

SR PROJECT

The background of the entire page is a dark blue gradient. Overlaid on this is a complex network of orange nodes and lines. The nodes are small circles of varying sizes, some of which are slightly blurred, giving a sense of depth. The lines are thin and connect the nodes in a web-like pattern, creating a sense of interconnectedness and data flow.

WHITEPAPER SPRING 2018

This whitepaper is a working document that is subject to review and changes.

SRCOIN, a Singapore based project

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1. Abstract

Based in Singapore, SRCOIN is reshaping the massage chair we know today. By combining our industry expertise and knowledge of the cutting technology, SR project brings the massage chair industry to a new height. SR project intends to use its patent to unify the industry under its health platform. By consolidating the big data into one platform, SRCOIN is able to contribute its data to the advancement of medical research and increase the quality of the care our users receive. This document is not intended for ICO. SRCOIN has completed its ICO in 2018. This whitepaper is intended for explanation of SRCOIN's mission, vision, and strategy.

2. SRCOIN Mission, Vision, Core Values, & Competence Areas

Our Mission

SRCOIN is committed to advance technology and stimulate innovation.

Our Vision

Powering the massage chair industry with SRCOIN

Core Values

Perseverance, Critical Thinking, Openness, Higher Performance, Community

Competence Areas

Engineering, Information Technology, Quantitative Literacy, Planning, Communication

3. Massage Chair Industry History & Market Analysis

As the "well-being" trend grew sharply in the 21st century, the lifestyle of pursuing higher quality of life has become popular. Until the mid-2000s, the massage chair market was dominated by Japanese companies. As more mid-sized home appliance companies and large enterprises from different countries enter the market to meet the multiplying demand, the massage chair industry has grown more than ten folds from 100 million dollars in 2007 to 5 Billion dollars in 2016. The global luxury massage chair market is forecast to grow at a CAGR of 6.24% during the period of 2018-2022. One trend affecting this market is the rising popularity of electric massage chairs. Electric massage chairs are growing in popularity and adoption worldwide. The increased awareness and health consciousness among consumers, especially working professionals and baby boomers, has boosted the use of electric massage chair to remain stress-free and fit.

Nowadays, the massage chair has become a living necessity in many households. From simple massage chairs to high-tech massage chairs integrated with advanced frames, heating system, ergonomic features, and Bluetooth and other wireless technologies, massage chairs have advanced tremendously over the years. Growing interest for massage chair has soared not only for the elderly, but also for workers suffering from chronic fatigue and stress and women who are interested in beauty and diet. It's imperative to prepare strategic measures for enhancing competitiveness of new technology and to analyze changes in external environment and technology trends through examination of current and internal massage market trends.

Health care products that can easily check user's health status are gaining popularity in this aging society. As a result, the average age using the massage chair is decreasing while the massage chair usage is increasing. Traditional Thai massage and Japanese Shiatsu style massage, which involves many intricate pressure points and finger massage, have gained wide popularity over the recent years and massage chairs mimic the hand and movement of a Thai/Shiatsu massage. Massage chairs of the past had only a simple massage function, but now the massage chair technology is advancing towards measuring body temperature, body fat, pulse, stress, blood pressure, and other biometric data. The user's health condition is diagnosed and the massage pattern and strength is adjusted accordingly, giving the user ultimate experience of personalized massage.



Due to hectic schedules in the day to day lives, at many instances, people needing a massage for their well-being miss out on them. Motorized massage chairs come as an advantage at such instances. Studies have shown that massage therapy alleviates stress symptoms. Massage therapists know this by experience but this has also been validated by research studies like Delaney's *'Short-term effects of myofascial trigger point massage therapy on cardiac autonomic tone in healthy subjects'* and Cady's *'Massage therapy as a workplace intervention for reduction of stress'*.

