

ELARA



WHITE PAPER

A GALAXY OF
OPPORTUNITY



NAVIGATION

MEET LARA

a groundbreaking cryptocurrency

“ The true measure of our work will be the contribution we make to humankind. ”

D.M

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INTRODUCTION

Blockchain technology personifies a new era within the digital revolution. Blockchain has become synonymous with Bitcoin, created by Satoshi Nakamoto in 2009. Bitcoin is a digital asset, not issued by governments or banks.



Using complex technology, Bitcoin and other digital currencies, known collectively as cryptocurrencies, limit the amount of digital currency that can be generated, and thus, the circulating volume is not affected by 'traditional' government type monetary policies that can result in the printing of currency. Whilst Bitcoin and cryptocurrency have been hailed as a radical development in money and currency, Bitcoin is simply just one application of blockchain technology.

The blockchain applications described in this paper aim to address one of the biggest problems faced by humankind; the inherent inequalities in legacy health and wellbeing systems.

Currently, there are considerable

barriers to the provision of health and wellbeing globally. The sector is dominated by complex issues of jurisdiction, security, trust, counterfeit medication and data privacy.

The prescribing and dispensing of medication is also fraught with difficulties that extend throughout the supply chain in the global healthcare market.

ELARA is a new dawn of personal empowerment for patients, placing patients at the centre of their personal care, enabling patients to take control over their data, choosing their health and wellbeing professionals from a global pool and when and who can see their health information, from anywhere in the world.

THE GLOBAL DIGITAL HEALTHCARE MARKET



Health and wellness impacts everyone, everywhere.

In 2019, the global digital health market was worth **175 billion U.S. dollars**, with an expected CAGR of **25%** between **2020-2025**. By 2025, the digital health market will amount to nearly **660 billion U.S. dollars²**.

Whilst both the Electronic Patient Records [EPR] and telehealth markets exist, no one provider offers a complete health and wellness ecosystem. By designing a health and wellness ecosystem, this allows consumers to completely digitise all healthcare processes eliminating the need for multiple systems.

With the drive globally to shift from paper records, our platform provides a cost-effective and green solution. Using our platform, large and small care providers, individual professionals and small practices across the entire health and wellness spectrum can digitise and even transition completely into virtual practice.

THE POOL OF
INDIVIDUAL
PROFESSIONALS AND
PROSPECTS FOR
ECONOMIC GROWTH
IN THE U.K. ALONE IS
APPROXIMATELY

280,000

REGISTERED MEDICAL
PRACTITIONERS AND

1 MILLION

ALLIED PROFESSIONALS;
EXTRAPOLATING THIS
GLOBALLY, THERE
IS A PROFESSIONAL
TARGET MARKET OF
TENS OF MILLIONS.

THE HEALTH WORKER POOL GLOBALLY
IS ESTIMATED TO BE IN EXCESS OF

60 MILLION PRACTITIONERS³
AND WHEN THE FITNESS AND ALLIED
POOLS ARE ADDED THE NUMBERS ARE
IN EXCESS OF **100 MILLION.**

THE INDIVIDUAL
PATIENT POOL
GLOBALLY PROVIDES
A POTENTIAL
MARKET OF

BILLIONS.

OUR RESEARCH
SHOWS THAT
THE YOUNGER
GENERATIONS WILL
BE THE FIRST OF THE
PATIENTS' COHORT
TO ADAPT TO THE
NEW STANDARD OF
HEALTHCARE ACCESS.

³ <https://www.modalitysystems.com/hub/blog/telemedicine-statistics>

REAL WORLD APPLICATIONS OF BLOCKCHAIN TO HEALTHCARE

The provision of health and wellbeing has come to rely almost exclusively on either governments or private providers serving as third parties to facilitate care between a patient and healthcare professionals.

The starting points to develop a complete ecosystem are to address the ownership of and access to patient data and empower patients with the greatest possible choice in all aspects of their health and wellbeing.

Patient data is the cornerstone of healthcare. Third parties control and profit from patient data. Data informs clinical research, decision-

making, influences practice, accelerates artificial Intelligence development, and ultimately improves the quality of patient care. **Billions of people generate economic value for third parties through their medical data. It is estimated that patient data is worth U\$ 61 billion/year⁴**, but patients do not have ownership of their data or derive any financial benefit from it whatsoever.

Globally, dissociated healthcare systems control data with little if any data sharing. There is clearly no real impetus for interoperability and data sharing as there are financial benefits stemming from third parties hoarding data. It is no surprise that there are no globally accessible or interoperable EPR systems, nor is there a system that provides patients with immediate access to their data or ownership of their electronic records.

