

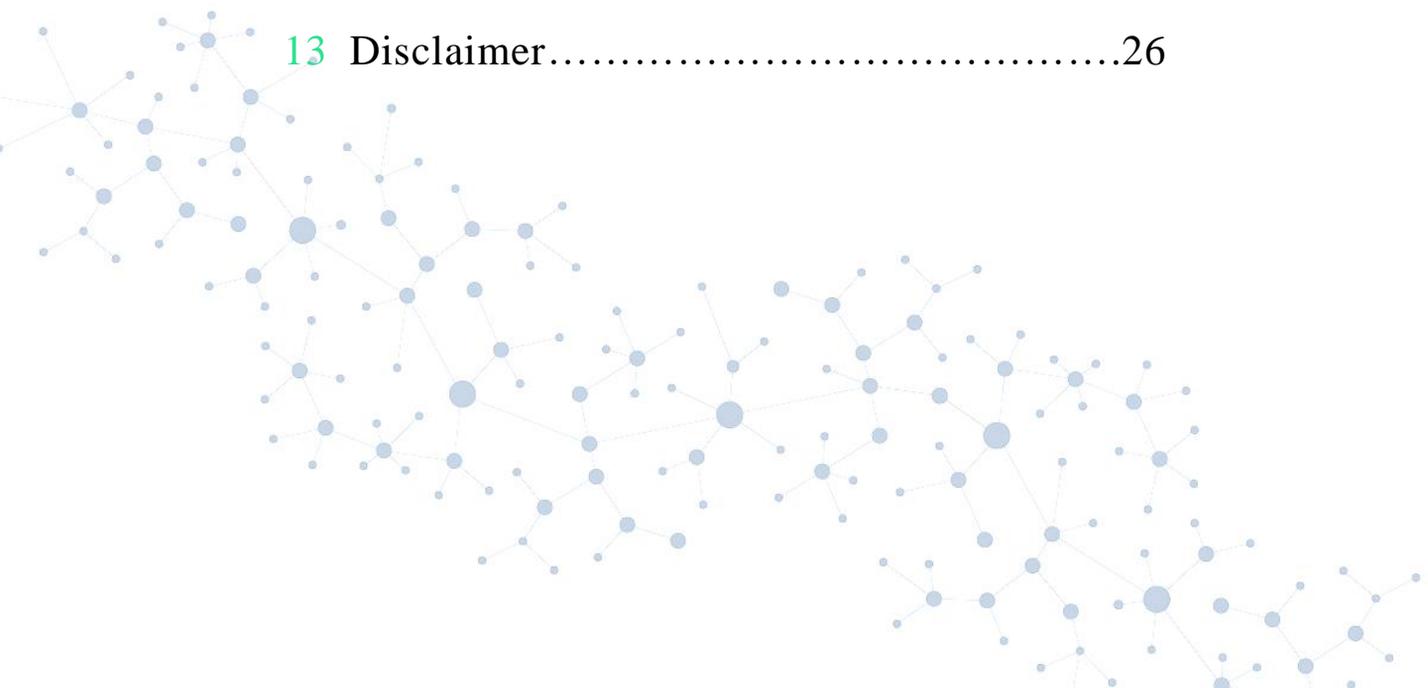


Total
HealthCare
Evolution THE Token

Whitepaper ver 1.2

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01 Letter from CEO

Dear Reader,

Thanks for taking the time to research GenForYou THE Token (GFYTT) and to read our Whitepaper. This is the culmination of hard work and dedication from our team here at GenForYou THE Token. We would like to proudly share our vision with you.

As an R&D researcher and former senior member of Sales and Marketing management in Siemens and Infineon, I have successfully developed a number of future-oriented worldwide businesses. In South Korea, I successfully managed two of the world's first country-based projects, namely the Contactless Fare Collection for buses and subways; and VDSL modem deployment with Korea Telecom. It is in my DNA, to develop and to create future-oriented applications leveraging on the great potential market in smart devices. With my experience and industry network, I am well-positioned to develop and deploy a total healthcare mobile platform with GenForYou THE Token. I now wish to share the extremely promising business value proposition of GenForYou, which will provide the world's first smart platform linking users with healthcare providers and insurance companies.

