Company Name
Immunify.life

Contact
contact@immunify.life

Date
June 2023

Immunify.

Immunify.Life

DATA FOR LIFE

Sunday 18 July

Records provided
You gave access to your doctor

ADA → IMM
Completed   22 ADA

IMM Deposited
Into Immunify.Earn   40 IMM

Home   Wallet   Health   Certificates   Card   Privacy
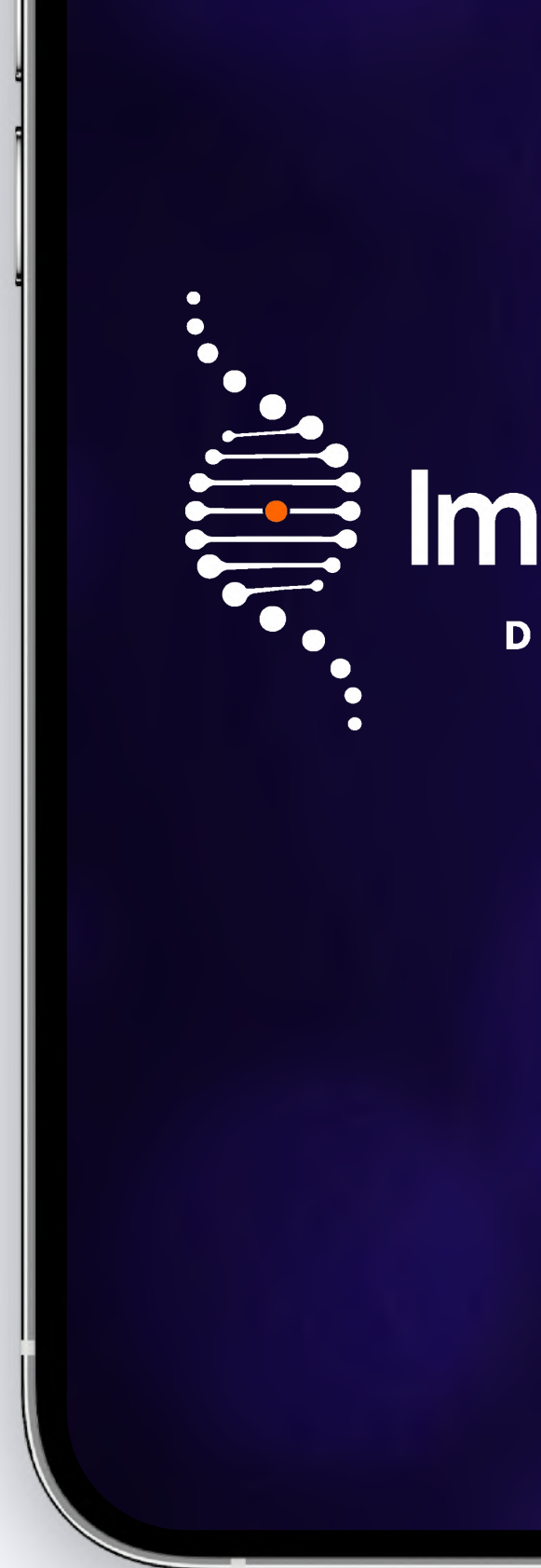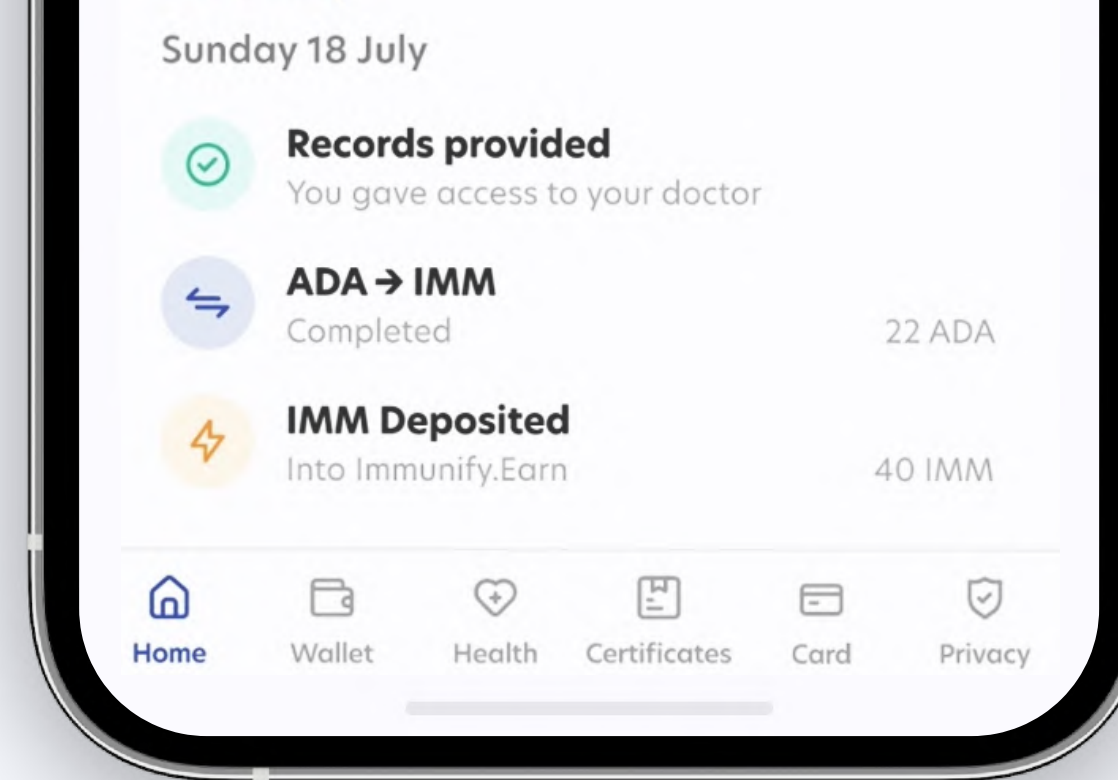
Our mission —