An innovative way of digitising care processes and solving the data storage and access problem, with the patient at the heart of the process is required to underpin the global transition to an eco-friendly, accessible and inclusive EPR. The success of such a system will depend on cost efficiency and can only become self-sustaining if all participants derive benefit from it.

There is a need for a single collaborative health and wellness network that enables all participants, within it, to benefit commercially and personally. Such a platform will eliminate data silos within global healthcare, to stop patients and their healthcare providers from having fragmented medical records that compromise the health, safety and speed of care.

Accessibility is just one of the numerous problems with present EPRs that must be solved. EPRs are currently complicated in design and interfaces, which pose a hindrance to utilisation. No current system caters for the communication and collaboration required to optimally support the delivery of care provision. Nor do they combine a mechanism to address custody of drugs and prevention of prescription fraud.

⁴ Price Waterhouse Coopers https://pwc.blogs.com/health_matters/2016/05/the-value-of-patient-data.html

THE MOST EFFECTIVE WAY TO SOLVE THE PROBLEMS IS FOR A SINGLE PLATFORM TO PROVIDE:

1 Cost-effective ownership of medical records by both patient and health and wellbeing providers.

2 A system where the patient can provide access to their records, to any professional, anywhere in the world at any time.

3 A failsafe to ensure critical data can be provided in life-saving circumstances without the need for authorised access.

4 Improved and simplified user interfaces, catering for varying computer literacy levels.

5 A system that allows professionals to connect and collaborate to support and improve a person's health and wellness needs.

6 A cost-effective interoperable system to facilitate quicker digitalisation of healthcare services, and standards of care.

7 A system to prevent prescription abuse to maintain the chain of custody whilst ensuring authenticity within the healthcare supply chain and further distribution across the sector.

8 Elimination of safety hazards such as data entry errors.

9 Integrated appointment scheduling, secure video conferencing and tools for professionals to run a completely virtual service.

10 Corporate management tools to provide digital solutions for larger care providers.

A **blockchain application** incorporating all of the above will revolutionise health care by achieving collaboration, robust research, supply chain management and facilitating remote health and wellbeing provision. The Health-Connect network will achieve all of this.

THE HEALTH-CONNECT NETWORK

Health-Connect is the first all-encompassing network that provides solutions for all participants. From individual patients and service users, to professionals and businesses the Health-Connect network delivers unique and innovative solutions for all on a global scale.

Within the network patients have direct access to a range of high-quality professionals, a library of in-depth literature and video guides, and also have direct access to their electronic patient record, making urgent treatment complications a thing of the past.

Health and wellbeing professionals gain direct access to consumers on a global scale, further education, and career progression via CPD courses and access to a knowledge hub that houses all your important documents in one place. The Health-Connect network makes the transition into self-employment simple for professionals globally.

For corporations, the network ensures your business aids all the health needs of your employees, whilst simultaneously giving access to video conferencing, a rewards and recognition programme and document store that you can share with others in your company.

Healthcare providers can manage important documents, appointments and compliances all from one place, linking in with the CQC for a streamlined process. Providers have access to a hub specialising in the improvement of care and staff career progression.

PATIENTS

PROFESSIONALS

**PROFESSIONAL
NETWORKING**

**HEALTHCARE
PROVIDERS**



FOR PATIENTS

ENABLING PATIENTS TO:

- Own their medical records with instant access to it.
- Locate and compare health and wellness providers and allow patients to engage with and undertake consultations with providers via secure video conferencing anywhere in the world. This provides unparalleled choice for patients.
- The permanence of our record-keeping system means that once data has been added to the chain, it can never be deleted. This will completely eradicate tampering with medical records, which is a major problem in today's medical industry.
- Our system will have a profound impact on healthcare globally, fuelling more advanced analytics. Personalised medicine is a field severely hindered by a lack of sufficient high-quality data. Access to more reliable and widespread population-level data will enable much more powerful segmentation and analysis of targeted medicine outcomes.
- Our technology can easily be used to manage patient incentive programs and can be adapted and used to award patients for doing assigned tasks like performing regular check-ups and reporting their health conditions.

HEALTH AND WELLNESS HUB

Book appointments with your preferred health and wellness professionals, gain direct access to your electronic patient record, search from the Health-Connect database for high quality health and wellness professionals, and even receive prescriptions.

EPR HUB

Here you can securely gain access to your EPR from anywhere in the world and even grant access to medical professionals, family and friends globally. Should you require urgent treatment when incapacitated, medical professionals can also request access

KNOWLEDGE HUB

Access and view important documents required for all your health, fitness and wellbeing needs. Have direct access to videos and guides, from how to use the system through to how to take care of yourself.

