Run2Play

Abstract

Run2Play is gaming fitness by building the FITchain, a graphene protocol based blockchain that records a user's activity for life, locked behind a personal key they can only access. Our Platform uses RUNcoin, and proof-of-FITness, to reward users for their fitness activity, bringing the power back to the people when it comes to their data. We've created a user-friendly interface allowing fitness activity to be converted into an easy-to-use currency both within apps and the real world. Run2Play believes that with the democratization of currency through exercise, we could obtain a future where being fit could mean being fed. How far would you run to feed the world?

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Introduction

Run2Play strives to develop the future Mobile-based, Augmented Reality, and Virtual Reality fitness platforms. We aspire to create a world where we have democratized the development of currency via fitness activity. Users' fitness activity, as measured by their smartphones and wearables, will be converted into cryptocurrency called RUNcoin.

Run2Play will bring people together, and encourage the use of fitness to drive social engagement both in-app, and in the real world. With a continuous focus on the opportunities that real world engagement brings to people, especially our youth, we are able to create new experiences for our users. We will also implement RUNcoin within our platform to allow game developers to adopt our currency. This could benefit gamers who wouldn't necessarily be getting the exercise they need without Run2Play.

At the core of Run2Play is the ability to give back to those that entrust us with their fitness data. We will thereby be able to create the opportunity for those who are fit and active to be fed and happy, with a vision to emphasize this benefit within developing countries. Our plan is to create an inexpensive hardware product that will be distributed throughout the developing world at a

very low cost. Using the revenue generated from our users in more economically developed countries, we'll be able to push the product out to the developing world as a charitable system. All of this increases the use case for Run2Play and provides additional value to the currency itself. All currencies operate on one basis: for its value; the size of the currency's use in the real world.

Product Details

Problem:

I. The More Economically Developed World

Inactivity rates and obesity rates are increasing rapidly over time.
- The CDC has reported that Childhood Obesity Rates have tripled in the US since the 1970's.
- According to the CDC, one in five school-aged children (ages 6-19) has obesity in the US currently.
- According to the US Department of Health and Human Services, children now spend more than seven and a half hours a day in front of a screen.
- Eighty percent of American adults do not meet the government's national physical activity recommendations for aerobic activity and muscle strengthening according to State of Obesity.

- Big Fish Games asserts that 4 out of 5 households in the US have a gaming console today, 155 million Americans play 3 or more hours per week, and 49% of American adults play video games.
- 44% of the world's internet population is comprised of gamers. (Big Fish Games)
- Even in a developed country, 41.2 Million people lived in food insecure households in the US last year according to the USDA's Economic Research Service.

II. The Less Economically Developed World

- According to the United Nations Development Programme, more than 3 billion people- nearly half of the world's population- live on less than $2.50/day.
- In reference to statistics provided by Worldwatch Institute, most of the world's impoverished work in the agricultural sector. This also means they spend a significant amount of time performing physical activity. Agricultural work is the second largest source of employment worldwide, employing 34% of the world's workforce.
- Approximately 110 million children worldwide labour within the agricultural sector- according to the International Labour Office as of 2016.

Solution

I. The More Economically Developed World

To gamify exercise. The virtual goods market now exceeds $52 billion dollars annually. We can convert fitness data into a currency in order to motivate youth and adults alike. Using RUNcoin within games and applications will give way to using the currency within the real world via sponsorships and it's growing value. We'll create rewards for people who keep fit, and create social networks for people of all classes, from all over the world.

Run2Play+ customers will receive more in-depth information about their health and fitness as well as a personalized fitness coach to keep them motivated.

With Run2Play+ purchases, we'll be able to provide an additional hardware band each month that someone continues their membership. Therefore, the plus user helps someone abroad every month while continuing on their path towards a healthier life. This form of giving we call the Digital Meal Pal and shows you how many meals you have provided to a child in need.

Run2Play+ Features:
- Personal Fitness Coach
- Meal Plans
- In-Depth Fitness Analysis
- Health Rate Monitoring

- Emergency Assistance

II. The Less Economically Developed World

Any user who purchases our hardware will actually be purchasing two pieces. One wearable for themselves, and another we'll send to someone in a developing country. This creates an opportunity for a fitness pen-pal of sorts, as well as the incentive to purchase in the spirit of altruism. People who do not have access to smartphones or bank accounts will be included in this exciting opportunity to generate currency for themselves through their physical activity, and they'll be a source previously untapped data.

