

TIPTOP

Every Step Counts!

Get in Tip-Top shape and earn real rewards through movement within a self-sustaining ecosystem.

“Everywhere is within walking distance if you have the time.” – Steven Wright



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Why TipTop?

▶ Embrace Active Lifestyle

Walk your dog. Jog in the park. Hike a mountain.
Stay active.

TipTop allows you to explore the physical world in a new dynamic way. We reward active lifestyle to help you form healthy habits and improve your physical and mental health.

▶ Earn Through Movement

All exercise should be profitable. Period.

TipTop transforms all physical activity into a financially rewarding journey. With us, you can earn passive income simply through movement. Achieve your fitness and financial goals at the same time!

▶ **Limit Your Carbon Footprint**

We are committed to carbon neutrality in Web 3.0.

TipTop rewards movement to help us all reduce our environmental footprint. Our numerous partnerships and green initiatives with environmentally conscious companies demonstrate our commitment to a sustainable way of life.

▶ **Self-Sustaining Ecosystem**

TipTop prioritizes financial project stability above all else.

That is why all purchased \$TOP governance tokens will be subjected to varying amounts of lock-up periods, followed by different percentage monthly distribution periods. Additionally, up to 90% will be burned to shore up the ecosystem.

Why BNB Chain?

▶ Environmentally friendly option

The BNB Chain utilizes the PoS (proof-of-stake) mechanism, which was amped up by using the PoSA (Proof of Staked Authority) network. This hybrid consensus agreement protocol duo enabled Binance to become both eco-friendly and energy-efficient.

In terms of energy consumption, according to Samy Karim, BSC Ecosystem Coordinator, the Bitcoin network consumes around 113.89 terawatts per hour per year (TWh/year), and traditional banking systems consume approximately 263.72 TWh/yr. BNB Chain uses only 1% of their energy consumption combined.

▶ Low fees and high-speed transactions

BNB has some of the lowest fees in the crypto market. The blockchain achieved this by employing the hybrid PoS and PoSA consensus mechanisms. The PoSA protocol is fast and efficient – with its integration, BNB Chain cut the block times and significantly lowered transaction fees.

Moreover, since the PoSA consensus mechanism does not require heavy mining equipment, it inevitably decreases the overall carbon footprint and the transaction fee. To put this into perspective, BNB can handle a transaction in 3 seconds, while Ethereum takes around 13-15 to verify a transaction. In short, an average BNB transaction fee is 0.29 USD/tx, while Ethereum's is around 1.511 USD/tx.

▶ **Incredible versatility and scalability**

BNB Chain is already the largest crypto trading platform in the world, with numerous cryptocurrencies flowing in and out of this blockchain. Nevertheless, BNB has recently announced a new scaling technology, zkBNB.

It's a scaling rollup network technology built on top of BNB to act as Layer-2 for the blockchain. According to the BNB founder Changpeng Zhao, zkBNB will significantly advance and secure blockchain infrastructure for Web 3 dApps.

TipTop Features



Decentralized Move-To-Earn app

Amp up your fitness levels and income with every step.



Unique digital collectables

Choose different types of shoes and sneakers to maximize your earnings.



Different shoe and rarity types

Choose a shoe type that fits your pace best – the higher the rarity level, the better your earn rate.



A straightforward shoe level-up system

Stay active and reach new heights – you'll level up automatically, increasing your base stats.



Shoe merging

Everyone has an equal chance to improve – merge two shoes of the same tier into a single higher-tier shoe.



Premium shoe

Try out the game hassle-free without buying special shoes.



In-app Marketplace

Purchase digital collectables, water, loot boxes, and shoe stats boosting items.



Dual Token Mechanism

TipTop utilizes two tokens: TIP – main game utility token, and TOP – governance token.



Self-Sustaining Ecosystem

TipTop encourages the reduction of our collective carbon footprint one step at a time.



Fairness of Play

Every player has an equal opportunity to level up and max out their stats to maximize rewards, regardless of how much you contribute to the project.

Our Story

- ▶ **TipTop is the brainchild of two ultra-competitive brothers who were always really into walking.**

Our friendly rivalry was silly at first. We challenged each other to reach some speed, altitude, or distance. We became “sneaker junkies,” collecting and experimenting with different brands to up our performance. Our hiking competitions became the perfect distraction from what day-to-day worries we had to deal with as young crypto entrepreneurs.

When the world stopped in 2019, and we had nowhere to go – we simply kept on walking. TipTop is the most innovative version of our brotherly competition that has kept us in shape throughout the pandemic and brought us closer than ever before.

