



PhytoZenX

Accelerating the Growth of Natural Botanical Medicine
to Solve the Healthcare Crisis



A Utility NFT For VIP Membership
NFT Lightpaper

Last Update: September 26, 2022
Version 1.1

DISCLAIMER

NFT Ownership and Intellectual Property

The purchaser of the NFT understands and agrees that it is acquiring title to it solely for personal, non-commercial purposes, and they shall have no authority, right, title or interest in, to or in connection with the copyrights, trademarks or other intellectual property (IP) or proprietary rights in and to the NFT, all of which remain solely with the original creator and seller. The NFT purchaser also understands and agrees that they have no rights of reproduction or commercial exploitation of the NFT or the copyrights, trademarks or other IP or proprietary rights in and to the NFT, other than the right to sell, trade, donate, give away, or transfer the NFT. If at any time you sell, trade, donate, give away, or transfer the NFT to a new owner, title to the NFT shall be transferred to the new owner according to the terms hereof, and you will have no further rights in or to the NFT. PhytaZenX intellectual property, including but not limited to its brand, characters, story and developments, is solely owned by its creators.

Awareness of Risks, Experimental Technologies and Limitations of Liability

You warrant that you understand NFTs are inherently risky and speculative. NFTs are unregulated and in an early stage of development with experimental software and business models. The NFT industry has limited government protection, high price volatility, strong potential for inadequate documentation, and a high risk of fraud. You should only purchase NFTs if you have strong technical knowledge and understand the specifics of the offering. Careful due diligence should be undertaken on the any NFT project. You understand that your NFT purchase may not result in a usable or valuable NFT and you may lose the entire value of your purchase. You are encouraged to consider the advice of and warnings about the significant risks of the NFT sector.

Transactions, including but not limited to primary sales, secondary market sales, listings, offers, bids, acceptances, and other operations via the Website use experimental smart contract and blockchain technology, including NFTs, cryptocurrencies, consensus algorithms, and decentralized networks or systems. Holders acknowledge and agree that such technologies are experimental, speculative, and risky. Holders acknowledge and agree that the NFTs may be subject to bugs, malfunctions, timing errors, hacking, theft, or changes to the Solana blockchain protocol rules, which can adversely affect the smart contracts and may expose you to a risk of total loss, forfeiture of your digital currency or NFTs, or lost opportunities to buy or sell NFTs. Participants who mint PhytaZenX NFTs agree to hold the Project Team harmless for losses incurred from minting an NFT. Potential losses include gas fees for failed transactions and extra gas fees charged or the loss of any NFT due to website or smart contract bugs. The PhytaZenX team assumes no liability or responsibility for smart contract or related failures or risks.

No Guarantees or Future Promises and No Guarantees of Value

While the PhytaZenX team has released a roadmap on future project plans, we cannot guarantee every item outlined will be executed as the project evolves. You agree that your NFT purchase from our initial NFT launch is all you are guaranteed to receive with your purchase through primary or secondary channels. Any future benefits are ancillary and not to be taken into consideration with your purchase. You agree that you are not relying on future commitments by the PhytaZenX team in participating in our NFT launch. PhytaZenX NFTs were created to give NFT Holders access to our VIP membership club, not to serve as investments. We make no promise or guarantee that any NFTs will retain monetary value in fiat, cash or cryptocurrency.

Taxes and Bonuses or Rewards

Each Holder is solely and entirely responsible for all Federal or State tax liabilities which may arise, be imposed, or enforced by the holder's country of residence as a result of minting or reselling PhytaZenX NFTs. In addition, the PhytaZenX team may distribute bonuses or awards to Holders. It is the Holder's responsibility to stay informed and comply with their country of residence's laws and requirements. The PhytaZenX team is not responsible for Holders who break any applicable laws.

Class Action Waiver, Jurisdiction and Choice of Law

You agree to waive any class action status, and legal disputes on the PhytaZenX project can only be done on an individual basis.