Immunify's mission is to utilize advanced technologies to tackle healthcare data management challenges, empowering patients to control their data and benefit from its value. By helping governments and donors manage healthcare resources, Immunify strives to enhance outcomes and enable informed decisions.

The problem —

Health outcomes in emerging economies are lagging well behind first world countries due in part to reliance on paper-based health management systems.

17 yrs

Life expectancy gap África vs European Union*

1 billion+

Africans do not have their health data captured electronically**

≤40%

of all health care resources spent in in emerging economies are lost to inefficiencies in the system.***

The solution —

Immunify offers a highly secure healthcare ecosystem that incentivises the collection and utilisation of valuable health data, improving global health outcomes while being easily and affordably deployed countrywide at no cost to patients and providers.

Eliminate Barriers
Immunify eliminates geoeconomic barriers to treatment delivering a health management system that can easily and deployed country wide at no cost to patients and providers.

Unique Token
Unique token-reward technology incentivising behaviour change in patients and healthcare workers for improved health and well-being

Innovative Data Model
Innovative staking model where the more data is provided, the greater the asset base. The underlying asset of Immunify.Life is healthcare data.

Accurate Medical Information
Accurate, de-identified medical information is captured, leading to better disease management enabled by precise and valuable big health data sets.

Delivering DeSci —

Immunify harnesses Decentralized science (DeSci) and web3 technologies to create a just and inclusive infrastructure for financing, producing, evaluating, acknowledging, preserving, and distributing scientific knowledge.

This approach nurtures an open ecosystem where researchers are credited for their work, and individuals can easily access and contribute to research. With a focus on transparency and accessibility, DeSci fosters a decentralized research model impervious to censorship and centralized authority. By distributing funding, resources, and communication channels, DeSci promotes ground-breaking and unconventional ideas, driving innovation in the scientific community.
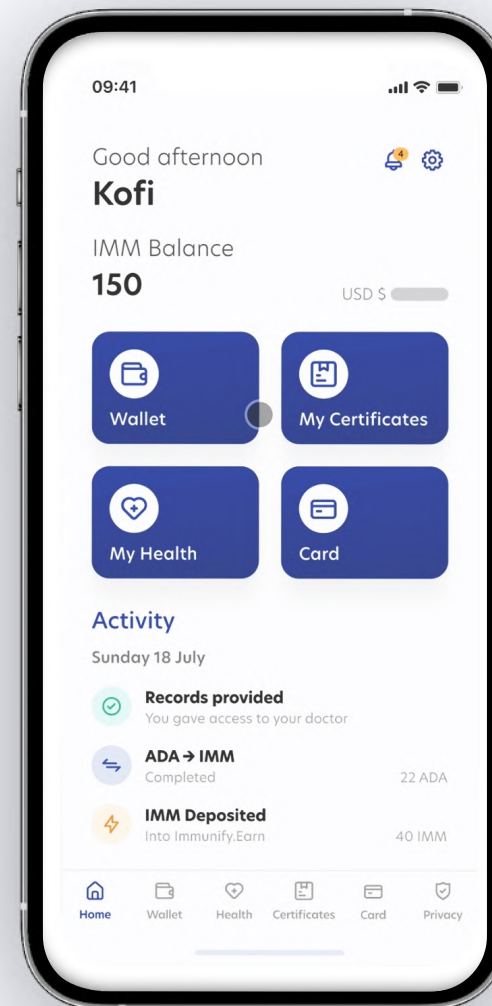
Immunify. Ecosystem

