

EZOO

A BLOCKCHAIN-BASED METAVERSE

Run. Sleep. Earn. Own. Create. Get healthier, get richer.

WHITE PAPER

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MARKET PROBLEM

In 2021, the fitness market has reached a \$96.7 Billion cap, over 184 million members and 210,000 clubs worldwide.

Underlying Problem

Due to the Covid-19 from 2019, the pandemic has impacted gyms and working out clubs all around the world resulting in the potential chaotic unhealthy lifestyle such as the lack of exercising and nonstandardized sleeping schedule. a natural declining trend for fitness. Although there are derivative Apps that help people to keep a healthy life workout at home, people are lacking passion and motivation to work out and get healthy.

The *Covid Inflation*¹ is yet another nail in the coffin as it impacted the overall economy and forced people to focus on more tribal needs. As a result, younger generations are encouraged to spend their time generating additional income rather than taking care of their health (physical and/or mental).

Solution

At Ezoo we've been observing this market for quite a while and we've been able to identify a pattern: the majority of health maintenance fitness mobile applications that were released over this year were focusing on self work out management ("application companions" that help you manage your work out habits at home).

Ezoo fitness is not only a solution for people who like to make a healthy schedule of fitness at home, but also it creates the demand of people who want to workout anywhere and get an objective income.

Investing in Non Fungible Tokens (NFT) or earning the EZO healthy fitness cryptocurrency has been an emerging trend towards this goal.

Ezoo was founded with the idea to connect both the meta world and reality, which brings back healthy habits to our daily life.

OVERVIEW

Mission Vision Values

Ezoo is focusing on delivering the ability to connect wealth and health.

¹ See [Forbes related article](#)

We're providing the infrastructure for people to keep healthy (e.g. work out, regulated sleeping schedule) while generating income.

Using a top class mobile application that helps our users track their work out and sleeping hours daily, we reward them with EZOzoo tokens, introducing them to the awesome world of the NFTS: the EZOzoo tokens gives them exclusivity to a full set of NFTs imagined by our teams and designed by the best designers.

Additionally, every user becomes a stakeholder of our ecosystem, earning rights to contribute towards our future (see [reward module section](#)).

At Ezoo Inc, we're passionate about what we're building and we're committed to provide the best ever user experience for everyone interested.

Our long term plans include (but aren't restricted to):

- NFTs
- Fitness
- Virtual Reality
- Goodies
- Social networking
- etc.

Market cap for Blockchain has reached 3,000 billion US dollar in Nov 2021. Investing into blockchain has become a smart way of investment. By combining blockchain technologies with fitness, we believe people will be able to generate their own wealth while taking care of their health.

Many successful NFTs initiatives have been built to offer a real-life entertainment experience. Ezoo believes that fitness could bring more opportunities and even evolutions to the Metaverse through a new defined NFT.

Ezoo is planning to create a SocialFi decentralized platform that allows people to **bring NFTs to the fitness world in reality**.

In order to achieve the goal, Ezoo is creating a brand new way to offer people incentive working out by rewarding our unique Ezoo token that can be used to purchase our exquisite NFTs as well as other DApp products.

Ezoo has numerous maps that correspond to unique NFTs of the cities and regions. NFTs are not available to purchase at the beginning. Users are able to choose and unlock the hidden NFTs by working out to gain the access to purchase/minting with Ezoo token.

This 'work out to earn' is the very first of its kind in the block chain. We expect to have one step forward for the development of the crypto world and help to attract more people from reality.

Since the whole application is built based on the smart contract, in the architecture part, we will explain in detail the connection between NFTs, Dapps and blockchain.

Ezoo rewards people who work out with Ezoo tokens that can be used to invest in our in-store NFTs.

Ezoo is based on a map of the world split into smaller regions. While each region will be hidden and locked by default, our community will have the opportunity to work out (alone or within groups) in order to unlock these maps while also minting Ezoo tokens.

Each region will have their own unique mining function which will determine the optimal conditions for unlocking it. Once a region has been unlocked, the community can use their minted tokens to purchase the corresponding NFTs.

This “work out to earn feature” will be the first of its kind in the crypto currency world and we expect to grasp the attention of millions of users that have been waiting for a chance to invest while taking care of themselves.

What's more? Ezoo's final goal is to create a Decentralized Autonomous Organization (DAO) where everything is controlled by a consensus and every single person in the community gets the opportunity to profit from the consensus' decisions.