Disclaimers Subject to Change

The sale or use of NFTs or virtual tokens could be prohibited under applicable securities law. Existing regulations could be applied or new regulations could be enacted, affecting blockchain technology applications and NFTs so that any aspect of NFT projects could be negatively affected, requiring its modification or discontinuance and potentially resulting in the loss of tokens or token value. In order to be compliant with new practices, the PhytaZenX team reserves the right to adapt and adjust disclaimers, practices, promises and road maps at any time.

TABLE OF CONTENTS

Table of Contents	0
Introduction	1
The Problem and Our Solution	1
Market Opportunity	1
Our Mission	2
NFT Business Model	3
NFT Design	3
Technology Overview	3
Go-To-Market Strategy	3
Tokenomics	5
NFT Distribution	5
Use of VIP Membership Funds	6
NFT Sale Procedures	7
Road Map	8
Team	9
Additional Information	10

INTRODUCTION

The Problem

Most mainstream drugs do not help patients recover from chronic disease. Many prescription drugs in the market today are ineffective, filled with side effects, and too expensive. For example, although the US spends twice as much on healthcare as other high-income nations, the US remains one of the sickest first world countries on earth. Compared to other developed countries, the US has the shortest life expectancy and the highest infant mortality rate. Plagued with chronic degenerative diseases, the vast majority of American patients are being treated with expensive drugs that only mask symptoms and are filled with side effects. These same drugs have become the standard of care in many countries all over the world. When patients do not recover from disease, they all end up in hospitals sooner or later. Endless hospitalizations are bankrupting our healthcare systems and this has created a global healthcare crisis.

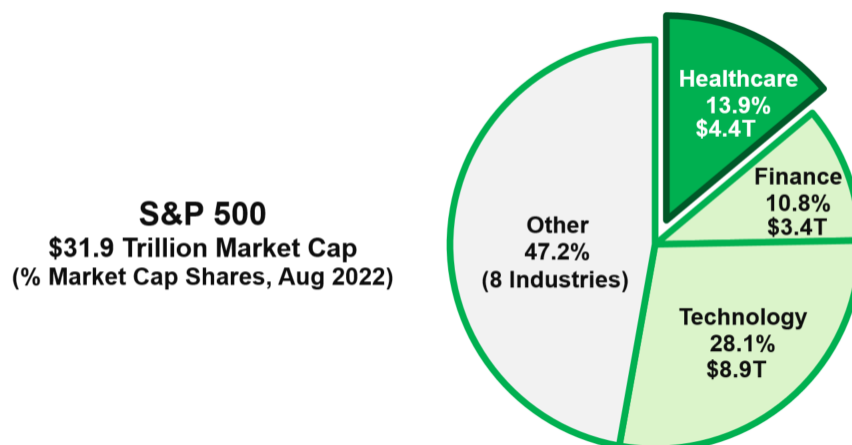
Many companies produce natural botanical medicines for acute and chronic disease. Herbal medicine treats the root cause of disease, and the best botanical therapies reverse disease with sustained results and no side effects, plus they are significantly cheaper and faster to develop. In 2004 the FDA developed guidelines for botanical therapies to conduct clinical trials and become approved botanical drugs in the US. Unfortunately patients never find out about these treatments because botanical companies are neglected and do not have equal access to resources for clinical trials and commercialization.

Our Solution

In December 2016 the FDA relaxed their botanical drug guidelines to catch up with global standards, creating a huge opportunity for the worldwide expansion of botanical medicine. PhytaZenX is developing a digital platform with blockchain technology to accelerate the growth of herbal medicine in mainstream healthcare. Our digital marketplace will provide resources for botanical medicine clinical trials, approval and commercialization. In order to build a global community to support our ecosystem, PhytaZenX will form a VIP membership club by launching a utility NFT. Our NFT will give community members VIP access to benefits and perks for products and services on our digital platform.