MY SERVICE HUB

Are you an inpatient at one of our providers? Find all your inpatient care records, from notes on ward rounds, personal prescriptions and your care team information. Securely share your inpatient information with family and friends

SOCIAL HUB

Join people from all over the globe in discussions on health, fitness and wellbeing. Access hundreds of helpful blogs and collaborate with like-minded individuals via health forums.

MARKETPLACE

A supreme supply of health, fitness and wellbeing products available for you to buy online to take care of your health and wellbeing. .

OPERATIONS HUB

Manage your service users records, appointments, governance and compliance all in one place.

CQC HUB

Access for to view and audit healthcare providers remotely.

CAREERS HUB

Want to help your staff further their careers, or ask for help from like-minded individuals? You can and more in the Health-Connect platform.

REGULATIONS HUB

One platform for all your regulation needs and documents.

SERVICE USERS HUB

The ability for individuals in care to view their care plans and understand them.

DOCUMENT STORE

Access important documents required for your teams' daily routines.

MARKETING HUB

Offering you and your business a helping hand.

MARKETPLACE

A supreme supply of health, fitness and wellbeing products available for you to buy online to take care of your health and wellbeing.



FOR HEALTHCARE PROVIDERS

HOW HEALTH-CONNECT ACHIEVES THIS:

- A collaborative design process was implemented to enhance the user experience. The Health-Connect feed has been developed akin to social media, making it easier to utilise due to familiarisation and seeks to solve the IT literacy gap.
- Our simplified user interface utilises the “feed” in the medical record section for contemporaneous note-keeping, that professionals globally can access and input into. This is separately stored via blockchain to provide an original method of electronic note creation.
- Health-Connect will provide ownership of all records to the patient, whoever the provider, by creating a single system to eradicate the data silos that result from exceptionally fragmented health information systems.
- In addition to patient records, Health-Connects' communications system is novel and provides a system for professionals to collaborate, submit content for peer review and refer patients to each other instantaneously
- Service users have access to numerous applications including; mood diaries, full medication insight, sobriety tracker etc.
- Health-Connect provides a full project management system for both professionals and service alike. This also includes clinics, auditing documents, access to regulatory documentation.
- Health-Connect provides an online marketplace with health and wellness products available.
- Through our personal prescription management system and blockchain technology, Health-Connect will ensure prescriptions cannot be fraudulently used by anyone in the prescribing and dispensing chain. This guarantees that individual batches of drugs are tracked throughout the entire supply chain.
- The unique automation system collates data being transferred into the blockchain, significantly decreasing the costs compared to individual blockchain entries.

FOR PROFESSIONALS

- The network creates business opportunities for diversifying and increasing revenue and offers the opportunity for professionals to transition to a completely virtual practice.
- Dedicated advertising account on the Health-Connect platform - serves as a “shopfront”.
- Global exposure, having the ability to connect with a user from anywhere in the world.
- Dedicated digital marketing support for professionals to develop their business.
- Ability to make instantaneous internal referrals, ensuring less time is spent completing paperwork.
- Ability to connect with like-minded professionals globally.
- Opportunity to discuss cases, peer support and development of support networks.
- An opportunity to publish articles on the Health-Connect platform with potential of an additional revenue stream.
- A peer review submission system is being developed.
- Opportunity to become part of an international editorial panel.



OPERATIONS HUB

Connect with your customers and manage your staff, all in one place. Access your diary, video conferencing, enlist your team and manage invoices and reports, all in one place..

KNOWLEDGE HUB

Access important documents required for your daily role, as well as electronic healthcare records. With unlimited file storage, you can save important documents too..

CAREERS HUB

Further your network, manage your CPD appraisals and store certificates and learn from our online CPD portfolio. You can also publish and request peer reviews of your work.

MARKETING HUB

Decorate the platform with your branding and create a database of like-minded professionals. We will also offer you and your business marketing support when needed.

MARKETPLACE

An array of health, fitness and wellbeing products available for you to buy and sell online.

EMPLOYEE HUB

By being proactive around a range of workplace issues, from mental health to general fitness, businesses can see a range of benefits, including higher staff retention and boosted morale.

OPERATIONS HUB

Access important documents for HR and legal support, Continuing Professional Development (CPD) training, education services and data protection assistance

EAP SERVICE

We are more than the standard EAP Service. We offer a full health, fitness and wellbeing solution for your employees, all under one, easy to use platform.