Clinical App
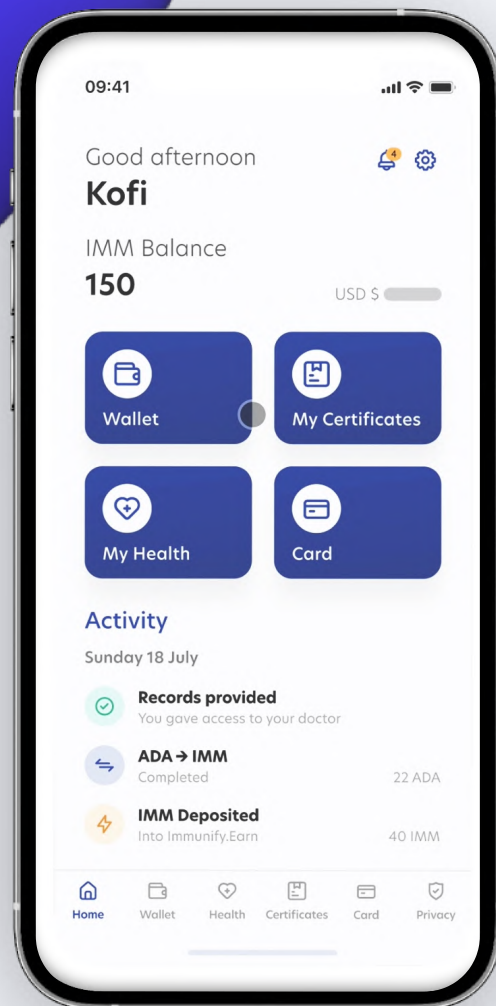
- Real time capture of all medical data
- Patient and Health Care Worker is verified
- Record updated over time
- Patient id integrates with Pharmacy and Lab
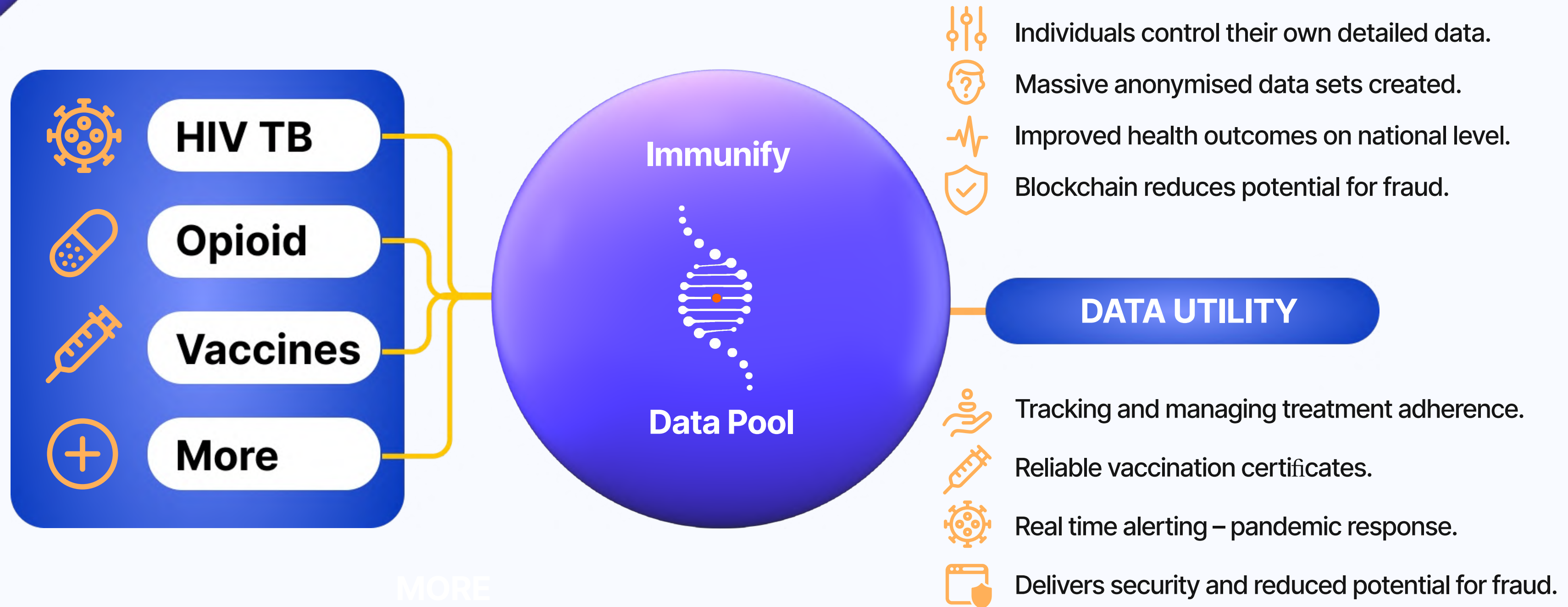- Ability to de-identify and commercialize data

