

NapCoin

Because sleep matters

Sleep is essential for the quality of life as well as physical and mental health. NapCoin™ leverages the blockchain and data analytics technologies and engages the community to monitor their sleep. Get passive income while you sleep by just wearing the Napper™ and share your data to support us in our vision of a world where everybody sleeps well.



Executive Summary

- **Our vision is a world where everybody sleeps well.** NapCoin™ wants to revolutionize the way sleep is improved through incentivizing the community to share their data and support the sleep research.
- **One of the core components** to reach our vision **is the Napper™, that records the sleep data and shares the data streams** with us. **Each Napper™ is unique, a smart watch that is also a non fungible token** and will be offered for you on our Website.
- **You are always in full control** and can decide **on the data you want to share** with us to earn a passive income while you sleep. **The data will be anonymized** and is **fully secure** according to GDPR and good-practice data regulations. Higher membership levels by freezing NapCoins™ and sharing additional data enables higher rewards.
- **Our aim is to improve your sleep and** reach out to a large community to get big data of sleep patterns to **support the research on sleep disorders.** Sleep is essential for physical and mental health and the quality of life. Insufficient sleep is a pervasive and a prominent problem in our modern society.
- **The rewarded NapCoins™ can be exchanged to Fiat or other Crypto currencies** on the common exchanges.
- **In a later stage we plan** to analyze the data by an artificial intelligence **to suggest personalized sleep improving products, sleep improvement recommendations and sell the collected data to companies for their research.** The money of the sold data will be rewarded back to the community through NapCoins™.

About NapCoin



[Link to explainer
video how
NapCoin™ works](#)

- NapCoin™ aims to improve the sleep of everybody by leveraging the blockchain and data analytics technologies and collecting high quality data with a worldwide community.
- Get passive income while you sleep by wearing the Napper™, that records the sleep data and shares the data streams with NapCoin™. In comparison to current sleep labs, the Napper™ monitors the sleep in the user's natural environment and will provide big data powered by the community.
- Each user is in control and can decide how much of his data he wants to share. The data will be anonymized and is fully secure according to GDPR and good-practice data regulations. Higher membership levels offer higher rewards that can be reached by staking NapCoins™ and by sharing more data.

Why NapCoin

Situation

- Sleep is essential for the physical and mental health and quality of life. Insufficient sleep is a pervasive and prominent problem in the modern society. Sleep disorder can cause anxiety, depression, frustration, poor attention and much more. Car crashes and other horrific accidents are associated with sleepiness. Only in the countries Canada, United States, United Kingdom, Germany and Japan there is a yearly loss of 680.4 billion dollars through sleep disorders¹.

Complication

- Currently most sleep studies consist only of a small set of data, as the collection of the data takes time and is expensive. Additionally professional personalized recommendations to improve the sleep are expensive.

Vision

- A world where everybody sleeps well.

Mission

- Users of the Napper™ are incentivized to share their sleep data by earning NapCoins™. The shared data will then be provided by NapCoin™ to companies for their research to ensure good sleep of everybody and reduce sleepiness. Every users will get a share of the money from the data that is sold to companies. On top of that NapCoin™ will suggest personalized sleep improvement products and recommendations.

Our roadmap

- Q4 2023 ○ Continuous improvement through exchanges with universities and experts. Community and partner focused prioritization of the roadmap.
- Q3 2023 ○ Go-live of the personalized sleep improving recommendations and products.
- Q2 2023 ○ Go-live memberships. First partnerships and sales of the collected data with companies.
- Q1 2023 ○ Shipping of the Napper™ and Go-Live of the App. Start of the sales activities for the collected data.
- Q4 2022 ○ Start of pre-sale of the Napper™ and IDO of the NapCoin™. Production start of the Napper™. Go-Live of the beta version of the App for selected testing community.
- Q3 2022 ○ Testing of the prototypes, data analytics and blockchain functionalities. Start building of the App and back-end.
- Q2 2022 ○ Go-Live of the website and start of the marketing activities, while in parallel building of the prototypes.