COMMUNICATIONS HUB

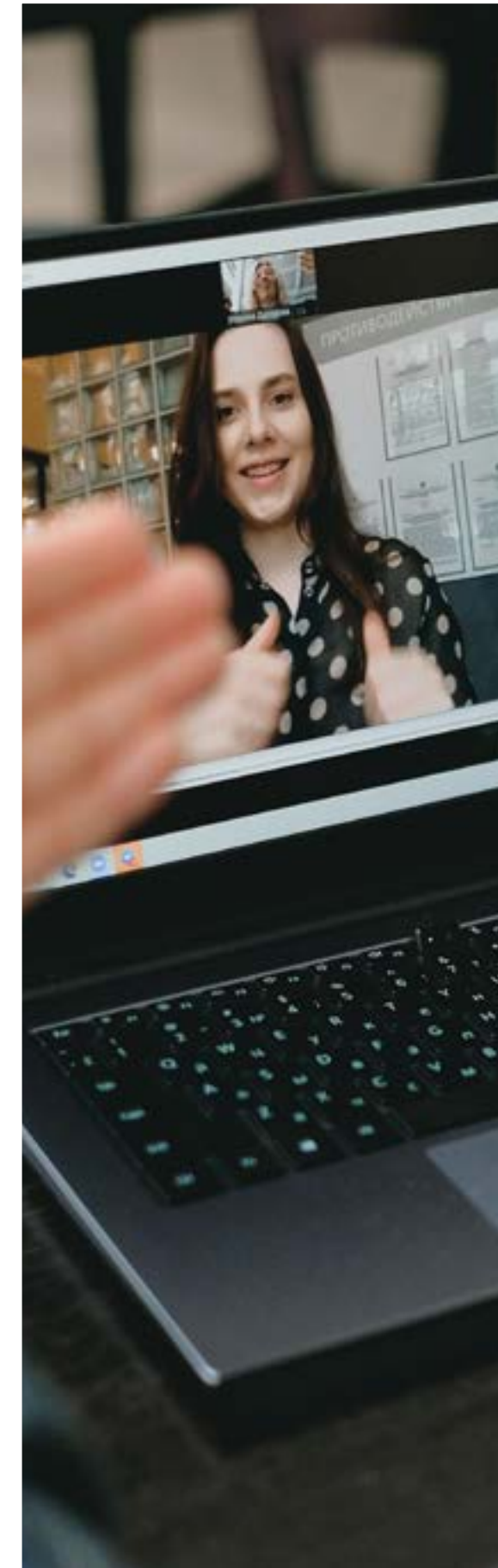
We will help you to communicate effectively with your staff through a variety of resources and templates available.

MARKETPLACE

An array of health, fitness and wellbeing products available for you to buy and sell online.

CORPORATIONS

- Invest in a healthier workforce with an EAP Service unlike no other
- Engage with your employees with a social media style feed, encouraging them to make connections, groups and more
- Reward and recognise your staff
- Create surveys and polls to improve performance.
- Brand the platform with your logos for a seamless employee experience
- Access CPD and other training materials, and be able to create and sell your own courses to other businesses
- Promote internal job vacancies online
- A document store to share all your files with colleagues
- Create contracts and more with Docusign
- Access a variety of health-related products for your business or individuals
- Video conferencing
- HR solution and management
- Videos conferencing and diary management



TO ENSURE THE SYSTEM IS FULLY FUNCTIONAL AND USER FRIENDLY, WE HAVE:

- Conducted testing of the Health-Connect network within a real-time hospital environment, providing us with feedback for development.
- Utilised a range of global advisors available to work on specific use cases.
- Called upon expert patients, health professionals, health providers, and pharmaceutical companies to participate in the system design consultation with blockchain developers.



* POTENTIAL DASHBOARD EXAMPLE

encrypted on the Blockchain, they will need to remain a Health Connect user or gain permission from Health Connect for other professionals to be able to access their notes.

Decentralised approach - the users data will not be encrypted on the Blockchain. We provide additional functionality to ensure that a patient's name etc is not used by a professional by mistake.

ENCRYPTION

Data is encrypted prior to posting it to the Blockchain. In keeping with everything we do in maximising choice, we give users the choice of the following options on sign up:

Centralised (encrypted) approach - the user's notes and prescriptions will be

EMERGENCY ACCESS

Patients using the system can generally grant or decline healthcare professionals access to their records. However, in the event of an emergency and with the patient incapacitated, there must be a way in which healthcare professionals can view certain information in order to provide the best possible care.

The most vital information required in such an incident would be the patient's name, their next of kin, medications, allergies and any advanced decisions they may have made with regards to their medical care.