*Our visionary and vastly competent team comprises leading R&D engineers, highly qualified doctors, software developers, and specialists in blockchain technology. The diverse backgrounds of our team members, coupled with our unity of purpose, will create a holistic, smart platform in healthcare solutions. The GenForYou THE Token team is committed to developing and deploying a revolutionary total healthcare platform delivering a global, positive impact. Our mission is: **To provide a total healthcare platform in smart mobile networks for everyone in the world, thereby offering convenient services, leading-edge solutions and profitable value to all stakeholders in an integrated healthcare eco-system.***

Through our apps, you will be empowered to engage in a more comprehensive total healthcare experience, such as accessing your own health records on your mobile device, or conducting a consultation via webcam with a doctor anywhere in the world and improving the quality of your life. We invite you to participate in this amazing and enriching journey to develop, to use, to cooperate with and to realize our total healthcare business platform. Please continue to follow and support us here at GenForYou THE Token, so that we can truly make a significant difference in the global healthcare industry.



*Yours faithfully,
Song-Kug Im*

CEO, GenForYou

02 Executive Summary

Built on permission-based Hyperledger Fabric, the GenForYou platform (Health Chain) gives users control over which data they share with others. For each item of medical data that is recorded on GenForYou’s (GFY’s) distributed ledger, users can authorize varying access levels to different entities, at their discretion. The data they share is also secured by the underlying blockchain technology. Users may give conditional access to healthcare agents such as doctors, hospitals, laboratories, pharmacists, and insurers, and can be sure that their data won’t fall into the wrong hands. The GenForYou Health Chain ensures secure, fast, and transparent exchange and usage of DNA and medical data with all cooperating hospitals and companies. Players in the healthcare industry can develop applications using data purchased from the GFY data marketplace, where users can buy and sell health data stored on the GenForYou Health Chain. They can also receive assistance from the GFY team to synchronize the data on their application with the GFY Application, built by the GFY team to provide a complete healthcare solution to users. The GFY App will enable users to control all their health information in a single application, readily access healthcare services, and freely share or even sell their information to cooperating medical institutions and laboratories. GenForYou THE Token, that powers the entire GenForYou Ecosystem, will incentivize users’ participation, and their accumulated health data on the GenForYou Health Chain will encourage various players in the healthcare industries to join the GenForYou Ecosystem.

By empowering users, the GFY team will be at the forefront in building the future of healthcare.



Fig 1. GFY mobile app and smart watch app

03 Problems of the Conventional Healthcare Market

A common problem in data management systems for health data, whether generated within or outside hospital walls, is that it is independently generated and controlled by each service provider. Here are two key problems associated with the practice of centralized healthcare data management.

Ineffective health data management system

At the moment, there is no secure and efficient way to get access to patients' health data from one place. This complicates matters for both patients and doctors. Large amounts of medical data scattered among various healthcare providers and health solution providers makes it difficult for patients to keep track of their health records. Patients have to manually keep track of prescribed medicine, online lab results, sleep patterns, and fitness routines. Depending on the severity and complexity of a patient's illness, the absence of a complete health record could limit a doctor's understanding of a patient's health status. As a result, it could be challenging for doctors to offer comprehensive diagnoses and treatment plans to patients. This indicates the need for a comprehensive health data management solution.

Data Privacy and Security

Medical records generated within hospitals are highly sensitive personal data, and thus are subject to strict privacy regulations. On the other hand, while user-generated data on mobile applications can contain personal data equally sensitive to that kept by hospitals, many app developers tend to have a less strict attitude toward the protection of health data privacy. One of the causes may be that not all telehealth and mobile health (mHealth) app developers are subject to privacy laws, as regulations lag behind technical innovation. Another cause could be a sheer lack of awareness towards data privacy. Whichever it is, more than a few developers have displayed negligence in their handling of data users' health data. The incident of an ovulation tracker app, an mHealth app with over 90 million users, sharing users' sensitive personal information with Facebook illustrates how data can be misused by app makers without users' knowledge. Data privacy issues arise mainly from the manner in which data is stored. It is stored and maintained centrally by servers of app providers or traditional healthcare providers. This not only leads to privacy breaches, but also makes data security vulnerable. Control over data should be given back to patients and users.



