NEOPHARM

Digital Medication Platform

Help us make society more health literate and get rewarded for it.

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Introducing Neopharm

Technology has become an integral part of many areas of our lives, and has taken an important role in medicine. In recent years the global digital health market has grown significantly and the COVID-19 outbreak increased the need for development of healthcare information technology and remote services.

Neopharm is a project where modern technologies and medicine meet. Neopharm is aimed to help simplify the use of medicines and medication instructions and make medicine more accessible and understandable to everyone.

Statistics show that a large percentage of people do not always understand the instructions of medicines, immediately forget prescribed recommendations or lose the medication instructions. Low medical literacy can be potentially dangerous to health.

We want to improve the health literacy of the society with the help of our Neopharm mobile application that will convert complex medication instructions into simple engaging infographics with the key features of the medicine and clear guidelines.

Neopharm is also aimed to build a web 3.0. platform where users will be able to upload and structure medication instructions into several categories in an interactive way.

Users will be rewarded for their contribution.

Uploaded dataset will be used in our Neopharm mobile app.

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Mission

We aspire to become a leading player in innovation and help the world with new technologies in the world of pharmaceutical products.

At Neopharm, we aim to connect digital word and medicine word through a user-friendly platform. Our mission is with the help of technology to make medicine more accessible and understandable for every person. We believe that access to safe and affordable healthcare is a human right. We are determined to increase the health literacy of the population and to support people to take control of their health.

Vision

The health market is expected to grow because of the impact of the COVID-19 pandemic. We aim to be the global innovation leader in the medication marketplace.

A key metric in the fast-paced world of media and information technology is audience. Exactly passionate audience and cryptocurrency enthusiasts help to increase the health literacy of the population and to support people to take control of their health. Our digital solution - mobile application will help to minimize the misuse of medicines and increase public health literacy.

We at Neopharm believe in not just attracting an audience but retaining an audience by creating a medicines platform and medicine application.

With enough education and guidance, there are many opportunities that can be explored through the unity of the audience that spans these industries. Neopharm aims to not just create a platform but also will play an active role in the curation of content on the platform.

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The Problem

Low medical literacy of the society, inability to comprehend and recall complex medical instructions can lead to low adherence to medical practitioners recommendation and be potentially dangerous to health.

Among key reasons:
Language Complexity I Too Small Fonts I Lost instructions

In the European Health Literacy Survey (EU-HLS), which includes meas- ures of all three levels of health literacy - functional, interactive and critical health literacy nearly every second respondent showed limited health literacy. A study on functional health literacy levels across England reports that 42% of working-age adults in England are unable to understand and make use of everyday health information, rising to 61% when numeracy skills are also required for comprehension.

Furthermore, 43% of working-age adults will struggle to understand instructions to calculate a childhood paracetamol dose.

40%	**up to 80**%	**47**%
Patients sustain significant risks by misunderstanding, forgetting or ignoring treatment advice	Of medical information provided by healthcare practitioners is forgotten immediately. The greater amount of information presented, the lower portion is correctly recalled	Americans could not understand written directions to take medicine on an empty stomach

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The Problem

People with low health literacy, compared with the general population:

- are 1.5-3 times more likely to experience increased hospitalisation or death, and are more likely to have depression

- are more likely to struggle with managing their and their family's health and wellbeing, and are thus at increased risk of developing multiple health problems

- use fewer preventative and health promotion services, such as cancer screening and flu vaccinations, and have less recall and adherence to medical instructions and healthcare regimes

- find it more difficult to access appropriate health services, make more use of accident and emergency services and have longer in-patient stays

- have less effective communication with health and social care practitioners and are less likely to engage in active discussions about their health options, potentially leading to their health needs being hidden

There is a common situation in the US.

- Approximately 36% of adult Americans have only basic or below basic health literacy skills.

  - They may be able to read and understand a simple appointment slip or patient education brochure.

  - They would experience difficulty with more complex information such as prescription drug labels or informed consent documents.

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- Only 12% of Americans are considered proficient in their health literacy skills.

    - They have a sufficient level of health literacy to navigate our complex health system, engage in complex medical discussions, and fully participate in managing their health.

The universal precautions approach to health literacy is gaining ground in the US. The idea is to make all health information and health systems as easy as possible to understand and navigate.

The toolkit is designed to help health professionals and partner services take a systematic approach to reducing the complexity of health information and ensure that people can successfully navigate the healthcare system. The toolkit includes a number of strategies to use with all populations, including the much-lauded teach-back method, which involves asking people to repeat back to health professionals what they have just heard as a way of confirming understanding.