The Clinical App is the clinical interface to the platform; it allows Doctors, Clinics, and other medical institutions , to manage patients with a Electronic Medical Record (EMR) System.

Patient App

- Access to Healthcare records
- Access to Certificates
- Gives consent for data sharing
- View and manage balances
- Participate in the Immunify token economy, including receiving fees from the usage of data

Operational Beta in Kenya incentivizing patients, managing balances, granting access to medical certificates, and enabling consent for data sharing.

IMM Token

Listing in June. IMM token used as incentives for patients and health workers, purchasable by data samplers, with data-sharing rewards for holders. A portion of staking rewards goes to impact initiatives/pools.

Unlocking the Power of Healthcare Data —

HIV TB

Opioid

Vaccines

More

Immunify

Data Pool

MORE

Individuals control their own detailed data.

Massive anonymised data sets created.

Improved health outcomes on national level.

Blockchain reduces potential for fraud.

DATA UTILITY

Tracking and managing treatment adherence.

Reliable vaccination certificates.

Real time alerting – pandemic response.

Delivers security and reduced potential for fraud.

Data Revenue Model —

Health management programs

01

- Infectious/chronic disease management: NGOs and governments purchase data to track the impact of their investments, generally charged at a percentage of program cost that is being funded.

2% Commission per supported disease management program (Avg. Program Budget is $5M)

Vaccination/ treatment Programs

02

- Governments and private sector purchase data associated with treatment rollouts on a per patient basis or pay to incentivise behaviour change and data collection.

Priced on a per patient basis ($1 avg)

Sale of de-identified Data

03

- Access to broad datasets derived from program activities
- Access to near real-time data prices on a per patient basis depending on time scale and depth of data

Per patient Record (20c to $100)

Market Size & Growth

$40B

Total
Addressable Market

+30%

Of all Data collected is medical
Data

21.4%

CAGR Globally

total spending on big data and analytics could reach $274 billion by 2023.*

Value Proposition

- Collects accurate granular real-time data ✓
- Provided to healthcare workers at no cost ✓
- Suited to rapid, broad scalability ✓
- Validated in studies ✓
- Built-in reward system ✓
- No hardware or infrastructure costs ✓

Target Customers

- Governments ✓
- NGOs ✓
- Health authorities ✓
- Pharma companies ✓
- Academia and Research institutions ✓
- Insurance companies ✓

Partners & Investors

World Moblie
Implementation Partner

- African Telco building out last mile connectivity
- ($450m market cap)
- Early investor in Immunify
- Exploring collaboration in Zanzibar for pilot program

M-Pesa
Partner Gateway

- Active in 10 African countries
- 51 Million Customers1
- Making $314 Billion in Transactions1
- Mobile payment infrastructure for global merchants
- 604,000 active agents1
- M-PESA is Africa's leading mobile money service

State of the Heart
Research Partner

- Fully accredited Opioid treatment facility in US
- POC trial commences in Q3 '23

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY
University Of Choice

Masinde Muliro University
Research Partner

- 5 year collaboration secured.
- World first HIV/AIDS study using blockchain.

Otaris
Web3 Partner

- Comprehensive Web3 toolset
- Due diligence & Quality control
- Advisory and Incubation services

Faculty Group
Web3 Partner

- Collective of synergistic blockchain-native firms with deep technical expertise
- Invest, advise, and incubate projects at any stage

What they say about Immunify.

James Dougall
Founding partner at BluFolio AG

Dr Matutu
Global Fund
Country coordinating
mechanism, Zambia

Dr. Tecla Sum.
HIV Project leader MMUST
University

Dr Benard Wesonga
Minister of Health
Kakamega County, Kenya.