The conclusion of these studies is that massage therapy reduces stress significantly on physical and psychological levels. Measures of oxygen consumption, blood pressure, and salivary cortisol levels, for example, were all lower after a 10 to 15 minute chair massage in controlled studies. Other positive effects include

1. Reduce stress, tension, and anxiety
2. Relax and loosen sore muscles
3. Improve blood flow
4. Boost immune system
5. Mobilize lymphatic circulation
6. Alleviate pain and headaches
7. Decompress and improve spine alignment
8. Improve posture
9. Generate more flexibility
10. Regulate high blood pressure
11. Improve sleep quality
12. Lower depression

In today's society where stress accounts for \$26 billion in medical and disability payments, and \$95 billion in lost productivity per year, a solution as simple as a massage chair is no laughing matter.

4. Massage Chair Technology Today and Tomorrow

First brought to market in 1954 by the Fujiryoki company, robotic massage chairs have made incredible advancements in technology over the years. Featuring ergonomic and stylish design, solid construction, and exceptional performance the intelligent massage robot of the chair scans the whole body curve and makes micro adjustments, focusing on the lumbar, neck, and shoulders. Massage ball system together with SL frame technology provides deeper massage that follows most intricate curvature of the body. Followed by zero gravity reclining feature and numerous airbags with strategic placement for targeting different parts of the body, there seems to be no end to the possibilities.

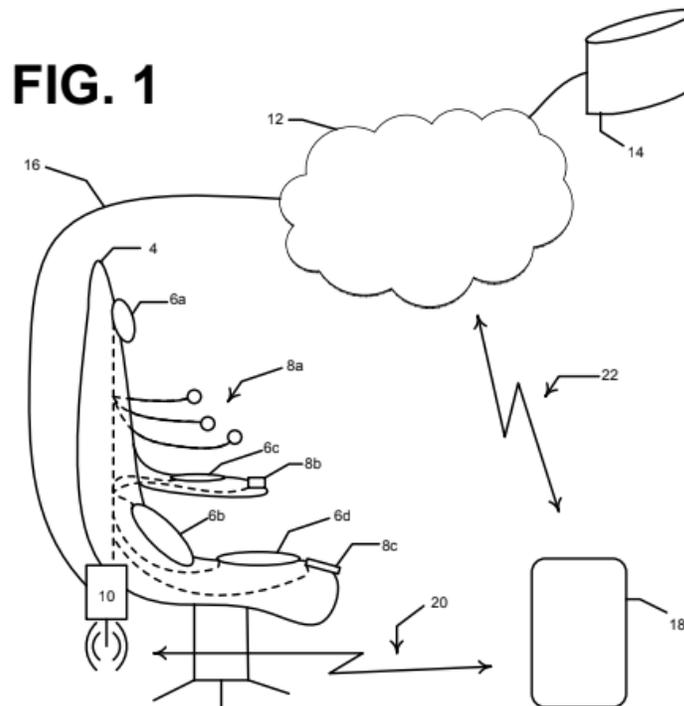


Fig. 1 shows an excerpt from SRCOIN patent depicting its massage chair technology

In the near future, the massage chairs will be equipped with a state-of-the-art system that detects the uncomfortable parts of the body, and automatically select the best suitable massage session. The advanced system measures the user's height and width of the body and locate the pressure points accordingly. Mechanical hands will have built-in pressure sensing sensors that recognize the diameter of the user's muscle and adjust the pressure according to the user's obesity level during massage. As smartphones and tablet PCs rapidly proliferate, eye strain from using mobile devices for long periods of time is also increasing sales of eye massage products that can relieve this fatigue. It is also used to relieve muscles around the eyes with air pressure, as well as to suppress hard blood (a dent in the eyes and ears) to help sleep.

