Step is a development protocol for FitFi*

Step App is the first app on the protocol, built by the core team.

The NFT economy has ushered a variety of altcoin sector bull runs. The most prominent of these have been the dominance of GameFi and metaverse products for much of 2021. The greatest performing assets of last year fit into these sectors.

FitFi is at the cross-section of making the physical and the digital; it's a culmination of a very physical experience (fitness) within the metaverse, through the use of NFTs and geo-location technology. Augmented reality for better immersion is an added feature of Step's FitFi metaverse.

* Fitness Finance

Understanding FitFi*

Fitness Finance is a market economy in which participants earn from the value generated by the $100B fitness industry. It's the web3 version of digital fitness experiences and apps.

Web2 allowed users to consume fitness content; to create fitness content. It pushed the value generated from their fitness content to the owners of those platforms.

GameFi is a similar culmination. Gaming is a $200B market where people consume and create for the benefit of a few. Web3 enabled everyone to earn a piece of that market they take part in. This became a reality with the surge of GameFi and play2earn.

FitFi and move2earn are defining points in bringing the massive fitness market to the people in a frame where they earn from it.

~200B market

* Fitness Finance

Leading the Way in FitFi: No VCs

There's been a strong debate over the role of VCs in web3. If ownership is to be decentralized, then large institutions should likely not own big stakes of protocols.

The community has been vocal about this cause. In line with the future of web3, we're running the initial token distribution in one of the fairest models possible Rather than offering tokens to VCs first, everyone is given an equal and fair chance to join the TGE event, at the same terms.

A Protocol for FitFi

There have been a number of FitFi products already, namely Stepn and Genopets. Both have been built on their native systems. This thwarts the output capacity of FitFi experiences, boosts the development costs, and divides the fitness market across a dotted range of FitFi projects.

Step App is addressing the FitFi market's biggest bottleneck and expense driver from initiation. The Step Protocol SDK is usable by third parties to build within the Step Metaverse.

The ready to deploy geo-location technology, NFT minting and trading functions, user onramp, token mechanics, and more are necessary features can be deployed in a snap by any developer, team or even global brand to make a web3 FitFi app.

Step App is the foundation of the FitFi market. The early mover advantage ensures the protocol and associated SDK can become the industry norm: a powerful metaverse and technology stack that power the FitFi economy.

Taking the Lead with App no. 1: Step App

The first app on the Step Protocol is the namesake Step App.

This app is built by the core team of the protocol itself, and it's designed to achieve a number of goals: (1) be a dominant FitFi app from the get-go, (2) onramp mass of retail to the Step Metaverse, and (3) build a massive network for fitness influencers and athletes as the global brand ambassadors of Step App and the underlying Step Protocol & Metaverse.

This early and aggressive move to the top ensures that other developers and teams feel compelled to see Step as a partner in their success. The ecosystem provides not just immediate technology but also a massive base of go-to users, fitness ambassadors, and onramps.

An app economy for FitFi, developed by thousands of distinct teams, projects, and companies. Operating on the Step Metaverse, powered by the Step Protocol SDK.