04 GenForYou as a Solution

The GFY Total Solution Healthcare App, the next-generation healthcare app developed by the GFY team, will overcome the two prevailing problems within the healthcare industry. The GFY App, along with its security solution, GFY Health Chain, will be a big leap forward from the healthcare apps released by ‘A’ and ‘S’ corporations.

With the GFY App and Health Chain, the GFY team offers a comprehensive solution for the health and wellbeing of users, enabling patients to keep track of their personal health records by importing and synchronizing data from multiple sources. It also offers users access to healthcare services such as genetic testing and virtual care.

A comprehensive solution to health data management

Using the GFY Application, users can collect and keep track of their health data derived from various sources, including traditional healthcare providers and emerging mobile health solution providers. The app enables users to create a fully indexed record of all patient health information, monitor changes in their health status, and secure all the data on a distributed ledger.

Giving patients the right to control their medical records

On the GFY Application, users have full access to their data and can assign access to various healthcare providers. Data privacy is ensured, as users can authorize varying levels of access to different entities. Hence, no individual, or research institution, or private business interested in obtaining users’ health information will be able to read or write on users’ data without their consent.

Data exchange powered by blockchain and its native token, GFYTT

Data generated in and out of hospitals are recorded on the GenForYou Health Chain, a health ledger powered by blockchain. Users can retrieve the data on the GFY Health Chain by using the GFY App, and use the app to share their data with healthcare providers. They can even sell their data to third parties seeking authentic healthcare data. In return for their data, users will receive GFYTT, which can be used to pay for premium services offered on the GFY App.

Note: Users’ consent is required to record data on the Health Chain, and external data sources are limited to partnered healthcare providers and other tech firms.

05 GenForYou Total Healthcare App

Overview

The GFY App is a comprehensive healthcare solution powered by blockchain. It integrates users' health data from disparate sources, ranging from traditional medical records from partnered healthcare providers to data generated from mHealth applications. It also offers various healthcare services and products of partner firms participating in the GFY Ecosystem.

The GFY App makes health data accessible, shareable, and secure. Users' medical data is safely encrypted and stored on a distributed ledger based on blockchain, and it can be accessed and shared on the GFY App, using a fingerprint. As they have full control over their data, users can authorize varying access levels to different medical entities. In addition, they can sell their data to medical laboratories, pharmaceutical firms, and marketing firms in the data exchange marketplace, receiving GFYTT in return. With GFYTT, users can buy a number of healthcare services and products on the GFY App.

App developers in the healthcare industry can participate in the ecosystem with GFYTT. While they can develop a standalone application with the data purchased from the GFY data marketplace, they can also receive support from the GFY team to integrate their application into the GFY App. GFYTT is required to access the GFY App and is designed to be burnt immediately after being used to access the application.



GFY Genomics



Personalized Genomic Healthcare

GFY Genomics gives users the opportunity to find out whether or not they carry any genomic defects that could lead to disease. Instead of having to find out about diseases at the last moment, or having to visit different hospital departments to identify the cause of pain that has perhaps persisted for years, users can access GFY Genomics as an alternative and simple way to understand personalized genetic health. Although it depends on the type of test, DNA tests can be as simple as sending a cheek swab or a saliva collection tube. Based on their test results, users can better understand their own bodies and make better informed health decisions.

Genetic analysis for everyone

GFY Genomics connects users to various genetic testing firms. These firms are labeled as A, B, and C types, categorized on the basis of degree of completeness and price. Class A includes institutions that provide users with the most comprehensive information about themselves, while Class C includes the most affordable genetic tests. Class B firms fall between A and C in both price and comprehensiveness. Users with different needs can choose the company that suits them best, to find out about their ancestry, for example, or detect early warning signs of disease. They can opt for direct-to-consumer genetic testing types that are convenient and affordable, or more comprehensive and more expensive tests that involve medical professionals. With these tests, users can find out their chances of developing a particular genetic condition, or detect whether a specific mutation is present in their body.