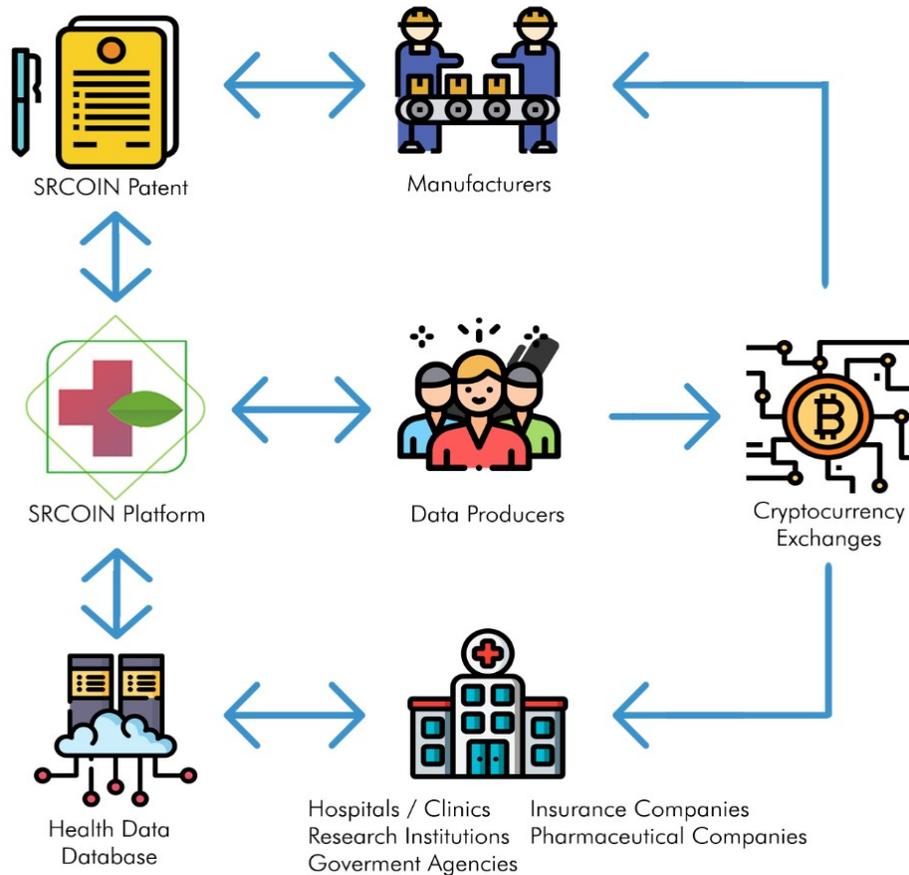


3D rendered model of massage chair equipped with SRCOIN tech

5. SRCOIN PATENT

By researching and analyzing the massage chair industry and its technological advancement in near future, SR project will position itself in the epicenter of the technological advancement. SRCOIN will introduce a business model backed by a patent that has qualitative legal status and quantitative financial value. The global patent will solve one of the biggest issues with blockchain/cryptocurrency projects, which is measuring the value of the project, of its product, and its success. The patent will define the process in which massage chair gathers numerous biometric data and define the process in which advanced A.I. system installed inside the massage chair uses the collected data to provide personalized massage session catering to the user's needs.

Once the patent is published worldwide, the granted legal authority carried in the patent places SRCOIN in the center of the multi-billion dollar industry's advancement. Inevitably, in order to produce the advanced massage chairs the manufacturers will require SR project's patent license agreement which will require the license fee must be paid by SRCOIN tokens. Under the license agreement, manufacturers must use the SRCOIN platform to transmit and collect biometric data gathered the produced massage chairs and the data gathered must be shared with the SR project.



The above diagram depicts the SRCOIN ecosystem. In the SRCOIN ecosystem, the users (data producers) are given ownership of their data. The SRCOIN patent's legal authority assures that massage chair manufacturers require licensing agreement with SRCOIN to produce the next-generation massage chairs. The collected data from the massage chairs are available for medical insitutions for research and advancement in patient care. The data producers are rewarded with SRCOIN tokens for continous flow of data.

Current medical data industry fails to unify under one protocol due to its countless unique systems. This results in poor patient care, higher medical cost, and inefficient system process. Unlike the medical data industry that has failed to unify for decades, SR project's patent will unify the medical data gathered from the massage chairs under SRCOIN platform. The gathered data from the massage chairs will be used by various medical institutions, government agencies, insurance companies, and pharmaceutical companies for research and advancement in patient care. The SR project rewards the massage chair users (data producers) with SRCOIN tokens.

6. The Health Platform



There are several advantages of using message chairs for this project.