Our Vision

We believe that exercising or running errands is an underrated source of passive income. TipTop was created to monetize this opportunity and reward users for movement and the pursuit of their fitness goals. TipTop gamifies fitness to promote a more active lifestyle among Web 3.0 enthusiasts and help reduce the industry's carbon footprint.

Crypto Winter

The advantage of launching in the midst of a crypto winter is that it has given us time to analyze the market and focus on meaningful development work, tailoring our app to the actual needs of those within the Web 3.0 community. Remember, winters don't last. Although they may be harsh and unpredictable, they are an integral part of the crypto ecosystem as a whole. Regular price corrections help weed out inefficient projects that fail to deliver. That is why we have implemented additional financial measures to ensure that our ecosystem is self-sustaining and can withstand short-term price fluctuations.

Joining TipTop

Step 1: Download the TipTop App

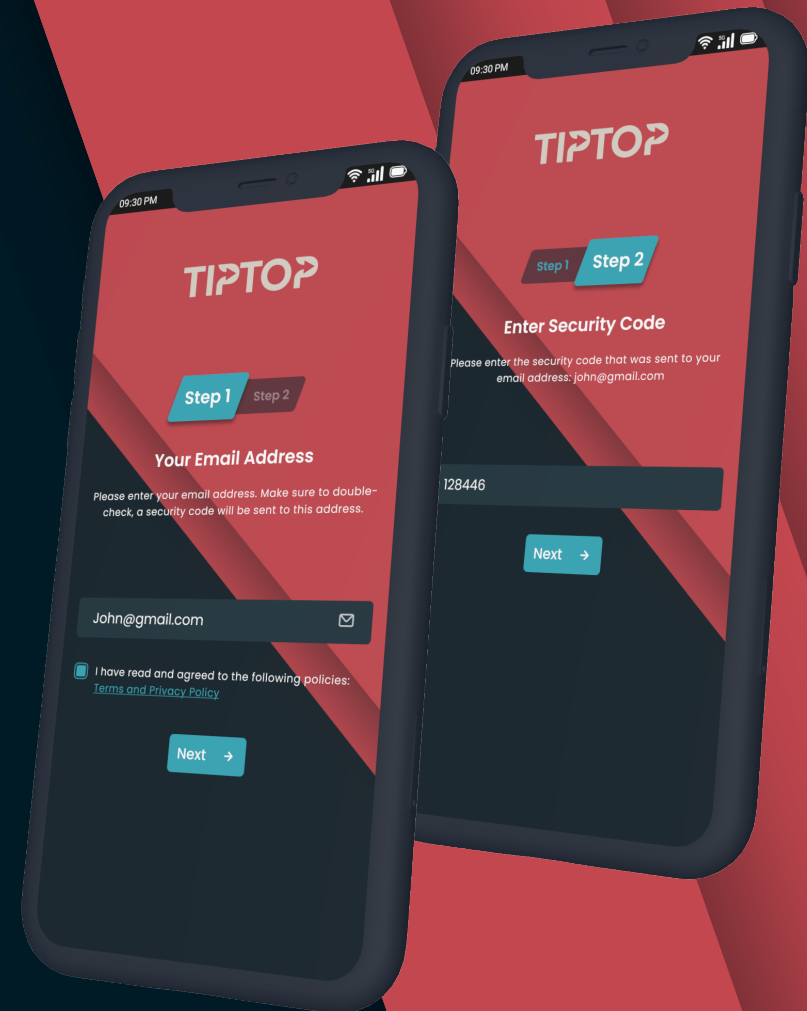
You can find the app on Google Play or Apple Play Store.

Step 2: Register an Account

By registering, you agree with our Terms and Privacy Policy.