It starts with Step App.
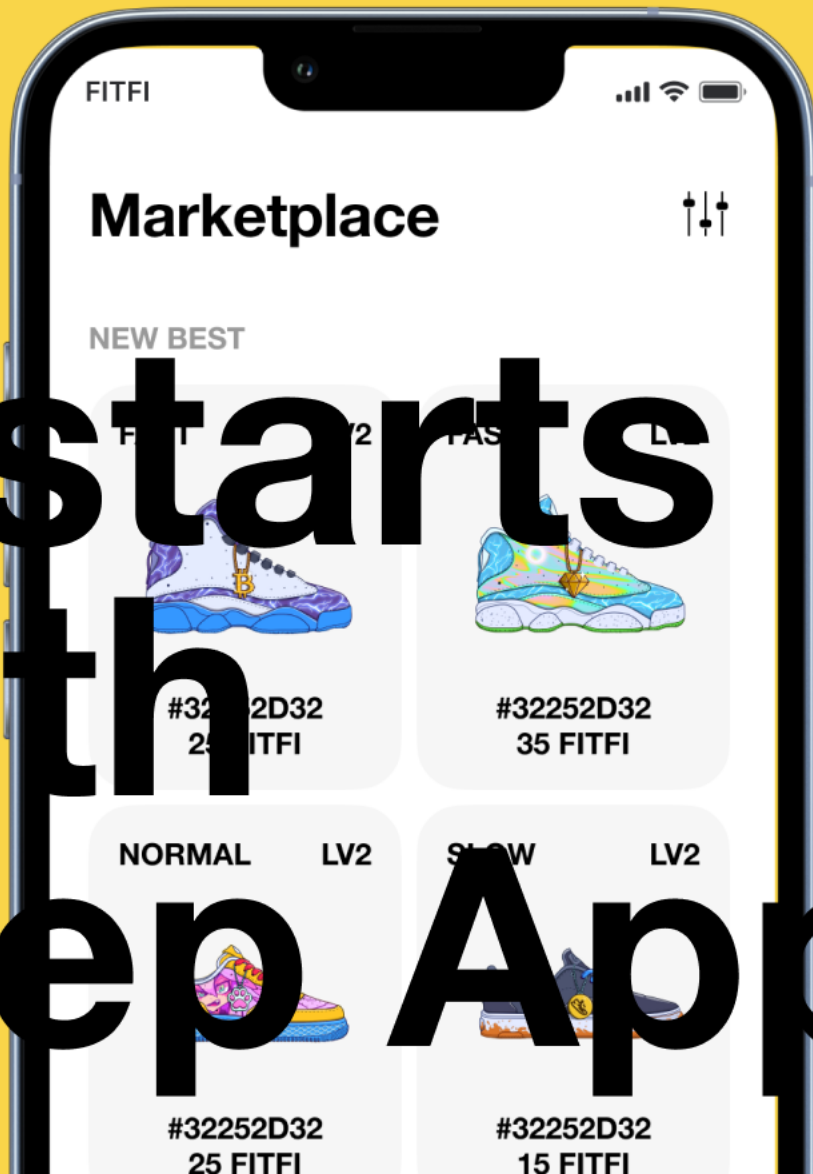
Step App is creating a gamified metaverse for the fitness economy. Walk, jog, and run to socialize, play, and earn. It is the next joint frontier in the metaverse and GameFi market, and an embodiment of physical experiences tied with the metaverse.

Fitness and even simple body activity are part of many people's lives. A blockchain product that taps into something that is a daily part of many people's lives is at the peak of crypto adoption.

Get Step App to turn your fitness into a social experience that pays you. Build your step count by walking, jogging, or running to earn. Compete with friends or strangers, socialize locally or globally, and experience the metaverse and your physical world in a dynamic new way.

Step App is conducting an early sign-up campaign which allows the opportunity to get free SNEAK (earn) NFTs. This is helping the app acquire tens of thousands of users ahead of launch. Further, Step has onboarded major athletes as global fitness ambassadors for the app. This is a crypto movement that celebrities are proud to be a part of because of the positive social impact it creates through incentivizing fitness.