The community will be provided with a list of options for where Ezoo is going and based on the tokens they possess, they'll be able to vote for one of the options.

Some of the decisions the community will be involved in are:

- What land location is going to be unlocked next
- What kind of goodies store will Ezoo implement next

Blockchain SocialFi Mechanism

Ezoo uses blockchain SocialFi Mechanism and NFT to empower both users and content providers. The NFTs Ezoo published are collectible and scarce.

Below are the benefits for people holding Ezoo NFTs.

- A. **Unique.** NFTs are not interchangeable or divisible. Once the NFTs are minted from Ezoo by the users, Ezoo doesn't have the ownership for the NFTs.
- B. **Trading.** Blockchain mechanism can provide the most secure and safe method for trading NFTs. Under the sealed smart contract, users are able to trade their NFTs quickly, efficiently and accurately.
- C. **Privilege.** Ezoo NFTs holders are granted for some special extent of authority by holding the NFTs.
- D. **Realworld Interact.** Ezoo will have various offline activities for the NFTs holders.

ARCHITECTURE

Ezoo creates its own algorithms to balance the economy system and product mechanism. In order to keep or increase the value of Ezoo tokens, we create the dynamic algorithms to control the numbers of land sites releasing into the market based on the active user weekly. The burning function has been used to restrain the inflation rate, and so on. To construct an interesting, valuable kernel mechanism, Ezoo utilizes the NFT as a key to inspire the working out behaviors.

Technically, Ezoo fitness contains a fixed maximum amount of 1,000,000 hidden land sites, where we store the real world cities' information there. Based on its land size, we define the hidden land site $T = (x, y, z, r)$ as a city region, a city, a province, or a country. Where x represents the country code number, for example, $x = 1$, could be country number 1, that might be the USA. For each nonzero value, it matches an existing country in the world. When $x = 0$, it means this hidden land site T is not a country level site. The parameter y represents the provincial level of land size, each nonzero value of y matches an existing province of that country x . When $y = 0$, it indicates that hidden land site T is not in the scale of a provincial land size. Similarity of parameter z as the city number code in the province of y and country of x . Where r is the region of the city z . Thus, in Ezoo Fitness, for each land site, there is an unique series of four dimensional numbers to demonstrate its geographical information that links with realistical cities in the world.

Moreover, the Ezoo land is not only linked with the virtual land in the future, but also currently associated with the key of land, Ezoo NFTs, which are described completely in the next section. In addition, the hidden land sites are not able to be traded, minted or authorized to its ownership until the hidden status is converted into the observed status. Once the land site is owned, the key of this land, a NFT, is also owned by this customer. Therefore, the Ezoo Fitness protocol is constructed by the following three blocks.