Inside the app you will be able to literally Run, Walk, and Bike for your favorite charity. Looking into relationships with charities is a main aspect of this endeavour, because in the end, we should all be working to better the world we live in.

Another way that RUNcoin can be used is to support another friend's charity. Using RUNcoin to support your friend's charity instead. So next time Ted asks you to help him with his favorite charity, let him know you will match his RUNcoin with your activity.

Our Platform

FITchain– **The Fitness Blockchain**

FITchain anonymously stores a user's fitness data to be used by any developer building on our platform, so that a user's athletic information is saved.

This platform becomes the baseline for any developer looking to build a fitness game, fitness oriented dapp. The healthcare industry could also widely benefit from the use of the FITchain. Our aim is to target the mixed reality space and partner with companies already developing as well as the hardware companies that are working towards improving this ecosystem.

RUNcoin - The Fitness Currency

The RUNcoin app generates currency with our hybrid concept of proof-of-FITness. Run2Play's proof-of-FITness in practice generates currency while you exercise and includes many other proofs in order to best audit the currency created. This includes proof-of-location, proof-of-performance, proof-of-stride, and more. It is created through the monitoring of biometric health data by our own hardware or through the accelerometer on the user's phone.

With regards to the process of conversion, we are using a server side model in order to reduce strain on a user's device and a predictive engine that guesses your total earnings in real time. We reconcile this data as often as possible dependent on the total active users at any time.

Proof-of-FITness

Proof-of-FITness connects many different proofs to achieve it's goals. Some of these goals are required and some are used to accelerate the growth. We achieve these proofs by accessing the data received via the Apple Health Kit Workout and Health Kit Quantity Methods. Many of these are self explanatory, but we will explain them anyway.

REQUIRED Data points

Location GPS coordinates of the user.

Gyrometer Data

Distance over time

Acceleration of the user

Proof-of-sport

Blue tooth location

ADDITIONAL Data Points

Proof-of-heart rate
(PoHr) is used to address other exercises that do not consist of distance like Yoga and Weight Lifting.

Proof-of-performance
(PoP) refers to a condition where two parties enter into an agreement and a third party judges whether the conditions of the agreement are met. We address this proof with the Challenge section of the RUNcoin app and within races

Additional Proofs are added overtime to increase the viability of Proof-of-FITness itself.

Proof-of-FITness is performed on an individual level and RUNcoin becomes harder to earn over time, which is how we democratize the distribution.

RUNcoin App

The RUNcoin app acts as the entrance point for our users. Inside the app they are able to support charities and causes, monitor their fitness, pay with RUNcoin, challenge their friends and themselves, and cooperate in fun scavenger hunts thanks to brand engagements.

RUN4 Platform

The RUN4 platform is where RUNcoin differentiates itself to a large degree. In the app users are able to RUN4 causes, friends, children, charities, and organizations. Internally, Run2Play supports the Six Hearts Foundation, which supports causes that help grow the community impact.

Challenges

Having the opportunity to challenge your friends within the app allows for gamification and is a way to bring new users into the ecosystem.

HOTtrails

HOTtrails are sponsored runs in the RUNcoin application and can be initiated by local merchants, large brand advertisers, or any organization looking to enhance their mission.

HOTzones

HOTzones become mini scavenger and treasure hunts where users follow set paths in order to earn extra coin. We track these users moves to make sure that they are exercising to get there and not using a vehicle.

FITness History

For those users who only want a single fitness app, we have incorporated a simple fitness history section in order to provide this benefit. This will develop over time into a more in-depth view into a users fitness profile.

Wallet

Any organization that wants to accept RUNcoin just needs to create a RUNcoin wallet on the platform and can instantly start a business account without any need for a point of sale system with ZERO transactions fees.

Merchant Marketplace

In the Merchant Marketplace, advertisers are able to interact with the community of runners. They can send sponsored "Support", create sponsored runs (HOTtrails) leading to their businesses (HOTzones), and promote their product in a myriad of ways. Advertisers can target users by location, age range, athletic type, preferred form of exercise, gender, interests, etc. They can select a total RUNcoin cost, or total users reached when it comes to choosing how to

create a campaign. This process can be managed or self serve. Advertisers can pay in either RUNcoin or USD or a combination there of.

Target Markets & Industry

The market potential for fitness and gaming industries combined is astronomical. According to Statista, the global fitness revenue per year exceeds $80 billion. The IDC reports that the revenue from the global AR/VR market already exceeds $52 billion dollars annually. Furthermore, they project that by 2020, worldwide revenues for AR and VR will reach $162 Billion.