Healthcare providers can access patient information via the use of an emergency access card. This card will include a personalised QR code to ensure a varied healthcare provider can access vital information when requested.

Health-Connect is a single solution to the myriad of identified challenges and provides solutions for all participants in the health and wellbeing sector on a global level. Paired with the use of **ELARA**, we neatly close the global payment gap resulting in the development of the world's first digital health and wellness ecosystem.



INTRODUCING ELARA

ELARA and its cryptocurrency, **LARA**, has been developed as a digital asset to empower individuals globally to take control of their health and wellbeing and as a means for the underprivileged to access and pay for care. Whilst **LARAs** are created for healthcare applications, it is by no means limited to these and has limitless cross-sector utility.

Utilising the security, transparency, and privacy of the latest blockchain technology, **LARA** will be deployed on a platform that provides a solution to many of the real-world problems currently faced within the health and wellbeing sector.

WHY CHOOSE LARA?

LARA is tailored and ready for the masses, aiming to assist with solving humankind's health and wellness problems. **LARA** has been created not only with the user in mind but ultimately to help address the current health and wellness issues faced globally.

LARA is ground-breaking with many use cases. Health and wellness professionals will accept **LARAs** as remittance and can be used as a form of payment for healthcare services, treatments, and related products worldwide via an online store. The pairing of **LARA** and the Health-Connect system allows registered health and wellness professionals who provide services via the network to exchange tokens for local physical currency. Patients can also derive financial benefit from their data if they choose to share data with researchers, AI developers, etc. in exchange for micropayments. Tokens can be used to pay for access to leading industry content and CPD courses for health and wellness professionals.

LARA rewards those who use it as a means of payment, rather than as a speculative asset. The use of **LARA** will result in patients and health and wellness professionals alike being rewarded in a market-leading incentive scheme. The more you use the currency to buy goods and services from the real economy, the more rewards you receive, ultimately providing an incentive to utilise **LARAs** as opposed to accumulating coins and using them only as a speculative asset.

FUNDING HEALTHCARE TREATMENT FOR UNDERPRIVILEGED COMMUNITIES

Underprivileged communities often do not have access to the full range of healthcare services that many people simply take for granted, with some communities having no access to healthcare in any form. Whether it is a lack of access to primary or secondary healthcare, preventative treatments and interventions, or social care, the result is overall lower health status and ultimately reduced life expectancy.

ELARA and Health-Connect aim to help redress this inequality for means-tested underprivileged communities by providing a bank of blockchain tokens (**LARAs**) that can be used by those in need to access essential healthcare services directly through the Health-Connect network. **10% of tokens are to be paid into a fund that will be accessed by our chosen underprivileged communities to help pay directly for health and wellness services via the Health-Connect system.**

The replenishment of the Community pool will be by a combination of using revenue from transaction fees and community donations, this means that the system will be even more socially useful. Participants within the system will in turn be making a beneficial contribution to the world and the healthcare crisis felt within many underprivileged communities globally. In this instance, simple altruism can suffice to keep the system running properly.

“If enough people think the same way, that becomes a self-fulfilling prophecy.”⁶

Commercially there is an obvious appeal to **ELARA** over other currencies as **LARA** automatically helps commerciality and liquidity, creating consumers who in present circumstances wouldn't have access to healthcare.

Unlike other cryptocurrencies, **LARA** has created a proven use case ahead of development, making it unique. At present, we are working throughout the UK and South Africa partnering with commercial entities who provide health and wellness services. In the coming months, we will begin work within India, Pakistan and Brazil to ensure access to healthcare is available to communities with the help of **LARA** as a method of payment.

⁶ Satoshi Nakamoto 17/01/2009

HOW ARE WE CREATING A SELF-SUSTAINING SYSTEM?

Research shows that the average cryptocurrency has an average lifespan of five years. More than 1000 cryptocurrencies have failed since Bitcoin in 2009. There are many reasons for their failure but the most prominent being is that the majority of cryptocurrencies are purely speculative assets, meaning that they have no use case and cannot be used for purchasing goods or services. Alongside this, there has been a loss of faith and ultimately reduced acceptance of cryptocurrencies throughout the industry due to numerous scams and fraudulent activity.

LARAs are different. This is the world's first cryptocurrency where the use case has been created and proven first. This instils faith and confidence in LARA from the onset, ultimately eliminating the first hurdle faced by many cryptocurrencies before.

Intended to empower individuals globally, LARA is a cryptocurrency with an alternative goal, developed with humankind in mind. By distributing tokens to underprivileged communities and having healthcare professionals that will accept the token, we are guaranteeing liquidity.