GFY Health Data

1. User-centric interface (customizable interface)

GenForYou Health Data is a visual representation of users' personal medical records. Users can click on each health icon to view their vital signs, lab results, diagnoses, treatments, and other health data. The 12 icons are customizable; users can drag and drop different health icons to change their default settings. Other mobile applications can also be interoperable on the GFY App, as data can be synchronized and displayed as an icon on GFY Health Data.

2. All-in-one Healthcare Service

GFY Health Data integrates various health data from multiple sources into a single application. It was designed to help users to be proactive about their health. Its intuitive design helps users keep track of scattered medical records in a single application. By using GFY Health Data, users can create and maintain a healthy lifestyle. They can also provide their doctors with their full medical history simply by sharing data on GFY Health.

In each health icon, users can keep track of their vital signs, including heart rate, body weight, and sleep cycle, and freely access their diagnostics from their doctors. Some health icons are focused on preventing or monitoring specific diseases, such as cancer and diabetes, and gynecological conditions. A food tracker and recommended fitness plans are also integrated, to help users build and maintain healthy habits. Users can also keep themselves informed about the latest health-related information, with health icons delivering the latest news on healthcare.

* While most health icons are under development or scheduled to be developed by the GFY team, some applications will be co-developed with other healthcare firms or related professionals.



GFY Care

1. Intuitive Reservation System

Making appointments with healthcare professionals can be done easily on the GFY Application, as we are partnered with a number of medical institutions around the world. By clicking on their country of residence, users can browse through a list of medical institutions in their country and select a hospital. The simple and intuitive GFY reservation system will help users to manage multiple appointments at different hospitals and reduce wait times.

2. Virtual Care

GFY increases patient care accessibility through virtual care. Medical consultations are available 24 hours a day, seven days a week, and users can schedule appointments with trusted healthcare professionals. A couple of clicks will enable users to receive diagnoses from their doctors on conditions such as flu, respiratory infections, and headaches. Patients with a chronic illness can better manage their condition by consulting with GFY doctors, without having to travel. The same goes for patients living in rural regions or less developed countries that lack quality medical services. These patients would not have to travel far to visit their doctors, but can instead receive care at home. GFY doctors using live cam to consult with their patients can offer closer care by regularly checking their patients' condition. They can also refer to the health records shared by patients, so as to have a more comprehensive understanding of their health status and provide more accurate diagnosis and treatment.

* An application on telemedicine is currently under development and will be launched soon by the GFY team.



3. Blockchain-based Personal Health Record

GFY Health Chain is a blockchain-powered platform that stores and updates health information. By using the GFY App, users can securely store, view, and share their personal medical records on the GFY Health Chain. As user data is stored on an immutable ledger, users can be sure that their data will not be unknowingly shared with third parties. In addition, unlike conventional practices where healthcare data is controlled and managed by healthcare providers, GFY users are given full control over their own health data. Without users' authorization, no specialist or medical professional can read or write on users' data. If users are willing to share or even sell their data to healthcare providers, they can contribute to developments in the healthcare industry by giving access to their data for clinical trials or new drug development.

GFY Mall

The GFY Mall is a marketplace offering a wide variety of health-related products. The mall will be presented in the form of electronic catalog, with users able to swipe through pages that show product images. They can click on individual images to view the products in more detail. While the mall will expand to include items not related to health, its initial focus will be heavily focused on health products, divided into the following categories: Wellbeing Food, Drink, Healthcare Functions, and Health Kits.



GFY Exchange

The GFY Foundation will launch the GFY Exchange, for all users to buy and sell GFYTT and exchange it with various cryptocurrencies.

