

## WHITE PAPER

Scientific and Production Enterprise ELIS

## SUMMARY

We present the project for the implementation of a unique investment blockchain product - the ELCoin derivative, which is based on real manufacture and is backed by a reliable product constantly in demand worldwide - medical and health equipment, supplemented with Blockchain Medical Platform.

We offer an ambitious project covering several areas in the medical and healthcare industry, linking them in a single structure. We distinguish two major focus areas of our project:

- Manufacturing of medical and healthcare equipment, on the ground of a global base of scientific and technological knowledge and proprietary developments;
- Creation of a web based Medical Platform, using blockchain technologies to fully support physicians and healthcare professionals, as well as people in need of medical care, counseling or simply interested in health issues and healthy lifestyle.

One of the biggest advantages of our project is the fact, that it is based on a real and working production business. The company is established in 1993 in Moscow. The main kind of activity is production of wellness and medical equipment, consultations and training. We are working with the number of doctors and practitioners from different countries. In 2015 we decided to begin transferring our main activities to European Union. The same year we registered the company in Riga, Latvia under the name Scientific and Production Enterprise "ELIS" (S.P.E. ELIS).

Owners of ELCoins are fully protected, as they can always decide, whether to exchange ELCoins for real products with a discount, or keep them for further actions.

At the moment, our company is developing a number of new medical devices and the Blockchain Medical Platform for the implementation of the project. To date, we have already invested more than US\$ 2,5 million in researches and development.

We decided to opt for fundraising through the blockchain system and entering the ICO in order to accelerate the completion of the commenced unique developments that have no analogues in the world and the subsequent entry into the world market.

The project has not only an attractive and highly profitable financial side, but also a high social importance and responsibility as it is meant to increase the availability of medical and healthcare services, to improve the diagnostics capabilities of various diseases, in particular cardiovascular diseases, to enhance the quality of life, to significantly increase the rate of healing and timely assistance.



# TABLE OF CONTENTS

- 1. Introduction
- 2. Market overview
- 3. <u>Developed equipment</u>
  - Apparatus CARDIO
  - Apparatus QUANTUM
  - Apparatus PROFESSIONAL
- 4. ELCoin Blockchain Medical Platform
- 5. <u>Timeline</u>
- 6. Economic Model
- 7. <u>Distribution of ELC tokens</u>
- 8. Project Team
- 9. <u>Disclaimer</u>
- 10. References



## INTRODUCTION

Nowadays, modern medicine faces a number of new challenges and issues that need to be addressed in the near future. The issues are very diverse, among which the following can be distinguished:

- 1. Untimely diagnostics of diseases, where the role playing factors are: inadequate availability of medical services for patients (especially in developing countries); not always responsible attitude of people to their health; the current pace of life, when a person does not always have enough time for health screening; commonly high cost of medical services;
- 2. Ineffective allocation of financial assets and other resources. A report by the Institute of Medicine suggests a third or more of health costs are wasted (Forbes).
- 3. In some cases, too conservative views and rejection of new technologies;
- 4. Lack of communication between experts in different fields;
- 5. In some cases, the impossibility of a quick consultation with several specialists from one area of medicine:
- 6. Not always qualitative diagnostics and the subsequent appointment of treatment;
- 7. Centralized data management. Often, data on the health of patients are accumulated and used by large companies for their own purposes. Physicians and specialists do not have access to data;
- 8. Appearance of a number of diseases at an earlier age due to stresses, poor environment, insufficient awareness of people about the measures to reduce the risk of developing various diseases;
- 9. Rapid aging of the population;

The goal of the project is to contribute to solving a number of problems that occur in the world medicine. We offer a comprehensive solution that is based on world scientific knowledge and proprietary developments in the field of diagnostics, treatment, prevention of a wide range of diseases, including the most common ones - cardiovascular diseases. The release of the devices will successfully complement the creation of a decentralized system of blockchain medicine, aiming to expand the availability of medical services, improve their quality, reliability, and disseminate the maximum amount of information related to human health within the community. Thanks to our project, the community will have access to a qualitatively new level of healthcare and longevity, as already hundreds of thousands of people have, who use the technologies and equipment produced by our company.

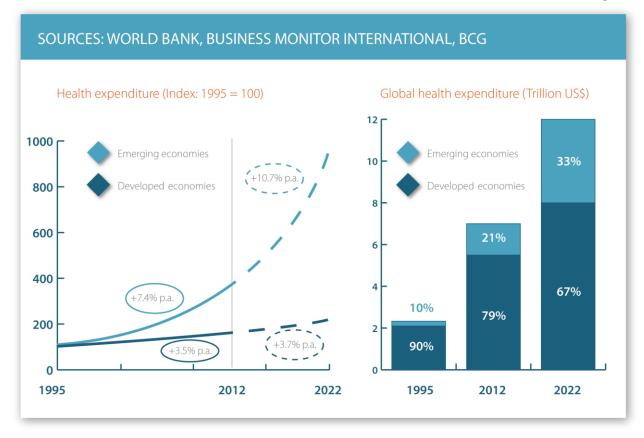
#### Objectives of the project:

- Development and production of portable and professional medical, healthcare and cosmetology equipment
- Development and implementation of the Blockchain Medical Platform
- Research of new technologies for the further creation of new devices
- Registration and patenting of products in the markets of the EU, North America, Australia, Russia, Asia, the Middle East and others.
- Creation of a network of healthcare centers under our own brand



The cost of medicine in the world is constantly growing. This is influenced by many factors, including the increase and aging of the population, economic growth in developing countries, and others. According to the World Bank's report, world health spending will exceed \$12 trillion in 2022 (fig 1).