"Blufolio invests today at the confluence of blockchain opportunity and sustainability initiatives. We are passionate believers that digital and blockchain technologies are driving unprecedented innovation. Immunify.Life represents one of the key verticals we look at healthtech ..., and digital health to tackle some of the most pressing and chronic issues with healthcare data management."
- James Dougall, Founding partner at BluFolio AG

"Immunify life has successfully demonstrated the use of a simple to use , low cost, digital solution that securely captures accurate real time treatment health and treatment and outcome data. This system has a wide range of applications including Malaria, Tuberculosis and HIV management."
- Dr Matutu, Global Fund Country coordinating mechanism, Zambia

"The project has critical components such as HIV and AIDS screening, laboratory tests, treatment, follow up care, peer group support, tracking of treatment outcomes, tracking of retention on treatment, and enhanced paperless data. I am excited about this project because its success will spread to the whole country and later to the whole continent,"
- Dr. Tecla Sum, HIV Project leader MMUST University

"I will support this (HIV project) initiative to completion and many more from the Immunify Team towards the benefit of communities in Kenya and the world at large."
- Dr Benard Wesonga, Minister of Health Kakamega County, Kenya.

Team —

Susan Shing
COO

An experienced executive, Susan has led key transformations across various industries, leveraging her insights from blockchain start-ups since 2018.

Sanjoy De souza
CSO

With a 20-year background in digital health, healthcare sales, and marketing, Sanjoy has worked across Australia, Asia, and Africa, including consulting for Ministries of Health.

Sam Bassily
CTO

Boasting 20+ years of experience, this individual has held roles such as CTO at Whitecove Capital and Head of Asia Pacific at Liquid Capital Group, focusing on data and technology solutions in the finance sector.

Guy Newing
Founder & CEO

Guy is a seasoned healthcare entrepreneur with a 20-year track record in sales and marketing consulting. He has founded multiple companies, including Health Sleep Solutions and Hexcel Global, which develops cloud-based EHRs for developing countries.

Dr Adrian Cohen
Chief Medical Advisor

30+ years in healthcare, Dr Cohen has extensive experience as a physician and business developer. Pioneering various Health IT solutions and founded multiple companies, including GoodHealth Television and MedicalOnline.

Kinza Win
Director Strategic Partnerships

Kinza is a specialist in private and institutional philanthropy and cross-sector partnerships. As the founder of WIN Advisors, Kinza provides strategic philanthropy and innovative finance advisory services to various organizations and UHNW individuals. Additionally, they hold a senior board position in a human rights organization.

Daniel Kenny
Executive Strategy Consultant

Daniel has 30 years of global pharmaceutical experience, holding key roles at Roche and Baxter Healthcare. With 10+ years in clinical research, he has served as Oncosil Medical's Group CEO and ABIVAX's CCO, providing strategic leadership and expertise.

Advisors —

Omar
Advisor

Paul Chavez
Advisor

DR Bernard Wesonga
MBChB, MPH, PHD
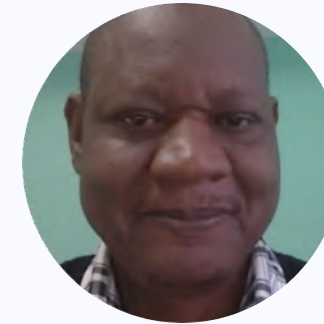Advisor

Tony
Advisor

Actor in the technological revolution. Crypto Veteran with 10+ years in the BlockChain industry consulting for 25+ blockchain projects and investing in over 100+ projects. Serial entrepreneur. A seasoned crypto trader with trading group with over 1180% gains month to month. Marketing Wizard with over 16+ years of extensive and varied multimedia experience. Host and creator of popular new and comedy podcast with over 2M downloads. Worked on 58 Film and TV projects.

Paul Chavez, LPCC, is the Executive Director at State of the Heart Recovery, Inc. Passionate about technology and helping others, his goal is to bridge resources from the general community to the most needy through technology. As President and Clinical Director at State of the Heart Recovery Inc., Paul has dedicated his career to making a meaningful impact and providing essential support to those in need. As the founder of State of the Heart Recovery, he continues to drive positive change in the community.

