

Physical Health Data Marketplace



BUSINESS OPPORTUNITY PROPOSAL

presented by

www.socialchangeplatforms.com

Agenda

- The Current Situation
- The Data-based Revenue Possibilities
- The Future: Health Data Marketplace
- Fitness Center Use Case Scenario
- Cross-Selling Opportunities
- LA Fitness App: Possible Updates
- In-Store Promotion and Machine Use
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The Current Situation

LA Fitness is likely facing the same challenges of everyone in the industry:

You Know:

- The business 'data footprint' potential; not fully leveraged
- Common price and incentive models are less attractive; one-size-fits-all doesn't work
- New regulations for personal data are popping up all over (CCPA in California*, GDPR..)

End-Users:

- Are wearing more fitness devices, generate lots of data
- Want to have new ways to interact with businesses; have it more personalized
- Starting to be aware of data ownership and control; understand its true value

*See appendix for more details on this legislation; and how our platform can help you to be compliant.

The Data-based Revenue Possibilities

Upgrading the LA Fitness business model to the digital age could do a lot:

- Unlock new insights about your consumers: behavior, habits, etc.
- Generate better BI metrics for real-time analysis on the business
- Help build a multi-tiered pricing, incentive or gamification structure
- Create a dynamic new marketplace where users, trainers, partner companies (i.e., GNC) can interact; creating new revenue streams
- Gain a HUGE leg up on the competition; grab more market share
- 1:1 services, near real-time response; higher customer satisfaction
- Use latest blockchain technologies to protect and share user data
- Co-own the platform with us, lease it out to the wellness industry

The Future: Health Data Marketplace

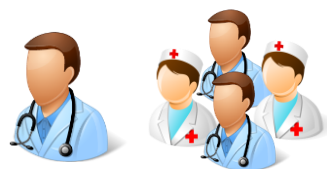
This can lead to a Health Data Marketplace, bringing amazing benefits to its users all backed by our Digital Identity Services per data privacy laws:

Smart Bed Makers



Have sleep patterns be tracked by your doctor, if desired (within your DID).

Details from your doctor...



..or from a network of doctors and nurses available to provide you personalized care.

DATA-DRIVEN MEDICAL MARKEPLACE



Analyze millions of cases like yours; receive detailed treatment plan.



Use of various AI and ML services* can provide great 1:1 preventive care services via predictive analytics, anomaly detection, text analytics, etc.

Build a rich data profile of your physical health that you can then monetize or exchange for marketplace services.

Fitness Centers



Sleeping Profile, Health
Sleep Data, Health Advice

Workout, Profile Data
Workout Data, Personalized Training, Discounts

PHYSICAL HEALTH PROFILE

MEDICAL HISTORY, ADVICE

DIGITAL HEALTH PROFILE

MICRO TRANSACTIONS OF ADVANCED DATA SERVICES

Workout, Personal Data



My Digital Identity (See Appendix)

Personal Health Data, Advice

PT, Workout Details

Workout Data
Data Sharing Services



Import all your physical therapy results, history.

PT Centers, Personal Trainers

Connect with a professional remotely to get great advice.

Health Apps and Related Devices

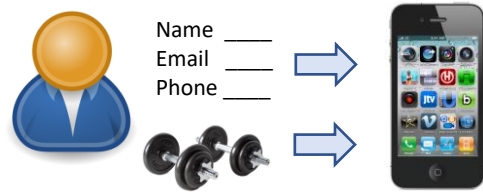


Use our API service to pull other workout data from personal devices.

Fitness Center Use Case Scenario

The following approach can be updated to meet the needs of LA Fitness:

1 User creates a profile, uploads data from their health-related activity.



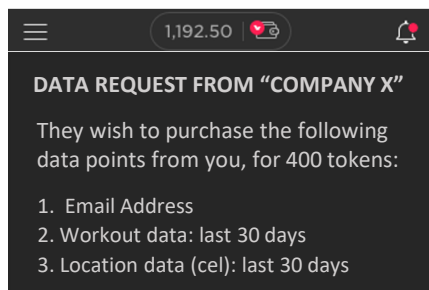
2 System creates Digital ID for user: blockchain account and wallet; unique and secure.