1. Message chair is a shared device. With just one message chair, it can collect personal health data of all household members. We plan to collaborate with message chair manufacturers and biometric sensor manufacturers to develop Wi-Fi and Bluetooth incorporated message chair that can measure health information such as heart rate, body temperature, and blood pressure. Thus, we will create a Blockchain based time series database for all members of the household.
2. This health information can be collected easily and repeatedly each time one uses the message chair, and this will yield in a robust time series database over time. Time series database will display various trends in each type of data collected. Therefore, it can be a very important source of information for early stage diagnosis, preventive care, and other medical treatments.

3. Message chair already has a structure to collect useful health information.
 - a. Arm massager will be able to vary in pressure to collect blood pressure level. Various chair positioning allows to measure more accurate health information. For example, to measure Ankle Brachial Index, one needs to lie down flat on the back and message chair can be positioned this way.
 - b. Wifi and Bluetooth accessibility
 - c. Electrical base of message chair allows IoT (Internet of Things)
 - d. Can easily add devices to measure heart rate, blood oxygen level, sleep analysis, and
 - e. various other types of health data

Example Personal Health Data Information from Massage Chair:

- Heart Rate
- Heart Rate Variability
- Resting Heart Rate
- Blood Pressure
- Blood Oxygen Level
- Ankle Brachial Index
- Weight
- Height
- Sleep Analysis
- Relaxation Data
- Body Mass Index
- Sleep Apnea Study
- Stress level

Reference: <http://medinstrum.com/finger-blood-pressure-monitor>

https://dicentra.com/medicaldevices/?gclid=EAlaIQobChMI0K3w9_Oq2AIVjsnjBx0VYA7jEAEYASA AEgJfAfD_BwE

Customers will be able to easily access their health information collected by message chair using mobile app or sending an email request the information.

Health information shared with government or medical institutions will be in database format.

- Time Series Heart Rate Data
- Time Series Blood Pressure Data
- Time Series Sleep Analysis Data
- Time series Relaxation data
- Body Mass Index Change Data
- Body Fat Percentage Change Data
- Elevated Heart Rate Notification
- Blood Pressure Notification
- Before and After Usage of Message Chair Data for Heart Rate
- Before and After Usage of Message Chair Data for Blood Pressure

All health information shared with government and medical institutions will require customers consent, and the customers can decide to consent with the information collection and usage when they enter into subscription contract for message chairs.

7. CLOSING STATEMENT

With the development and maturity of the Internet, knowledge is being shared globally like never before, and new technologies empower traditional industries faster than ever. The new technologies undoubtedly brings a lot of business opportunities to individuals and enterprises. Global massage chair market, fueled by the society seeking higher quality of life, has grown over ten folds over the recent years. With strategic planning, SR project aims to place itself at the heart of the technology advance in the massage chair industry and become a key player in the medical data market with SRCOIN platform as the foundation.

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2. Terms and Conditions

The Crowdsale and sale of SRCoin are subject to the following Terms and Conditions ("Terms").

SRCoin Introduction

SRCoin is the new utility token that is being offered by SRCoin Project under these terms and conditions. Participants are advised to read the SRCoin White Paper which provides an explanation of the concept of SRCoin, its purpose and its unique benefits.

The Terms and the White Paper are not a solicitation for investment. This crowdsale is a utility token sale which enables Participants to exchange the tokens for future goods or services and/or potentially profit only from the sale of SRCoin through secondary market trading at a later date.

Purchasing SRCoin does not provide the purchaser with any rights, either express or implied, in relation to SRCoin Project. This crowdsale is to provide SRCoin Project with immediately accessible funds to develop SRCoin. This is further explained in the White Paper.

1. Participants

1.1 It is deemed by SRCoin Project that Participants participating in this crowdsale agree that: -

- i) They are over the age of 18 years (if domiciled in the United Kingdom) or over the age of consent to legally enter contracts (if outside the jurisdiction of the United Kingdom)
- ii) That they have sought the relevant legal, tax, and regulatory advice from a suitable qualified professional as to the legality of crowdsales in their respective jurisdictions.
- iii) That they understand that this crowdsale is not being offered to Participants residing in jurisdictions that are regulated by laws which restrict transactions with tokens. Participants are solely responsible for

understanding and complying with any and all relevant laws in the respective jurisdictions in which they reside. SRCoin Project cannot be held liable for any legal risks and disputes arising in the respective jurisdictions of the Participants.