Other strategies include advocating follow-up with service users via telephone or written materials between appointments, and a number of approaches to designing easy to understand communication.

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Our Offering
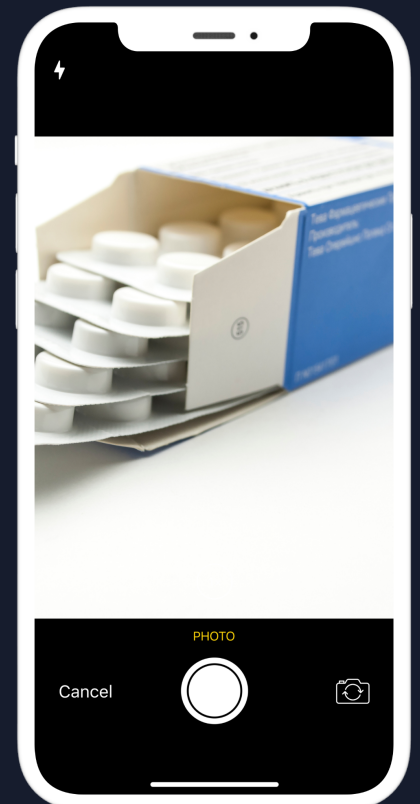
Neopharm Mobile App

A new generation project from ambitious and courageous developers who decided to help the world with new technologies in the world of pharmaceutical products.

Our digital solution is a mobile application that will help to minimize the misuse of medicines and increase public health literacy.

Within the Neopharm Mobile application people can translate complex medication instructions into simple infographics. Key features of the medicine and the guidelines for the use of medicine will be shown in an understandable, clear, easy-to-read form due to engaging visuals and infographics. No more language complexity, too small fonts and lost instructions.

Neopharm mobile application is the easiest way to look up drug information online. Just take a picture of any medicine and all the most important information about the drug will be converted into simple infographics. It is also possible to identify any meds simply by entering the name of the med.

Just take a picture of any medicine

Image Recognition Technology

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Neopharm Mobile App

Key Benefits of Neopharm Mobile App:

- comprehensive online information about medicines medication tracker

- pill reminder

- rating and reviews of the medicines of other users

Demonstrating instructions such as measuring dosages and counting pills is known to be a more effective strategy than providing written materials or reading out instructions.

Repeating health information in different ways also helps to mitigate low health literacy levels.

This type of information is ensuring that health and social care services and information is clear and accessible for all.

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Our Offering

Neopharm Drug Database Aggregation

We are creating our own drug database. Our specialists collect information about each individual drug and manually structure information from medical instructions into several categories.

Based on this database, our Neopharm mobile application provides comprehensible information about the required drug to each user.

Database

In-house database aggregation mechanisms, involving multiple sources and drug registration bodies, targeted to create unique structured dataset.

We will employ **unified ISO Identification of Medicinal Products (IDMP)** standards for aggregated and comprehensive medicines dataset.

Date Input	Data Processing IN-HOUSE	Structured Dataset
Multiple and Large number of Data Sources, Not structured	Re-shape data to single standard ISO, using internal resources	Structured single-format database across broad geography and industry

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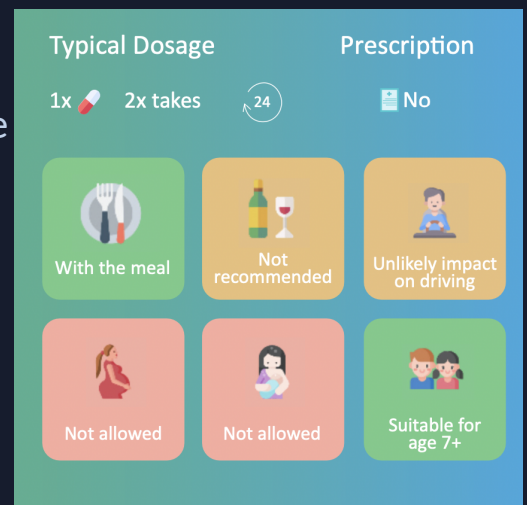
Neopharm Web 3.0 Platform

Together with the mobile application, Neopharm will build a web 3.0 platform where users will be able to receive tokens for their help.

Users will be offered various options for which they can receive tokens. A list of medicines from all over the world will be given.