1. Communication block

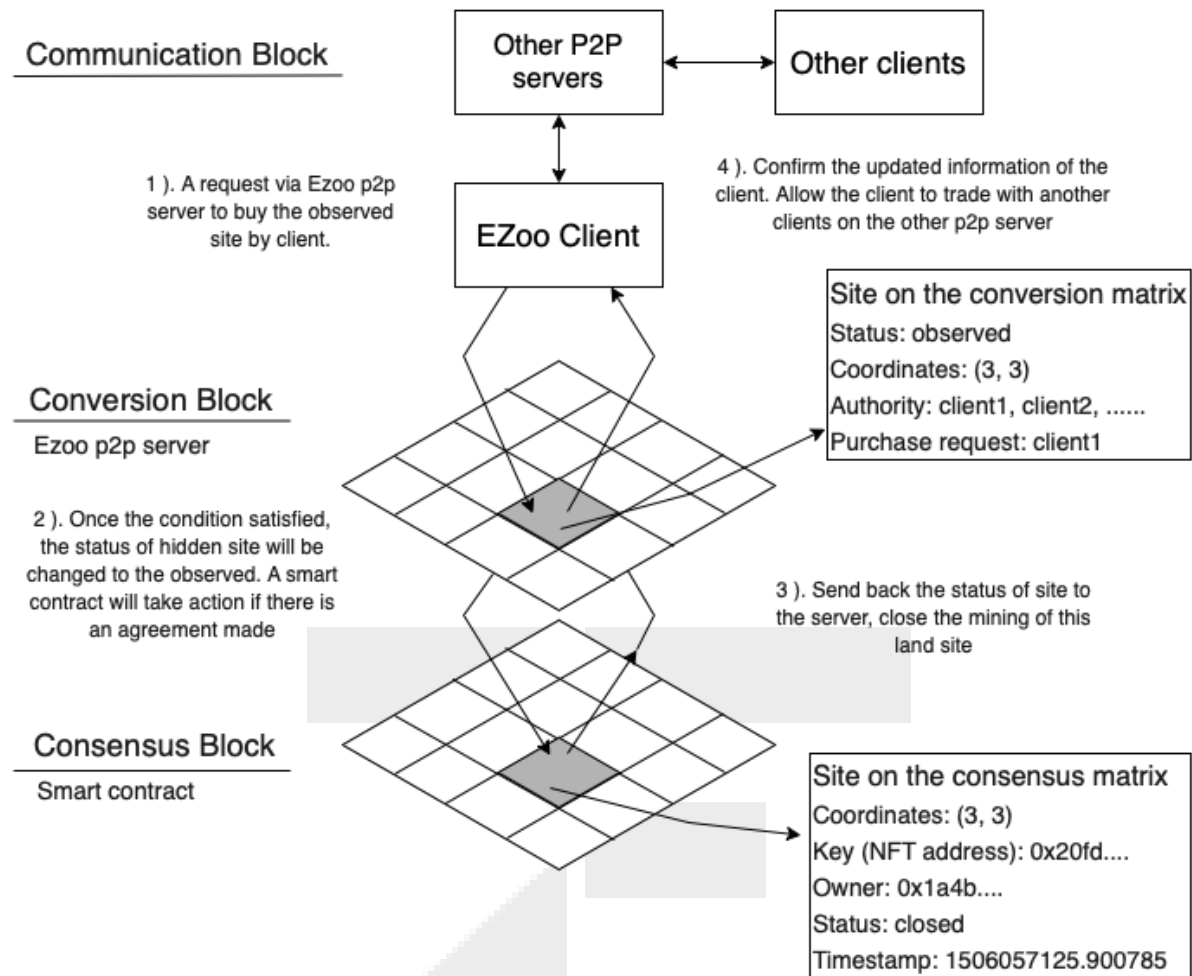
contains users communication info, such as the request of purchasing, trading, signals of changing land site's status. All communications go through our p2p server and other servers.

2. Conversion block

contains the status of each land site, the coordinates of land sites on the consensus block, the time stamp when the status changed.

3. Consensus block

contains the land site's ownership, the NFTs' ownership, the real geographical information.



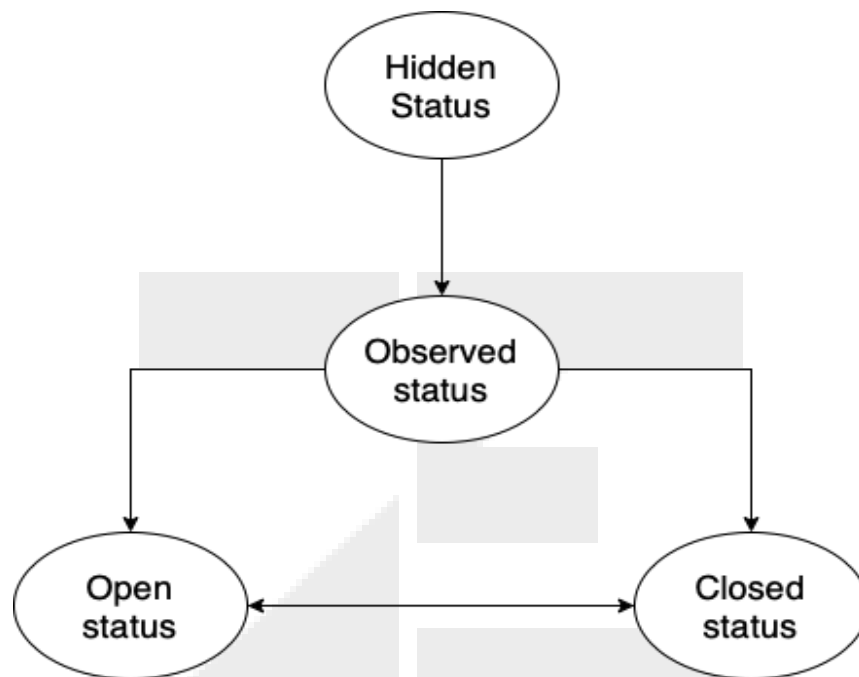
Communication block

In the Ezoo DApp store, the client will be able to purchase all available land sites. Once the buying behavior occurs, the ownership of the land site will be given to the client through a NFT, it will be additionally updated on the consensus block, simultaneously on the smart contract in Ethereum. Moreover, Ezoo establishes the trading functions inside the system for the Ezoo clients internal trading requests. It also creates the trading links between the Ezoo clients and the non Ezoo users via other p2p servers, such as the Opensea. Whenever the ownership of a land site has been transferred, the information will be refurbished on the Ethereum, Ezoo server, and the other p2p servers automatically.