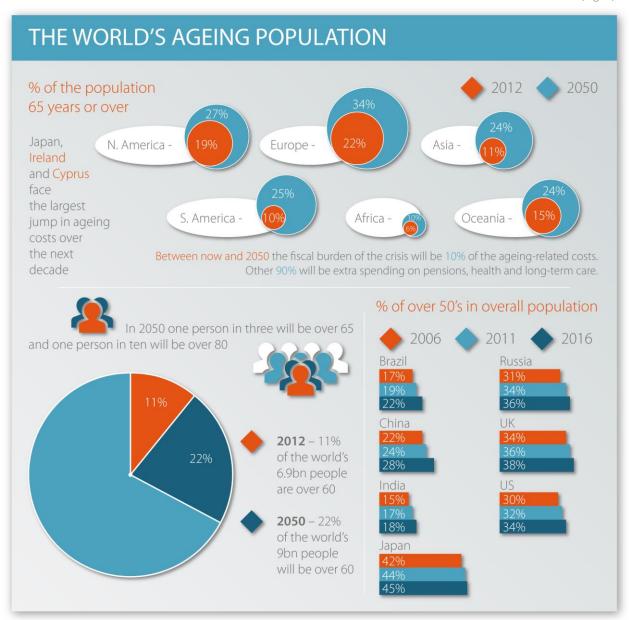
(Fig. 1).





The age of the Earth's population is of great importance. By 2050, it is estimated that more than 22% of the world's population will be over 60, given the fact that by that time the world's population could reach 9 billion people (Fig. 2).

(Fig. 2).



A significant part of the costs are spent on medical and recreational equipment. A new report by Visiongain predicts the global medical devices market will reach \$398.0 billion in 2017. That industry generated \$321.0bn in 2012, and its revenues will show strong growth to 2023. (Visiongain is a business information provider based in London, UK).



If we look at the statistics of the most financed digital medical startups in the US (Fig. 3), then we see that our project falls into several categories: telemedicine, analytics (blockchain platform) and medical equipment. This shows the great potential of our project in terms of implementation and further profitability.

(Fig. 3).

### **MOST FUNDED CATEGORIES**

2016



#### GENOMICS AND SEQUENCING

\$410м

Sequencing technologies, including hardware (e.g., sequencing on a chip) and software (data aggregation)



### ANALYTICS AND BIG DATA

\$341м

Data aggregation and/or analysis to support a wide range of healthcare use cases



### WEARABLES AND BIOSENSING

\$312м

Wearable or accessory devices that detect specific biometrics and are designated for consumers



#### **TELEMEDICINE**

\$287м

Delivery of healthcare services (synchronous or asynchronous) through non-physical means (e.g. telephone, digital imaging, video)



### DIGITAL MEDICAL DEVICES

\$268м

Hardware/software designed to cure/mitigate/treat/prevent a specific disease or condition



### POPULATION HEALTH MANAGEMENT

\$198м

Comprehensive delivery system tools to manage the health of populations under the shift to ACO models

Source: Rock Health Funding Database Note: Only includes U.S. deals >\$2M; data through December 31, 2016



### Complementary medicine

Today, medicine is divided into 2 main groups - Conventional medicine and Complementary medicine.

Our company works in both fields, trying as far as possible to cover the widest possible market. The figures for the volume of the conventional medicine market are given above. In its turn, complementary medicine is also an attractive enough and expanding market, which at the moment is experiencing a significant shortage of high-quality, effective and professional equipment, and especially portable devices for personal daily use. Therefore, one of the operation areas of our company is the supply of equipment for medicine, which is considered to be complementary.

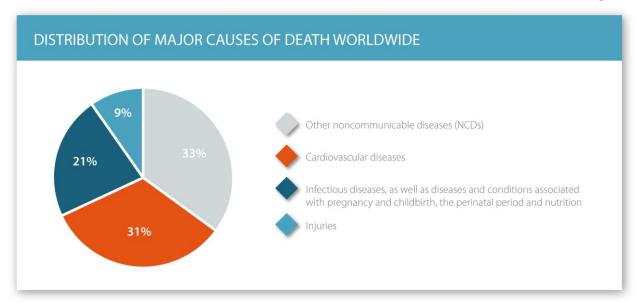
According to the European Commission, more than 65% of the population of the European Union at least once resorted to the services of complementary medicine. More than 360,000 experts work in the EU market in thousands of clinics. The World Health Organization (WHO) estimates that more than 100 million people in Europe use the services of complementary medicine. Much more services of such medicine are used in North America, Australia, Asia, and Africa.



### I. Apparatus "CARDIO"

Cardiovascular diseases (CVD) are the leading cause of death worldwide: for no other reason, as many people die each year as from CVD. According to the World Health Organization, in 2012, 17.5 million people died from CVD, accounting for 31% of all deaths worldwide (Fig.4).

(Fig. 4).



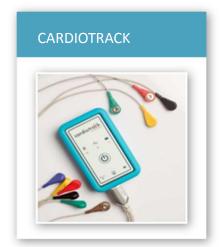
The WHO identifies several important factors to prevent serious consequences from CVDs:

- The way to improve the outcome of CVDs is through early diagnostics of these diseases, because CVD is asymptomatic in the early stages. The use of diagnostic tools should be preventive and be aimed at identifying individuals at risk of developing heart attacks and strokes.
- An important factor is that the risk of developing coronary heart disease and stroke in women is often underestimated because of the mistaken belief that women are protected from CVDs. In the clinical picture of CVD, women sometimes have some differences, leading to incorrect diagnosis and treatment.
- Increased blood pressure is an important risk factor for strokes and heart attacks, as well as heart failure, impaired renal function, peripheral blood vessel disease, and vision loss. Early detection and treatment of hypertension in order to reduce the risk of cardiovascular disease in people with high blood pressure is vital for the prevention of strokes and heart attacks.
- Prevention of CVDs should be lifelong
- Basic technology should be affordable and easy to use in the field.