TOPPING UP THE COMMUNITY POOL

Uniswap pays a 0.3% fee to Liquidity Pool token providers. If the LP providers are pooled together into one wallet and placed on the exchange, then the rewards will all be paid into that wallet. The rewards are locked by Uniswap for 30 days but can then be withdrawn to the wallet. We are able to use a percentage of that reward to help replenish the community fund.



DECENTRALISED APPROACH

Blockchain technology was created for the transparency and privacy of data. Health-Connect is adopting a unique approach to managing patient record data.

Health-Connect removes the reliance on interoperability between healthcare systems and medical records and the need to create multiple API's. Health-Connect instead establishes an open and secure data pool that functions as a single repository for patients and providers to interact with each other. Increased participation and integration from healthcare providers and patients will forge greater network effects of the Health-Connect platform, contributing to our ambition of creating a universal healthcare database.

ELARA will launch **LARA** on the **Binance Smart Chain** using **BEP-20** tokens. **BEP-20** is the **Binance blockchain technical standard for smart contracts for token implementation, providing a cost-effective solution to other networks.**

Issued on the **Binance Smart Chain** as blockchain-based assets, **BEP-20** tokens define a set of rules that must be adhered to, including how transactions are approved, how tokens can be transferred, and how users can access data regarding a token.

PHARMACEUTICAL SUPPLY CHAIN MANAGEMENT

Currently, the United Kingdom alone is affected by over 237 million medication-related errors every year. Globally, the cost associated with medication errors has been estimated at US\$ 42 billion annually or almost 1% of total global health expenditure.⁷

In the prescribing and dispensing aspect of digital health provision, the design criteria important for automating processes and contracts have come from disparate fields with cryptography being only a recent addition, with little cross-communication: little awareness of the technology on the one hand, and little awareness of its best utility in care. The common objectives, however, converge on the concept of smart-contracts.

Smart-contracts are a collection of code and data that automatically run in the background of the blockchain. Smart-contracts define the rules as would a regular contract, and ensure automatic enforcement.

Using smart-contracts alongside platform encryption on the **GoChain** network could prevent over-prescription of medication and fraudulent access to drugs. This gives us a means to digitise the process in a manner that is far more robust and functional to address prescribing and dispensing related problems.

ELARA's smart-contract developments aim to solve the problem of multiple-filling of pharmaceutical prescriptions.

⁷<https://www.who.int/news/item/29-03-2017-who-launches-global-effort-to-halve-medication-related-errors-in-5-years>

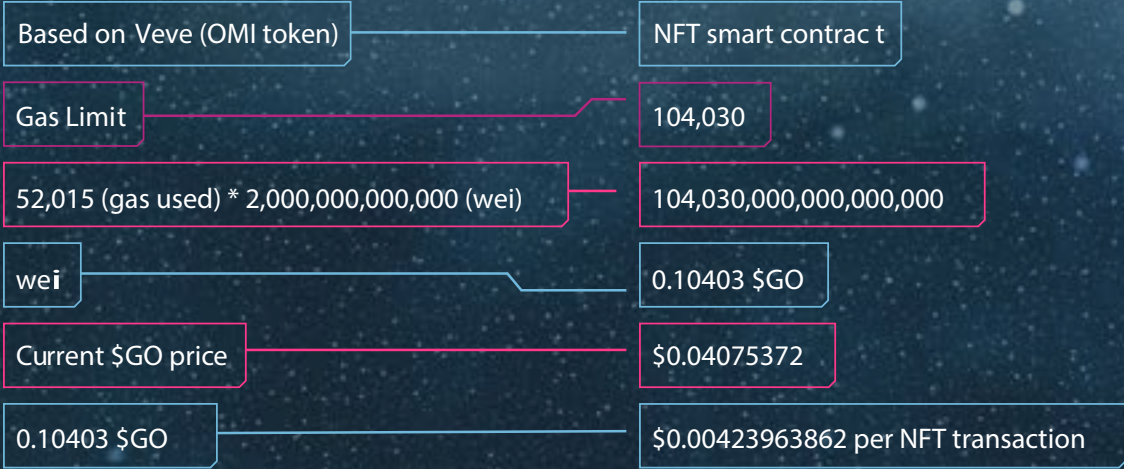
Multiple filling involves the same prescription being sent to two or more dispensing recipients at/around the same time. This can occur because it is almost impossible for a recipient to tell whether a prescription has been filled without the involvement of a third-party verification service. This can lead to drug errors, overdose and fraudulent use of prescriptions.

Health-Connect will store records on the blockchain and details of the individuals' prescriptions and drugs.