Step also has major advisors, including one that has closed nearly half a billion dollars in licensing deals. We're using our network to acquire IP and branding rights from international brands to make the app attractive to global fan bases of notable IP.
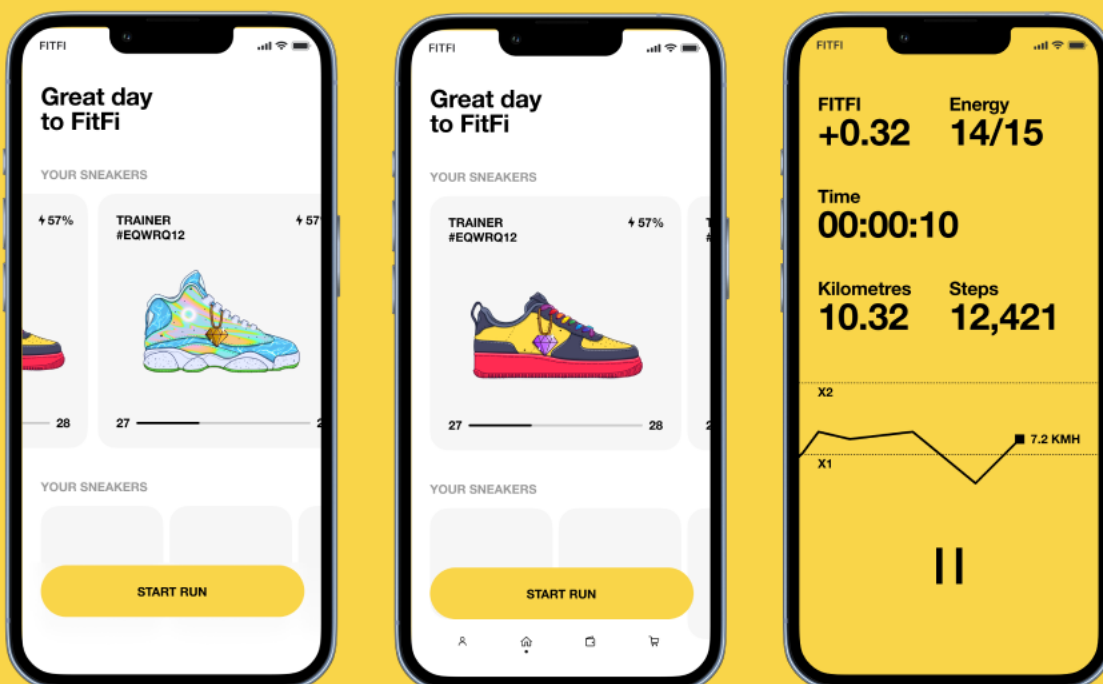
Step App: Features and Functions

Step App is rich in immersive, social, and competitive experiences. The fundamental purpose is to captivate masses that will experience crypto for the first time.

Augmented Reality: Users' metaverse characters grow and evolve as they fulfill fitness quests.

Gamification: Player-vs-player match making allows people to combine their fitness with social experiences at a local, regional, or global level.

Earn: Users earn for hitting fulfilling quests, combining their fitness goals with novel income incentives.

The social and earn mechanics twine with strong token sinks to create a balanced economy, with more details below. The app focuses on experience-based consumption to ensure token emissions are offset by leisurely spending.

Step App token economy includes staking, locks, liquidity incentives, buy backs, and burns. These are driven by demand drawn by both gameplay perks and value drawn from the game economy.

FITFI tokens are the governance token. These benefit from ecosystem fees.
KCAL tokens are the in-game token. KCAL tokens are used to buy SNEAKs and are earned from running while staking a SNEAK.

Game Economy

1. Play Income

1.1 Micro-transaction: non-Sneak purchases such as map styles, character skins, Sneak skins, skins, etc. Purchase in credit cards or crypto from the shop.

1.2 Staked Play: Players can run against friends or match up against others. These competition runs can be done with staked governance tokens. 2.5% fee applies on the winning pool.

1.3 Tournament Gaming: Players can compete their step count on a global and regional leaderboard. Tournament wins unlock unique skins and get a dedicated leaderboard. Participation in the tournament requires a ticket, purchases of which feed a prize pool, with the game taking 5% of all accrued ticket fees.

2. NFT Income

2.1 NFT Marketplace: A 2.5% fee applies on all NFT trades on the in-app NFT marketplace.

2.2 NFT Sales: Limited edition Sneaks are issued once a month.

FITFI Token Value from Game Economy

1. Buy-backs: 50% of play income is used to buy tokens on the market.

2. Burns: governance can vote to burn up to 50% of bought back tokens.

3. Staking Rewards: up to 50% of market bought tokens are distributed to stakers.

4. Locks: Staked tokens require a 10-day cooldown for exiting, and bypassing this cooldown carries a 12% fee on the principal stake.

5. Liquidity Incentives: LP tokens get a 50% higher weight in staking rewards.

Token Value in App

1. Staking: staking tokens and LP tokens unlocks certain SNEAK and Avatar skins. Avatars are visible on the leaderboard, to friends, and on the public map.