### Market overview.

Currently, there are a number of devices on the market of portable equipment, capable of diagnosing the cardiovascular system of a person. However, they do not provide sufficient diagnostics. Below are the characteristics of some devices, presented on the market:



It is a 12-channel ECG monitor with remote transmittance of information to a smartphone running on Android. The device takes an electrocardiogram and requires an analysis of the findings by a physician. The battery lasts 6 hours. The price is 900-1000 Euros.

The device evaluates 10 indicators of the cardiovascular system. It is not portable, requires a connection to the computer. Diagnostics can only be carried out by an expert. The price is 3400 Euros.





The device evaluates 20 parameters of the cardiovascular system. It is equipped with a monochrome display, works on batteries, does not have a built-in battery.



At the moment, our company develops the following CARDIO apparatus, which requires funding for the completion of ongoing work and release to the market



### **Device Features**

- A unique device that has no analogues in the world
- Forecasts the probability of a heart attack or stroke with an accuracy of 95% - It can save a person's life!
- Based on a number of scientific knowledge and the most up-to-date proprietary developments
- Measures and analyzes up to 77 most important indicators of the cardiovascular system
- Easy to use.
- Possibility of remote data transmission
- Specialized software for physicians
- Support for users through online consultations and the Blockchain Medical Platform.
- Early diagnostics of cardiovascular diseases. CARDIO timely reveals the disease.
- Specific mode for athletes. Helps in determining the stresses and drawing up cardio workouts
- Working modes for adults and children
- Saves time. It is possible to conduct daily diagnostics on a number of major parameters at home. In many cases, there is no need for a stationary examinations.
- Saves money. In major cases, there is no need for expensive clinic examinations.
- Portability. The device can be taken in travels, trips, used during the day at work or at home.
- Built-in Li-Ion battery
- Colorful touch screen display
- User-friendly interface
- Made from special medical materials



#### How the device works

The device is being developed since 2014 together with leading scientists and physicians in the field of cardiovascular diseases. In 2017, preliminary clinical trials of the prototype were successfully carried out. The obtained results testify to the conformity of the device to the declared unique features and show the huge potential of its application.

The CARDIO is not just a device, but a whole complex of scientific and technological research. Through the system of sensors, which are attached to several points on the human body, the device takes off the data of 77 indicators of the cardiovascular system. Then, specially developed algorithms analyze the received data, and the device displays information on the device display with a diagnosis. By doing so, the device will be able to predict the likelihood of a heart attack and stroke in a person with a very high accuracy, up to 95%. With the help of remote transmission of information and special software developed by us, the data can be processed by medical experts for more in-depth analysis. This, for example, will be necessary to assess the permissible loads for athletes and to prevent excessive effects on the cardiovascular system.

### || Apparatus "QUANTUM"



#### **Device Features**

- Symbiosis of age-old scientific knowledge and the most up-to-date technologies in the field of cosmetology
- Effectively restores human skin, gives the skin firmness and rejuvenation
- Favorably affects the body
- Saves time. There is no need to regularly attend procedures in the salons. It is convenient to carry out procedures at home.
- Saves money. The cost of a course of similar impact, consisting of several sessions in the clinic can reach several thousand USD. The cost of the device does not exceed 1000 USD.

- Portability. The device can be taken in travels, trips.
- Support for the user through online consultations and the developed Blockchain Medical Platform.
- The device is equipped with a Li-lon battery.
- Convenient quantum radiator
- User-friendly interface
- Colorful touch screen display
- User-friendly interface
- The device is made of special medical materials
- Several modifications with the number of programs from 40 to 100



Every person wants not only to feel good, but also to look good.

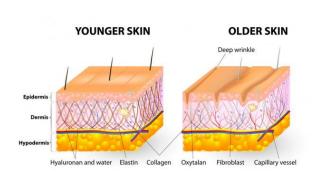
Our company has developed a unique cosmetology device that combines age-old knowledge and modern technologies in cosmetology.

Skin rejuvenation by Quantum is an innovative technique in the field of aesthetic medicine and correction of agerelated changes in the skin, providing the opportunity to effectively affect various skin areas and does not require time to recover after a therapy session.

#### How the device works

The device emits light pulses of a different frequency and power depending on the selected program through a quantum accessory. In this case, the device affects Collagen and Elastin - proteins, which are the components of connective tissue, ensuring the strength, flexibility and elasticity of our skin. The process of recovery of these proteins past the age of 25-30 is significantly slowed down, after which the skin ceases to be as elastic, begins to age. This property of the effect on proteins was obtained in the course of various tests and testing of our equipment, especially when working on restoring the joints, since collagen is contained in joint cartilage.

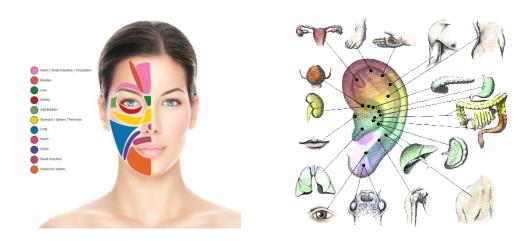
Under the influence of light in the skin molecules, light energy is converted into thermal energy, which leads to the destruction of pigmented formations, the disappearance of dilated vessels, returning radiant purity and elasticity to the skin. This technology is an effective, safe and painless method, which makes it possible to get rid of wrinkles, dark circles under the eyes, edema, pigment spots, vascular asterisks, etc.





However, the effectiveness of the device is not limited only to exposure to human skin. By affecting certain points on the face and the auricles of the person, where the projections of the organs are located, the device gives an effect similar to acupuncture - a point massage, which has been studied in ancient China, Vietnam and India. Famous English neurologist Henry Head described in detail the areas of skin in which diseases of internal organs are reflected. Such zones are called Head's zones. By affecting the points, the device smoothes wrinkles not only by affecting collagen, but also through beneficial effects on various organs. As it is known, the wrinkles on the face are affected not only by the cessation of collagen production, but also by the malfunctioning of the organs and systems of the body.





With the help of Quantum, it is possible to restore different areas of the skin from various injuries, including burns, scars, other mechanical injuries, as well as various manifestations on the skin.