3 Companies in the digital marketplace look for data sets they want to purchase.*



4 Company selects data set they wish to purchase, users notified; first right of refusal.*



5 User accepts sharing of their health data; paid in loyalty tokens to their account.



NOTE: the platform is flexible; it can be built to manage the earnings as points rather than loyalty tokens, for example.

6 Users can use those coins to pay for goods and services available in the marketplace.



Offers, Discounts

NOTE: the more popular the marketplace becomes, the more diverse the offerings will be; thus the partnerships will be key.

*Both the data purchase request and user approval processes can be automated; built up-front as part of the fitness membership agreement, for added convenience.

Cross-Selling Opportunities

There are many ways LA Fitness can expand its offerings via the platform:

WEARABLE DEVICES

- Many LA Fitness members already have one
- Data is isolated; in a closed network where users have no control over it, can't benefit
- Ask companies to provide copy of data into LA Fitness data marketplace in exchange for greater sales exposure; a win-win situation



EXPENSIVE HARDWARE OPTIONS

- Very expensive; sales numbers will stay low
- Partner with LA Fitness, offer device use to clients, increases exposure/use, cross-sales
- Use same data copy service for marketplace



PARALLEL SERVICES

- Sign up various businesses to be part of the marketplace; offer their products, services
- Users exchange workout data for discounts
- Helps generate lots of cross-selling revenue
- Create personal workout, nutrition regimens



LA Fitness
Staff



Offer staff the opportunity to earn commissions by selling this new 'Premium' membership service.*

Current Rates:

\$26.99 / \$29.99
per month

'Premium' Rates:

\$41.99 / \$44.99
per month

20% conversion rate =
\$200M/yr. in new revenue!

The added revenue could help fund the expansion effort: buy more hardware, expand marketing, etc.

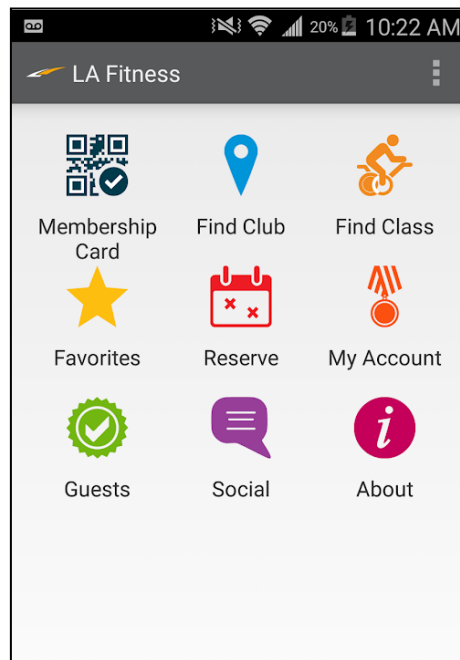
(based on 790 locations, with avg. of 7000 members, at \$15 more per member/mo.)

*See slide 10 and the appendix for more ideas on the Premier membership (promotion, personal workouts).

LA Fitness App: Possible Updates

We can also help revamp the LA Fitness app to align with the platform:

CURRENT APP



- Log-in / Check-In Functionality
- Class Schedule Visibility, Details
- Health-based Content Delivery
- Access to Social Media Apps
- Find Club, Photo Gallery, About

NEW APP



- Create compelling reason to use app
- More personalized services available
- Allow users to monetize workout data
- Added motivation; increased foot traffic

In-Store Promotion and Machine Use

Some key logistical elements to promoting and using the new platform:

How To Promote New Member Service:



- Place materials on Premium membership in the lobby of each test location (WA)
- Have glossy tri-fold one page material
- Staff can promote it to people coming in
- Follow up with e-marketing campaign

Include Fitness Machines To Marketplace:

- Place QR code stickers on all machines
- Scan codes to enter rep, weight details*
- Data is part of 'My Workout Regimen'
- User discounts for reaching benchmarks
- Recommendations and reminders, based on personal workout regimen and goals

*LA Fitness professionals could pre-load machine workout details for users as part of their personalized workout program, to help automate the process.