Market Opportunity

As of 2022, the technology, finance, and healthcare industries are the largest sectors in the S&P 500:



One of the next big trends in Web3 will be the decentralization of power and resources in the healthcare industry to provide better products and services to patients. Nowadays, patients in developing countries do not have access to high-quality medicines while patients in first-world countries do not have access to treatments that help them recover from chronic disease. Patients across the world are struggling to cover their medical costs in order to pay for ineffective and expensive prescription drugs in the mainstream healthcare system.

In 2020, the global pharmaceutical drug industry was a \$1.27 trillion market and this industry grew to \$1.42 trillion in 2021. The potential for natural herbal medicine to break into mainstream medicine is an open and untapped **\$300 billion global market opportunity**. PhytaZenX's digital platform will accelerate the development and approval of botanical medicine to transform and drive explosive growth in the healthcare industry. Our goal is to create a digital marketplace that can be launched globally to bring the best herbal medicines to patients all over the world.

Our Mission

The word “phyta” (“fai-tuh”) is a suffix used in scientific names for plants. We are focused on enabling the worldwide expansion of botanical medicine made from all-natural botanical ingredients. PhytaZenX (“fai-tuh-zen-eks”) represents the future of botanical medicine. Together, we seek to:

- **Redefine disease therapy:** botanical therapies that reverse disease with sustained results and no side effects or contraindications
- **Redefine patient convenience:** short-term treatments with long-term results; patients deserve to recover from disease without taking medications forever
- **Redefine mainstream healthcare:** our mission is to transform global healthcare by launching botanical therapies that are superior in efficacy, safety, and cost compared to the current standard of care

PhytaZenX makes socially responsible medicine to solve the healthcare crisis by providing better treatments for patients worldwide. Join us and spread the word. The healthcare revolution is here.



NFT BUSINESS MODEL

NFT Design

A non-fungible token (NFT) represents ownership of something digital that is unique and not interchangeable. Examples of popular NFTs include digital art, music, and photos. A utility NFT, on the other hand, is an NFT that has a real-world use case beyond just being a unique digital asset. A utility NFT grants their owner access to real-world benefits, privileges, rights, or rewards.

PhytaZenX's first NFT project is a collection of 10,000 utility NFTs for our digital platform. Our utility NFT provides exclusive access to our platform's VIP membership club. Holders of our utility NFT will get VIP access to perks and benefits on our platform for future products and services, including, but not limited to, the following:

- Discounts
- Presales/whitelists
- Voting rights
- Airdrops
- New NFT collections

VIP membership funds collected from our NFT project will be used to fund community projects on our digital platform.

Technology Overview

Our utility NFT project will use two types of technologies. The first type of technology is used to create our utility NFT and NFT minting website. Our utility NFT will be built on the Solana blockchain. With its sophisticated infrastructure, high speeds, low transaction costs, and booming NFT marketplace, Solana is the ideal blockchain for the initial phase of our community projects. Our NFT is a Solana Public Library (SPL) token and our NFT platform is built using Metaplex with The Candy Machine v2 and Sugar (Candy Machine CLI). During our NFT sale, community members or customers will use our NFT minting website to purchase our utility NFT. Our utility NFT can also be purchased or traded on secondary marketplace platforms in the future. Holders of our utility NFT will become official members of our VIP membership club and get exclusive access to perks and benefits for products and services on our digital platform.

The second type of technology that we use for our NFT project is social media technology. Various types of social media platforms and apps will be used for community building, engagement and maintenance.

Go-To-Market Strategy

In order to build a global community for our NFT project, our marketing campaign will focus on target market segments. Our target markets include the following:

- Geographic markets
- Generational markets
- NFT markets

For our geographic target markets, we will initially focus on regions with the following characteristics:

- High herbal medicine adoption
- High blockchain technology adoption

Therefore, our initial marketing efforts will be focused on Southeast Asia, South Asia, Africa, and South America, as well as select regions in Europe and North America. We recognize that many of our supporters and community members will come from regulated countries and will monitor the latest regulations on utility NFTs for those markets.