### III. Apparatus "PROFESSIONAL"



The device is intended for specialists and physicians who use traditional and non-traditional methods of diagnosis and treatment.



### **Device Features**

- Measures the electrical parameters of the biologically active zones (BAZ) by R. Voll method;
- Measures the electrical parameters of biologically active points (BAP) according to the R. Voll method (including corporeal, head and auricular points);
- Conducts topical, syndromic, nosological and local (for example, determining the extent of injury of the spine, paranasal sinuses, teeth) diagnosis;
- Conducts drug testing (evaluation of the effects of various pharmacological and non-pharmacological agents on the human body);
- Conducts medical testing with the help of a built-in medicament selector;
- Conducts a vegetative resonance test by the method of H. Shimmel;
- Conducts electroacupuncture therapy; electromagnetic therapy; quantum therapy;
- Conducts bioresonance therapy according to the method of F.Morel and E.Rashe; complex therapy (the regime under which bioresonance therapy is conducted together with electromagnetic therapy with related auto nosode and preparations from the medicament selector).
- Support for the user through online consultations and the developed Blockchain Medical Platform.
- Special software for physicians
- Proven high efficiency of devices of this type
- Diagnostics and treatment are implemented simultaneously
- Device is equipped with a Li-lon battery
- User-friendly interface

To date, a prototype of the device has been developed. Preliminary clinical and technical tests have been carried out. The obtained results testify to the conformity of the device with the declared functionality and the need for the completion of the development for launching the production. The device will work together with specially developed software, which will simplify its use by specialists.



### ELCoin BLOCKCHAIN MEDICAL PLATFORM

To date, modern technologies in the field of telecommunications and data transmission are increasingly being used in medicine. The most obvious example is telemedicine, which is developing very rapidly. According to the WHO definition: Telemedicine is the provision of health services in a situation where distance is a critical factor by health workers using information and communication technologies to exchange the necessary information for the diagnosis, treatment and prevention of diseases and injuries, research and evaluation, and for the continuing education of health professionals in the interest of improving public health and the development of local communities.

The WHO conducted a large-scale study on telemedicine. It revealed both its positive aspects, and a great potential for growth, as well as a number of obstacles to its spread. The following advantages can be attributed to indisputable advantages:

- Telemedicine has a great potential to reduce the uncertainty of diagnoses, as well as to improve clinical management practices and the provision of medical services around the world by increasing accessibility, quality, efficacy of treatment and cost-effectiveness;
- Telemedicine can be very useful for traditional communities living in remote and rural areas with low availability of medical services;
- The results of the studies indicate important socio-economic benefits for patients, their families, health workers and the entire health care system.

The WHO regards the following factors as obstacles:

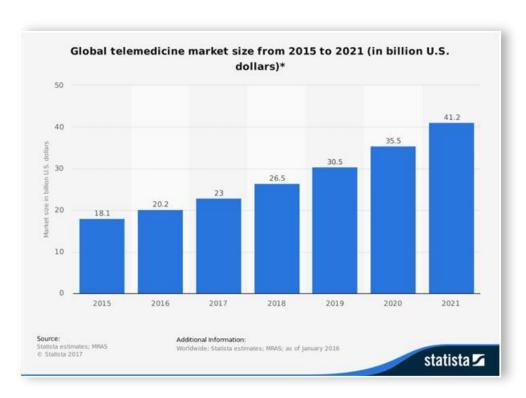
- A complex of human and cultural factors. Some patients and health professionals are resistant to models that are different from traditional approaches or local practices, while others are not sufficiently literate in using ICT to effectively use telemedicine methods;
- The most significant obstacle is the linguistic and cultural differences between patients and providers of health services;
- Legal issues;

Despite a number of tasks that are to be solved, the telemedicine market is forecasting significant growth. Today, this market is estimated at about \$23 billion. The growth forecast indicates that by 2021 it will reach a volume of not less than \$41 billion (fig 5). This shows the great potential of using the latest technologies and solutions in the field of electronic data interchange in order to improve the availability and quality of medical and health services provided.



### ELCoin BLOCKCHAIN MEDICAL PLATFORM

(Fig. 5).



We have analyzed the current situation in the field of telemedicine and are sure that the proposed version of blockchain medicine will complement the positive aspects of telemedicine, while at the same time it will overcome some of its negative aspects and obstacles.

The project proposes to unite physicians and health professionals from various areas into one system on the one hand, and patients on the other.

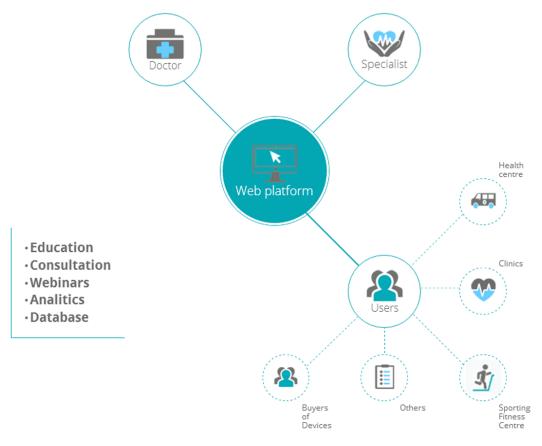
ELCoin Blockchain Medical Platform is a decentralized platform that enables secure, fast and transparent exchange and usage of medical data. We introduce utilization of blockchain technology to store patient health records and maintain a single version of the patient's true data. ELCoin Blockchain Medical Platform will enable different healthcare agents such as doctors, hospitals, laboratories, pharmacists and insurers to request permission to access and interact with medical records. Each interaction is auditable, transparent, and secure, and will be recorded as a transaction on ELCoin's distributed ledger. Moreover, no privacy is lost in this process; ELCoin Blockchain Medical Platform is built on the permission based Hyperledger Fabric architecture which allows varying access levels; patients control who can view their records, how much they see and for what length of time.