The GFY Foundation will be contractually obliged to list all cryptocurrencies issued by participating firms, and all cryptocurrencies issued by participating firms will be traded against GFYTT on the GFY Exchange. Hence, the tokens that users earn on apps released by participating firms can be swapped for GFYTT on the GFY Exchange. Users can also use it to swap GFYTT for other cryptocurrencies issued by participating firms. The exchange also supports fiat-to-cryptocurrency trading pairs, enabling users to buy GFYTT or other cryptocurrencies using fiat currency.



06 GenForYou Ecosystem

Ecosystem

Total Healthcare Platform



Ecosystem Participants

Users

A user is any patient or non-patient interested in contributing to the health revolution led by the GFY team. Users are required to hold at least one GFYTT in order to participate in the GFY Ecosystem.

GFY Developer

Developers are healthcare providers seeking to make use of technology to enhance patient care and wellbeing. This includes existing players in the mHealth market looking for opportunities in blockchain. Developer Community participants are required to pay license fees.

GFY Foundation

This is the organization responsible for issuing GFYTT and allocating GFYTT to ecosystem participants. It is also in charge of providing technical assistance to participants in the GFY Developer Community.

07 Token Economy

GFYTT Use Cases

GFYTT, issued by the GFY Foundation, is a utility token that powers the entire GFY Ecosystem. GFY Ecosystem participants can use GFYTT for the following purposes:

1. GFY Family Membership
2. GFY App activation
3. GFY healthcare services and products
4. GFY health data.

1. GFY Family Membership

Individuals and corporations can participate as GFY Family Members by paying the family membership fee, which includes payment for royalty and license fees for the GFY App. Individuals and corporations willing to purchase GFY Family Membership before GFYTT is listed on any exchange will receive GFYTT as a bonus for early participation. For those wishing to purchase GFY Family Membership after GFYTT is listed, GFYTT will be required to purchase the membership, and GFYTT will not be given as a bonus.

Benefits to Individual Members:

- ① Crypto-payback on services or products purchased on the GFY App.
- ② Invitations to conferences, seminars, and other healthcare events.

Benefits to Corporate Members:

- ① Technical assistance in integrating services into the GFY Ecosystem.
- ② Technical assistance in issuing native tokens.
- ③ Opportunities to co-conduct clinical researches.

2. GFY App activation

Users are required to use one GFYTT to activate the GFY App, and all GFYTT used for activation will be burnt. Any Corporate Member may transfer GFYTT to their customers or users, who can use the tokens to activate the GFY App on their individual devices. Handset or tablet manufacturers may purchase GFYTT and pre-install and activate the GFY App on their mobile devices, for their users to freely access the GFY App.

07 Token Economy

GFYTT Use Cases

3. GFY Healthcare services and products

Users can access various healthcare services and purchase healthcare products on the GFY App, using GFYTT.

- **Genetics Test Registration**
- **Virtual Care**
- **Other Healthcare Services**
- **Healthcare Products**
- **Health Kits**
- **Healthy Food and Drink**

4. GFY Health Data

Users can share or sell their data and receive GFYTT in return, and developers can use that data to improve healthcare.