Conversion block

The availability of a land site in Ezoo is based on its status, which contains four different levels. They are the hidden level, the observed level, the open level and the closed level. When the Ezoo land site is under the defaulted hidden status, it is not able to be minted, purchased or traded. The clients who are working out in that land site contribute to converting the land site status from hidden to the observed. Once the status of a land site

changes, the group of clients who contribute to unlocking it are qualified to mint or purchase the land site by using the Ezoo tokens. When the land site is purchased by a client, the status of that land site will be converted to the closed, all the other clients are not able to mint or purchase this site anymore, it will be also removed from the available exercising sites' list. The owner of a closed land site is able to return it to the Ezoo store, once it happens, the status will be changed from the closed to the open, which allows all the other Ezoo clients to purchase it again. Moreover, only the closed status site is tradable, and the observed and open site is purchasable.



Consensus block

Ezoo will apply the Ethereum smart contract to confirm the ownership of the land site, and the ownership of the land site's key, a NFT, which associates with one unique site in Ezoo world. A land site will be upgraded by adding more contents for the VR part, which will allow the owner and the clients to do the exercises there in the future. For each land site, there is a unique series number (x, y, z, r) that points to a site on the consensus block and conversion block.

In addition, Ezoo fitness contains four more internal connected modules for the current usages and the future strategies, which includes:

NFT module

Ezoo categorizes its NFT into two distinguishing groups, which are Type-I NFT and Type-II NFT.

To be more specific, Type-I NFT is the key of access to a unique land site in the Ezoo world, it contains the brief descriptions of the associating land site including the size of land, the ownership of the land etc. Based on the land size, Type-I NFT can be also separated into 4 different levels, which are Type-I NFT level 1, 2, 3, 4, representing the small regions of a city, the city area, the province area, and country area NFTs. Different Type-I NFT levels decide the land size of a site in Ezoo, which affects the creation in the application of Ezoo VR by giving the different computational storage in the future. Currently, Type-I NFT levels have influence on the reviewing blog space in Ezoo. In addition, the conversion function to unlock the defaulted hidden site follows the equation $CT_i = (\beta_i - r) * U + \varepsilon_i$, ($i = 1, 2, 3, 4$).

Where CT_i represent the conversion time to transfer a Type-I NFT level i from the hidden status to the observed. Parameter β_i and r represents the different conversion rate and accelerating rate respectively. While the value of r is determined by our Type-II NFT. U is the parameter that's decided by the global dynamic users amount. Parameter ε_i is the modification term for different levels of site, which controls the different unlocking speed on a hidden site based on how many clients on this site.

The Type-II NFT is an avatar style NFT. We decide its function to be the acceleration of unlocking time or the acceleration of token rewardings, etc. More features will be released in the future based on the project development process.

Reward module

Ezoo clients mine the tokens by working out through Ezoo fitness. We call this process the proof of exercising. The clients will be rewarded daily, and we define the daily token reward function as in equation $R = \text{Min}((\alpha(t) + \gamma) * T_1, D + B/(T_2 + 1)) + S(t)$, where R is the rewarded tokens for, α is the rewarding parameter that decides how fast the Ezoo fitness system will reward you. The parameter $\alpha(t)$ is a time based rate, which is defined by three movements' levels, which is the hanging out level, the walking level, and the jogging or more intensively exercising level. More intense the exercise is, the bigger α value will be given. Parameter γ is the accelerating rate that is determined by our Type-II NFT introduced in the NFT module section. The parameter T_1 represents the daily working out hours. Parameter D to indicate the maximum daily reward tokens that the Ezoo clients could obtain. The term $B/(T_2 + 1)$ is the extra reward for the earlier Ezoo clients. It converges to zero after some certain seasons have passed. Minimum function controls the hours of working out to keep users exercising in a healthy, manageable, flexible schedule. The sleeping function is

defined as $S(t) = 0$, if $t < 6$ or $t > 10$; $S(t) = 1$, if $6 \leq t < 7$; $S(t) = 2$, if $7 \leq t \leq 9$; $S(t) = 1$, if $9 < t \leq 10$.