1. User will be able to find and collect medication instructions for each medicine and upload it to the platform.

2. User will be able to find medication instructions for each medicine and structure the information into several categories that will be offered. (For example, at what age can the medicine be taken? Can it be taken with alcohol?)

After each downloaded instruction, the user will receive tokens. Interesting facts and useful advice about health and medicine will appear after each completed task.

The collected dataset will be further used in the Neopharm mobile application.

Typical Dosage		Prescription
1x 💊 2x takes 24		📑 No
With the meal	Not recommended	Unlikely impact on driving
Not allowed	Not allowed	Suitable for age 7+

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Market Validation

The COVID-19 outbreak is anticipated to have a positive impact on growth of the global digital health market. The COVID-19 pandemic has stressed the healthcare systems in the world and increased the need for development of healthcare information technology and remote services.

> ### The global digital health market size was valued at
>
> **$145,884.3** million in 2020
> and is projected to reach
> **$767,718.9** million by 2030,
> registering a CAGR of **17.9%** from 2021 to 2030.

Digital health is defined as the use of information and communication technologies in the healthcare sector for the management of chronic disease from remote areas. The digital health market includes mobile health (mHealth), wearable devices, telehealth & telemedicine, health information technology (IT), and personalized medicine.

Growth of the global digital health market is majorly driven by an increase in demand for remote monitoring services; rise in funding from private & government organizations for mHealth startup; rise in prevalence of chronic disease; and increase in technology in the healthcare sector. For instance, American Telemedicine Association (ATM) entered into a partnership with the

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UK-based digital health and launched a new resource for evaluating mHealth app.

As per the data published in the Pew Research Center, in April 2021, it was reported that 97% of cellphones and 85% of smartphones are owned by adults in the U.S. In addition, rise in geriatric population who are more vulnerable to chronic diseases fuels the digital health market growth during the forecast period. According to Beijing, in 2019, it was reported that over 180 million geriatric population in China was living with chronic diseases.

Tokenomics

The rapid development of technology has led to the penetration and wider coverage of the internet, mobile communications and smart- phones around the world. The internet has changed how (and where) people think, live, do business, and gain access to entertainment.

Internet-based social networks have revolutionized the way people communicate and interact. Anyone can now post anything they want on the web, thus resulting in the creation of content. The content creation process itself is not the product of a single individual, but that of an audience routing with their attention. This new democracy has given rise to a new class of citizens - the Creators.

They are the future of entrepreneurial scaling, resulting in the formation of an entirely new economy centered around them - the Creator Economy.

The NPH token is a multifunctional value carrier for financial interactions within the Neopharm ecosystem. All calculations on the platform take place through the use of the token on the platform.

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The total supply of one billion (1,000,000,000) NPH tokens will be minted at launch and will be fixed forever. No additional tokens will be minted.

Tokenomics

NPH Token Use Cases

NPH Token Funktionality

Tokens will be awarded if the user just finds and uploads medication instructions to the system for each medication from the list.

Tokens will be awarded if the user manually structures an information from the medication instructions into several main categories.

Staking

We will create a pool for anyone who wants to lock a portion of NPH tokens in return for staking rewards. When users unstake their tokens, they receive their initial staked amount plus a portion of the extra tokens added by the team as a reward.

Purchase of our NFT collection characters, which will provide additional benefits and opportunities. With this NFT character, the user will be able to process more med instructions at a time and get more tokens.

Non-Fungible Tokens, or NFTs, are tokens that can be used to solidify and showcase ownership rights to a unique digital asset. The given technology allows users to prove ownership. NFTs use a secure record that has a unique identification code stored on the blockchain. Having been initially launched as digital collectibles, NFTs are currently being used to represent any type of physical asset, acting as a proverbial "digital twin" of any object in the real world, essentially allowing the ownership and exchange of physical assets within the digital environment.

The NFT marketplace features a broad range of content creators and companies that have been tokenized since the advent of the underlying technology. The assets in question range from popular memes, famous tweets, master posts, real estate, unique artwork, to G/Fs of the NBA's greatest dunks. Both collectors and investors are currently looking for the most promising NFTs for the sole purpose of speculating on their long-term value.

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Token Ecosystem

We Create

We are creating our own medication database with the structured dataset.

We use this data in our mobile application, which helps to make medicine more understandable and accessible through a user-friendly interface, engaging visuals and infographics.

We Build

We are building a web 3.0 platform where users can help us collect and upload information about various medicines from around the world and structure it.

We will be able to use this information in our mobile application. Users will be rewarded with tokens for their contribution.