Initially, our target market will be gamers and fitness enthusiasts within the developed world. We intend on quickly moving this market into internationally developing countries, so that our initial users can understand that their activity and earnings positively impact the digital economy globally. That their earnings positively impact the lives of those in developing countries who may very likely live on less than $2 day, and work on their feet in agriculture.

Pokémon Go has surpassed $1.2 billion in revenue and 752 million downloads as a prime example of market validation for gamers who want to get out and exercise.

A projected 2.5 billion people will be using smartphones worldwide in 2019, with at least 2.1 billion using smartphones in 2016.

Competition

Movement – A new entry looking to add a competitive betting platform into the fitness currency space. This actually goes against our goals to engage the youth and would become difficult to defend if parents were not happy with that use.

They also focus on inferior monetization models with an emphasis on in-app purchases and lack the bigger picture.

SweatCoin – They have the advantage of being first to market and have propelled themselves into a nice place in the app store. However, they are only in US, UK, and Ireland, which provides us the opportunity to leap over them in our first year with explosive growth within international communities.

Just like Movement they also focus on inferior monetization models with an emphasis on in-app purchases.

Fitbit – Although they are not publicly developing in our space at this time, we should always keep an eye out on the potential bully they could become should they implement currency creation. They have all the data and could be working on something behind closed doors. This is a large reason for the necessity for additional funding at this time to give us the ability grow quickly and avoid being pushed out in the beginning.

Go-To-Market Strategy

Getting into a saturated fitness market can be difficult, but we do offer a value add that no one else does. With the viability of contributing to the products of other blockchain projects, we create an ecosystem of people that will change the world.

Every week we calculate the RUNcoin that has been contributed to each cause and we send them an update. The organization or person must share the total with copy we control to social media platforms in order to transfer the sum. All donations are returned to the user automatically if the Charity or Cause doesn't accept them within 30 days.

With a User Acquisition strategy that attacks countries that are less expensive to advertise to, like the Philippines and India, we create more buzz around what we are doing. This leads to increased visibility worldwide.

Functionality

In addition to the previously defined currency-related terms, there is also the RUNstep. RUNstep is our base calculation. We use different algorithms to reduce biking, swimming, running, walking, and heart rate monitoring to a standard RUNstep. One RUNstep could have an exchange multiplier of 0.1 which means the user would need 10 RunSteps to create a RUNcoin.

Granular controls of these various exchange rates between the pre-currency Steps, the in-game Coins, and the currency Tokens, create a living reactive ecosystem that uses scarcity as a way to reign in supply and demand within each currency's realm. This means that both Artificial Intelligence and manual controls can be used to push and pull supply as demands for tokens and coins ebb and flow.

Exchange – Server software that includes service-oriented architecture consisting of a mediation layer which converts:

Internally
- Accelerometer data to RUNsteps
- Apple HealthKit metrics to RUNsteps
- Google Health metrics to RUNsteps
- FitBit Health metrics to RUNsteps
- RUNsteps to RUNcoin
- RUNcoin to affiliate currency (e.g. Zynga Energy)
- Affiliate currency to RUNcoin
- US Currency to RUNcoin
- RUNcoon to US Currency

Externally
- RUNcoin will be submitted to partner exchanges

Every exchange will have a multiplier which translates the quantity of the input unit to a different quantity of output units.

The exchange multipliers can be tweaked in real time arbitrarily, or in response to market conditions. For example, when the user is **INFLUENCED** by a RUNcoin holder to engage their activity in a specific HOTzones. Furthermore, exchange multipliers can be customized per affiliate, and per geographic zone. This gives us the opportunity to provide bonuses during peak times, when people exercise less, or to encourage activity during specific events.

Social Media Server – Server software housing data and authorization of user information relating to activity, geography, and interaction.

App – The app's core function is to obtain biometric activity data to be transmitted securely to the Run2Play Exchange. The app can send and receive requests for exchanges to the various currencies supported by the Run2Play Exchange.

Users are able to see their fitness profiles, and to learn about new opportunities to earn coins. We use map-based HOTzone areas in order to get users out of their houses and interacting with the world around them. Opportunities to use coins are within games and apps to purchase power ups, in additional to buying real world products.

Library – The Library will allow third party developers to seamlessly offer an easy way for users to exchange RUNcoin for their own currency and, if desired, their currency to RUNcoin based on a multiplier obtained through the Run2Play Exchange. The Library will work based on the application's bundle identifier through a secure handshake with the Run2Play Exchange. By simplifying this integration third parties can easily make Run2Play their turnkey choice for cryptocurrency integration for virtual in-game purchases when converting RUNcoin.