Step 3: Move to Earn

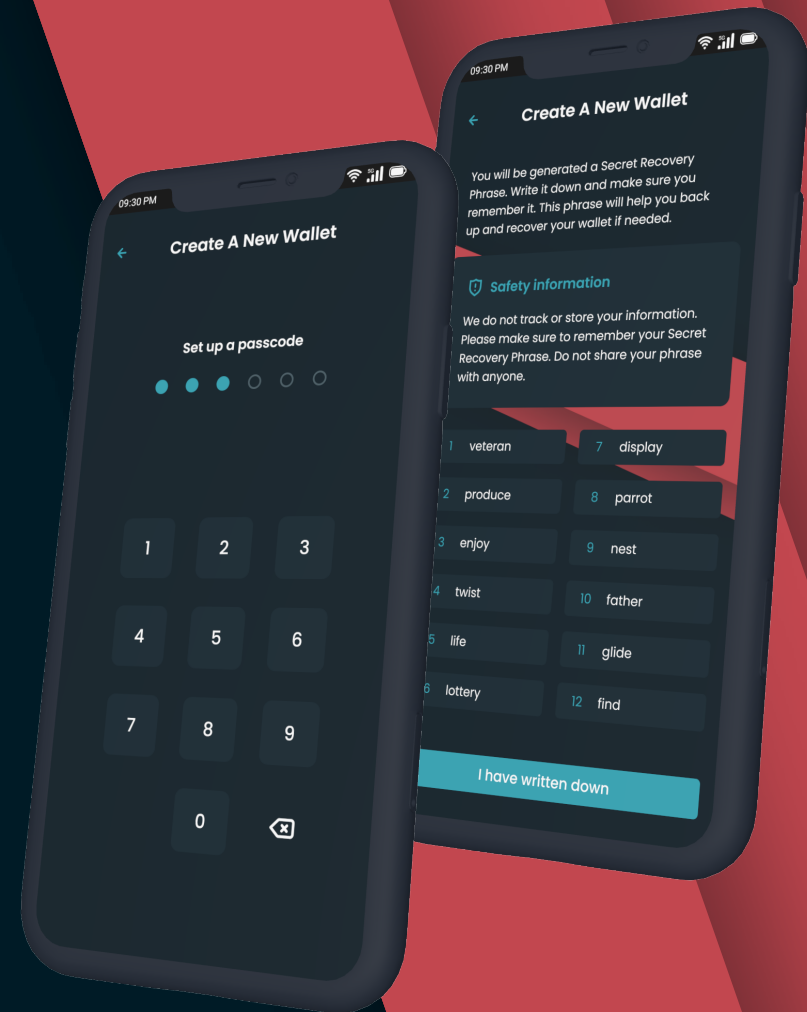
Put on the Premium Sneaker and give TipTop a try!