2. Discounts: 2.5% royalty fee is charged on the trades of game NFTs, i.e. skins. This fee is discounted to 2% if the player is staking a minimum amount of game tokens.

3. Buy-backs: 50% of NFT trading fees are bought back on the market, which the DAO may vote to burn.

4. Staking Yield: Up to 50% of NFT trading fees are available as staking rewards.
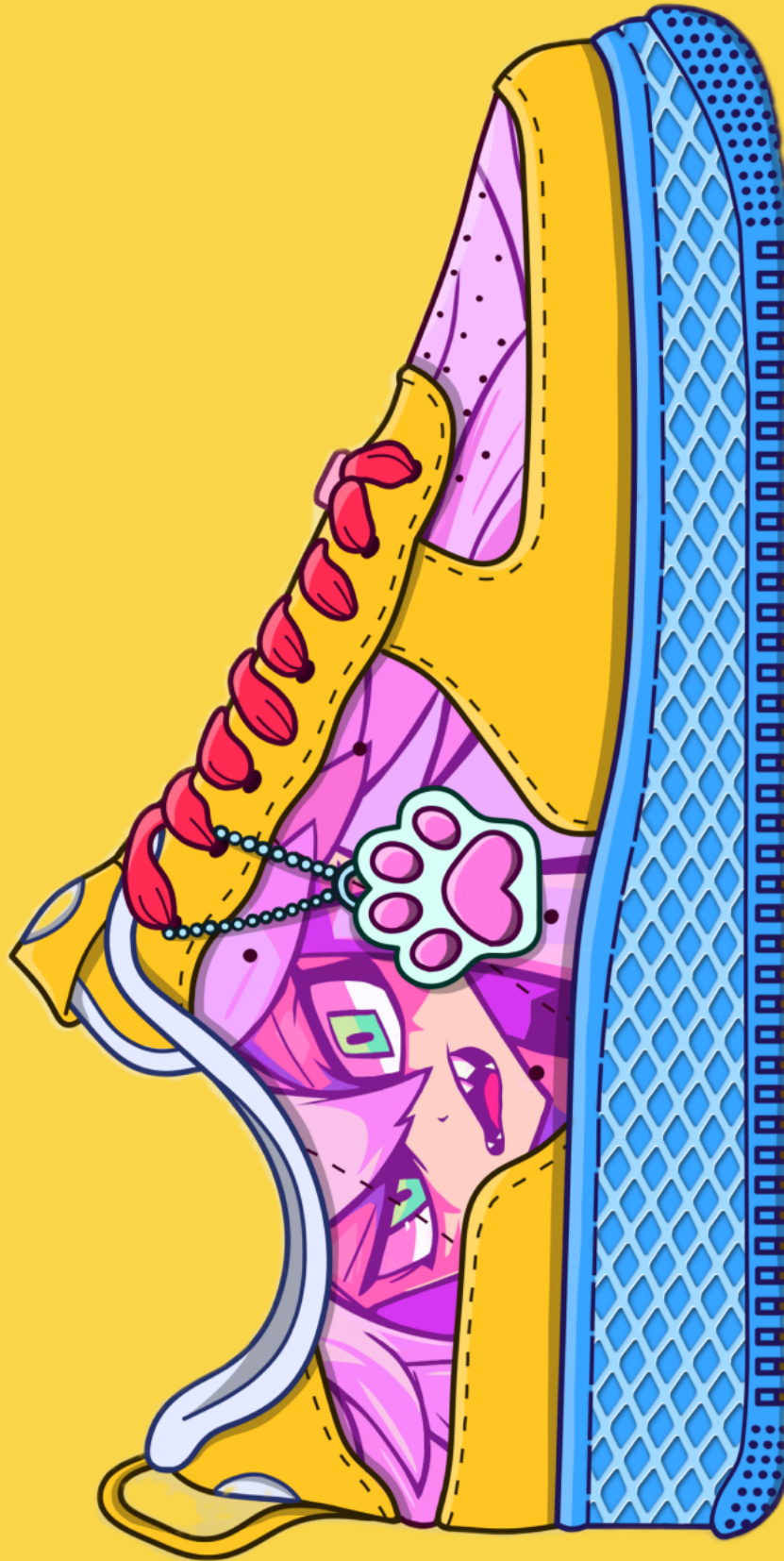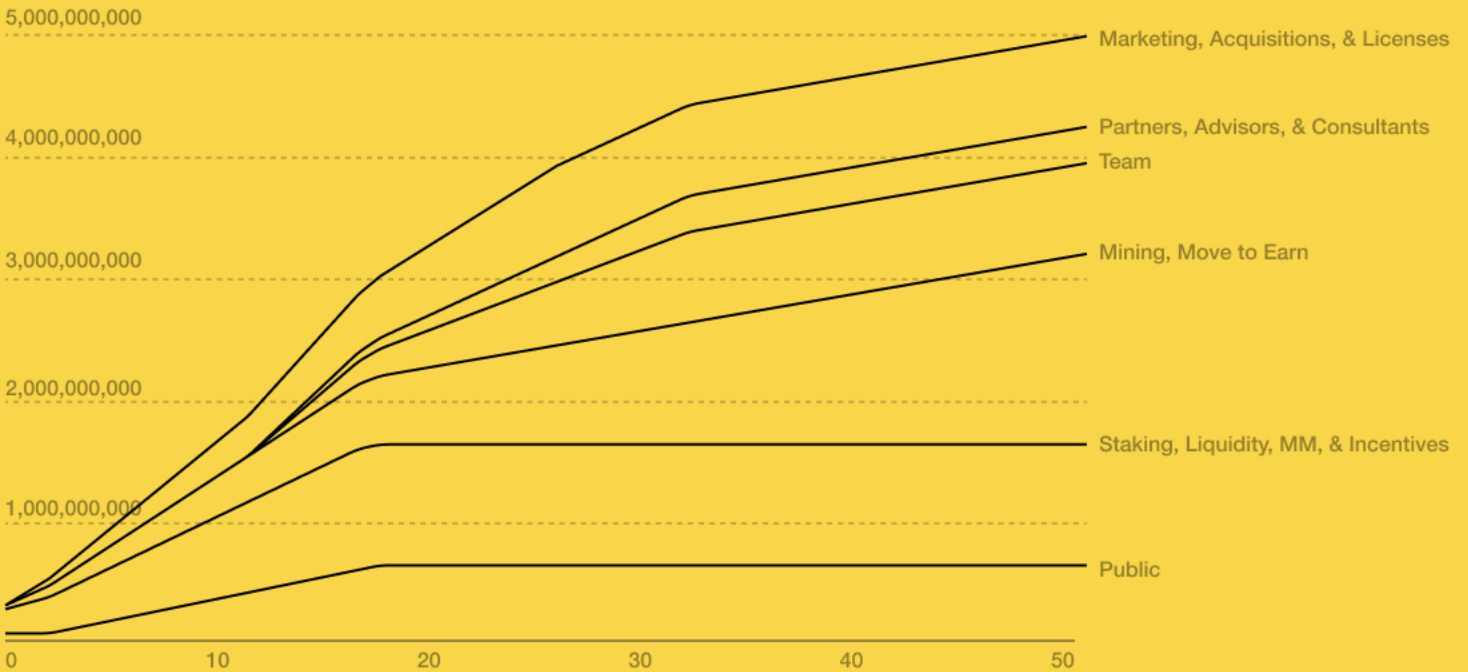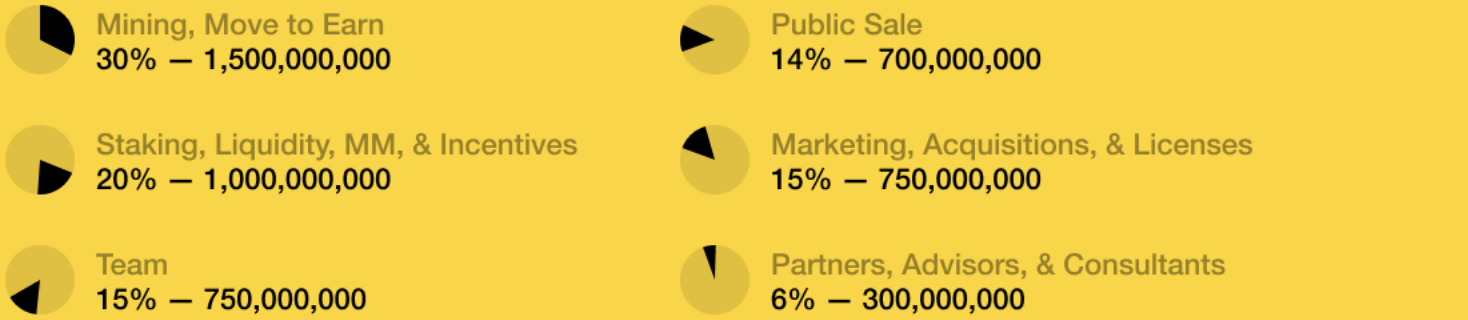
KCAL token value from game economy