Furthermore, Ezoo has a functionality to reward the clients reputations by ranking the exercising hours with their friends or the other clients. The boarding function ranks the client's exercising hours locally and globally. The local boarding function presents the contribution from the contributors on one specific hidden land site. While the global boarding function shows all the active clients' exercising hours on the server.

Ezoo rewards the clients who hold on a certain percentage of Ezoo tokens. For example, we will be implementing physical gyms and goodies stores where benefits will be split between stakeholders based on the percentage of Ezoo coins they possess relative to the entire supply. For example, if a stakeholder possesses 0.05 percent of Ezoo's entire supply, this individual will earn 0.05 percent of the benefits generated out of the Ezoo ecosystem. We believe this system will allow investors to maximize their earnings based on their interest in our products: you can choose to become part of our investors and profit from the DAO's revenue or you can choose to sell your coins, maximizing your profits based on the market.

Platform module

Ezoo platform module contains three components, they are the reviewing blog component, the video component, and the VR component. The reviewing blog component allows Ezoo clients to upload their pictures, writings, etc. for the public reviewing. The storage size for uploading files can be increased by some sorts of Type-II NFTs. The video component gives the rights for Ezoo clients to share their exercising experience, it aims to attract more professional trainers to know our story and join our community. Finally, the VR component plans to build a digital space for the land site owners, which lets them exercise there and show their creation to the other Ezoo clients who want to work out in the landlord's space.

TOKENOMICS

EZO Token

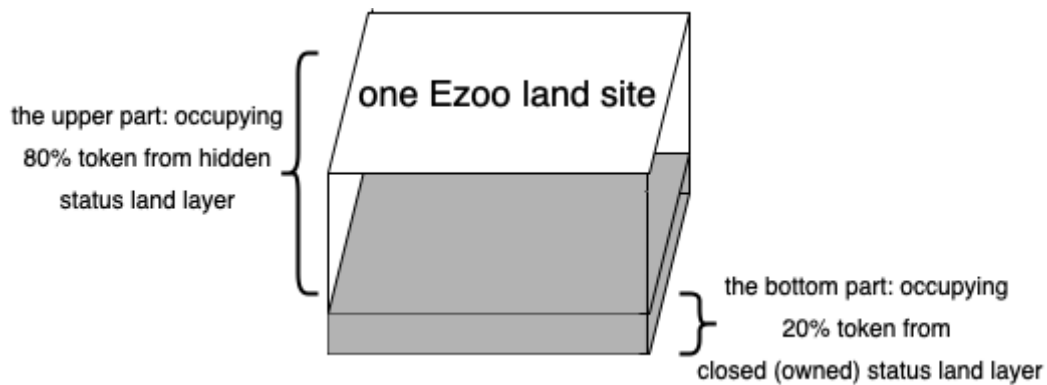
EZO token will be available on the cross chains, initially releasing on Ethereum chain. The total amount of EZO token will be a fixed supply under the ERC20. Users will be able to earn EZO through:

- Health to earn
- Trading NFTs
- Creating and Selling their NFTs
- Land taxes from ownership
- Events rewards
- Rewarded by participating in governance

A finite amount of EZO token is attached with our different-level land site. Since the total amount of lands is fixed, the total amount of EZO token is a constant number. A total fixed supply of 10,000,000,000 EZO token will be distributed as follows:

Distribution	percentage	amount	Stage
Health to Earn	35%	3,500,000,000	Starts from stage 1
Marketing & Ecosystem & Events	25%	2,000,000,000	Starts from stage 3
Team	17%	1,700,000,000	Starts from stage 1
Advisors	3%	300,000,000	Starts from stage 1
Private sale	17%	2,100,000,000	Starts from stage 2
Public sale	3%	400,000,000	Starts from stage 2
Total amount	100%	10,000,000,000	

EZO token is associated with each land site in Ezoo world, for each different level of land, a different fixed amount of EZO token is attached there. Shown in the following figure.