Hyperledger Fabric is built by The Linux Foundation, in collaboration with IBM and many other enterprises. It is designed for organizations that need to meet confidential obligations to each other without passing everything through a central authority and ensuring confidentiality, scalability and security. At least seven well known banks have selected Hyperledger Fabric to address the challenge of managing, tracking and securing domestic and international trade transactions. ELCoin Blockchain Medical Platform brings this technology to provide state of the art solutions to today's health record problems. By digitizing health records and empowering users we can leverage countless industry synergies. As an example, users could license access to their health record to pharmaceutical companies in exchange for tokens.



## ELCoin BLOCKCHAIN MEDICAL PLATFORM

We plan that the implemented system will accumulate information on the diseases and methods of their treatment. All information will be evaluated only by highly professional experts in their field of medicine and health improvement. This function will be duplicated several times in order to avoid errors. The platform will be filled with educational literature, descriptions of various techniques, discussion sections for physicians, experts and patients. Online seminars, trainings and conferences will be held. From the point of view of social benefits, people will be informed through the platform about the need to keep a healthy lifestyle in order to prevent the development of a number of diseases.



#### Why we are different





## TIMELINE

1993. Foundation of Scientific and Production Enterprise ELIS

2011-2013. Registration in Belarus, Ukraine, Kazakhstan Kyrgyzstan, Israel

2015. Registration of company in European Union, Latvia

October 2016. First educational seminars in European Union,
Athens

Q4 2017 – Q1 2018. PRE SALE and ICO

Q2-Q3 2018. End of development of Cardio and Professional devices. Start registration in European Union and Russia

Q4 2018 – Q1 2019. Cardio, Professional End of registration in Russia. Start sales.

Q2 2019 – Q3 2019. Cardio, Professional. End of registration in European Union. Start sales.

Q3-Q4 2019. Reaching sales volumes not less then 2.000 devices per month

Q4 2019. Start registration of devices in Middle Fast and Australia

Q2 2020. End of registration and start sales in USA and Canada.

2021. Entrance to the markets of South-East Asia, Latin America and

2022. Development of a network of healthcare centers in different countries under own brand

1994. Registration in Russia and beginning of production

2014. Start of development of CARDIO apparatus

2016. Start of development of Professional and Quantum

2017. Start of development of Blockchain Medical Platform

Q2 2018 – End of development and start or production of Quantum apparatus

Q3 2018. Launch of test version of Blockchain Medical Platform

Q1 2019. Launch of Blockchain Medical Platform. Start registration of devices in USA and Canada

Q3 2019. Foundation of own Training and Education Academy

Q3-Q4 2019. End of development of device for sleep enhancement and stress regulation. Developments and researches and are being carried our since 2010.

Q1 2020. Reaching sales volumes no less then 5,000 devices per month

Q 3- Q4 2020 – End of registration of devices in Middle Fast and Australia

2021. Reaching sales volumes not less



The project involves raising funds in the ELCoin derivative, which is implemented as a financial instrument on the Etherium platform and is backed with a real product - medical and health-improving electronic devices of various targeting, supplemented by a global ELCoin Blockchain Medical Platform. The profit of our enterprise at the first stage will be provided by two sources of revenue:

1. Revenues from the sale of devices manufactured by our company. To this end, a network of dealers is already being created, who will have dealer discounts and special conditions. Dealers include physicians and professionals, wholesale dealers of medical equipment, enterprises in the field of sports and fitness, clinics and medical offices, other interested persons. At the moment, dealers are already working or in the negotiating stage in the following countries:

United Kingdom and Ireland, Spain, Portugal, Turkey, Greece and Cyprus, Bulgaria, the Baltic States (Lithuania, Latvia, Estonia), Finland, Norway, Hong Kong, Czech Republic, Slovakia, Russia, Ukraine, Belarus, USA and Canada.

Table 1 shows the plan of sales of devices from 2018 to 2023. The following prices for the devices are planned:

Cardio – USD 1000

Quantum 40 – USD 600

Quantum 60 – USD 800

Quantum 100 – USD 1000

Professional – USD 5000

Antiparasitic/Therapeutical (currently produced) – USD 600

For more vivid calculations, we took the average price of the device to be 800 dollars per unit, based on the mass sale of portable devices. From 2018 to 2019, we plan to triple the sales of devices due to the release of new models. From 2019 to 2021, we plan to increase sales by at least 100% per year due to the development of new markets, pursuing an aggressive policy of product promotion. Since 2022, we are planning a minimum annual sales growth of 30% per year. However, we hope that the constant scientific research and production of new types of equipment will allow us to reach the growth rate at the level of 50%. The estimated cost of the equipment, which includes costs for the purchase of components, the production of cases and packaging, advertising and marketing, administrative costs, as well as the interests of dealers of our equipment, will not exceed 65% of the final price of the devices.

Table 1. Planed revenues from the sale of devices.

Planed revenues from the sale of devices							
YEAR	2018	2019	2020	2021	2022	2023	
Quantity of devices sold	8.000	25.000	50.000	100.000	130.000	170.000	
Average retail price, USD	800	800	800	800	800	800	
Revenue, USD	6.400.000	20.000.000	40.000.000	80.000.000	104.000.000	136.000.000	
Expenses. Including components, manufacturing, marketing, administration and other costs + discounts for dealers. Around 65% of the retail price, USD	4.160.000	13.000.000	26.000.000	52.000.000	67.600.000	88.400.000	
Revenue before taxes, USD	2.240.000	7.000.000	14.000.000	28.000.000	36.400.000	47.600.000	



2. The second source of revenue will be the profit from the operation of the ELCoin Blockchain Medical Platform. These revenues will consist of the annual contributions of physicians, experts, patients and other stakeholders for the use of the platform. The main users will be buyers of our devices. In addition, we also plan to widely disseminate information about the blockchain platform to people who are not users of our products. We plan that on average at least 70% of the people, who purchased our devices will be registered on the platform and continue to register for further support of work with the devices. We plan to offer several different access packages to the system:

- Package for physicians/professionals: 300 dollars per year
- Package 1: \$100 per year (\$8.3 per month). Limited number of inquiries, consultations, participation in seminars
- Package 2: \$150 per year (\$12.5 per month). Limited number of inquiries, consultations, participation in seminars. Quantity is 2 times more than in Package 1
- Package 3: \$300 per year (\$25 per month). Unlimited number of inquiries, consultations, participation in seminars.