Hardware – Low-cost low-powered bluetooth devices can be worn as an alternative to accelerometer enabled smartphones for capturing biometric activity data from the user. By making these devices cheap enough to be subsidized through their usage a market can be penetrated where users may not have the financial access to smartphones. The target cost of these devices will be <$5.00 in volume.

Hardware "ATM" - Using local hubs similar to ATMs in high-traffic areas in the developing world allows us to reduce the amount of technology each individual device carries. This reduces the costs associated with each device and increases ability for proliferation of our technology.

Technical

Phase 1 – Application for obtaining steps will be coupled with Apple's Health Kit and Android's Google Fit API. Activity will be bundled in a secure hash containing activity metrics, geography, timestamp, and user identification obtained from OS level API data. It will be encrypted and sent to the Run2Play Exchange for encryption, unpacking, parsing, and storage. The Run2Play Exchange will contain historical data of all transactions and current totals based on exchanges.

Phase 2 – Create custom accelerometer-enabled low-cost low-power device for tracking activity and sending data to the Run2Play Exchange directly via IoT or Bluetooth LE to a Run2Play Transmission Terminal. The transmission terminal would be a place where biometric activity can be sent to an account and translated to an alternate currency, similar to a conventional ATM.

Phase 3 – Integrate RUNcoin Cryptocurrency with popular exchanges like CoinBase. Allow for CoinBase currencies to be exchanged on the Run2Play Exchange and propagate these currencies through to the Run2Play Library for 3rd party developers and affiliates..

Security

Software Security – Run2Play will be using Apple's OS level security for Health Kit access including transparent user permissions for access to all sensitive biometric data. This data will be sent to the server over SSL using HTTPS. Encryption of the data during transmission will be using AES256 in Apple's

crypto lib. All keys will be compiled and obfuscated in the library and application. Exchange multipliers will be tied to bundle identifiers for third party developers and linked to a secret key.

Hardware Security (Phase 2) – Run2Play personal activity monitors will contain a hardware key and integrated identifiers when sending raw biometric data to the Run2Play Exchange server. Raw data will be encrypted using AES256 and sent over SSL HTTPS. Authorization between the device identity and user authorization will be done server side through the Run2Play Transmission Terminal.

Monetization

Event Promotion

With the ability to create HOTzones using the RUNcoin, users are able to encourage people to head to your event in order to increase their reach. This enables open air concerts, parks, schools, and more to bring people into the mix.

Traditional Display Advertising

From banner ads to full-screen takeovers and interstitials we are able to monetize quite effectively on behalf of the user. All traditional ad revenue will roll back to the user or charity.

Brand Sponsorships

Brands are able to sponsor HOTzones as well and label them with their logo. They can also offer products to those who have reached a certain amount of RUNcoin in a single day. This provides opportunities to run global fitness contests.

Example 1 - The first 100 people to reach 5000 RUNcoin are able to purchase limited addition NIKE Run2Play Shoes.

Example 2 - The first person to reach a specific destination gets the item delivered to that destination prior. With relationships with UPS stores and similar, we will be able to provide an opportunity for real life pick up.

Example 3 - Adidas partners up with Starbucks to do a scavenger hunt where people need to run a mile than look at local Starbucks to find a hidden item turning the world into a worldwide scavenger hunt.

Hardware Sales

Through the RUNcoin+ program users are able to purchase hardware wallets for themselves as well as those abroad in order to feed the world. These can be

purchased in mass by charities as well as brands. This won't be a significant source of revenue, since they will be sold at cost in most cases.

With growing interest from the athletic community, we might be in a good position to put ourself as the premium wearable brand as well. With athletes using our bands to monitor their fitness, they are able to do some of the marketing for us.

Data Sales

The Data Sales approach is to collect, anonymize, and package data, based on a variety of factors including exercise preference, age range, gender, location, etc. This enables us to deliver a better product for influencers to identify where their audience resides.

As mentioned above there are many different types of data that can be accessed, below is a list of some but not limited to some of the data collection types; First Party Data, Run2Play Hardware, Run2Play App Data ,Second Party Data , Third Party Data, Data Storage. Locally storing this data and transmitting it daily reduces the overall server costs.

Ex 1. - Schwinn goes to an Agency to target those who ride bikes. The Agency approaches a DSP in order to pursue fitness and biking data sets.