1. Minting: SNEAKs can be minted only with KCAL tokens.

2. Earn: Running while staking SNEAK NFTs earns KCAL.

3. Staking: All SNEAKs must be staked to earn KCAL. The earned KCAL is issued in epochs of 10 days. Unstaking before the KCAL is claimed burns the pending KCAL.

Token Distribution

Mining, Move to Earn
30% — 1,500,000,000

Public Sale
14% — 700,000,000

Staking, Liquidity, MM, & Incentives
20% — 1,000,000,000

Marketing, Acquisitions, & Licenses
15% — 750,000,000

Team
15% — 750,000,000

Partners, Advisors, & Consultants
6% — 300,000,000

Total:
100%
5,000,000,000

Team

Kirill Volgin
CEO

ex-CFO at zerion.io, launched several projects in cryptospace such as Tokenary wallet (first NFT wallet and Safari extension), founded and ran software development & venture studio company with 100+ successful cases

Dmitry Gordeychuk
CTO

Head of Blockchain at symbiosis.finance
5 years of experience in blockchain development, DeFi pioneer

Robert Vukosa
Head of BD

10+ years of traditional finance background who has extensive experience designing policies, overseeing customer service and implementing technology solutions. Robert is a responsible leader with an analytical and strategic mindset committed to productivity and compliance

Ambassadors

Daniel Ritchie

Daniel is an avid runner and an accomplished rower: World Champion in Mens 800 metres 2013, double World Silver Medalist, 4 time World Cup Winner, 2 time World Cup Series Champion

Advisors

Dharpan Randhawa

20 yr sports industry veteran
Ex-SVP, McLaren Racing who todays runs Talisman and runs a team of senior commercial leaders from Manchester City & Los Angeles Lakers with offices in Dubai, Singapore & Shanghai

Dovey Wan

Dovey has been nominated by Coindesk as one of the Most Influential Players in the space, also featured by BlockExplorer as one of the most important women in Blockchain

Hatu Sheikh

Hatu is one of the most prominent names in the blockchain space, having co-founded DAO Maker — the #1 launchpad developing crypto disruptors and leaders. In the past years, Hatu advised industry changemakers in DeFi and GameFi, spearheading innovation in new and rapidly developing asset classes

Jens Willemen

Cofounder of Kairon Labs — crypto market making (liquidity provider) and advisory firm. Has experience working with over 200 different token projects including metaverse projects and firms such as Everdome, Animoca Brands, COTI, Dopex, Seedify, DeFI Pulse Index, etc.

Melanie Mohr

Founder and CEO of the first ever blockchain project WOM/YEAY that was chosen for the Adidas accelerator. At YEAY, Melanie also worked with brands such as Nike, Converse, Vans, Asics
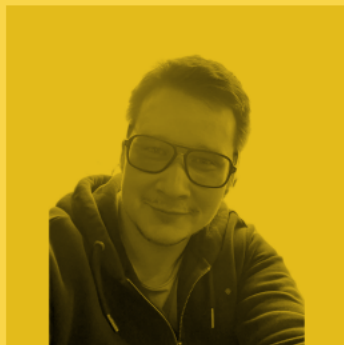
Tim Innvutt

Cofounder of BTC Inc (Bitcoin Magazine, bitcoin 2022), cofounder at Zerion, advisor at Qtum