Our promise



100% secure and protected
Fully secure according to GDPR
and good-practice data
regulations



100% anonymized data
Ensuring data protection through
state-of-the-art anonymization of
the data



Newest technologies
Use of data analytics, blockchain
and AI statistical methods



Improving sleep
Dedicated to our vision to
improve the sleep of everybody



Dedicated team
Highly motivated team that
believes in the power of Web 3,
blockchain and technology



C02 neutral/ ESG
Environmental, social and
governmental responsibilities are
essential for our project

Your benefits



Passive Income

Earn during your sleep is probably the easiest way of a passive income



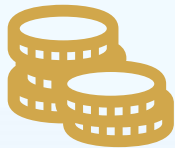
Improve your sleep

Improve your sleep to stay healthy and have more energy for your loved ones and job



Improve everybody's sleep

Your anonymized sleep data will help the community and world to improve their sleep



Additional data sales

Additional rewards for you and the community by selling the anonymized data



Easy exchange into money

Easily exchange your NapCoins™ on the common exchanges to Fiat or other crypto currencies



Community

Be part of the community that tries to improve the sleep of everybody

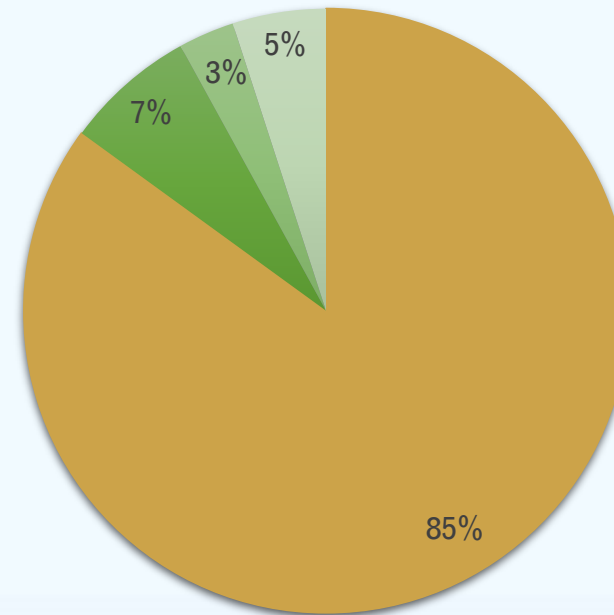
Tokenomics

- 85% of the maximum supply is reserved to reward the community for their shared data.
- The maximum supply are 1.500.000.000 tokens
- NapCoin™ is based on the blockchain technology with the aim to improve the sleep of everybody and support the research on sleep disorders.
- Token release planned for 60 years with halving every 4 years.

Rewards split:

- Maintenance (NapCoins™): 10% to ensures the continuous improvement, development and maintenance by the decentralized autonomous organization (DAO).
- Sensor owners: 85% as rewards for the shared sleep data and 5% during the IDO.

Distribution of the tokens



■ Community ■ Founders, Advisors, Team ■ Marketing ■ IDO

Get a membership



NapStarter

Starter user that could earn a maximum of 5 coins per day by sharing the Napper™ data



NapProficient

Proficient user that could earn a maximum of 20 coins per day by sharing the Napper™ data, staking 10'000 NapCoins™ and filling out a monthly questionnaire



NapExpert

Proficient user that could earn a maximum of 40 coins per day by sharing the Napper™ data, staking 100'000 NapCoins™ and filling out a weekly questionnaire



NapDiamond

Diamond user that could earn a maximum of 80 coins per day by sharing the Napper™ data, staking 300'000 NapCoins™ and filling out a daily questionnaire

By increasing your membership, you can earn more coins every night. A higher membership can be achieved by applying for the next level and fulfilling the minimum criteria for at least one month. Monthly the eligibility of the membership will be checked.

Impact of sleep disorders

Sleep is essential for physical and mental health and the quality of life. Insufficient sleep is a pervasive and a prominent problem in our modern society. More and more countries are taking this very seriously and analyzing the problems. One of these countries is the USA with the organization CDC (Centers for Disease Control and Prevention) that is analyzing these problems.

The research on effective measures is very difficult, as high-quality data is missing, very expensive to gather and regular tests are needed. Currently it's hard to find volunteers to measure their sleep data and due to the costs, these studies take only place for a short time period with a small population. The results are only snapshots.

Chronic condition	Sufficient sleep (≥7 hours)		Risk Increase	Short sleep (<7 hours)	
	%	95% CI	%	%	95% CI
Heart attack	3.4	(3.3–3.5)	↑ 1.4	4.8	(4.6–5.0)
Coronary heart disease	3.4	(3.3–3.5)	↑ 1.3	4.7	(4.5–4.9)
Stroke	2.4	(2.3–2.5)	↑ 1.4	3.6	(3.4–3.8)
Asthma	11.8	(11.5–12.0)	↑ 5.3	16.5	(16.1–16.9)
COPD (chronic obstructive pulmonary disease)	4.7	(4.6–4.8)	↑ 3.9	8.6	(8.3–8.9)
Cancer	9.8	(9.7–10.0)	↑ 0.4	10.2	(10.0–10.5)
Arthritis	20.5	(20.2–20.7)	↑ 8.3	28.8	(28.4–29.2)
Depression	14.6	(14.3–14.8)	↑ 8.3	22.9	(22.5–23.3)
Chronic kidney disease	2.2	(2.1–2.3)	↑ 1.1	3.3	(3.1–3.5)
Diabetes	8.6	(8.4–8.8)	↑ 2.5	11.1	(10.8–11.4)