Taking our solution one step further, we have created a Non Fungible Token (NFT) that could solve prescribing and supply chain challenges faced by the global healthcare market.

An NFT is a unique piece of data accounted for on a digital ledger. Once created, NFTs cannot be replaced.

The use of NFTs ensures prescriptions and drugs will be distributed to the right person. It will provide traceability and an end-to-end chain of custody of the prescription and drugs from the prescriber, through to the dispenser, to the patient on collection/delivery. The added traceability around the prescription of drugs and a proven chain of custody prevents the over-prescribing of medication and fraudulent use as NFTs cannot be duplicated and can only be used once.



LISTING PLAN

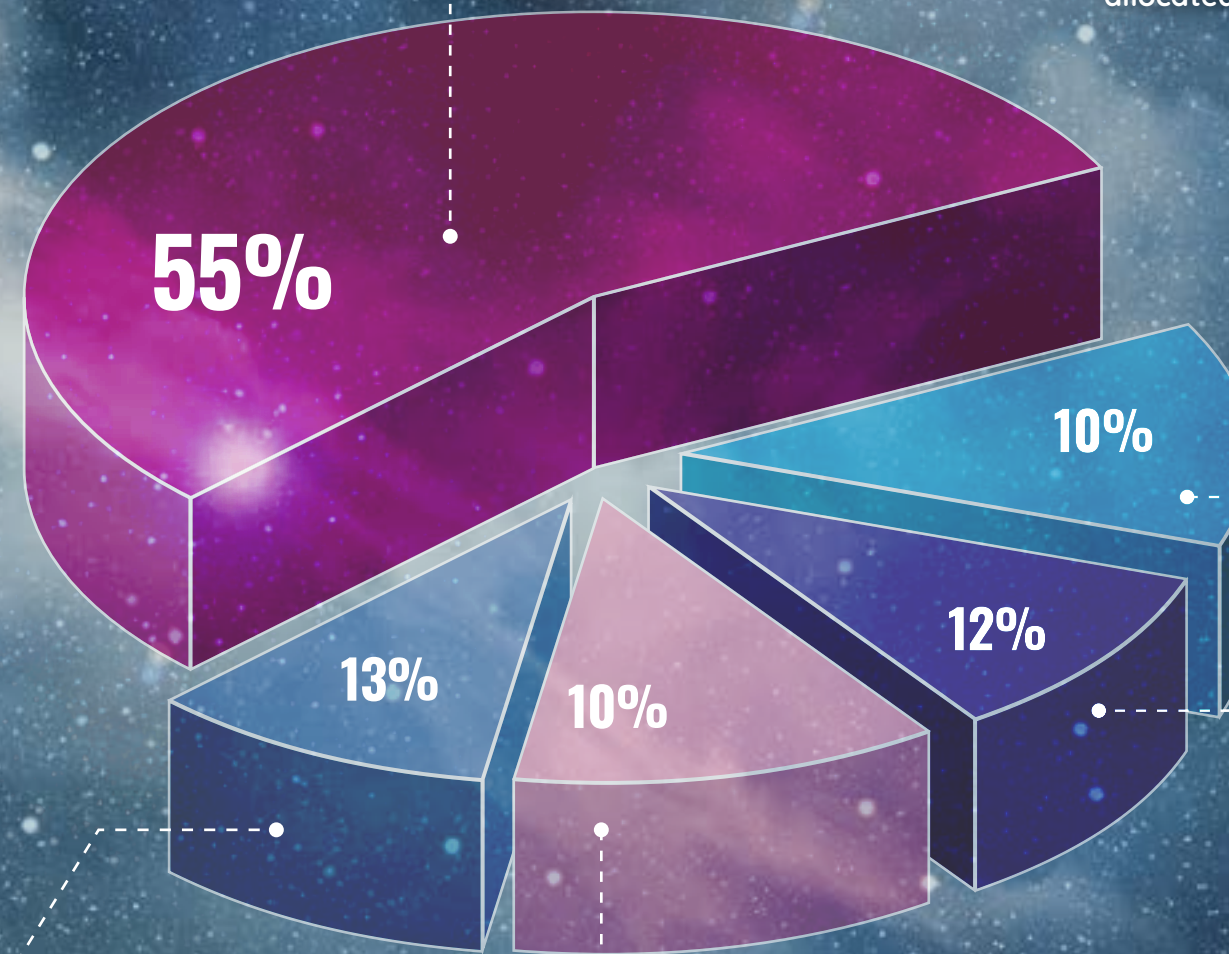
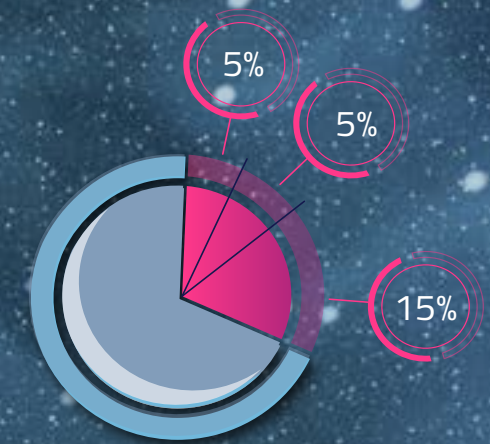
We have plans to launch on at least 15 exchanges following the IDO. We plan to list on three exchanges per month following the IDO, subject to negotiation with the exchanges and funding acquired in the seed round.