The expenses of the platform will consist of paying advice to physicians and professionals, paying for servers, maintaining the operability, security and stability of the system and other administrative expenses. They will account for about 50% of revenues in order to continuously develop the capabilities and quality of the service provided. Table 2 shows the revenue from the operation of the platform. Revenues are calculated taking into account only the cost of Package 1. Total revenues from the project at the stage of 2018 - 2023 are presented in Table 3

Table 2. Planed revenues from ELCoin Blockchain Medical Platform

Planed revenues from contributions for usage of ELCoin Blockchain Medical Platform						
YEAR	2018 (testing year)	2019	2020	2021	2022	2023
Physicians/professionals						
Annual fee, USD	0	300	300	300	300	300
Quantity of physicians/professionals	20	200	400	700	1.000	1.300
Income, USD	0	60.000	120.000	210.000	300.000	390.000
Patients, buyers of devices and other users						
Annual fee, USD	0	100	100	100	100	100
Quantity	400	17.900	52.900	122.900	213.900	332.900
Income, USD	0	1.790.000	5.290.000	12.290.000	21.390.000	33.290.000
Total income, USD	0	18.50.000	54.10.000	12.500.000	21.690.000	33.680.000
Expences (around 50 % from total income), USD	0	925.000	2.705.000	6.250.000	10.845.000	16.840.000
Revenue before taxes, USD	0	925.000	2.705.000	6.250.000	10.845.000	16.840.000



Table 3. Planed Total Revenues

	2018	2019	2020	2021	2022	2023
Planed revenues from the sale of devices						
Revenue before taxes, USD	2.240.000	7.000.000	14.000.000	28.000.000	36.400.000	47.600.000
Revenues from contributions for usage of Blockchain Medical Platform						
Revenue before taxes, USD	0	925.000	2.705.000	6.250.000	10.845.000	16.840.000
TOTAL REVENUE BEFORE TAXES,						
USD	2.240.000	7.925.000	16.705.000	34.250.000	47.245.000	64.440.000

The next stage of the company's development, which we plan to begin to implement since 2022, will be the construction of a network of healthcare centers using various methods of diagnostics, therapy and treatment and rehabilitation. The centers will be built in such countries as Italy, Spain, Greece, Cyprus, United Kingdom, Germany, etc. The centers will be built in the form of small complexes for 80-100 rooms and a large number of procedural rooms for diagnostics, prevention, recovery and treatment. It is planned that the network will be built under its own brand with the further possibility of selling the franchise.

Financing the project is required to implement the following stages.

First stage. Q1 2018 – Q1 2019.

Required amount: US\$ 9.530.000. Items of expenditure in the first stage:

Completion of development of the Quantum, Cardio and Professional devices.	20% or USD 1.906.000
Conducting the final technical and clinical tests	
Certification of devices in the EU, Russia, North America	40% or USD 3.812.000
Patent registration	3% or USD 285.900
Development and launch of the ELCoin Blockchain Medical Platform	11% or USD 1.048.300
Order of components for manufacturing	4% or USD 381.200
Development and manufacture of packaging, advertising materials	2% or USD 190.600
Development of guidelines for working with devices. Translation into different	1% or USD 95.300
languages	
Consultation of experts in various fields (medicine, IT, lawyers, etc.)	3% or USD 285.900
Attending conferences, exhibitions, seminars.	2% or USD 190.600
Marketing and advertising	3% or USD 285.900
Administrative expenses	6% or USD 571.800
Establishment of the Academy with training centers	5% or USD 476.500

Second stage. Q3 2019 - Q4 2020.

Required amount: US\$ 8.600.000. Items of expenses in the second stage:

Certification of devices in the Middle East countries and Australia	29% or USD 2.494.000
Adaptation of devices and documentation to the markets of the Middle East and	3% or USD 258.000
Australia	
Development of a device for the regulation of sleep enhancement and stress level	46% or USD 3.956.000
control. Certification and patenting	
Order of components for manufacturing	6% or USD 516.000
Attending conferences, exhibitions, seminars	4% or USD 344.000
Marketing and advertising	5% or USD 430.000
Administrative expenses	7% or USD 602.000



Third stage. Starting in Q1 2021

Required amount: US\$ 11.170.000. Items of expenses in the third stage:

Certification of devices in the countries of Asia, Latin America, Africa	35% or USD 3.909.500
Adaptation of devices and documentation to the markets of Asia, Latin America, Africa	5% or USD 558.500
Order of components for manufacturing	6% or USD 670.200
Attending conferences, exhibitions, seminars.	6% or USD 670.200
Marketing and advertising	6% or USD 670.200
Administrative expenses	9% or USD 1.005.300
The beginning of the project of a network of clinics and healthcare centers	33% or USD 3.686.100

#### Why ICO

We decided to resort to the ICO for a number of reasons.

- 1. When obtaining loans from banks, a security deposit is required, which can several times exceed the requested amount of the loan itself.
- 2. When receiving funds through various investment funds, investors ask for a large percentage of the company's share to be transferred to their management. This leads to loss of control over the processes of enterprise management, transfer of know-how, developments and technologies to the investor, which is not affordable
- 3. We plan that payment for the services of the medical blockchain system developed by us will be made through the release of ELCoin.