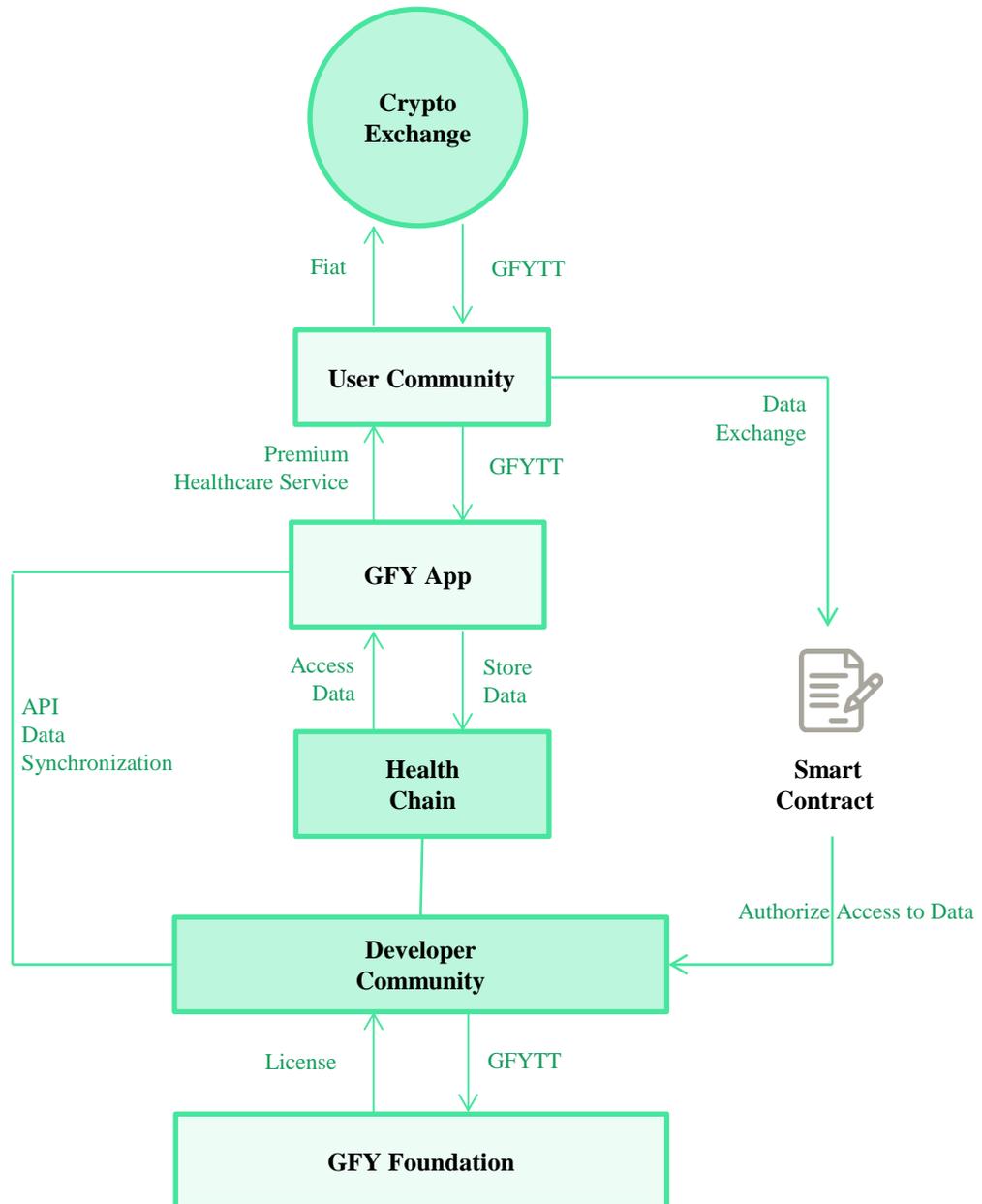
GFYTT for authentic health data

Users willing to sell their data can contribute to better healthcare. By selecting and uploading their data on the GFY Data Exchange, they can provide opportunities for players in the health industry to purchase authentic health data. The artificial intelligence (AI) programmed to match buyers and sellers on the Data Exchange will find interested buyers for users willing to sell their data. Each buyer and seller can negotiate terms, and then proceed with the deal by using self-executing smart contracts to securely exchange data. GFYTT is the only currency used for executing smart contracts on the GFY Data Exchange.

GFYTT to join GFY Ecosystem

Medical laboratories, hospitals, and mHealth app developers seeking to build a promising future for healthcare are welcome to join the GFY Ecosystem. There is a membership fee, which must be paid in GFYTT. Development teams are given SDK and API tools to interact with the GFY App. Developers planning to build new mobile applications or who have existing applications can use the tools to synchronize their app with the GFY App. Other developers can build simpler mHealth solutions that run directly on the GFY App.

