

Anahata DAO - The Plan Summarized

- Vision - Create a unified society - nurturing every soul to reach their highest Self - physically, mentally, emotionally and spiritually.
- Values - Bliss, peace, harmony, love, understanding, empathy, clarity, purity, unity, compassion, kindness, and forgiveness.
- How - Creating locations/networks where such values are fostered and actualized as a way of life 24/7. We achieve this through the introduction of a Chartered Smart-Eco City - which will provide an alternative, another way, beyond politics through action and choice given to the people, empowering each and everyone in becoming true stakeholders by partaking in direct decision making, aligning interests (energies) of the individual with a greater collective, mastermind - soul tribe.
 - Blockchain Technology for a globally distributed consensus governance.
- Chartered Smart-Eco City Concept - The land to be chosen shall be away from current cities or establishments, for various reasons such as pushback from existing stakeholders of an already established city, town and community.
 - A new, unsullied land is the best option, with minimal to no population at all.
 - Or alternatively, if an ideal location is found and the current inhabitants welcome the project with open arms and hearts.
 - Backing for land acquisition, by incentivizing the authorities of the land chosen for the chartered smart-eco city and ensuring that the regulatory framework allows that.
 - Screen candidate host Countries for 12 chartered smart-eco cities.
- A Chartered Smart-Eco City needs financial capital to realize the initial investments needed to get the city established.
 - Initial Coin Offering through the Avalanche Network and the use of smart contracts.
- An economic development mix is proposed to support the chartered city, so it can be self-sustaining and produce excess revenue to support the ever increasing needs and growth of the chartered city population.
 - Our economy will be built around the wellness economy with is multi-faceted and has a bright future;
 - The global wellness economy which was \$4.4 trillion in 2020 and is expected to grow to \$7 trillion by 2025. *Global Wellness Institute 2021*
 - Asia-Pacific was the largest region for wellness spending in 2020, at \$1.5 trillion. *It is important to keep in mind that some of the wellness sectors are "export industries" (i.e., selling services to people who are not residents of the country in which the business is located). For example, about 27% of all wellness tourism expenditures are from international travel.*
 - Wellness Tourism (pandemic loser, future winner): Took a major hit in 2020. The market shrunk -39.5% to \$436 billion, while wellness trips dropped from 936 million to 601 million. *The impressive 21% annual growth rate projected for wellness tourism through 2025 reflects new traveler values (a quest for nature, sustainability, mental wellness) as well as a period of rapid recovery from pent-up demand in 2021 and 2022.*



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- Wellness Real Estate (pandemic and future winner): With COVID-19 dramatically accelerating the understanding of the role that the built environment and our homes play in our physical and mental health, the wellness real estate market was the #1 growth-leader both before and during the pandemic: The market grew from \$148.5 billion in 2017 to \$225 billion in 2019 to \$275 billion in 2020 (22% annual growth). *Wellness residential projects (either built or in the pipeline) skyrocketed from 740 in 2018 to over 2,300 today. Wellness real estate will continue its growth surge: The market will double to \$580 billion from 2020 to 2025 (16% annual growth).*
- Physical Activity (pandemic loser, future winner): Fitness technology was, of course, the bright spot, exploding 29% in 2020 to become a \$49.5 billion market—with digital apps, streaming and on-demand workout platforms surging 40%. *The segment's hybrid bricks-and-mortar/digital future is bright: the market will nearly double—from \$738 billion to \$1.2 trillion—from 2020-2025.*
 - *By 2030, the fitness app industry could be in excess of \$120 billion, due to its compounded annual growth rate of 24.3%, according to a study by Allied Market Research.*
 - *Driven by an increased awareness of “a healthy lifestyle” and “diet-related diseases,” as well as an increased use of devices carrying these apps and;*
 - *Major impact due to the global pandemic — and a movement toward working remotely — has pushed consumer interest toward at-home fitness solutions.*
- Mental Wellness (pandemic and future winner): Posted strong 7% growth from 2019-2020 (from a \$122 billion to a \$131 billion market), as consumers desperately sought solutions to help them cope with pandemic stresses. The largest segment, “senses, spaces and sleep,” grew 12.4%. The forecast: strong 10% growth annually through 2025, to reach \$210 billion.
 - *Meditation and mindfulness is the smallest but the fastest-growing segment, at \$3.5 billion and 25.4% growth in 2020, well exceeding \$10 billion by 2025. This segment includes all forms of meditation practices, as well as related mindfulness practices like breathwork. Interest in meditation has exploded during the pandemic, and the leading meditation apps saw a massive surge of new downloads during the initial COVID shutdowns, with sustained growth throughout the year.*
- Traditional & Complementary Medicine (pandemic loser, future winner): This market spans different holistic, indigenous, ancient therapies and products (acupuncture, Ayurveda, Traditional Chinese Medicine, chiropractic, pranic/reiki healing, entheogens). *It will see healthy 7% annual growth from 2020-2025, reaching \$583 billion.*