serving as the Health Minister for Kakamega county. Previous he worked at the School of Medicine, Masinde Muliro University of Science and Technology. Benard does research in Nutrition and Dietetics, Public Health and Primary Care. Their most recent publication is 'Components, Practices and Benefits of Home Based Care of HIV and AIDS Patients in Kenya: Butula Local Community's Perspective'.
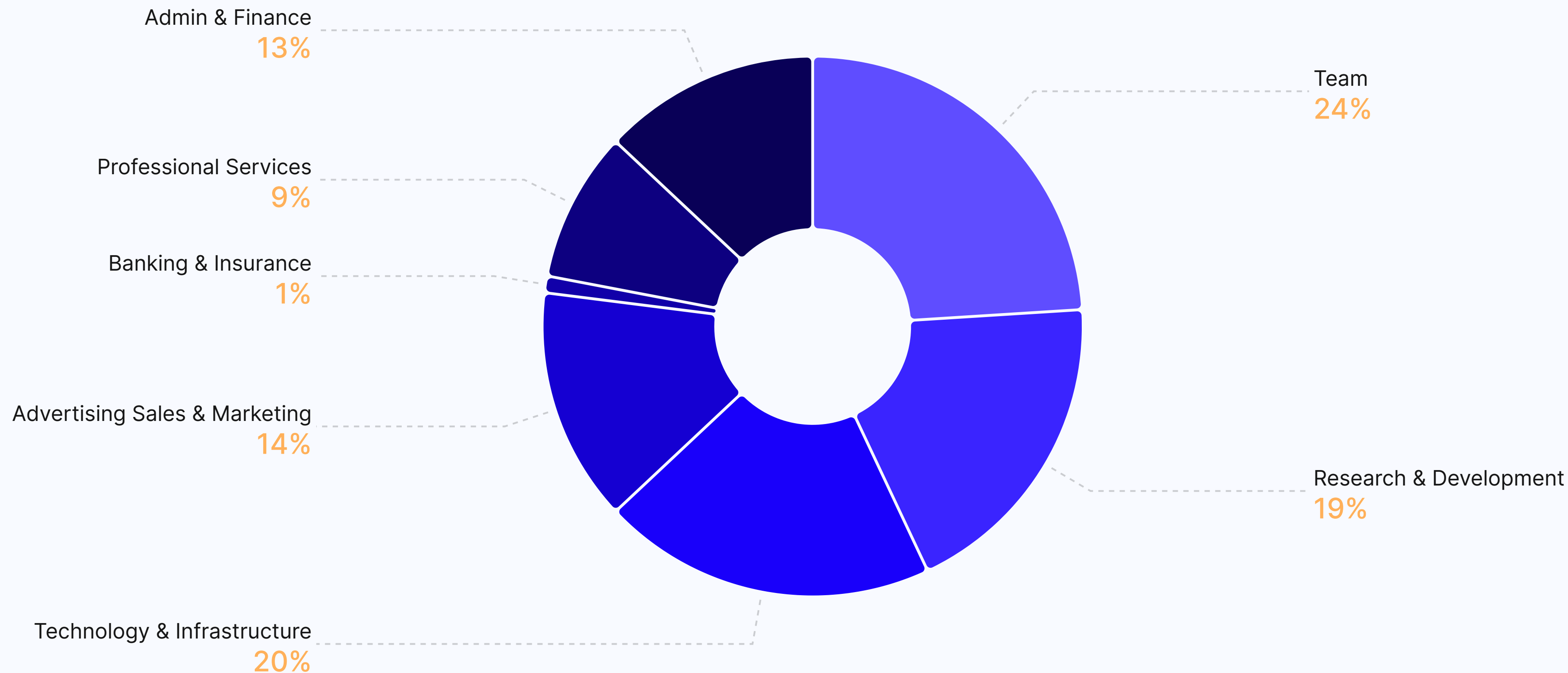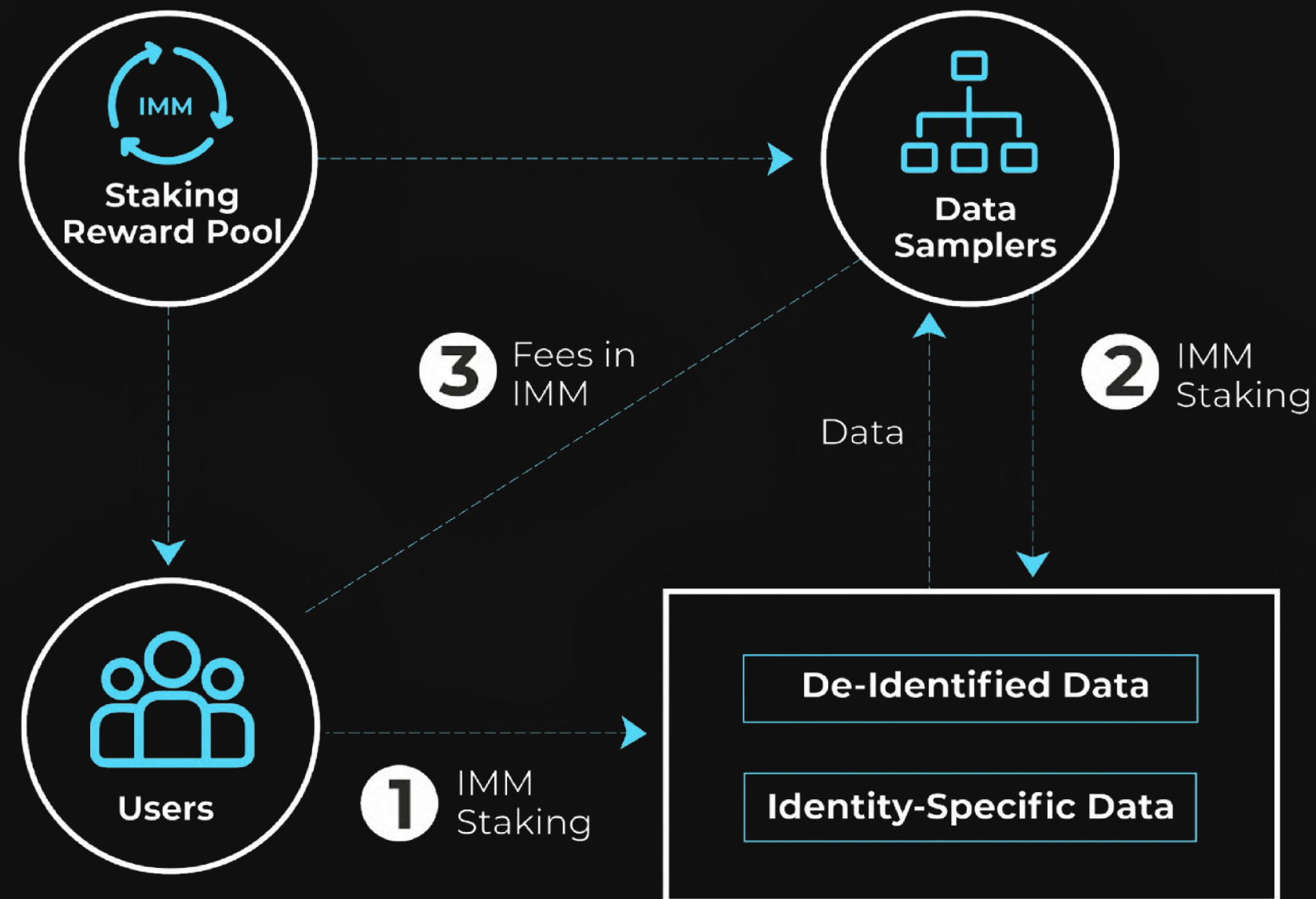
Tony is a founding team member of Blockconsult, a boutique blockchain consultancy established by crypto enthusiasts, expert traders, and gamification specialists. Involved in BTC mining and ICO investments since their early days, Blockconsult now offers full-service blockchain consulting. Its specialists have rebranded, pivoted, and continue to develop the Immunify.Life ecosystem.