For our generational target markets, we will focus on the following generations:

- Millennials
- Gen Z

These generations tend to be early adopters of technology and novel ideas or concepts. In addition, they are generally socially conscious about public health and the environment.

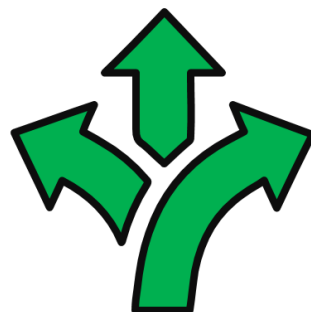
For our NFT target markets, we will focus on reaching out to the following types of NFT communities:

- Special interest NFTs: healthcare, cannabis, psychedelics, mental health, meditation, yoga, etc.
- Utility NFTs
- Membership NFTs: Bored Ape Yacht Club, Moonbirds, etc.

In order to reach our target markets, our primary marketing channels will be social media platforms and apps. This is the fastest and most cost-effective way for us to reach our global audience, who are already highly engaged on social media. Different types of social media platforms or apps will be used for customer acquisition, engagement and maintenance. In order to execute this, our team will:

- Work with digital marketing agencies and use social media platforms or apps to add new members or customers to our global community;
- Collaborate with social media influencers and key partners to drive growth in our community through direction promotion or events;
- Use social media platforms or apps to drive engagement with community members or customers via targeted messaging;
- Use Discord and other community tools to manage and maintain our global community.

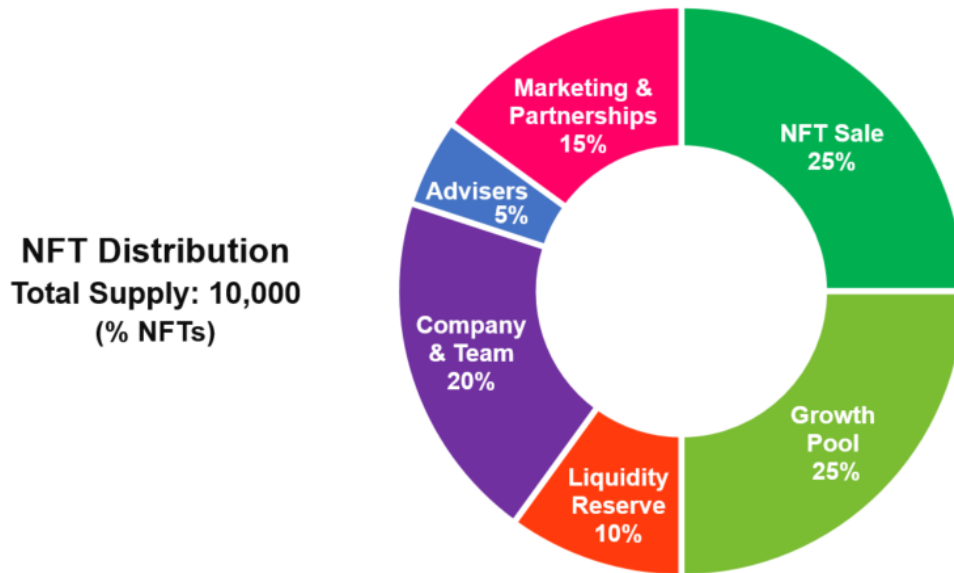
Our marketing campaign will have a heavy initial launch for the first three months of the NFT sale, and then transition to a steady and continuous growth-targeted cycle.



TOKENOMICS

NFT Distribution

The distribution of PhytaZenX's utility NFTs is illustrated below:



1) NFT Sale: 25% (2,500 NFTs)

Our first NFT sale consists of 4 rounds of sales at different price points:

- Private Presale: 250 NFTs
- Private Sale: 500 NFTs
- Public Presale: 750 NFTs
- Public Sale: 1,000 NFTs

All NFT sales may be lengthened, shortened or cancelled depending on market demand. Unsold NFTs will be allocated to the Growth Pool and will be released for future NFT sales.

