



Problem

Traditional health systems focus on remedial actions taken by the healthcare providers that are initiated after the symptoms of a disease manifest during the life of an individual. The individual is then expected to follow a set of procedures to seek treatment in a system that is organized around the type of diseases.

The outcomes of these systems are defined by the elimination of a narrowly defined disease or a condition by chemical or operative intervention. To its credit, the system has improved life expectancy significantly. These trends, however, have plateaued over the last few years, and there is a general realization that further improvements will only come through mechanisms not traditionally supported by existing healthcare systems.

As the average lifespan expands, the probability of minor issues developing into chronic conditions over a lifetime increases. Longevity has placed a significant burden on traditional healthcare that is geared only to treat the patient after the onset of symptoms. Usually, in these situations, the symptoms develop well past the point where they could have been handled with benign interventions. Chronic conditions account for overwhelming health expenditures. In many situations, these costs can be brought down if the individuals can be encouraged to change their behaviors.

Increased healthcare costs are placing an alarmingly unsustainable burden on global economies (it is approximately 20% for the USA as an example). Because of the shift and progress in technology, most people focus on "incremental" solutions only. In addition to these factors, the explosion of health-related devices and apps has created a substantial trove of data that is completely fragmented and borderline unusable. This data could be used to drive substantial preventative measures for individuals if it could be aggregated and presented in a manner that generates meaningful value, not only to overall health, but in monetary benefits.




Solution

The health of an individual, a collective community, a burgeoning nation and the world itself is the most precious asset essential for each of these entities' respective progress and prosperity. Healthy individuals live a happy life, are more productive, and contribute more to their family and societies.

Playpal intends to make the world a better place by combining the knowledge of science, the wonders of engineering, and the innovative skills of its experienced team. Playpal will implement a health platform that draws on vast amounts of available medical and health information, tailors it to an individual's needs as determined by the system and the lifestyle goals established by the user and guides the said individual every step of the way to better health using engaging techniques. Users are rewarded for good behavior, which keeps them focused and incentivized. Advanced AI algorithms are utilized to provide generalized as well as specific analysis. Last, but not least, the information and rewards are shared with anyone willing to contribute towards the realization of this noble goal.

Playpal will use machine learning to predict and visualize the current and future health capital of an individual. To secure an individual's health information, advanced encryption and blockchain technology will be deployed. The overall knowledge gained through the social interactions and individual contributions will be communicated back to the members resulting in a positive learning cycle. This overall result is expected to be verifiably improved health capital for both the members, as well as the stakeholders.

Playpal will make recommendations for lifestyle changes, recommend social support groups that are relevant to the individual's health profile and create an incentive-based program if the individual follows through the provided recommendations. Visualization will be used to demonstrate the improvements in a person's vital signs (heart rate, blood pressure etc.) and health metrics (weight, BMI, sleeping patterns etc.). Better values in each case directly improve the health capital function $H(t)$ causing its value to curve upward.

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Primary Features The primary goal of Playpal is to place the vast amount of human health knowledge at the fingertips of the individual in a user-friendly manner, assisting them in setting goals and developing plans for improving their Health Capital.
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The Health Capital Model Playpal will establish baseline parameterized health capital models $H(t)$ using semi-automated training of our machine learning engine. The model will be continuously improved by cloud-sourced learning, on-going research, as well as most recently labelled data when it becomes available.
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Blockchain Two blockchains will be based on the Ethereum Consortium Proof of Authority (POA) model.
 - The first blockchain (financial chain) would be used for recording all the financial transactions. It would also be anchored to the main Ethereum chain by adding the blockchain hashes on a periodic basis. This will provide visibility into the chain's behavior for all the coin holders.
 - The second chain (health chain) will be used for indirectly recording the healthcare related information for all the users while complying with GDPR and HIPAA standards. This will be the basis for the rewards earned by the users and the resulting transactions in the financial chain

Token Sale by HICO Foundation

Playpal will adopt the use of PlayCoins, a cryptocurrency issued by the HICO Foundation, for various transactions on its platform. The HICO Foundation is currently conducting a sale of PlayCoins under the following terms. Playpal has also obtained an allocation of tokens from The HICO Foundation for its equity investors

Total Fixed Supply: 10,000,000,000

Token Price: USD 0.10

Token Ticker: PLAY

Token Usage: Monetization of healthy behavior and health related data

Token Sale Overview

March 1st- September 15th
(or as long as supply lasts)
Tokens to sell: 10,000,000,000

Total token supply :10,000,000,000

Total Soft cap: \$15,000,000
PLAY= 150,000,000

Total Hard Cap: \$50,000,000
PLAY= 500,000,000

Private Sale

March 1st-May 1st
Tokens to sell: 4,000,000,000
50%, 40%, 30%, 20% determined by whitelist position

4,000,000,000 PLAY
Round 1 @ 50% Discount
Round 2 @ 35% Discount
Round 3 @ 27% Discount

Intended use of proceeds



Artificial Intelligence Advanced AI algorithms are utilized to provide generalized as well as specific analysis.



Machine Learning Playpal will use machine learning to predict and visualize the current and future health capital of an individual.



Data Protection To protect individual's information, Playpal will use the best industrial standard of security and privacy practices, including strong encryption, blockchain and granularized access control.



Esha Sheikh,
CEO & Founder

Entrepreneur, investor and technologist. A medicinal chemist by education, turning her vision of consolidating a global health-tech platform to reality.



Vic Ahmed,
Strategy Advisor & Co-founder

Serial entrepreneur and startup visionary. Founder, Innovation Pavillion. Built several startups from scratch with a passion for taking visions & foresight into sizeable business opportunities



Clara Florey,
Marketing & Fundraising Consultant

CEO, Disruptive. PR and communications strategist with over 20 years of experience and with expertise in ICOs/STOs & blockchain



David Lofts,
Tokenomics Consultant

Develops blockchain strategy & marketing, ICO veteran, ethics advocate. CEO at Ethical ICO Ltd. Also served as CMO at Investors of Crypto & eBUDZ



Can Sun,
Legal Consultant

Advised dozens of cryptocurrency projects & associated companies on various public & private token sales, swaps, airdrops, exchange offerings, secondary offerings & multi-token offerings



Jameel Barkat,
Finance Advisor

CFO & EVP Corporate Development, Innovation Pavillion. Acquisitions expert with over 20 closed deals and deployment of \$400 million



Dr. Basit Hussain,
Technical Lead

CTO, Cloutel with over 2 decades of industry experience in software development, infrastructure & application security development, blockchain, semantic analysis & NLP



Dr. Saeed Rajput,
Technology Advisor

CSO, Cloutel with 14 years of diverse product development experience, 3 patents & several publications on data & network security