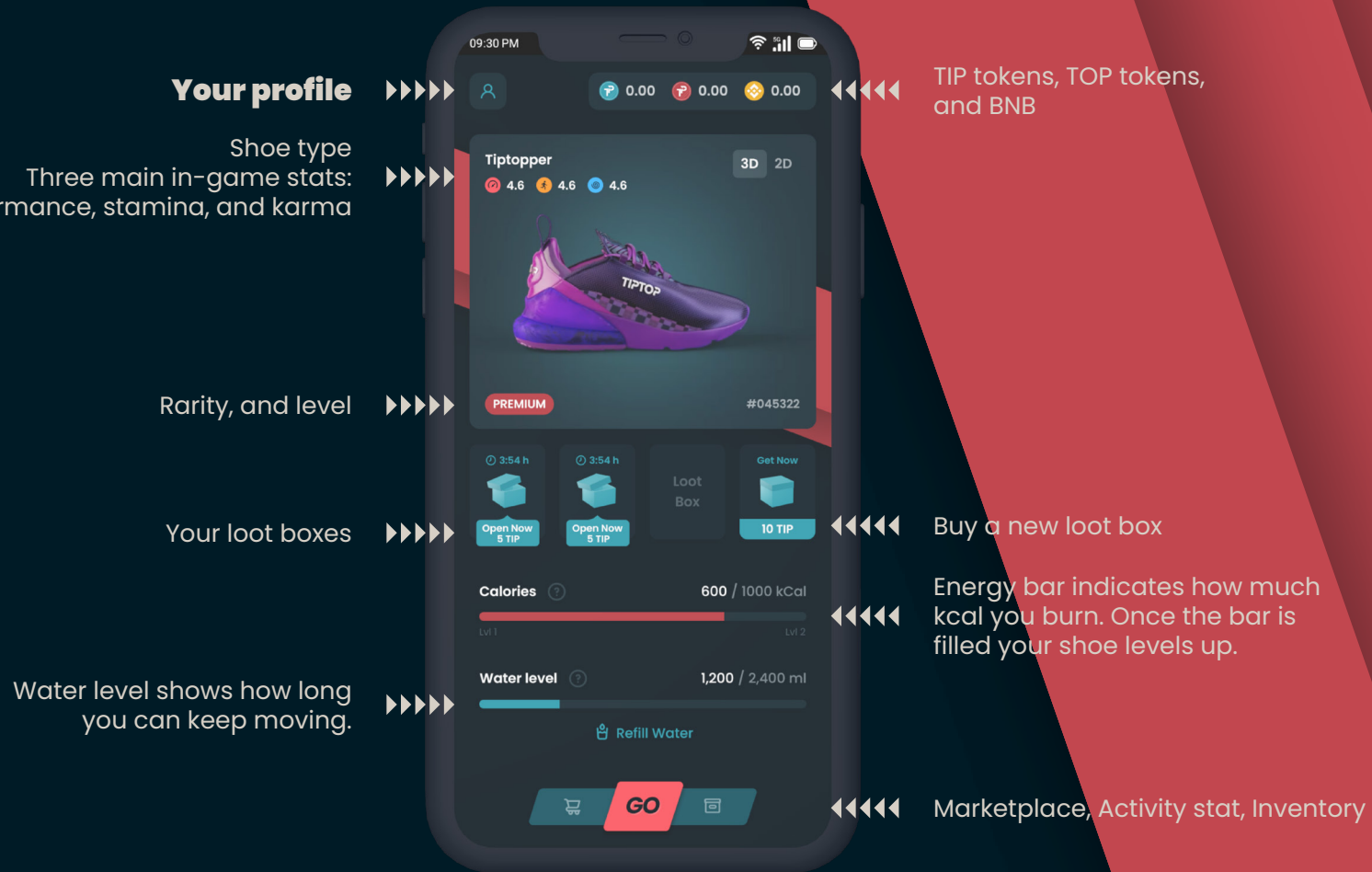
TIPTOP

Generating Your Wallet

- ▶ To **create a new wallet**, go to your **profile** and tap on **Wallet**. When creating a new wallet, you'll be asked to set up a **passcode**.
- ▶ The **passcode** will be used to access your wallet.
- ▶ In the last step of creating a new wallet, you'll be generated a **Secret Recovery Phrase**. Make sure to remember it!
- ▶ This phrase will be used to back up or **recover your wallet** if needed. Or, if you'll ever need to **import your wallet**, you'll need this phrase.



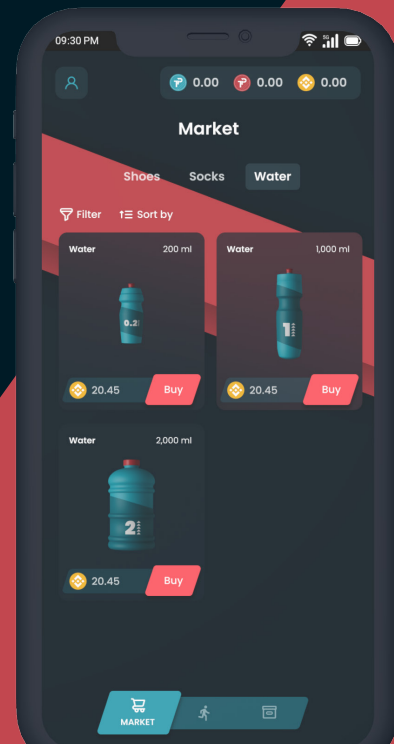
Navigating TipTop



TIPTOP

TipTop Marketplace

TipTop has an in-game Marketplace where you can purchase different level and rarity shoes, upgrade socks, and water. The Marketplace structure is simple and easy to navigate – switch between items, apply filters, or sort out items by latest, price, or type.



TIPTOP



Digital Collectibles

Tiptopper

1-6 km/h



Walker

3-8 km/h



Jogger

6-14 km/h



Runner

10-22 km/h

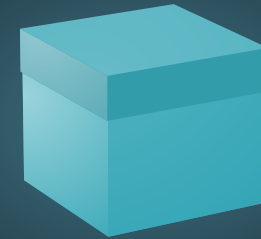


Loot Boxes

Loot box

The loot box will be distributed randomly by the system. To open it, you'll have to wait for a period of **12 hours**.

If you want to get the contents of the loot box faster, you can do so with **TIP tokens**.



Mystery loot box

You can get the mystery box by tapping on the loot box item down below your shoe.

Unlike the normal loot box, there's no waiting period or token fee to open it.

Simply purchase the mystery box, and you're good to go.

- ▶ **Both loot boxes contain various items:** different water containers, socks, TipTop tokens and even shoes. The chance to get these items varies, so be sure to invest in your karma to get better items!



Tokenomics

- ▶ **The TipTop ecosystem revolves around two tokens: \$TIP and \$TOP.**

TIP Token

\$TIP is our **utility token**, used to purchase in-game items like loot boxes and water (restores energy).