iv) That they are responsible to determine which, if any, taxes apply to any profits made by secondary trading and to report and remit the correct tax to the appropriate tax authority. SRCoin Project is not obligated to determine which, if any, taxes apply and are not responsible to collect, report or remit any such taxes arising from profits earned by Participants through secondary trading.

v) That they will not participate in the crowdsale for any purposes relating to organised crime, fraud, tax evasion, money laundering, and financial terrorism. Participants also agree that SRCoin Project will co-operate with any police, anti-crime or relevant authorities at all times on investigations relating to a Participant's breach of these Terms.

vi) That they are deemed to have the requisite knowledge to understand cryptocurrencies, cryptocurrencies and Blockchain technology.

vii) That they understand and agree that nothing in these Terms, White Paper and Website is intended to provide the Participant with tax, accounting, or legal advice or is to be interpreted as a recommendation, endorsement, or enticement to participate in SRCoin. Any decision by a Participant to participate is at their sole discretion and SRCoin Project will not be liable for any loss suffered.

viii) That any purchase of SRCoin is final and non-refundable.

ix) That when the crowdsale launches, a public supply of 15 Billion SRCoin will be listed for sale.

x) That by accepting these terms and conditions, Participants certify that they will fully commit to any future Participant identification which may be legally required under money laundering regulations. SRCoin Project is committed to ensuring best cryptocurrency practice and working in accordance with any future regulatory body.

xi) That they have undergone anti money laundering processes via an exchange.

xii) That they will adhere to these Terms and agree to be bound by them.

2. Whole agreement

This agreement constitutes the entire agreement between the parties with respect to its subject matter. It supersedes all previous agreements and understandings between the parties and each party acknowledges that, in entering into this agreement, it does not do so on the basis of or in reliance upon any representations, promises, undertakings, warranties or other statements (whether written or oral) of any nature whatsoever except as expressly provided in this agreement.

3. Jurisdiction and applicable law

These Terms and any dispute or claim arising out of them or their subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the law of England and Wales. English courts will have exclusive jurisdiction over any claim or dispute arising from these terms and conditions. By execution of the Agreement, the parties hereby consent to the exclusive jurisdiction of such courts, and waive any right to challenge jurisdiction or venue in such courts with regard to any suit, action, or proceeding under or in connection with the Agreement.

4. Rights of third parties

For the purposes of the Contracts (Rights of Third Parties) Act 1999 (England and Wales and Northern Ireland), nothing herein expressed is intended to or shall be construed to confer upon or give to any person, firm or other entity, other than the parties hereto and their permitted assigns, any rights or remedies under or by reason of this Agreement.

5. Force majeure

Parties shall not be liable for any failure of or delay in the performance of this agreement for the period that such failure or delay: -

- i) is beyond the reasonable control of the party;
- ii) materially affects the performance of any of the party's obligations under this agreement; and
- iii) could not reasonably have been foreseen or provided against;

but shall not be excused for any failure or delay resulting from general economic conditions or other general market effects.

6. Severability

If any part of these Terms is declared unenforceable or invalid in the respective jurisdictions applicable to the Participant, the remaining Terms will continue to be valid and enforceable as against that Participant. This does not affect the Terms as against Participants whose applicable jurisdictions do not invalidate the Terms.

7. Updates to Terms

SRCoin Project reserves the right to amend these Terms at any time. Participants are advised to periodically check these Terms by visiting the Website.

8. Assignment

Neither party may without the prior written consent of the other, such consent not to be unreasonably withheld, assign or in any way dispose of its rights under this agreement to any third party.

9. Confidentiality

Neither party may without the prior written consent of the other, such consent not to be unreasonably withheld, assign or in any way dispose of its rights under this agreement to any third party.

'Confidential Information' includes all written, pictorial, machine readable or oral information which relates to trade secrets, customers, suppliers, or business associations or information that is financial, technical or commercial in nature.