Our project is long-term and promising in terms of profitability and meeting the growing demand in the field of diagnostics, treatment and recovery. As holders of the part of ELCoin, we are interested in the constant growth of its value, which in turn will lead to a constant increase in the income of investors from the ownership of ELCoin. To this end, we are planning a series of actions that will be aimed at a significant growth of ELCoin. Also, a variety of factors will influence the growth of value.

- 1. ELCoin is backed with real, unique and highly liquid products medical and recreational devices, technologies and patents
- 2. Carrying out further development and research with subsequent launch of products on the market
- 3. Payment for the use of the blockchain platform is effected by ELCoin only.
- 4. Within the first 3 months after the release of the devices their sale is carried out only using ELCoin
- 5. Constant growth of the company due to expansion of sales markets
- 6. Constant attraction of new platform users, including by increasing the number of devices sold
- 7. Creation the proprietary network of health centers, which is intended to expand the range of services offered and to increase capitalization

For ELCoin holders the following additional bonuses are provided:

- 1. 25% discount for the devices when exchanging for ELCoin as well as for ICO participants.
- 2. Priority for the purchase of any equipment and services of the company for ICO participants and ELCoin holders.
- 3. Priority and discounts for treatment and accommodation in the company's healthcare centers in case of payment by ELCoin and also for ICO participants.
- 4. In case of an IPO and a share issue, the opportunity to exchange ELCoin for shares of the company, becoming a co-owner of the company.



## DISTRIBUTION OF ELC TOKENS

ELC is a digital token, a powerful tool that rewards the users of the community and the content platform. This digital token can be exchanged for fiat money (Dollars, Euros, Yuan, etc.) in jurisdictions where such exchange is legal, or for other crypto-currencies (Bitcoin, Ether, etc.) on various crypto currency exchanges after the initial sale of tokens. The expected value of a token is US\$1 for each ELC (the value of the token in the fiat currency is provided for comparison purposes only, fiat money cannot be accepted during the initial placement of the ELC token. It can be purchased only for crypto currencies such as BTC, ETH, LTC and others).

Name: ELCoin

Ticket: ELC

Based on: Ethereum

Technical characteristics:

- A total of 60,000,000 ELCs will be released. Additional releases of tokens are not planned, so over time the number of tokens will decrease, which will lead to an increase in demand.

Tokens will be created using the ERC20 smart contract. The system integrity will be built on the personal interests of the token owners. Owners of more tokens will have a greater power of decisions in the community and determination of development of ELIS.

High-speed network, with transactions carried out within a minute.

Votes based on Ethereum technologies: the ELC token will use a blockchain to ensure true decentralization.

The ability to create accounts with multiple signatures will be available in a few clicks.

Fixed commissions will simplify pricing. You will not need to calculate the amount of the commission each time. The API and documentation for working with smart contracts will be available through the blockchain. A user-friendly interface makes the way from the idea to the solution simple and does not require special knowledge.

The distribution of tokens is an important part of the initial sale. The number of tokens and frequency of their release directly affects their cost. A total of 60,000,000 tokens will be released. These tokens will be distributed as follows:

- 30,000,000 (50% of the total number of tokens) will be sold at the stage from November 19 2017 to February 5 2018.
- If pre-ordered and during the first week of the Distribution Period, the price of one ELC token is US\$ 0,80 (5 % of the total number of tokens for sale is 1,500,000 ELC)
- During the second week of the Distribution Period, the price of one ELC Token will be US\$ 0,85 (5 % of the total number of tokens for sale is 1,500,000 ELC)
- During the third week of the Distribution Period, the price of one ELC Token will be US\$ 0,90 (5 % of the total number of tokens for sale is 1,500,000 ELC)
- During the third week of the Distribution Period, the price of one ELC Token will be US\$ 0,95 (5 % of the total number of tokens for sale is 1,500,000 ELC)
- After the 28-th day of the Distribution Period until the Expiration Date, the price of one ELC Token will be US\$ 1,00 (80% of the total number of tokens for sale is 24,000,000 ELC)

12,000,000 (20%) will be reserved for use by the Reserve Fund in order to stabilize the crypto currency at the exchange

12,000,000 (20%) Tokens will be reserved for the founders/team

3,000,000 (5%) will be reserved for use of the bounty system

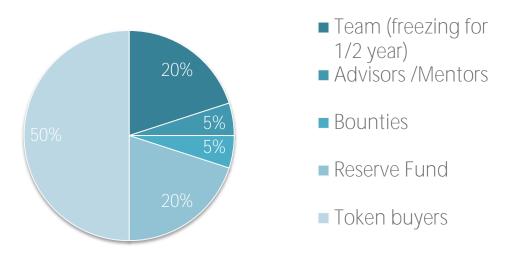
3,000,000 (5%) Tokens will be reserved for advisers, mentors

The cap for raising funds in the Distribution Period will be publicly announced 24 hours before the Distribution Commencement Date, based on the market situation and the demand for the purchase of tokens.

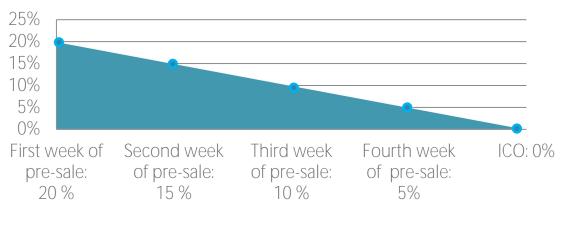


## DISTRIBUTION OF ELC TOKENS

### Token distribution:



Time-bonuses for early Token buyers during the Token Distribution phase pre-sale (extra tokens added to a purchase):



**BOUNTIES** 

Facebook Campaign - 18%

Twitter Campaign - 18% Bitcointalk Signatures Campaign - 20%

Bitcointalk Support Campaign - 20%

Publishing Campaign - 12%

Project Creative Support - 12%



## DISTRIBUTION OF ELC TOKENS

PROTECTION FROM PRICE REDUCTION. 20% of the funds from ELC distribution during the Distribution Period will be reserved by the Company. The reserve will be stored in the form of a differentiated portfolio of major crypto currencies. Information on the structure of the reserve and its status will be publicly available. This protection will last for 12 months, after which the reserve is put at the disposal of the Company. The tokens purchased in this way become the property of the Company.