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- Healthy Eating, Nutrition & Weight Loss (pandemic and future winner): One of the few wellness sectors that maintained positive growth (3.6%) during the pandemic, which launched a wave of interest in home cooking, healthy food, and immunity-focused foods and supplements.
 - 2019 - The Year of Vegans (Economist)
 - Individuals are increasingly becoming vegans and vegetarians, with reports ranging from a 600% increase in vegans in the US from 2014 to 2019 and a 40% increase in the UK in 2020 alone. *That's still a pretty small portion of the total, but other data reveals growing interest in plant-based foods by consumers who don't consider themselves vegetarian or vegan.*
 - Plant-based foods poised for explosive growth
 - Plant-based alternatives to meat are set to grow to \$162 billion by 2030, or represent 7.7% of the expected \$2.1 trillion global protein market. Sales growth for plant-based meat and dairy alternatives are expected to outpace conventional products, supported by innovation, increased production capacity, lower retail prices, broadened distribution gains and consumer acceptance. *Bloomberg Intelligence*
 - How the world eats is changing dramatically - A little under two decades ago, restaurant-quality meal delivery was still largely limited to foods such as pizza and Chinese. Nowadays, food delivery has become a global market worth more than \$150 billion, having more than tripled since 2017. In the United States, the market has more than doubled during the COVID-19 pandemic.
 - Note. We would only serve non-meat dishes.



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Wellness Economy Growth Projections by Sector, 2020-2025

	Market Size (US\$ billions)		Projected Market Size (US\$ billions)					Projected Average Annual Growth Rate
	2019	2020	2021	2022	2023	2024	2025	2020- 2025
Personal Care & Beauty	\$1,097.3	\$955.2	\$1,093.5	\$1,208.5	\$1,282.6	\$1,349.3	\$1,412.9	8.1%
Healthy Eating, Nutrition, & Weight Loss	\$912.3	\$945.5	\$986.3	\$1,035.8	\$1,089.2	\$1,147.2	\$1,209.9	5.1%
Physical Activity	\$873.8	\$738.1	\$828.0	\$907.7	\$999.9	\$1,094.5	\$1,198.8	10.2%
Wellness Tourism	\$720.4	\$435.7	\$652.8	\$816.5	\$928.2	\$1,030.6	\$1,127.6	20.9%
Traditional & Complementary Medicine	\$431.9	\$412.7	\$448.4	\$480.0	\$512.6	\$546.5	\$582.6	7.1%
Public Health, Prevention, & Personalized Medicine	\$359.1	\$375.4	\$394.5	\$412.4	\$429.7	\$453.3	\$478.3	5.0%
Wellness Real Estate	\$225.2	\$275.1	\$347.1	\$398.4	\$459.7	\$516.9	\$580.3	16.1%
Mental Wellness	\$122.3	\$131.2	\$147.5	\$163.4	\$180.1	\$195.5	\$209.8	9.8%
Spas	\$110.7	\$68.0	\$101.9	\$122.3	\$131.5	\$140.7	\$150.5	17.2%
Workplace Wellness	\$52.2	\$48.5	\$50.8	\$52.8	\$54.5	\$56.4	\$58.4	3.8%
Thermal/Mineral Springs	\$64.0	\$39.1	\$58.5	\$71.5	\$77.4	\$83.3	\$89.7	18.1%
Wellness Economy	\$4,909.9	\$4,369.3	\$5,040.2	\$5,588.7	\$6,055.1	\$6,514.9	\$6,992.0	9.9%

Token Economics

Genesis - Anahata DAO Initial Coin Offering - Total Supply 7,907,960,129 YAM tokens.

- Founder Team 5% - 3 year vested - released quarterly.
- Founders monthly native YAM token distribution 9% - 3 year incentive program
 - Accessed via **Anahata Founder Insignia NFT** - Non-transferable
 - Total Anahata Founder Insignia NFTs minted - 12,000.
 - Price - First 1,000 goes for 0.5 ETH/per - increase of 0.5 ETH for each subsequent 1,000, capped at 6.0 ETH for the last 1,000.
 - First thousand NFTs sell for 0.5 ETH / each.
 - Last thousand NFTs sell for 6.0 ETH / each.
 - Privileges & Benefits
 - 19,769,900 YAM tokens released / monthly - allocation amount determined based on one's activity level - 20 % of allocated tokens will be released to individual crypto wallets monthly - 3 year program.