Abbreviations: CI = confidence interval. Figure 1 Table 3. Age-Adjusted Percentage Reporting Chronic Health Conditions by Sleep Duration—Behavioral Risk Factor Surveillance System, United States, 2014

Source: https://www.cdc.gov/sleep/data_statistics.html

Impact of sleep disorders

The statistics of the health organization of CDC clearly show that sleep disorders can cause health problems. One in eight US citizen may get arthritis, depression from lack of sleep or worse. There are suicides based on missing sleep.

The article "Insomnia Stats and Facts: A Quick Summary" is summarizing facts about sleep disorder from different kind of websites (CDC, US National Library of Medicine, National Institutes of Health and professional article)

- Approximately one in four Americans develop insomnia each year
- About 30% of American adults have symptoms of insomnia
- Up to 10% of American adults are likely to have chronic insomnia
- Lost productivity related to insomnia costs the US economy about \$63 billion a year
- 83% of those who suffer from depression also experience symptoms of insomnia
- Insomnia is a major contributing factor to deaths caused by motor vehicle crashes
- Almost 80% of women experience insomnia during pregnancy
- Roughly 27% of working women suffer from insomnia, compared to 20% of working men

For this problem actual and real data is required. NapCoin™ is providing the data and all the information needed by the organizations to enable them to mitigate or solve the problems.

A network of sensors and people

The ambition of NapCoin™ is to overcome the limitations of current sleep monitoring and deliver high quality and real-time data, while striking an optimal balance between data quality, network deployment and costs.

In order to achieve this, we have developed a strategy based on:

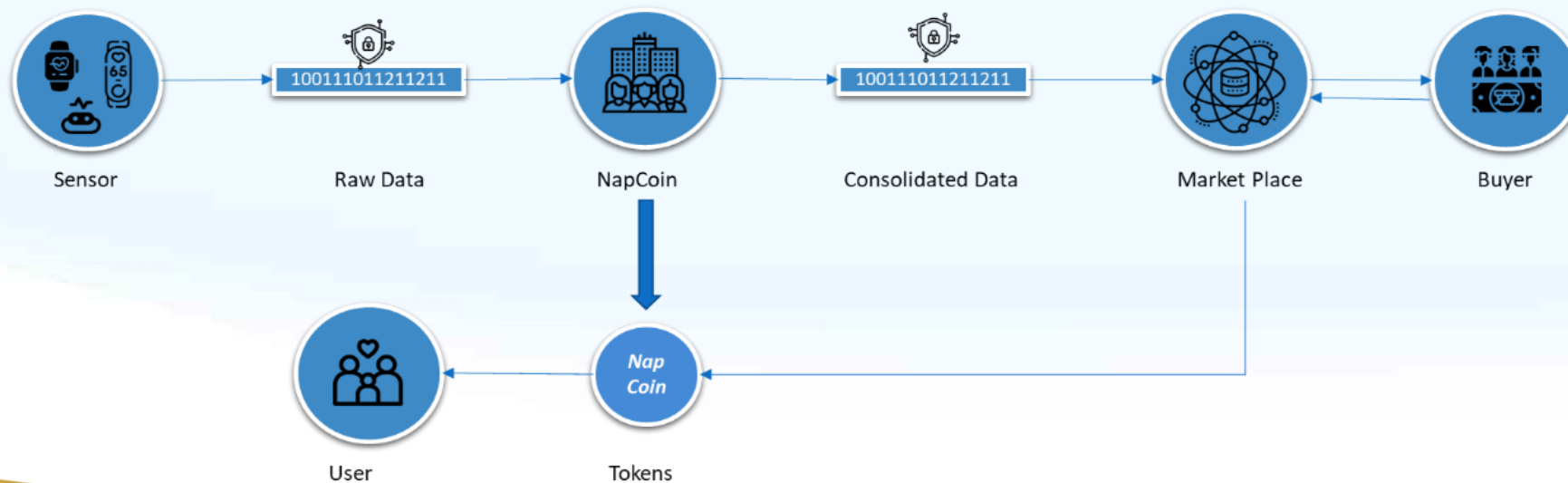
- Providing sensors that are at the same time highly reliable, affordable, easy to install and operate
- Engaging citizens and providing incentives for them to help us deploy and manage Nappers™ in a fast and cost-effective way