ELIS is committed to the full transparency of all processes, not limited to the open source code. We will use the following possibilities for this:

We will ensure annual audits by means of one of the best accounting companies.

To stabilize the token, the founders and employees owning ELC will not be able to sell more than 20% of their tokens during the first half of calendar year. This will ensure that their interests are in accordance with the objectives of the community.

Reserved tokens will not be available for any operations other than future token sales. The cost of ELC tokens in future sales will be determined based on the market price on the exchange.

Approval of community decisions will be organized using voting based on smart contracts. Such votes will be able to approve unlocking reserves, changing rules for club members, or other changes affecting the community.

A minimum threshold for the successful initial sale of tokens will be set. Also, several thresholds will be set, and if any of them is not reached, the funds received in excess of the previous threshold will be automatically returned to the wallets of the senders. These tokens will be added to the volume of tokens at the next sale. If the maximum threshold is reached, all funds transferred beyond the threshold will be returned to the recipients.

### How to Get ELCoins

The initial sale of tokens will take place between November 19 2017 and December 17 2017 and will be organized on the website: https://elcoin.io. Please register in advance so that we notify you of the dates of sales commencements. The last similar ICO were completed within a few minutes after the launch. Having registered in advance you are guaranteed not to miss the date of the sale commencement.

After completing sales, you can easily open an ElCoin account using the publicly available Ethereum wallet. Since ElCoin is a fully decentralized system, it uses peer-to-peer technology to ensure decentralization. The network itself will be able to provide access to the released ElCoins token, working from anywhere in the world, at any time, thus ensuring the 24/7 continuity of transactions.

After the closure of sales, interested participants will be able to buy or sell tokens on exchanges, in accordance with the laws of their countries.

All transactions will be protected by advanced cryptographic technologies, and the integrity of the blockchain will be provided by effective and ASIC secured algorithms, based on the "proof of stake". This unique model will allow us to accelerate transactions and provide the required level.

The goal of ELIS is to support the current crypto currency community. We will seek to maintain and increase the cost of the ELC token. We also do not want our sale to affect the cost of Bitcoin crypto currency, so we will be extremely cautious in converting tokens into fiat money to pay our expenses. We will distribute such conversions over time and between different crypto currency exchanges and the crypto currencies. This will minimize the risks associated with the cost of the ELC token and other crypto currencies.



# **PROJECT TEAM**



Sergey Konoplev

Scientific and Production Enterprise ELIS.
Managing Director. Inventor and developer
of devices. Founder of the company in
Russia. Member of the Academy of Natural
Sciences. Member of the International
Academy of Authors of Scientific
Discoveries and Inventions. Patentee.
Author of many books, manuals and
methodical recommendations.

### Founders



**Dmitry Abramov** 

Scientific and Production Enterprise ELIS.
Head of the European Headquarter.
Msc in Management Science.
PhD candidate in the field of Theory of
Decision-Making.
Used to work as development manager at
DB Schenker.
Has essential experience in managing big
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Nikolay Dulin

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Responsible for development
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Economist, Project Manager,
Developer of finansial technologies in
banking, state and investment areas.
Founder and General Director of the group
of companies under the brand
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Has essential experience in big project
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### Advisors and Partners



Alexander Aftandilov

Prof., MD. Cardiologist. Author of more than 230 scientific works. Among his students there are more than 40 Doctors of Medical Sciences. Member of the European Society of Cardiology. Russia.



Kostantinos Kapelas

Msc. Founder of Totalhealth Clinics. Holistic Health Practitioner and Bioresonance Therapy. UK.



Nikolas Chatzibalassis

Elismed clinics, owner, senior health specialist. Msc at Aristotle University of Thessaloniki. Bulgaria and Greece



# PROJECT TEAM



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Raisa Tatarintseva

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Russia



Flura Gilmutdinova

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Member of the European Association of
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Lithuania.



Igors Bickovs

MD. Chief Specialist, Doctor of Natural Medicine. International Center for Health Innovation. Lithuania



Nikolajs Nikolajevs

Prof. MD. Latvia. Head of clinics for Acupuncture and Chinece Medicine (Latvia). Vice President of Pan European Federation for Traditional Medicine. Member of The World Club of 100 Leading Professors (Cambridge, UK). Co-founder and Director of International Association of Integrative Medicine (IAIM, USA). Author of more then 300 scientific works, 7 monograms, 14 inventions.



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Czech, Slovakia, Slovenia, Romania and
African region.



# **PROJECT TEAM**



Lukasz Nowaczek

Director of Pharma Complex Solutions Sp. Poland. Partner in Poland.



Iain Michael William Tozer

Coach and CEO within the international investment. Partner in Spain and Portugal.

### Partner scientific organizations



- **Peoples' Friendship** Institute. Moscow. Russia



- University of IOANNINA. Greece



 Aristotle university of Thessaloniki Greece



- Latvian Academy of Sciences Latvia
- Russian Medical Academy of Continuing Professional Training. Moscow. Russia
- Botkin Hospital. Moscow. Russia
- State Medical University. Orenburg. Russia
- State Medical University. Ufa. Russia
- Zaporizhia Medical Academy of Postgraduate Education. Ukraine
- Institute of Higher Nervous Activity and Neurophysiology RAS RF. Moscow. Russia



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ELCoin does not provide any opinion on any advice to purchase, sell, or otherwise transact with ELC tokens and the fact of presentation of this white paper shall not form the basis of, or be relied upon in connection with, any contract or investment decision.

No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of ELC tokens, and no crypto currency or other form of payment is to be accepted on the basis of this white paper.

### **IMPORTANT**

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