What You Get With Premium Membership:

- Use of digital marketplace; discounts
- Personalized workout regimen online
- Exclusive use of cool new hardware
- Use of several dynamic new services

Summary of Opportunity

The timing and opportunity is right to create something really special; we have the resources, experience and the technology to get it done.

- Timing: test effort for cardio devices in 13 WA state locations with Omni Fight Club, MyZone device; good synergy opportunity to launch the marketplace
- Create new market segments (reg. clients \$30/mo.; premium clients \$45/mo.)
- Generate new revenue streams; data mining services (health care industry), cross-selling of devices and services, commission opportunities for employees
- Offer personalized workout services to your clients; can access it anywhere
- Create powerful new metrics for hardware providers; machine utilization rates
- Lease the platform to your competitors, if desired; strong new revenue stream
- Be a pioneer in the wellness industry via the physical health data marketplace

Q&A and Contact Info

Any Questions?
Please don't
hesitate to
reach out to us.



You can also meet with us online to learn more or have a discovery session.

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Premier Membership: Scaled Discounts

The platform could employ a sophisticated discount program for users where they receive points (or tokens) for their workout data, and earn discounts that scale up:

- 201-300 tokens: 5% discount on your Premier membership (\$2.25 value)
- 301-400: 10% discount on purchases up to \$30 at any Dick's, GNC, etc. location
- 401-500: 50% off any regular-sized smoothie at the in-store location (up to \$3.50)
- 501-600: 10% discount on your monthly Premier membership (\$4.50 value)
- 601-700: 10% discount on purchases up to \$50 at any Dick's, GNC, etc. location
- 701-800: free regular-sized smoothie at the in-store location (up to \$7)
- 801-900: 20% discount on your monthly Premier membership (\$9 value)
- 901-1000: 25% discount on purchases up to \$50 at any Dick's, GNC, etc. location

We can build gamification rules: i.e., unused points can roll over for up to 90 days (deals and discounts also last that long).

NOTE: we could have a built-in data sharing function, where certain user data points are shared with partners automatically.

Why California is Critical (LA Fitness HQ)

There are two key forms of recent legislation passed in California that can be greatly accentuated through the use of this unique platform:

California Consumer Privacy Act (CCPA)

(Assembly Bill No. 275: law details [here](#))

THE LAW: signed into law in 2018, enacted Jan. 1, 2020; the law gives the right of Californians to: know what personal information is being collected about them; know whether their personal information is sold or disclosed and to whom; say no to the sale of their personal information (first right of refusal); access their personal information, and; equal service and price, even if they exercise their privacy rights.

THE PROBLEM: there is no government mandate requiring companies build these rules into their systems, no companies pushing for change.

HOW THIS PLATFORM WILL HELP: we will have these rules in place; a self-service data governance infrastructure, which will create a win-win: companies will be auto-compliant, consumers have control of their data.

Fair Pay to Play Act

(SB-206: law details [here](#))

THE LAW: signed into law in late 2019, enacted Jan. 1, 2023; the key tenet is an athlete's ability to make money off their own likeness (image, jersey, etc.).

THE PROBLEM: it will affect only a small percent of the 460,000 student athletes; for video games, shoe deals and the like.

HOW THIS PLATFORM WILL HELP: by including students' data as part of their 'likeness', we will allow for nearly all of them to take advantage of the new law.

The Win-Win-Win Approach

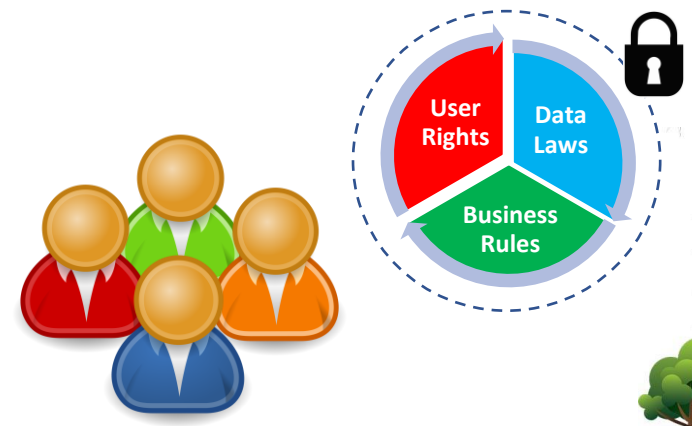
Our technology allows for the build-out of an auto-compliant data governance platform, helping government, businesses and consumers:

GOVERNMENT: able to offer a complete solution to the public as part of any data privacy laws they pass; and save millions in administrative and support costs (and a key part of a solid re-election strategy).



