



IMPROVING HEALTHCARE, REDUCING COSTS & SAVING LIVES™

CURATOKEN™ TOKEN SALE **LITE PAPER**

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Problem

Medicines are our most cost-effective health intervention and represent the first line of defense against chronic and long-term conditions. Unfortunately, far too many people fail to take their medications properly and the resulting personal and financial costs are staggering. Despite a worldwide recognition of the seriousness of the issue (also called drug non-adherence), there has been no significant change for the last 30 years.

- Worldwide drug non-adherence results in approximately \$700 billion in additional healthcare costs.
- Pharmaceutical companies lose more than \$630 billion in revenue annually to patient non-adherence and the amount lost is increasing by 13% per year.

Solution

CuraServe™ is a complete healthcare ecosystem that improves drug adherence and brings game-changing benefits to patients and healthcare providers. We use a series of outreach tools and messages, supported by predictive modeling and behavioral analytics, to increase the rate of drug adherence. As our CuraServe™ solution helps patients, it's also generating a vast amount of patient data. That data is then anonymized and made available through CuraData™. The only way that pharmaceutical companies, academics and researchers can access this data is by purchasing CuraTokens™.

Our data is the first-of-its-kind insight into real-time patient behavior and adherence. CuraData™ will finally give the health and pharmaceutical industries the tools they have been looking for to bring about the change patients need. Our value-based approach to a simple, accessible, yet valuable exchange of data and analysis will revolutionize healthcare.

Healthcare is changing forever and CuraServe™ stands at the cutting edge of this transformation. Curaizon™ is the UK-based company that has developed CuraServe™.

Market

The total number of potential users of our platform include all of the patients covered by national health services across the world. This is a total of 1.4 Billion patients and growing.

Societal Benefits

- Better Lives
- Better Research
- Better Healthcare
- Money Saved

Token Overview

CuraToken™ (CTKN) is an EIP-20 Ethereum-based utility token which can be used to access medical adherence data via Curaizon's™ CuraData™ platform.

CuraToken Pre-Sale: June 1, 2018 - June 8, 2018
CuraToken Public Sale: June 8 2018 – September 8, 2018