We Collect

The more people from all over the world help us collect medication dataset, the more functional, complete and effective our mobile application will be.

More people - more dataset - more tokens

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Token Allocation

Vesting	Token Price	Tokens Total	% of Tokens	Total Raise	TGE %	TGE Supply
Seed	0,020	20 000 000	2%	400 000	0%	0
Private Sale	0,030	120 000 000	12%	3 600 000	0%	0
Public Sale	0,050	10 000 000	1%	500 000	30%	3 000 000
Team		100 000 000	10%		0%	0
Advisors		100 000 000	10%		0%	0
Staking		150 000 000	15%		0%	0
Liquidity		10 000 000	1%		100%	10 000 000
Ecosystem		340 000 000	34%		0%	0
Marketing and Partnership		150 000 000	15%		1%	1 500 000
Total		1 000 000 000	100%	$4 500 000		

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Release Schedule

Seed	1 month lock up, then linear vesting every month over 15 months
Private Sale	1 month lock up, then linear vesting every month over 10 months
Public Sale	30% TGE, then 30% after 30 days and 40% after 60 days
Team	12 month lockup, then linear vesting every month over 24 month
Advisors	12 month lockup, then linear vesting every month over 24 month
Staking	1 month lock up, then release on demand
Liquidity	100% unlocked at TGE
Ecosystem	1 month lock up, then linear vesting every month over 48 months
Marketing and Partnership	1% TGE, 99% linear vesting every month over 20 months

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Staking

Staking is the process of locking up tokens in order to obtain rewards or earn interest.

To start staking, you will need some NPH tokens and also need to have some Binance Smart Chain (BSC) in your wallet to cover the transaction fees. The recommended amount is 0.1 BSC.

Once you have everything in place, log onto our staking application and connect your wallet. You ll see your NPH token balance in your wallet in the My Balance section and can now decide how many of those you want to stake. You have the option of staking all of your tokens or a minimum of 2000 NPH.

Once you click on Stake, you will have to confirm the transaction in your wallet. It is the same process when you click on Unstake to collect your NPH. After the approval, the amount you staked will be displayed in the My Balance section.

To claim your full reward, you will be expected to lock your NPH token in for an agreed period of time.

When you unstake your tokens, you receive your initial staked amount plus a portion of the extra tokens as a reward.

If you unstake before the staking window closes, you will need to pay a penalty on top of your rewards.

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Roadmap

Q1 2022
✔ Product Idea and Concept Formation
✔ MVP
✔ Data collection for drug database in EU Preparation for fundraising

Q2 2022
- Awareness Marketing Campaign
- IDO
- TGE
- Release of exclusive NFT Collection

Q3 2022
- Development of Web 3 0. Platform
- Launch of Neopharm mobile application with main functionality
- Staking

Q4 2022
Neopharm mobile app update. Additional features will be added:

- Online doctor
- Pill Reminder & Medication Tracker
- Medication Marketplace
- Emergency Button

Q1 2023
Colonising Metaverse.

- Online Pharmacy
- Charity Events

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Team

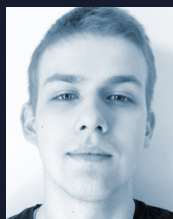### Eugene Fedyanin

CHIEF EXECUTIVE OFFICER

20+ years of C-Level experience in FMCG and Medical Device Manufacturing, managed up to 100 mEur annual revenue, EMBA

Alexandrs Perevajs

CHIEF TECHNOLOGY OFFICER

10+ years in IT and financial sector. Experience in iOS and Android applications development

Arsenijs Recs

CHIEF PRODUCT OFFICER

3+ years of vision and development of IT projects UX and iOS Developer

Dionisijs Markovs

CHIEF FINANCIAL OFFICER

10+ years of experience in banking and FinTech sector. Serial Entrepreneur
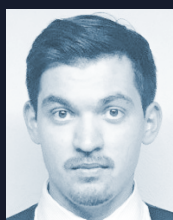
Jeroen Weites

CHIEF OF STRATEGIC DEVELOPMENT

30+ years of international pharma management experience, including Sanofi, Genzyme, Pfizer and B-MS, strategic market development, with $1bn+ turnover under responsibility

Viktorija Harpova

LEGAL COUNSEL

5+ years of experience in legal support of innovative IT projects

Maksims Baikovs

CHIEF SALES OFFICER

7+ years experience in banking sector and financial consulting

Valeria Davina

CHIEF MARKETING OFFICER

5+ years of experience in marketing and advertising

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