Ways to earn:

- ▶ As a reward for in-game movement
- ▶ As a reward from loot boxes

\$TIP ensures the smooth functioning of the in-game economy and enables users to explore the virtual world.



TIPTOP



TOP Token

\$TOP is our **governance token** for the TipTop ecosystem used to facilitate community-led project development.

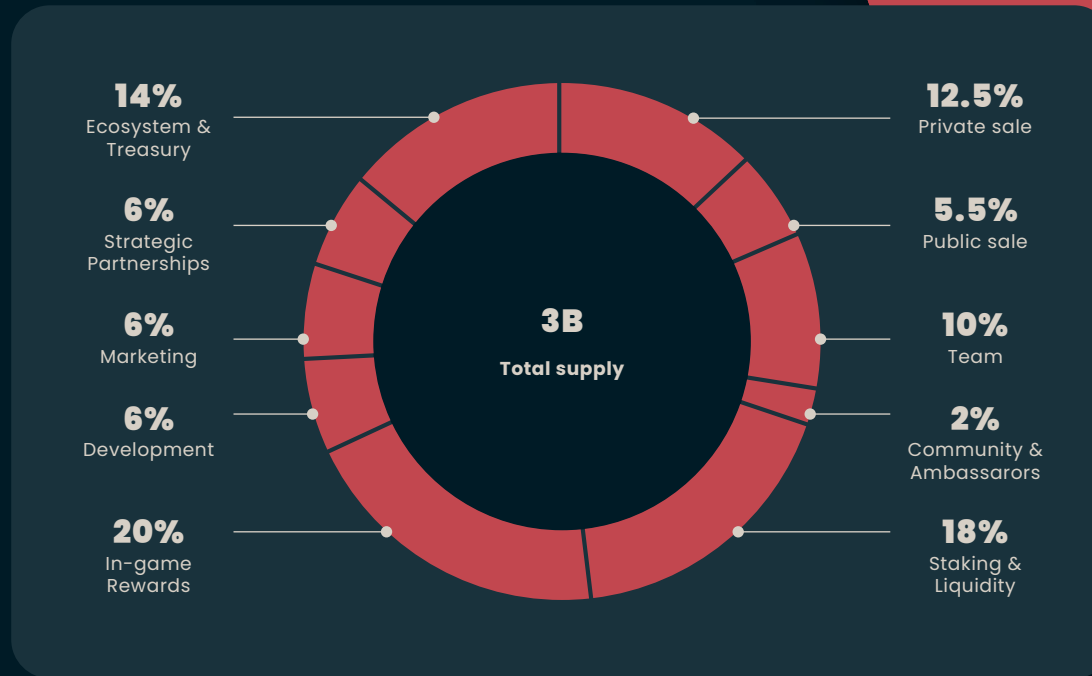
Ways to earn:

- ▶ Token generation events (private sale, IDO)
- ▶ As a reward from loot boxes

\$TOP empowers holders to participate in decision-making, provide direct feedback, and voice suggestions for future development.



Tokenomics – Token Allocation



Note on sustainability:

- ▶ Up to 90% of the \$TIP tokens will be used back in-app item purchases.
- ▶ \$TOP empowers holders to participate in decision-making, provide direct feedback, and voice suggestions for future development.

TipTop Development

TipTop Phase 1

(2022 November – 2023 September)

- ▶ **The launch of the TipTop app, social media channels, the in-app Marketplace, and a TipTop token sale.** In the upcoming months, our main goal for this period will be to deliver the app and get players moving and earning. During this period, we'll also start the TipTop token sale.
- ▶ **Introduction of staking and liquidity pools, multiple languages, and initiation of marketing campaigns.** After the launch of the app itself, we'll focus on reaching new audiences and players by amping up our publicity and creating more opportunities for every player to increase their rewards.
- ▶ **Update the app with a token swap feature and list TipTop on CEXs & DEXs.** We'll continue working on the same agenda of expanding our user base. The token swap feature, in particular, is an important milestone as we seek to streamline the user experience.
- ▶ **Access to movement data analytics, partnership integration with third-party vendors, and collaboration with fashion brands.** We believe that self-improvement and small daily achievements matter and we will update the app with a section dedicated to monitoring player movement data.