Example tx = <https://explorer.gochain.io/x/0xbee5798461addfd1c2de2d0d07c8f201102748dc255d98a4317f5047f098ec56>

TOKENOMICS

ALLOCATION

There will only ever be 1.0 billion **ELARA** tokens created.
ELARA tokens are to be allocated as set out below.



POOL 1

A TOTAL OF 55% will be offered for sale through a combination of early pre-sale funding rounds and the Public Round as follows;

20% (200,000,000) to be sold by **ELARA** in the Seed Round to early pre-sale purchase at a discount of over 60% to the proposed public sale price

25% (250,000,000) to be sold by **ELARA** in the Strategic Round to early pre-sale purchasers at a discount of over 10% (100,000,000) to the public sale price

10% (100,000,000) to be sold by **ELARA** in the public sale.

POOL 2

A FURTHER 10% (100,000,000) will be utilised to fund ongoing marketing and development activities to increase the token value;

5% marketing and 5% to fund ongoing development costs

POOL 5

13% (130,000,000) to be distributed by the Company to the **ELARA** Coin Team (10%) and Advisors (3%)

POOL 4

10% (100,000,000) to be allocated to the Community Pool, to be utilised by the chosen communities to provide healthcare to these communities

POOL 3

12.0% (120,000,000) to be allocated to the rewards pool, to be utilised to reward **ELARA** token holders for using the tokens for their intended use case

UNSOLD TOKENS AND VESTING PERIODS

- Any unsold tokens in the seed and strategic round will go into the public round.
- Tokens purchased in the Seed Round will vest at 11.25% per quarter over a 24 month-period, with the first 10% unlocked at TGE.
- Tokens purchased in the Strategic Round will vest at 20% per quarter over a period of 12 months with the first 20% unlocked at TGE.
- Tokens held by Company for marketing and development will vest over a 36- month period at a rate of 8.33% per quarter, with the first quarter vesting three months after the Public Round.
- Rewards tokens will be locked for the first 12 months and then vest over the following 12 month-period at a rate of 25% per quarter.
- Team tokens are locked for the first 12 months and then will vest over the following 24-month period at a rate of 12.5% per quarter.
- Advisor tokens are locked for the first 12 months and will then vest over the following 6 months period at a rate of 1.25% per quarter.

The price of a cryptocurrency is largely determined by supply and demand. Alongside this, the utility is often cited as being the most important driver of a cryptocurrency's value. **LARA** has ensured liquidity and ongoing commerciality due to the infinite potential of the community pool and its partnership with Health-Connect. **LARA** is an intrinsic component of the world's first blockchain electronic patient records hosted on the Health-Connect system. We strongly believe that **LARA** will become the world's leading healthcare cryptocurrency. A key differentiating factor of **LARA** is that the initial development of the world's first blockchain EPR is complete and there is instant utility - meaning that we are lightyears beyond the rest.

DIVERSE

in our foundation and in everything we do. We serve a range of diverse communities helping to empower individuals and promote the improvement of inequalities in healthcare.

INNOVATED

to create the world's first health and wellbeing ecosystem, harnessing innovation in the health-tech and digital industries to make healthcare accessible to all communities across the globe.

INTEGRITY

we aim to make healthcare accessible to all globally. We instil a human-first approach throughout the work we do to achieve true healthcare equality. We give back to communities globally and ensure high-quality healthcare is accessible to all.

EMPOWER INDIVIDUALS

to take control of their health and wellbeing. Our services enable patients to own their patient records, gain high-quality healthcare without prejudice, and break the restrictions of disproportionate healthcare.

SUSTAINABLE, ETHICAL HEALTH

and wellbeing ecosystem. We have created ELARA with future generations in mind, ensuring we provide an environmentally conscious cryptocurrency.



LARA

Invest in LARA at:
► ELARA.org