2) Growth Pool: 25% (2,500 NFTs)

Since the prescription drug market is a trillion-dollar industry, we will set aside a large Growth Pool for future NFT sales to fund new community projects that will support and scale our ecosystem. Our NFT community members may submit Growth Pool project proposals to the PhytaZenX leadership team for approval. After a project proposal is approved, a specific amount of Growth Pool NFTs will be unlocked and sold to fund the project.

3) Liquidity Reserve: 10% (1,000 NFTs)

A liquidity reserve of NFTs will be set aside to support overall ecosystem growth and stability.

4) Company & Team: 20% (2,000 NFTs)

PhytaZenX's company team members will be rewarded with NFTs for their early and continued involvement in our ecosystem. Team NFTs have the following lock-up periods:

- At NFT launch for 20% of NFT allocation
- 6 months for an additional 20% of NFT allocation
- 12 months for an additional 20% of NFT allocation
- 18 months for an additional 20% of NFT allocation
- 24 months for remaining 20% of NFT allocation

5) Advisers: 5% (500 NFTs)

Our advisers will be rewarded with NFTs for their early and continued involvement in our ecosystem. Adviser NFTs will have the following lock-up periods:

- At NFT launch for 20% of NFT allocation
- 6 months for an additional 20% of NFT allocation
- 12 months for an additional 20% of NFT allocation
- 18 months for an additional 20% of NFT allocation
- 24 months for remaining 20% of NFT allocation

Advisers who participate early and have a high level of experience, expertise or involvement will receive more NFT rewards. All advisers and related NFT rewards will be chosen and approved by the PhytZenX leadership team.

6) Marketing & Partnerships: 15% (1,500 NFTs)

A portion of NFTs will be set aside for marketing and partnership activities. Marketing and partnership NFTs will have the following lock-up periods:

- At NFT launch for 20% of NFT allocation
- 6 months for an additional 20% of NFT allocation
- 12-24 months for remaining 60% of NFT allocation, depending on type of partnership

Partners who participate early and have a high level of experience, expertise or involvement will receive more NFT rewards. All marketing activities, partnerships and related NFT rewards will be chosen and approved by the PhytZenX leadership team.

Use of VIP Membership Funds

All proceeds collected from our NFT sale will be allocated to our VIP membership fund. VIP membership funds will be used to fund community projects on our digital platform.

NFT Sale Procedures

1) NFT Sale Overview

Our NFT sale has the following characteristics:

- NFT Name: PhytaZenX
- NFT Type: Utility NFT
- Blockchain: Solana
- Total Supply: 10,000
- NFTs Being Sold: ~2,500
- Unsold NFTs: To be allocated to the Growth Pool
- Accepted Currencies: Solana (SOL)

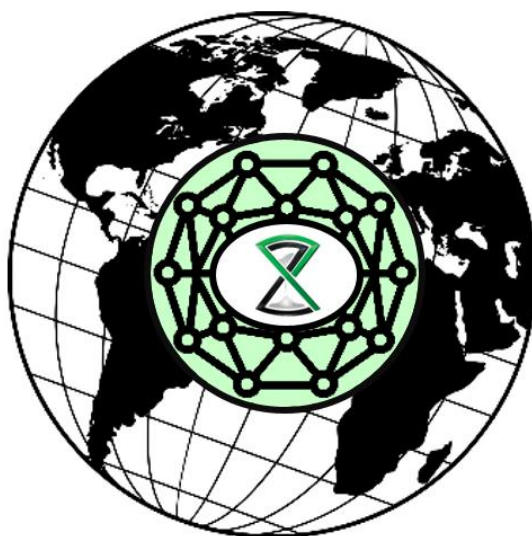
In addition, this NFT sale consists of 4 rounds of sales at different price points:

- Private Presale: 250 NFTs
- Private Sale: 500 NFTs
- Public Presale: 750 NFTs
- Public Sale: 1,000 NFTs

All NFT sales may be lengthened, shortened or cancelled depending on market demand. Unsold NFTs will be allocated to the Growth Pool and will be released for future NFT sales.