Ezoo contains four types of land site (Type-I NFT, detaily introduced in architecture part.). Each land site has the following EZO token attributes:

- Type-I NFT level 1 contains 20,000, splitting into 80% hidden-status land and 20% closed-status land, which is 16,000 and 4,000 EZO tokens respectively.
- Type-I NFT level 2 contains 100,000, splitting into 80% hidden-status land and 20% closed-status land, which is 80,000 and 20,000 EZO tokens respectively.
- Type-I NFT level 3 contains 1,000,000, splitting into 80% hidden-status land and 20% closed-status land, which is 800,000 and 200,000 EZO tokens respectively.
- Type-I NFT level 4 contains 10,000,000, splitting into 80% hidden-status land and 20% closed-status land, which is 8,000,000 and 2,000,000 EZO tokens respectively.

Health to earn

The major way for Ezoo users to earn EZO tokens. The users will be rewarded by doing exercise daily and sleeping enough in a specific range of hours. More rewarding ways will be updated in the future to keep a comprehensive healthy schedule for Ezoo users.

Mining from land site

All clients start to mine tokens from the default hidden-status land site, after the EZO token has been mined to a certain percentage (35%) of the total hidden-status land's token (e.g. 16,000 tokens in Type-I NFT of level 1), the land site will be converted into observed status that is ready for purchasing. Once the land site is owned, new clients are able to choose to mine EZO tokens on the newly-released land sites from the system or the owned land site by other clients. The maximum minable token is 35% of the total closed-status land's token (e.g. 4,000 tokens in Type-I NFT of level 1). If the new client chooses the owned land, the mining speed is 1.5 times faster than the newly-released land for the new users to accelerate wealth obtaining, which allows them to quickly compete with old users for buying the land in the future. The details of minable token for each type of land site shows in below:

- Type-I NFT level 1: $16,000 \times 35\% + 4,000 \times 35\% = 5,600 + 1,400 = 7,000$

- Type-I NFT level 2: $80,000 \times 35\% + 20,000 \times 35\% = 28,000 + 7,000 = 35,000$
- Type-I NFT level 3: $800,000 \times 35\% + 200,000 \times 35\% = 280,000 + 70,000 = 350,000$
- Type-I NFT level 4: $8,000,000 \times 35\% + 2,000,000 \times 35\% = 2,800,000 + 700,000 = 3,500,000$

Trading to earn

Users can set up a price for their owned Type-I NFT (land NFT) in the system store; some hot land sites might be able to sell at a much higher price than it originally minted.

Govern to earn

The owners of Type-I NFT will be able to get the taxes from the clients who are mining tokens from their lands. Each token mined from the owner's land, a certain percent of taxes will be given to the owners' pocket.

For some special seasons, the land owners will be qualified to publish their own created NFTs in the system store under some NFT quality restrictions. A land owner with good creative skills will be proved and rewarded by our Ezoo market.

Event to earn

Ezoo will occasionally have some events, such as the most popular creative NFTs from the land owners will be rewarded in EZO tokens. Some governance activities will also reward the group who vote for the correctness (majority) of the decisions.

Deflationary rules

The burning function is used for each land site minted or traded to keep the inflation rate in a stable range. Based on four different land sizes, the burning function has been given as $B = b$, where b is the burning value that is decided by the buying and trading price of a land. For example, if a land site equals 100 Ezoo tokens as the initial purchasing price, once the land site is purchased, 100 Ezoo tokens will be burned. In general, we use the reward function and burning function to stabilize our inflation rate.

Ecosystem

ERC20 token is applied here as Ezoo token. Land sites under the status of hidden are not able to be registered. Only the observed and open sites will be applied by the burning function to destroy Ezoo tokens.

Ezoo contains an inside trading system and outside trading system, while the outside trading system allows the Ezoo clients to trade their NFTs with the other Ezoo clients. Only the inside trading system is affected by its burning function.

Purchasing EZO token

There will be two forms of the digital assets in Ezoo economy: Ezoo NFTs and Ezoo Token. Ezoo NFTs are a series collection that can be traded and exchanged both in the Ezoo DApp and Opensea; Ezoo Token is used to purchase Ezoo NFTs and other goods and services that will be published in the future.

Users and developers are able to gain Ezoo Token by doing fitness, they are able to receive Ezoo token as reward. The token will be used to purchase NFTs and other community usage. There will be a fixed supply amount for the token as well as NFTs.

