



**Bringing you the future in Fitness,
Health and Technology**

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The information provided in this white paper is accurate and up to date, all products, services, technical architecture, token distribution, and company timelines are accurate and up to date at the time of this release. I reserve the right to edit and or alter any material without notice, this should not be considered a signatory agreement of advice.

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Introduction

Welcome to Shift Token, a community-driven platform that promotes fitness and health by empowering all holders to take control of their health and fitness whilst earning crypto for doing so. Shift Token was conceptualised as a Smart technologies-anchored ecosystem aimed at bringing fitness and health to the crypto sphere.

We aim to be at the forefront of technical advances in the health and fitness industry. Shift token is more than just a project, it is a way of life. We strongly believe, by creating an all encompassing app, which incorporates all of our innovative utilities within our ecosystem for its end users, will drive user adoption on a mass scale.

Attracting new holders into the crypto space will harness the strength of the health and fitness industry currently worth over 1 trillion dollars - the possibilities for Shift are endless.

One of the most exciting aspects of the Shift Token is the opportunity for personal improvement and development coupled with financial growth. The app will provide calorie counting, step tracker, in app coaching, in app rewards - essentially encapsulating every aspect of your weight loss and wealth accumulation journey.



Shiftfit

Shift Token is here to shake up the fitness industry by bringing Fitness and health to the crypto world, infused with cutting edge technology where holders can earn crypto for keeping fit and reaching their fitness goals. Reaching your desired fitness goals isn't easy. Thanks to the ShiftFit app by Shift Token, you will be given the tools you need to reach your fitness goals. Whether you are looking to lose weight, tone up or gain muscle mass ShiftFit will help you every step of the way. ShiftFit will make it simple for you to log your meals so you can track your calorie and nutritional intake with ease. The app will allow you to achieve your goals through customised actionable tips and coaching based on a range of factors such as calorie intake, health and activity history. A range of studies have confirmed keeping track of both your daily activity and food intake increases the chances of reaching your desired fitness goals. ShiftFit will become your one stop shop to reaching your fitter and healthier self, by tracking your food intake and workout activity all in one.



Vision of Shift

We envision building an ecosystem that is a decentralised financial system that can only be created by appropriately managing people, value, ownership, and reputation. We strongly believe by creating our innovative utilities within our eco system for its end users, it will drive user adoption on a mass scale bringing new holders into the crypto space.

Our Vision is to :

- Enable Shift Token holders to earn crypto for reaching there fitness and health goals.
- Provide real time data to allow application users to achieve there goals.
- Build a community that is helpful, trusting and giving.
- Be at the forefront in developing the most cutting edge technology in the fitness and health sector.
- To ensure users own personal data, which will significantly reduce the current data leaks via centralized systems.
- Donate and give back to communities through charitable causes



Smart Technologies

Technology brings processes and tools together; information exchange to promote development for the betterment of mankind. It helps people to solve their problems, reduce excess time, save lives, and help to interact and exchange information whilst earning crypto. We will aim to be at the forefront of the most innovative technologies when it comes to fitness and health. A full team of experts in their respected fields will be assembled with the simple task of creating products which will be accessible for all consumers in the fitness and health sector. Products will range from, but not be limited to, artificial intelligence (AI) to robotics. We will also create products which can be integrated within our ShiftFit app.



Why We love Shift Token?

Shift Token was created as a Smart technologies-anchored ecosystem aimed at bringing fitness and health to the crypto sphere. We aim to be at the forefront of technical advances in the health and fitness industry. Shift Token is more than just a project - its a way of life.

- Empowering the community to take control of there fitness and health wellbeing
- Holders can earn crypto for reaching fitness and health goals
- Bringing sustainable and transparent leadership
- Actively looking to bring smart cutting-edge technology and tools to the fitness and health industry
- Creating an accountable, transparent and active community



How to Earn Crypto?

It pays to keep fit and reach your fitness goals with ShiftFit by Shift Token. Find it hard to stay on track and reach your fitness goals? Whilst you will have the use of all our state of the art tools and supportive community to help you keep on track it also pays to stay on track and reach your fitness goals with ShiftFit. Once you have locked in your fitness goals within the app for example lose X amount of weight over X amount of days or complete 40,000 steps over a certain amount days, you will earn Shift Tokens. That's right get paid crypto for achieving your fitness goals through our state of the art app. You will also be able to earn further Shift Crypto tokens by participating in daily, weekly and monthly fitness challenges



Benefits of Holding

Earn Crypto:

All our holders will have the opportunity to earn Crypto tokens for setting and reaching your own fitness and Health goals. You can also earn further tokens by competing in daily, weekly and monthly fitness challenges.



