMe Market suppliers (ie live performances on ReMe Meets, care products, even a hip replacement from Acibadem).
- Jane’s ReMe Wallet balance grows passively as she also receives REMEs when her network Members buy products and services. She opts to donate her data for research and to use it commercially, and so regularly gains more REMEs.

Business Token Use Examples

A musician promotes his events in ReMe Market and performs to care homes using the ReMe Meets end to end service. REMEs can be used for payment and earned for attendance. Care providers use REMEs as rewards and businesses such as insurance companies can use tokens for promotion and marketing.

The uses for REME tokens are almost limitless; for empowering the individual, businesses, care organisations, local care charities, etc., to

share in the rewards that can be gained from working together to capitalise on the value that is inherent in the work and data that is at the heart of the care undertaken by over 60% of us ... every single day.





Partnerships, Integrations & Sales

ReMeLife is the world's first consumer led care platform. As a channel marketing led business. It reaches the B2B care sector by integrating with care businesses that have an existing sales process. It penetrates the consumer sector through integrations with partners, such as Amazon's Alexa, and by providing a marketplace for care business to reach their own target audiences, who then in turn become ReMeLife Members.

Partnering

ReMeLife's Partners are our marketing engine. These include Sharp, Acibadem and ConsenSys Health. ReMeLife assists them reach and engage with their target audiences, and they bring us both Members at scale and revenue, as they generate sales of both ReMeLife's and their own products and services.

Sales Pipeline

Although temporarily halted by Covid-19, ReMeLife's revenue runway is substantial; from ReMe Connect Alexa's monthly subscriptions and Sharp's sale of RemindMecare embedded in their care products, to Acibadem's planned use of both for post treatment support of their 1 million patients. Then, there's revenue from ReMe Market's affiliate products and services, ReMeMeets events and the ReMeLife Token Ecosystem. ReMeLife is a viral platform.

Sources Of Revenue

- RemindMecare: B2B subscription model, at £1800 pa / care facility
- RemindMecare: B2C freemium model with in-App own product sales
- ReMe Connect Alexa: £3.99/month
- ReMe Market: Affiliate sales commissions
- Marketing fees: advertising, joint marketing
- ReMe Tokens: commissions from Member product purchases

HIGHLIGHTS, MILESTONES & METRICS

- Industry experienced team
- Raised £600+ in equity
- Platform and apps built
- 1m+ partner-based pipeline
- Incubated by Cisco, UCL, Digital Catapult
- Care industry leaders as investors
- UK dementia experts in team
- Integrated with care planning software
- Integrated with wearables, social robots
- Partners include Equideum, Sharp
- CQC report-based endorsements
- Awards for services to dementia

Marketing

Channel Marketing is the key to ReMeLife's global reach and viral growth engine. Our partners (ie Sharp, Acibadem), affiliates and vendors, bring the ReMeLife brand to the attention of their own clients and target audiences and gain token rewards for their engagement.

Integrations with partner products and software (ie wearables, care planning software, etc) assist enhance their offering and assists our products reach their markets through their sales teams.

Our Team

The 30+ team is a community of health industry leaders, experienced tech experts and highly motivated ex graduates. Working with leading development teams, such as Limechain and Antier in the blockchain sector, and with partner companies, such as Sharp and Acibadem, ReMeLife is poised for rapid scaling. Here's some of them ...



Simon Hooper

Formerly a geologist, then an entrepreneur focused on media and marketing, Simon has 10 years' working in the b2b and b2c care sectors, building apps using tech to support client needs.



Charles Cunningham

A senior IT architect, developer, software engineer and project manager, with 40+ years industry experience, Charles is expert in blockchain, tokenomics, multiple systems and integration.



Etienne Abrahams a UI/UX lead Last Minute.com, Endemol and Inmarsat, Etienne creates apps that engage and support their users.



Radhika Narayan With an MBA in hospital management and CPD in healthcare IT, Rad manages client relationships.



Anton Christoff Founder of KPMG UK's Blockchain Centre of Excellence, Anton manages blockchain alliances and strategy.



Guy Cooper Ex head of Virgin Public Sector and an experienced tech entrepreneur, with several successful exits.



Jane Thomason As an advisor to the WHO and OECD on blockchain for good, Jane guides our social impact mission.



Ankita Batla With an MSc in person-centred care and as Medical Research Director at System Analytic (WPP), Ankita leads on health.



Daniel Simon With a career in charity and now a leader in blockchain community building, Daniel assists build the ReMeLife Community.



Claire Cummings As one of the UK's leading institutional grade legal crypto specialists, ReMeLife's corporate structure is in good hands.