Ezoo has structured the Ezoo token with applicable regulatory requirements. The token will be rewarded by Fitness and community contribution.

In the DApp stages, content creators are able to upload their own content to the webpage, and receive Ezoo token as a reward by the amount of the reviewers, and users are able to consume their Ezoo token to purchase any contents that are in the DApp.

These incentives will attract content creators and users to use and build the community.

Ezoo NFTs also have a juicy box, in which NFTs holders can always exchange their NFTs for their minted price. The mechanism gives holders free to decide whether they want to keep the NFTs or want to return to the origin.

ROADMAP

Phase 1: Build our community

This is the most important phase of our project. In order for this project to be successful, it is crucial to rely on a strong and supportive community that shares the same vision.

Social Media Presence

We'll be creating social media accounts for our brand. We really want to get things done the right way and that's why we decided to allocate a full-time position in-house for creating and managing our social media.

The person hired will not only be responsible for sharing our enthusiasm and excitement for this project, but they'll have to be comfortable with the overall architecture and ready to support our community by interacting, sharing and answering questions

Moderators

We're hoping to very quickly grasp the attention of hundreds of thousands (in not millions) of followers. As we mentioned, our community will be an essential part of our ecosystem and we believe that high level moderation comes from the community itself. We will be advertising for the position of moderators. Our moderators will be hand-picked from the community and rewarded with exclusivities.

NFT Release

Our project is exciting! And we're preparing some awesome NFTs to illustrate our ambition. We're working closely with several talented designers to bring the most beautiful arts to life. Stay alert as we'll be releasing not less than 1,000,000 NFTs to the Open Sea platform.

This release will come in three distinct steps:

1. We will be creating a unique white-list of users from our community, stored on the Ethereum blockchain.
2. The white-listed users will have the exclusivity to access the pre-sale of our NFTs
3. Eventually, our NFTs will be released to the public for purchase/trade via different platforms

Free Mint

We'll be offering Free Mint to reward our community. Our goal here is to bring attention to everyone who is interested in technologies and fitness. 10,000 free mints will be offered

through our channels on Twitter, Discord, and other social media networks. So make sure to find us and follow our news.

Ezoo Tokens

At Ezoo, we're envisioning our very own crypto currency: the Ezoo Token. We will be releasing this currency shortly after our NFTs in order to provide the community with an alternative way to purchase the NFTs.

The Ezoo Tokens will come with SMART CONTRACT stored in the Ethereum blockchain for handling all possible transactions (such as trading Ezoo NFTs, purchasing Ezoo Tokens, etc.). The Ezoo Tokens will be made available on both Decentralized Exchange Platforms (DEX) and Centralized Exchange Platforms (CEX) and are described more in detail in the [Architecture](#) section of this white paper.

Free Ezoo Tokens

As a thank you for helping us to make our dream possible, we'll be offering 10,000 Ezoo Tokens to the community through our social media networks.

Phase 2: Build our applications

Ezoo will be supported by various applications.

Ezoo iOS & Android

Ezoo mobile will encourage the community to work out to earn Ezoo Tokens. We're envisioning so many features for this application:

1. The ability to contribute to unlock "regions of the world" by working out with a community
2. The ability to collect Ezoo Tokens while working out
3. The ability to purchase unique NFTs that correspond to the regions of the world that have been unlocked
4. The ability to connect with a huge community to share tips and habits

Ezoo VR

Our ultimate goal is to connect all our communities in the Metaverse where people can train together, coach and help each other.

The plan is to create a platform that facilitates the connections between fitness and technology enthusiasts. We will be providing community gyms and private working out rooms in the Metaverse.

We will also encourage the use of Ezoo Tokens as a currency in this Metaverse by providing incentives such as the ability to obtain NFTs using these coins.

Ezoo Stores

We will be implementing physical goodies stores and gyms all around the world. The stakeholders (the Ezoo community) will decide as a consensus the decisions that have to be made such as:

- What should be the next product to be sold through one of our Ezoo Store
- Which location should we build the next store
- Etc.



DISCLAIMER

The Ezoo white paper, mission statement and website are intended as a technical outline for the current and future developments of the Ezoo ecosystem. Providing such a projection in the future requires to work with a lot of known and unknown that could cause the actual implementation to differ from the original goal. This document is provided for informational purposes only and should be interpreted as such. The information provided therein is not intended to be used as a legal opinion or advice regarding any specific issue or factual circumstances.