NOTE: THIS BLOCKCHAIN DATA GOVERNANCE SERVICE IS A FOUNDATIONAL ELEMENT TO THE HEALTH DATA MARKETPLACE - OR ANY OTHER MARKETPLACE WE CREATE. IT CAN ALSO BE THE 'TECHNOLOGY TEMPLATE' FOR ANY NEW STATES CRAFTING THIS TYPE OF LEGISLATION.

CONSUMERS: able to perform self-service requests from any connected device, based on the data privacy laws on the books; giving them much more control over their digital identity.



BUSINESS: able to become compliant on all data privacy laws once this platform is implemented; saving them millions in support costs and possible fines, and providing their users with an added convenience.

Your Digital Identity Options

PROBLEM: new challenges in our society like global pandemics (COVID 19) are requiring state and local governments to track societal movements, partnering with private firms to gather your cell phone data. At the same time, corporations are still collecting your personal data at an unprecedented rate, with no technology-based guarantees of protecting your data. For consumers, you have one of two options:

OPTION 1: THE CURRENT WAY

- No pro-consumer digital identity solution
- No guarantees on protecting your data from harm or misuse; third party use / profiteering
- No first right of refusal; companies can buy and sell your data without your knowledge
- No opportunity for self-monetization of data
- Data is still open to hacks and identity theft
- Susceptible to discriminatory practices online (price or content), manipulating political ads

OPTION 2: THE NEW WAY

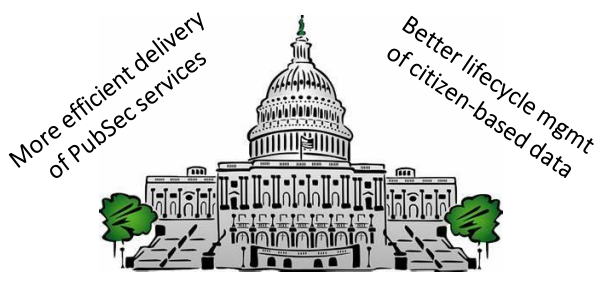
- Creation of Digital Identities (public, private) in total control by the consumer / citizen
- First right of refusal on all data sharing requests to governments and businesses
- Opportunity for self-monetization of data
- The strongest identity protection on the web; no identity theft or compromised data
- Protection from discriminatory practices; pricing, online content delivery, etc.

WHICH WOULD YOU CHOOSE?!

Decentralized Identities: for Everyday Life

What is Decentralized Identity? - An open, trustworthy, interoperable, and standards-based identity solution for individuals and organizations, allowing users to **own** their digital identities. It can seamlessly integrate into our lives, giving us complete control over how our data is accessed and used.

PUBLIC



- Cel phone GPS tracking (i.e. in time of pandemics)
- A few critical data points (for taxes, voting, services)
- Employment verification, public services-related data

My Digital Identities (public, private sectors)



We can create two forms of digital identities:

WE CAN IMPLEMENT ALL LAWS INTO EACH DIGITAL IDENTITY; MERGING PRIVATE AND PUBLIC SECTORS

- First right of refusal (must ask you to give prior approval to share your data with a 3rd party)
- The right to obtain a copy of your personal data
- The right to update or delete personal data held by a business or its service provider(s)
- The right to not be discriminated against (i.e. price)
- And more rules; as they are implemented into law

ABLE TO PERFORM RIGHTS-BASED REQUESTS AND UPDATE YOUR PROFILE IN REAL TIME



PRIVATE



- All privately generated data (shopping, web history, etc.)
- All device-related taxonomy
- All social media-based data (sentiment and profile info)
- Image-based content (scan)

100% secure, accessible only by you (MFA services*)

*Multi Factor Authentication: a second layer of security for accessing one's data or an application.