Our approach:

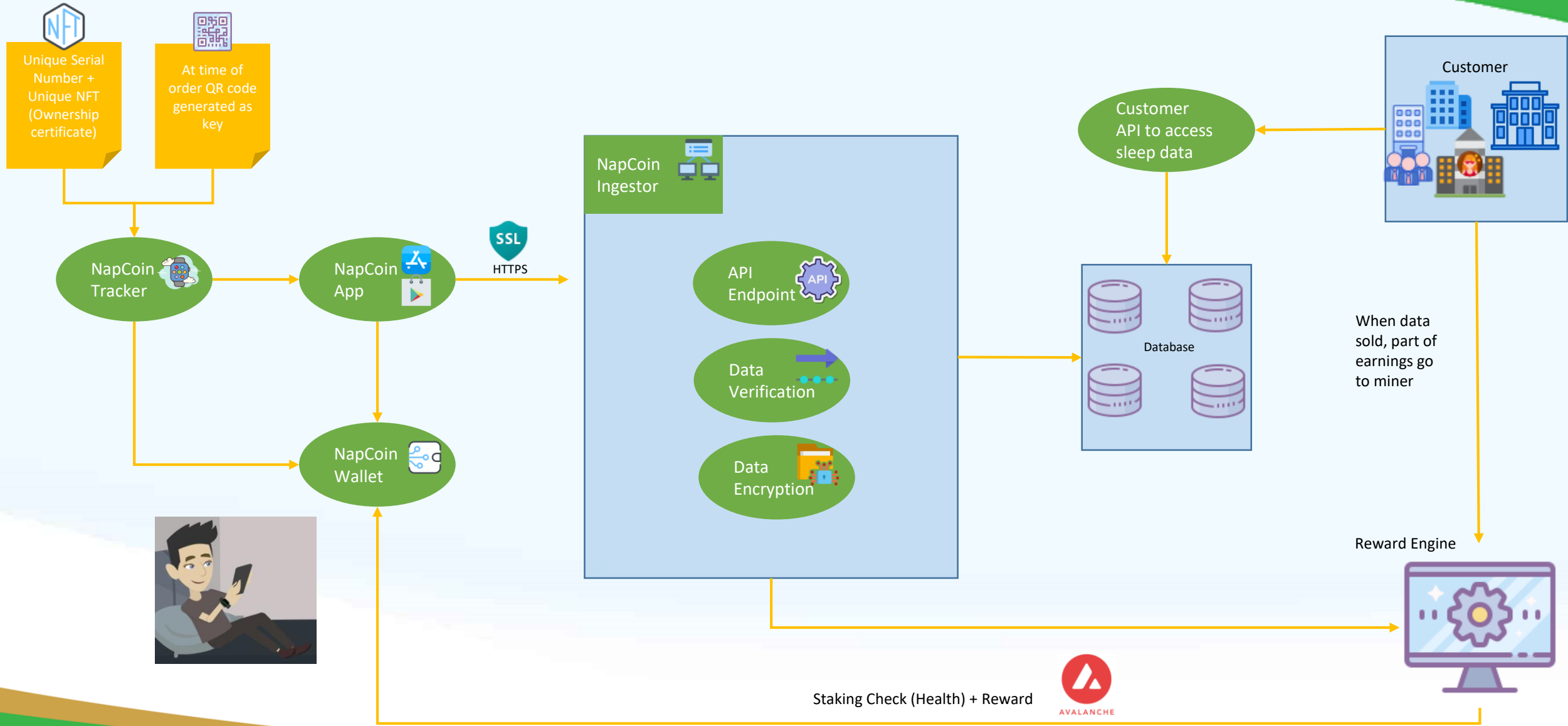
- Community building: We partner with community leaders to raise awareness for sleep disorders to select us as an ambassador to collect the data
- Network setup: Sensors are deployed and easily connected to the NapCoin™ network
- Value from data: Different kinds of organizations can profit from the anonymized data

High-level functionality

- Sleep data is validated, analyzed and stored. Owners of the Napper™ are rewarded with NapCoin™ tokens that can be exchanged on exchanges.
- The shared data is used in the form of aggregated and fully anonymized data sets. Under all circumstances the privacy laws will be adhered, in particular the European GDPR legislation.
- Whenever data is sold to other companies, the revenues will be added to the reward pool and rewarded back to the Napper™ users.
- On a later stage, personalized sleep improvement products and recommendations will be shared.



Architecture



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