TIPTOP



TipTop Phase 2

(2023 September – 2024 March)

- ▶ **Personalized item minting, in-app Ad placements as alternative revenue stream, as well as remote challenges.** After the release of the TipTop app and related updates, as well as supporting features, we'll focus on adding more exciting features and tweaks to the app.
- ▶ **Leaderboards, Ambassador program launch, virtual events with brands and conferences, as well as Online / Offline competitions.** During the second phase of the TipTop app, we'll work on enhancing the game immersion aspect of the TipTop app, bringing more in-game statistics and updates which will add additional incentives for players to reach new goals.
- ▶ **Wearables Gadgets and Wearable Digital Shoes.** Phase 2 of the TipTop app development process will conclude with the introduction of new wearable gadgets and digital shoes. This update will further enhance the UI experience by deepening the connection between the physical and virtual worlds.

Roadmap

2022 Q4

- ▶ App Launch
- ▶ Conferences Attendances Worldwide
- ▶ Marketplace Release
- ▶ Marketing Kickoff
- ▶ Referral Program Implementation
- ▶ TIP Token Issuance

2023 Q1

- ▶ Community Building Boost
- ▶ Representatives Program Release
- ▶ Issuance of TOP Token

2023 Q2

- ▶ Governance Poll Introduction
- ▶ Integrations with 3rd Party Vendors
- ▶ Addition of Multiple Languages
- ▶ Extensive Marketing Campaign
- ▶ Staking Solution for TIP & TOP Tokens
- ▶ Exchange Listings TOP Token
- ▶ In-app Token Swap Release

2023 Q3

- ▶ Feature: Sneaker Renting
- ▶ User Data Analytics Integration
- ▶ Collaboration with Fashion Brands
- ▶ Feature: Minting of Special & Themed Collections

2023 Q4

- ▶ Feature: Personalized Item Minting
- ▶ Events: Remote Challenges
- ▶ Feature: Leaderboards and prizes
- ▶ Feature: In-App Ad Placements

2024 Q3

- ▶ Wearables Gadgets

2024 Q2

- ▶ Ambassador Program Launch
- ▶ Ambassador Hosted Events

2024 Q4

- ▶ Wearable Digital Shoes

2024 Q1

- ▶ Feature: Online / Offline Competitions
- ▶ Virtual Events with Brands and Conferences

TipTop Team

▶ In short? We like creating stuff.

Our team is made up of ambitious, spontaneous, innovative, and dynamic people. When someone comes up with an idea, we look into it. If we like it – we form a plan, gather the right people and start working. There's no in-between.

Developers

The TipTop developers are a selection of experienced specialists from varied backgrounds – from FinTech to the gaming industry. Our senior developers have previously worked on successful DeFi projects, exchange build-ups, and, most notably – play-to-earn blockchain games.

These guys are the backbone of TipTop, developing an immersive app after numerous meticulously thorough test runs. They are constantly working on possible improvements and maintaining top-notch quality.

Marketing

To help better understand the fitness industry, we have brought in former media agency executives who have an impressive track record of delivering large media campaigns. Their experience and invaluable knowledge showed us just how prominent the issue of a healthy lifestyle has become. And more importantly, the significance of social media in spreading the right message to wider audiences.

Community Managers

All of our community managers are people with real-life experience in balancing everyday life with health-improving methods. They know better than most how important it is to stay active regardless of your work and life situation. These experts will be the ones to make sure you're getting the best out of TipTop, guiding you every step of the way and navigating around the key concepts and fundamentals of our app.

Market overview

In 2022, the market is already saturated with FitnessFi gadgets, apps, and solutions. Unfortunately, most are of the Pay-to-Win variety, and users have little to no chance of getting the most out of them without paying a small fortune.

To avoid turning into “just another” app, TipTop developers have come up with a number of features that provide users with real value, engagement, and differentiate us from the competition.

What Makes TipTop Different

Everyone can reach the highest user level simply by playing the game. There is no paywall that prevents anyone, with enough time and dedication, to succeed without spending a dime. You can get started with the Premium shoe and gradually build up to an NFT one for free.

Everyone can acquire digital collectibles as rewards from loot boxes, which can immediately be resold on the marketplace for additional income.

Everyone can acquire our \$TOP governance tokens as a reward from loot boxes, and have their say in the future development of the project.

Everyone can merge their lower tier sneakers into a higher level pair with 100% success rate. There are no hidden success rates involved in sneaker upgrading.

Everyone can continue on their active earning journey simply through refilling their water level. There is no need to wait for the level to recharge by itself.

Everyone can enjoy our unique NFT Sneaker designs and engage in a rewarding earning journey, complete with slick app design and streamlined functionality not found elsewhere.

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