Use of Funds

Seeking $5 million in Series A funding and offering 6% of tokens in a strategic round worth 1.5 million.

- Admin & Finance — 13%
- Team — 24%
- Professional Services — 9%
- Banking & Insurance — 1%
- Research & Development — 19%
- Advertising Sales & Marketing — 14%
- Technology & Infrastructure — 20%

Token Utility —

The IMM Token has two staking functions and one transactional utility:

1. Users stake IMM to earn fees from Data Samplers who are paying for the anonymous license. The fee rate is inversely proportional to staking which gives Users, as a collective, an effective vote on the fees. ("User Staking") Users stake IMM to take tokens out of circulation. This has the effect of decreasing the (Gross) fee rate

2. Data Samplers who engage with specific users stake an amount of IMM per user for the duration of the engagement ("Engagement Staking")

3. Fees for the data license are paid in IMM tokens and distributed to both sets of staking in proportion to IMM staked.

4. All fees collected for the data are paid to User Staking and therefore this allows the system to respond dynamically to pricing and allows an economic push-pull to be in place between Users and Data Samplers to establish price taking and making.

5. In addition to the fees a Staking Pool has been set aside to bootstrap the model. This is set on a curve that follows a fixed time (front loaded) distribution and are added to the User Staking Rewards.
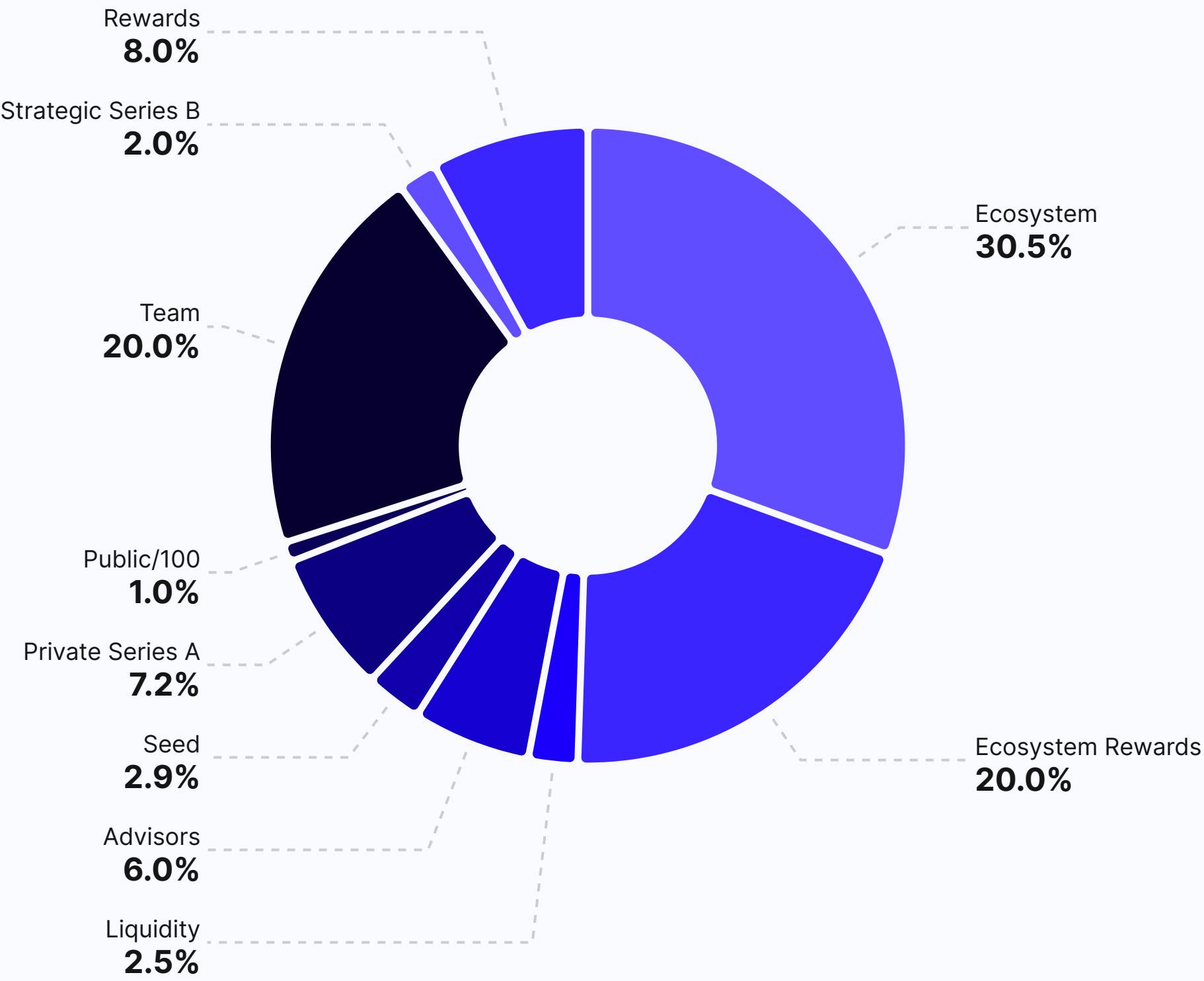
Tokenomics —

The IMM token is a fee settlement token for the Immunify.Life platform. The token facilitates additional functions as both a deterrent to bad actors (via staking function) and a payment option (medium of exchange). The platform itself focuses on the sale of large scale anonymised medical data sets. Collected directly from an immutable source (blockchain), to governments, NGOs, and other commercial organizations.

Basics

Token ticker	IMM
Jurisdiction	BVI
Accepted currencies	USD, ETH, ADA, BTC
Eligibility	KYC/AML

This Summary does not constitute an offer or solicitation in any state or other jurisdiction in which such offer or solicitation is not authorized. This is neither an offer nor solicitation to sell securities. Foreign National Accredited Investors may contact the Company requesting a fully disclosed memorandum.

Rewards
8.0%

Strategic Series B
2.0%

Ecosystem
30.5%

Team
20.0%

Public/100
1.0%

Private Series A
7.2%

Seed
2.9%

Advisors
6.0%

Liquidity
2.5%

Ecosystem Rewards
20.0%