10. Dispute resolution

The parties hereto will use their reasonable best efforts to resolve any dispute hereunder through good faith negotiations. A party hereto must submit a written notice to any other party to whom such dispute pertains, and any such dispute that cannot be resolved within thirty (30) calendar days of receipt of such notice (or such other period to which the parties may agree) will be submitted to an arbitrator selected by mutual agreement of the parties. In the event that, within fifty (50) days of the written notice

referred to in the preceding sentence, a single arbitrator has not been selected by mutual agreement of the parties, a panel of arbitrators (with each party to the dispute being entitled to select one arbitrator and, if necessary to prevent the possibility of deadlock, one additional arbitrator being selected by such arbitrators selected by the parties to the dispute) shall be selected by the parties. The decision of the arbitrator or arbitrators, or of a majority thereof, as the case may be, made in writing will be final and binding upon the parties hereto as to the questions submitted, and the parties will abide by and comply with such decision; provided, however, the arbitrator or arbitrators, as the case may be, shall not be empowered to award punitive damages. Unless the decision of the arbitrator or arbitrators, as the case may be, provides for a different allocation of costs and expenses determined by the arbitrators to be equitable under the circumstances, the prevailing party or parties in any arbitration will be entitled to recover all reasonable fees (including but not limited to attorneys' fees) and expenses incurred by it or them in connection with such arbitration from the non-prevailing party or parties.

11. No Partnership or Agency

The Parties hereto have not created a partnership and nothing contained in this Agreement shall in any manner whatsoever constitute any Party the partner, agent or legal representative of any other Party, nor create any fiduciary relationship between them for any purpose whatsoever. No Party shall have any authority to act for, or to assume any obligations or responsibility on behalf of, any other party except as may be, from time to time, agreed upon in writing between the Parties or as otherwise expressly provided.

12. Waiver

Neither the failure nor any delay on the part of a party to exercise any right, remedy, power or

privilege under this Agreement shall operate as a waiver thereof, nor shall any single or partial exercise of any right, remedy, power or privilege preclude any other or further exercise of the same or of any right, remedy, power or privilege, nor shall any waiver of any right, remedy, power or privilege with respect to any occurrence be construed as a waiver of such right, remedy, power or privilege with respect to any other occurrence. No waiver shall be effective unless it is in writing and is signed by the party asserted to have granted such waiver.

For further information relating to this crowdsale, please visit the Website.

9. Legal Disclaimer

1) It is the responsibility of any persons wishing to acquire SRCoin to inform themselves of and to observe all applicable laws and regulations of relevant jurisdictions. Prospective crowdsale Participants should inform themselves as to the legal requirements and tax consequences within the countries of their citizenship, residence, domicile and place of business with respect to the acquisition, holding or disposal of SRCoin, and any restrictions that may be relevant thereto. The distribution of this White Paper and the offer and sale of SRCoin in certain jurisdictions may be restricted by law. This White Paper does not constitute an offer to sell or the solicitation of an offer to buy to any person for whom it is unlawful to make such offer or solicitation.

2) SRCoin Project is not providing you legal, business, financial, or tax advice about any matter. You may not legally be able to participate in this private, unregistered offering. You should consult with your own attorney, accountant and other advisors about these matters (including determining whether you may legally participate in this crowdsale). You can contact us with any questions about this crowdsale or about SRCoin.

3) This White Paper constitutes an offer of SRCoin only in those jurisdictions and to those persons where and to whom they lawfully may be offered for sale. This White Paper does not constitute an offer

to subscribe for securities except to the extent permitted by the laws of each applicable jurisdiction.

4) Nothing in this White Paper is intended to create a contract for investment on SRCoin and each potential crowdsale Participant acknowledges that SRCoin will rely on this asserted statement of the Participant with respect to compliance with the laws of the jurisdiction in which the crowdsale Participant is legally domiciled.

AN IMPORTANT NOTE FROM OUR LAWYERS:

This document should not be construed as an offer or solicitation of an offer for the sale of SRCoin. The individuals listed in this document are not and will not be selling SRCoin and have drafted this document on behalf of SRCoin Project which will be conducting the sale of SRCoin.

Consider the English language version of all SRCoin communications, media and documentation to be the only official version.