Rewarding
person-
Centred
care

Creating
community
participation

Bringing
tokens to the
wider world

Cross
generational
token
ecosystem

Supporting
Careocracy

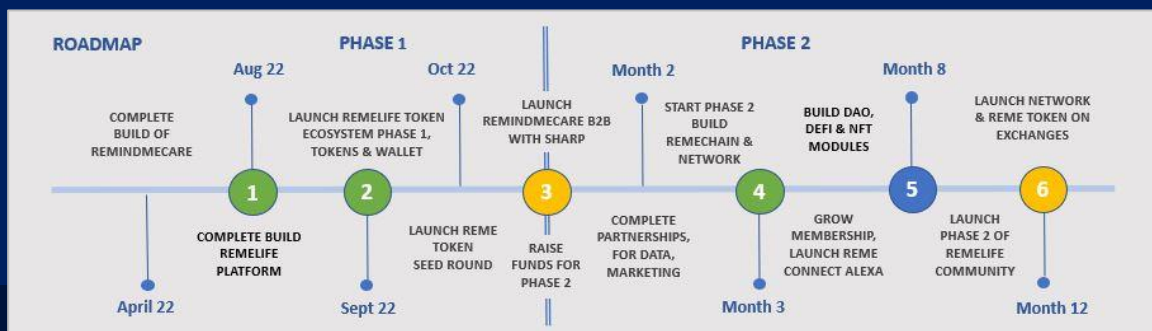
Tech & data
inclusivity



Private Token Round

The Private Token sale takes place at the same time as the global launch of the ReMeLife Platform, ReMe Market and the REME token. Early investors are offered a price discounted to the Exchange launch price. Please refer to www.remelife.io for full details.

Funding enables us to complete the build and launch of the full ReMeLife Token Ecosystem ready for all global jurisdictions by the end of 2021, as we complete partnerships in each region. The following are the key parameters and timing.



Care Action Points (CAPs) convert to REMEs via a smart contract-based conversion, that scales the number of REMEs earned per CAP based on the remaining limited supply of REMEs. Therefore, the REME price increases as the CAP volume grows. This generates a REME value that is based not only on an exchange-based market sentiment but also on its true utility, stored value and underlying growth. Coupled with the virally propagatory ReMeLife Referral Program that supports our Community Commerce model, and with a structured vesting plan for team members and early adopters, the potential for REME price growth is significant. Lastly, impending revenue underpins the project in the event of raising only the soft cap.

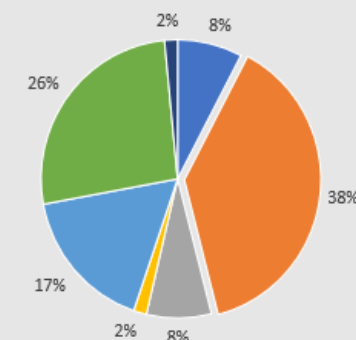
Ready to learn more about our pioneering rewards-based healthcare? Download the White Paper

TOKEN INFORMATION

Token Description	ReMeLife Care Token
Token Symbol	REME
Token Type	ERC20
Token Supply	600,000,000
Minimum Investment	£20
Maximum Investment	£ Open
Decimal Places (Default: 18)	18
Minimum Soft Cap	£250,000
Maximum Hard Cap	£ Open
Purchase Methods	Fiat, BTC, ETH, etc.
Private Round 1 – Team, Friends, Family	£0.05
Seed Round 1 – Members, Investors	£0.05
Seed Round 2 – Members, Investors	£0.07
Seed Round 3 – Members, Investors	£0.08
Phase 2 – Public Round	£0.10

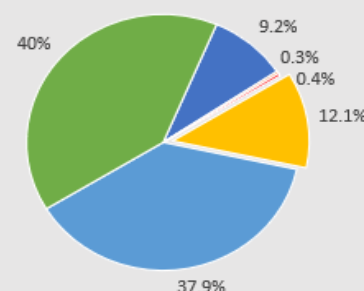
USE OF FUNDS

- Set Up Scale Team
- Token Ecosystem Phase 2
- Enhance ReMe Alexa
- Grant application work
- Operational costs
- Marketing
- Legal



TOKEN ALLOCATIONS

- Founders & Team
- Development
- Consultancy & Marketing
- Fund Raise
- ReMeLife Token Ecosystem
- Reserve for future use



DISCLAIMER This document is not definitive and must not be relied upon as a principal source of knowledge regarding the ReMeLife business. Further information can be obtained via the Company's website and from the White Paper. REME Tokens are unregistered utility tokens and their purpose is for use within the ReMeLife Token Ecosystem and they provide no other rights to the holder.