Ex 2. -Knight capital is looking for signals as to wether to buy/sell long/short positions on under armor. Because of the propensity to obtain data from fitness

apps, with the understanding we have a rev share and or flat fee data rights agreement we can use our channel relationships to active and monetize this data.

Native Advertising

Native Advertising comes in many forms. Plugging into large exchanges we will have no shortages of ads to show a user. Within the maps we will also use native advertising to help local companies reach a very engaged audience. They can welcome you in for a 1/2 off latte to get you engaged with the local community. Opportunities for these advertisements, could be at the bottom of the friends bar, in the fitness history, when you hit certain AD zones for the super curious.

Video Advertising

Video Advertising will be used very limitedly, because it interrupts the flow of the action. We intend on running selective video ads when someone runs into a Curiosity Zone. This sort of advertising could be a value add to the user, if we are speaking of movie trailers rather than commercials.

Audio Advertising

Audio Advertising will be used quite extensively. When exercising with headphones in we will be able to announce locations and give users directions to the closest zones.

For Example - "Keep on this road for another mile and you will run right into a NIKE HOTzone" and when the user reaches this zone. "You have received an extra 55 RUNcoin courtesy of NIKE, Keep it up!"

Milestones & Roadmap

November 2017 - Added Advising Team & Started R&D

December 2017 - First Draft of WhitePaper

January 2018 - First Website Launched, Hired Design & Marketing Team

February 2018 - 2 Blockchain Engineers Joined Team, First Marketing Commercial released,

March 2018 - Sponsored Coin Agenda Caribbean, Brought on Technical Co-Founder

April 2018 - RUNcoin App design completed, Early Seed Round, Partnership with RFID manufacturer

May 2018 - Created Engineering Partnership, Team Expansion, Run2Play.com V2 Launched, Attended Consensus, Non-Profit Technology Partnership, CCO Presents @ San Diego Crypto Con, WhitePaper V2 - RUNcoin, New T-Shirts Designed

June 2018 - FITchain Development began, RUNcoin App Development began. Internal Interviews. "What do you Run for?" commercial releases. Complete Shopify Clothing Store Launched. Achievements and Trophies Designed

July 2018 - RUNcoin Alpha App Released for Testing, First Race Organizational Software Partnership, Market Research Video Releases. Avatar Selection Designed

August 2018 - Influencer Marketing Campaign Begins,

September 2018 - RUNcoin Web Dashboard development Alpha, KickStarter Launches

October 2018 - SDK tracking implementation, UA campaign testing begins, Influencer Marketing Boxes delivered

November 2018 - RUNcoin V1 App Launch (iOS & Android) (Withdrawal to USD/AVA),

December 2018 - Open San Diego HQ, Developmental bug fixes, ICO Launch, RUNcoin bug fixes

January 2019 - Team Expansion, Exchanges Approached, Integration with RFID bands, Hire COO, CFO, CRO

February 2019 - Hardware R&D begins, Admin panel for Umbrella Accounts, Expand Brand Sales team

March 2019 - RUNcoin V2 Release, Penetration testing V2,

April 2019 - Marketing and support team expansion, Apparel line 2

May 2019 - Development team expansion

June 2019 - Run2Play App V1 Released, RUNcoin V3 Release

July 2019 - Open Office in Hong Kong, Intensive Charity Outreach.

August 2019 - Security upgrades, Worldwide Races,

September 2019 - Run2Play App V2 Released, Scavenger hunt launched, Character editing added.

October 2019 - Race for the Cure sponsorships, more race sponsorships planned.

November 2019 - RUNcoin V4 - Internal Low - Cost Wearable revealed allowing you to feed anyone in the world with your exercise and monitor meals in–app (Digital Meal Pal) , Run2Play+ launch.

December 2019 - Holiday Clothes line, Promoted Races and Products.

Q1 2020 - Developing world expansion, POS R&D, payment gateway partnerships, Trainer Coaching Launch

Q2 2020 - Run2Play App V3, RUNcoin V5, local government sponsorships, Merchant platform Upgrade.

Q3 2020 - QA testing for hardware V2. Community outreach.

Q4 2020 - Release of RUNband V2 that allows users to create RUNcoin with just the arm band that doubles as a wallet and able to spend on any cryptocurrency enable POS.

Network

A total of 5 billion RUNcoin will be created at the genesis. The RUNcoin will be a token on the FITchain.