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- Member of Anahata DAO Mastermind Alliance -
 - Voting rights at Anahata DAO and its proposed projects/subnets.
 - A stakeholder in all of Anahata DAO's independent projects/entities - subnets (layer 2 solution) including chartered cities.
 - Also first in-line for additional investments prior to public ICOs.
 - Development meetings, workshops, activities & events.
 - Min. 3 times / per week.
- Lifetime Access to Anahata Soul Tribe - Create your reality dApp
- On-Boarding program
 - Detox to unify - body, mind and spirit.
 - Life Purpose Mapping & Connect with your soul tribe -
 - Jyotish (Vedic Astrology).
 - Tailored mantras per birth chart.
- **"Birthing" ability to create Anahata Child NFT**
 - Two founder Insignia NFT holders can give "birth" to an Anahata Child NFT.
 - Number of Anahata Child NFTs capped at 132,000.
 - New Anahata Child NFTs can only be minted when existing one's have a supporting godparent.
 - Birthers will receive 20% of Anahata Child NFT donations.
- **Godparent NFT 11%** - 11 year program
 - Donate to the Anahata Children's Development Fund and become a holder of the Godparent NFT - Transferable.
 - Amount of donation will be valid for a duration of 1 year during which YAM tokens will be distributed to the Godparent NFT holders crypto wallets - amount of tokens distributed to each godparent depends on the percentage of donation relative to total funds donated for the year.
- **Anahata Children NFT 11%** - 11 year program
 - Anahata Child NFT needs to be supported to stay active.
 - Floor Cost 0.5 ETH / annum.
 - Each child will receive an equal amount of YAM tokens annually, which can only be accessed when the child has reached maturity as deemed by Anahata DAO governance.
 - Until then, all needs of Anahata children have to be provided for as the main priority of Anahata DAO.
- Godparent for Anahata Children - Social Engagement 11%
 - 1.5 YAM tokens per approved social engagement - equates to approx. 560 million views/impressions.
- Prana Activity Rewards 12% -
 - 999 YAM tokens earmarked per session organized by an approved Anahata Founder.



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- Divided amongst participants with a Proof of Attendance (POAP) NFT.

- Chartered Smart-Eco Cities - **Council of Elder NFT** 20%
 - 12 Chartered Smart-Eco Cities - 12 Council of Elders.
 - Each Chartered Smart-Eco City is a subnet of Anahata DAO with its own token economics.
 - Token Swap - Each chartered city will receive 1.666...% of the initial YAM token supply, upon a successful vote of a City Elder and activation of the Council of Elder NFT. In return Anahata DAO treasury gets 20% of the chartered city's token supply.
 - Each YAM token swapped will be released, when a tree has been planted onto the soil.
 - Each Council of Elder is required to guest host an exclusive NFT podcast.
- 12,000 Earth Guardian NFT #savesoil 10%
 - Dutch Auction.
- Public Investors - Staking Pool 4%
 - Hourly 12,036 YAM token emissions for 36 months.
- Public Investors - Liquidity Pool 3%
- Interactive Airdrops 3%
- Advisors 1%

Road Map

- Create A MasterMind Network -
 - Identify and incentivize initial cohort of citizens - Anahata Insignia NFT;
 - Anahata Children, Creators, Planners, Designers, Engineers, Builders, Artists, Protectors, Growers, Guides & Healers, Organizers, Influencers.
- Citizen Development Program -
 - Detoxing (Physical, Emotional & Spiritual).
 - Life Purpose Mapping.
- Phase 1 - Entry into the app space, sub-categories in the wellness economy -
 - Healthy Eating - A non-meat mobile kitchen and organic grocery delivery dApp.
 - Mental Wellness - Create Your Reality Tribe dApp.
 - Phase 1.5 - Introduce Verified Personal Guides & Healers - Certified by Anahata DAO.
 - Guides & Healers Platform - Light, portable "franchising" model.
 - Talent & Project Incubator.
 - Screen Candidate Host Countries for 12 Chartered Smart-Eco Cities.
- Build an awareness, PR and marketing program.
 - Podcasting - Target Influencers.
- Initiate Development of Chartered Smart-Eco City Concept.
 - Establish 12 Chartered Smart-Eco Cities.