GFYTT Flowchart



07 Token Economy

Token Summary

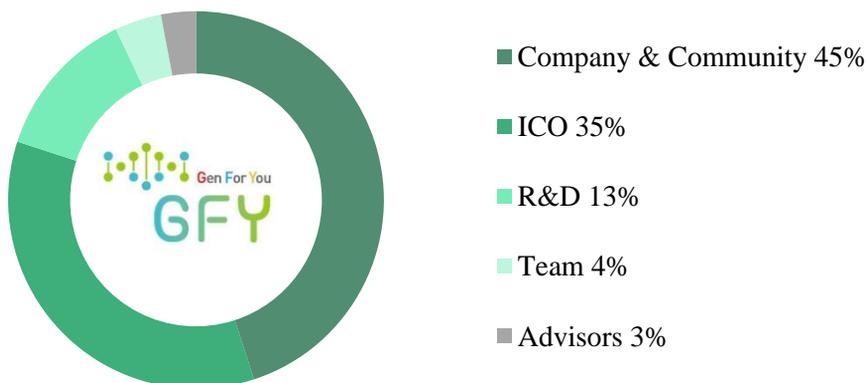
Token Name: GenForYou THE Token

Token Symbol: GFYTT

Max Supply: 6 Billion

Platform: ERC-20

Token Allocation



Token Burn Policy

After downloading the GFY App on their mobile device via an apk file, users can send their GFYTT to the address that appears on the screen. Once a user sends a token to the address displayed on their GFY App, the token's ID and the serial number of the mobile device are matched, and the token is burnt immediately. Thus, with every mobile device that is used to activate the GFY App, one GFYTT is burnt, reducing the circulating supply of GFYTT and contributing to the stabilization of the value of GFYTT.

08 Sales Schedule

NOTE

- *GenForYou license fee and Family Membership price: USD 1.00.*
- *A private presale of tokens will be held for a limited number of investors. Bonuses and lockups will be discussed with large token buyers individually.*
- *One GFYTT is required to activate one GFY Mobile App.*
- *After the ICO period, the token price will be defined by the market price.*

Private Presale

0.9 billion tokens (USD 90,000,000)

For USD 1.00, ten GFYTT bonus tokens will be provided.

USD 100,000: 5% additional promotion bonus quantity = 1,050,000 tokens

USD 500,000: 10% additional promotion bonus quantity = 5,500,000 tokens

USD 1,000,000: 15% additional promotion bonus quantity = 11,500,000 tokens

USD 2,000,000: 20% additional promotion bonus quantity = 24,000,000 tokens

Public Presale

0.6 billion tokens (USD 120,000,000)

For USD 1.00, five GFYTT bonus tokens will be provided.

USD 100,000: 5% additional promotion bonus quantity = 525,000 tokens

USD 500,000: 10% additional promotion bonus quantity = 2,750,000 tokens

USD 1,000,000: 15% additional promotion bonus quantity = 5,750,000 tokens

USD 2,000,000: 20% additional promotion bonus quantity = 12,000,000 tokens

Public Sale

0.6 billion tokens (USD 300,000,000)

For USD 1.00, two GFYTT bonus tokens will be provided.

USD 100,000: 5% additional promotion bonus quantity = 210,000 tokens

USD 500,000: 10% additional promotion bonus quantity = 1,100,000 tokens

USD 1,000,000: 15% additional promotion bonus quantity = 2,300,000 tokens

USD 2,000,000: 20% additional promotion bonus quantity = 4,800,000 tokens

09 Roadmap

2019.09.09 to 2019.11.08
PRIVATE PRE-SALE

2019.11.09 to 2020.01.08
PRE-ICO OPEN

2020.01.09 to 2020.03.08
Public ICO

Q4 2019 – Q1 2020
Mobile App design

2019

Q1 2020
Medical platform integration

Q2 2020
1ST Version Service

Q3 2020
Own Cryptocurrency Exchange

Q4 2020
Official Version Service

2020

Q1 2020
Live Online Shop

Q2 2020
Total Integration Test

Q3 2021
Connect to the World

Q4 2021
Final Version Open

2021

10 GenForYou Team



CEO Mr. Song-Kug Im

Siemens 9 years (World 1st Subway and Bus contactless card in S.K)
 Infineon 7 years (World 1st VDSL-modem project in S. Korea)
 YL Hightech Chairman
 GenForYou CEO