2) Post-NFT Sale & Resale Overview

After the NFT sale, the PhytaZenX utility NFT is expected to be listed and traded at select secondary marketplace platforms, which will be chosen at a later time. Additional NFT resale policies will be set after the NFT sale is complete and will be determined based on market conditions.



ROAD MAP



Q3-2022

Community Building
NFT Development
NFT Design Release
NFT Sale Schedule Release



Q4-2022

NFT Sale
NFT Community Events
NFT Secondary Market Listing
Product Development



Q1-2023

Product Development
Develop Proof of Concept
NFT Community Events
New NFT Announcements



Q2-2023

Product Development
NFT Community Events
Launch MVP
Pilot Test Launch



OUR TEAM



Jennifer Wong

Founder &
Chief Executive Officer

- >10 years of experience in business strategy, market research, competitive intelligence, marketing and sales for the healthcare and biopharmaceutical drug industries
- Worked closely with top global biotech and pharmaceutical companies, as well as botanical companies in the US
- Bachelor's degree in Integrative Biology from UC Berkeley



Sam Nanayakkara

Technology &
Strategy

- Serial entrepreneur with 30 years of experience in digital technology leadership
- Specialize in Web2 + Web3, analytics, marketing, operations and supply chain for the technology, finance, healthcare, aerospace, manufacturing and insurance industries
- Before age 30, successfully started 6 companies in finance & real estate industries & exited in 2008
- Leadership roles at UTC Supply Chain, Numotion, AeroMed, PE-backed companies, and startups



Kenneth Kayser

Finance &
Fintech Adviser

- 20 years of experience in finance and fintech industries
- Specialize in product dev, UX/UI design, commercialization, business dev, and investment financing
- Co-founder of tech startups such as Envel Bank, CarScan, and Young Engineers, which are now part of his venture portfolio
- Leadership roles at Barclays Africa (Absa), Nedbank & Standard Bank



Dr. Jean Wang

Botanical Medicine &
Regulatory Adviser

- 30 years of experience in natural medicine, pharmaceuticals, life sciences, IT and data analytics
- Developed pharmaceuticals and life science products at Takeda & Bayer
- Consult herbal medicine companies on clinical trials for US FDA approval
- Healthcare and life sciences solution design, data analytics and AI at IBM
- PhD in Natural Product Chemistry and Pharmacognosy



Peter Leighton

Commercial &
Marketing Adviser

- 30 years of experience in consumer products, nutrition, functional foods, nutraceuticals and biotech
- Led marketing & commercialization strategies for hundreds of products
- CEO at Advana Science, VP Marketing & Product Dev at Natrol (NTOL), VP at Galileo Laboratories, SVP Marketing at Weider Nutrition (WNI) and Director of Marketing at InterHealth Nutraceuticals

ADDITIONAL INFORMATION

Business Overview

PhytaZenX ("fai-tuh-zen-eks") is a tech company and a global community that is developing a digital platform to accelerate the development and approval of natural botanical medicine. PhytaZenX is a subsidiary of PhytaZenica ("fai-tuh-zeh-ni-kuh"), a healthcare tech company that develops digital products and services for the natural botanical medicine industry.

Website & Social Media

Website: www.phytazenica.com

Discord: www.discord.gg/W7qhnyqUzk

Twitter: www.twitter.com/phytazenica

Instagram: www.instagram.com/phytazenica

Facebook: www.facebook.com/phytazenica

LinkedIn: www.linkedin.com/company/phytazenica

Medium: www.medium.com/@phytazenica

NFT Sale

NFT Minting Website: www.phytazenx.io