80% of RUNcoin will be saved from the cap of 5Bn, which is 4Bn to be rewarded to users based on their Proof-of-FITness over the course of 20 years. This will be deducted from the total amount of distribution through PoPP, leaving 1Bn RUNcoin for the token sale.

Token Economics

Total Supply - 5Bn

CrowdSale - 1Bn

Activity Rewarded- 4Bn

Project length - 20 years

Token Distribution

Up to 10M

15% Founding Team

7.5% Early Investors

2.5% Early Employees

2.5% Advisors

72.5% Coin Holders

Up to 50M10% Founding Team

4% Early Investors

1.5% Early Employees

1.5% Advisors

83% Coin Holders

Over 50M

3% Founding Team

1% Early Investors

.25% Early Employees

.25% Advisors

95.5% Coin Holders

Use of Funds

30% Marketing & Advertising

25% Future App Development

25% Hardware Development

5% Merchant Marketplace

3.5% Web Development

3% Payroll

3% Security

2% Legal

2% Research

1% Infrastructure

Company Structure

Run2Play Inc. is a Delaware corporation with a traditional structure including a board of directors, CEO, CTO, CCO, Blockchain Architect, and later a CFO.

Team

Joseph Fargnoli – Founder, CEO

https://www.linkedin.com/in/josephfargnoli/

- VIce President of the Kahina Pohaku Corporation
- Ex Head of Video Advertising for Motive Interactive
- Ex VP of Business Development- App Monetization for Aerserv
- Ex. Mandarin Chinese Linguist for the United States Air Force

Sean McMillen – CTO

https://www.linkedin.com/in/mcsean

- Global Channel Sales Engineer - BDM
- Project Executive - IBM

Chelsey Clime – Co-Founder, CCO

https://www.linkedin.com/in/chelseyclime/

- Account Manager, International Sales Privé Luxury Rentals
- Co-Founder- The Alchemical Theatre Laboratory

Renat Razumov - Blockchain Architect

https://www.linkedin.com/in/renatrazumov/

- Co-Founder - Social Spaces
- CEO - Room Mining

Jay Chow – Full-Stack Blockchain Engineer

https://www.linkedin.com/in/jch0w/

- Lead Software Engineer at Cadence Labs
- Lead Software Engineer at Tradiv
- Senior Web Developer at Katana

Bill Dewitt - Marketing Lead

https://www.linkedin.com/in/bill-dewitt-23832831/

- Founder - California Wild Ales
- Senior Art Designer - JVA Art Group

Si Bui – Blockchain Developer

https://www.linkedin.com/in/sibui/

- Head of Business Development at Phunware
- Director of Revenue at Influence Mobile
- Director of Publisher Integration at Aerserv

Fernando Lewels - Marketing / App Design

https://www.linkedin.com/in/phearnando/

Howard Fung - Blockchain Engineer

https://www.linkedin.com/in/howard-fung-b3b224b2/

Kirk Wallace - Content Marketing

https://www.linkedin.com/in/kirkmwallace/

Mark McDonald - Video Marketing

https://www.linkedin.com/in/markpmcd/

Advisors:

Brendan Smith - Business Advisor

- CEO of Motive Interactive, which Tune's Mobile App Tracking listed as the #3 Ranked Mobile Advertiser respectfully following Twitter and Google
- Founder/President Tech 22- At its pinnacle the properties owned by this firm were ranked as some of the most visited websites by Nielsen// NetRatings and today continue to be featured in many respected publications.

Michael Lira – Cryptocurrency Consultant

- Product Consultant- Engaged on a wide range of product initiatives at Disney, Directv, Johnson & Johnson and Midnight Oil Agency.
- Sr Product Manager, Fox Entertainment Group

Robert Newport – Acting CTO, Head of Engineering

- CTO, Co-Founder FlipSnap: an iOS app that uses augmented reality to combine video inside video.
- Information Technology Consultant/ Part-Time Faculty at California State Polytechnic University
- Software Developer/Engineering credits with Disney, Apple, Weburban, and Visual Supply Co.

Kyle Rea - Crypto Marketing Strategist

https://www.linkedin.com/in/kylereaart/

Daniel Landsman - Data Sales Strategist

https://www.linkedin.com/in/daniellandsman/

- Sr. Director of Programmatic Demand at Aerserv
- Director of Demand Sales at Smaato

Rod Azarmi – Design

https://www.linkedin.com/in/rod-azarmi-98a67653/

- Principal Mobile User Experience Designer, Norton Global Product Design, Symantec
- Mobile UI/UX Director, Ubiquiti Networks

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How far will you run to feed the world?