CTO

Mr. Sang-Hyun Kim

Yonsei University, Computer Science
 Hyundai Electronics S/W Developer
 Oracle Korea, Vice President
 InnoBlock Advisor



CFO

Dr. Bu-Kug Im

Prof. in KNU in S.Korea
 YL Hightech President



COO

Mr. Seok-Bin Yoon

IBM, Oracle Manager
 CEO in Open Blockchain Forum

11 Advisors



Legal Advisor
Mr. Won-Hee Cho

University of Texas
School of Law
Lawyer of D’LIGHT



Patent Advisor
Dr. Byoung-Hong Jeong

Doctor D. in PNU
Researcher (A.D.D)
Patent Examiner(K.I.P.O)
Rep. Patent Attorney
(Bestian Patent & Law Firm)



Finance Advisor
Mr. Jong-Ho Bae

Certified Public Accountant
Representative of private
office for tax and acc.
Bachelor of Business
Administration in KNU



Finance Advisor
Mr. Yun-Jae Ryou

Certified Public Accountant
7 years in KPMG Korea
MBA in KNU in S. Korea



Operation Advisor
Dr. Geon-Sub Hyun

Ex-Prof. in Columbia
Mediapowerhouse
President



Business Partner
Mr. Wha-Jae Jeon

Timegate Co. Ltd CEO
ITPlus VP
Samsung SDS Director

11 Advisors



Business Partner
Dr. Jae-Su Kim

Former Minister of AFRA
CEO Korea AF & FTC
Administer RDA



Business Partner
Dr. Ildar Fazulyanov

Tuck School of Business
CEO in Well



Business Partner
Mr. Jong-Wook Chae

Morko CEO
Infineon KOR CEO
Siemens Manager
LG ELEC. Manager



Business Partner
Mr. Young-Seok Son

Samsung Electronics
Country Manager in TI Korea



Business Partner
Dr. Charles Lee

Master Degree in KAIST
CEO in iSoft
Cofounder for CAL Token
CEO in Blockchain Lab



Business Partner
Dr. Kent Kim

Harvard Business Sch.
Founder of Dragon Forum
CEO in AMBLE Cryp Ex.

11 Advisors



Business Partner

Mr. Jong-Yeol Rheem

PRI Automation Korea CEO
 STEAG ASIA Pacific CEO
 V.P. of JT Corp



Business Partner

Mr. Keun-Yong PARK

SECUHIGH CO., Ltd. CEO
 Tupperware Koera IT G.M.
 SAMICK Group IT G.M.



Business Partner

Dr. Sang-On Choi

Doctor D. in TUT
 SEC Master
 GLSI VP
 Sensor Expert



Business Partner

Mr. B M JUNG

Hyundai Electronics
 CEO in Celinx
 CEO in Melper



Business Partner

Mr. Jeong-Ung Yang

Manager in Korea Telecom
 CEO in Credif



Business Partner

Dr. Sang-Don Moon

Doctor
 Head of hospital

11 Advisors



Business Partner

Dr. Sung-Soo Kim

SKKU School of Medicine Mater
Seoul National University
Biomedical Science Ph.D. Candidate
USEB CEO

*** Note**

Every advisor will be asked to sign a "GFY Token Allocation Contract" with GFY Foundation. The contract will include provisions on token allocation or stock option plans for each advisor.

12 Partners



13 Disclaimer

PLEASE READ THIS DISCLAIMER SECTION CAREFULLY. IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX, OR OTHER PROFESSIONAL ADVISORS.

The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. While we make every effort to ensure that any material in this whitepaper is accurate and up to date, such as products, services, technical architecture, token distribution, and company timelines, such material could be subject to change without notice and in no way constitutes a binding agreement or the provision of professional advice.

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This white paper does not include technical details of the GFY Application and Health Chain. The technical paper will be released separately.