ShiftFit App:

Our ShiftFit application will bring you a whole host of information and tools to enable users to keep fit and achieve your fitness goals.



Shift Technology:

Our technology arm Shift Technology will be at the forefront of technological advancements within the health and fitness industry.



Benefits of Holding

Secure:

The application will be completely decentralised enabling users to have complete control over their personal data, therefore avoiding your data being sold on and being manipulated.



Community:

We are building a fair, transparent and helpful community where all holders big and small and no matter your health or fitness goals, we are all equals within our ecosystem.



Tokenomics

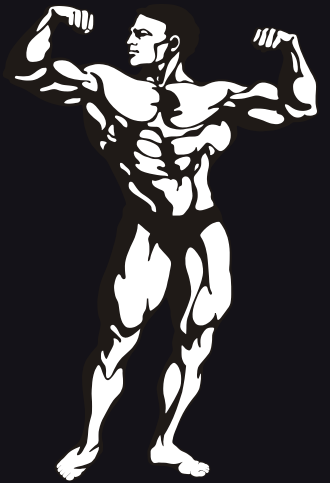
Liquidity 3%

To forever strengthen the price floor of Shift Token. Liquidity is the foundation of a tokens price. As such, the contract will be designed to strengthen this by consistently injecting liquidity into the main liquidity pool. This 3% is converted at the time of transaction, and over time will continue to increase the price floor, benefitting all our investors and creating sustainability for Shift Token.



Buy Backs 1%

1% of every transaction will be sent to the buy back wallet. The wallet will be manually activated to stabilize the price if required . This will provide extra protection for our community should the crypto industry experiences any economic down turns.



Tokenomics

Charity 1%

To give back to those who need our help the most. 1% of each transaction will be deposited into the verified, secure charity wallet to fund charitable causes within our community. We strongly believe no one's health or fitness should have to suffer through lack of funding. Our Charity wallet will be used for paying for life saving treatments, Gastric bypasses, gym memberships for those in low income areas and so on.



Development 3%

To aid the development of all of Shift Token Utilities. The creation of our cutting-edge technology can be costly which is why 3% of every transaction is converted to Ethereum and deposited into the verified, secure development wallet. As with everything on the blockchain, the community has full visibility over the transactions that flow in and out of the wallet. The development wallet will only be used to develop our utilities and insure we remain at the forefront of technology advancements in the fitness and health industry.



Tokenomics

Marketing 3%

Building a brand is half the battle to making Shift Token a household name. Professional marketing, influencers, and overall brand maintenance is costly. This requires a source of sustainable funding. Therefore 3% of each transaction will be converted to Ethereum and deposited into the verified, secure marketing wallet. The Marketing Wallet will be used to scale the Shift Token brand through the use of strategic well place.



How you will be able to buy Shift Token?

You will be able to buy Shift Tokens on Uniswap when we launch using our contract address:

Contract address: To Be Confirmed

You can follow the steps below on how to buy shift tokens when we launch.

1. Register an ETH account on MetaMask, Coinbase or Trust wallet.
2. Buy or transfer ETH to your MetaMask, Trust wallet or Coinbase Wallet
3. Connect either your MetaMask, Coinbase or Trust wallet ETH wallet to Uniswap.
4. Add our token contract address on Uniswap
5. Make sure you set the Slippage tolerance between 10-15%
6. Swap your ETH for your new Shift Tokens, hold it in your wallet and watch your value increase.

Token Details

Token Name-----	Shift Token
Symbol-----	ShiftToken
Total Supply-----	10,000,000,000,000
Platforms-----	eth
TYPE-----	ERC20



Road Map

Phase 1

- Set up social media accounts
- Develop and Launch website
- Release whitepaper
- 500 Telegram members
- Initial marketing

Phase 2

- Launch token on Uniswap
- 1,000+ Holders
- 2500 Telegram members
- CoinGecko listing
- Coin Market Cap listing
- Start development of ShiftFit App

Phase 3

- Merchandise release
- 5,000+ holders
- 5,000 telegram members
- Marketing campaign (social media awareness Twitter, Instagram, Youtube and Tiktok)
- Certik Audit
- Release ShiftFit App



Road Map

Phase 4

- First charitable donation
- 30,000 holders
- 15,000+ telegram members
- Engineers begin work on prototype Shift Technology products

Phase 5

- First Shift Technology products available for purchase
- 30,000+ telegram members
- 50,000+ holders
- Major exchange listing
- International marketing campaign

Phase 6

- TV & radio interviews
- Further charitable donations
- TV advertising
- Open up first Shift Token gym



Official Links

Join our community today, we are always available to help. Here is our website link : www.shift-token.com



Telegram



Twitter



Instagram



Tiktok



YouTube



Reddit



**Shift Token welcomes you to
the community**

