

1. Introduction

1.1. Purpose of the Document

This Agreement is designed to formalize the terms and conditions for participation in the Fitton 30-Day Challenge, a program aimed at promoting weight loss and improving physical fitness. By participating, you acknowledge that you are subject to the rules, guidelines, and obligations set forth herein, which encompass daily progress tracking, accurate self-measurements, and adherence to established filming protocols. The Challenge integrates gamification elements that require all participants to actively engage with the Fitton app, record their progress through video submissions, and abide by strict content standards to ensure fairness and transparency.

1.2. Program Overview

Fitton is an AI-powered mini-application available on Telegram that transforms everyday workouts and weight monitoring into an interactive challenge. Participants accumulate points and compete over a 30-day period, with opportunities to earn real rewards. Key features of the program include:

- **Daily Engagement:** Participants must submit regular video reports demonstrating their workouts and weight measurements.
- **Gamification Elements:** The Challenge combines fitness tracking with competitive elements, where performance is measured across various metrics..
- **Additional Incentives:** In addition to the primary rewards, there are supplementary prizes based on various nominations (e.g., highest calories burned, most earned coins, most views, and greatest absolute weight loss).

By joining the Fitton 30-Day Challenge, you agree to adhere to all terms outlined in this Agreement and commit to actively participating in the program as specified.

2. IMPORTANT DISCLAIMERS

2.1 Not a Medical Advice

The Fitton app and the 30-Day Challenge are not intended to substitute for professional medical advice, diagnosis, or treatment. The program is provided solely as an interactive tool to help you pursue your fitness and wellness goals. Before beginning any exercise program or making dietary changes, you should consult with a qualified physician or healthcare provider, especially if you have pre-existing health conditions or concerns. By participating, you acknowledge that you assume all risks associated with your fitness activities and release the Company from any liability related to your use of the Service.

2.2 Accuracy of Information

While the Fitton app endeavors to present your fitness data (e.g., weight measurements, calories burned, progress metrics) as accurately as possible, the information provided is not guaranteed to be medically precise or error-free. The data collected by Fitton devices is intended solely as an estimate of your activity and not as a substitute for professional medical measurements or advice. You acknowledge that discrepancies may occur and that the Company bears no responsibility for any inaccuracies or misstatements in the provided information.

2.3 Individual Results

Individual results from using the Fitton app and participating in the 30-Day Challenge will vary and are influenced by several factors, including but not limited to your starting physical condition, dedication, effort, personal metabolism, and adherence to the Challenge rules. The testimonials and examples provided within the program represent exceptional cases and should not be assumed to be typical or guaranteed outcomes for every participant. By participating, you agree that the Company cannot guarantee any specific results or success in improving your fitness or losing weight, and you accept full responsibility for your personal progress.

3. Terms of Participation and Health Requirements

3.1 Eligibility

- Participants must be at least 18 years of age.
- By registering for the Fitton 30-Day Challenge, you confirm that you meet the minimum age requirement and are in adequate physical condition to undertake the program's activities.
- You acknowledge and agree to abide by all terms and conditions outlined in this Agreement.
- It is recommended that you obtain any necessary medical clearance before engaging in strenuous physical activities if you have pre-existing health conditions or concerns.

3.2 Risks and Safety

- Participating in any fitness program involves inherent risks, including the possibility of injury, muscle strains, or other health complications.
- You acknowledge that your participation in the Fitton 30-Day Challenge is voluntary and that you assume all risks associated with engaging in physical exercise.
- It is imperative that you adhere to the safety guidelines provided within the program, including proper warm-up, following correct exercise techniques, and closely monitoring your body's response to physical activity.

- In the event of any adverse symptoms or discomfort, you must immediately cease participation and consult with a qualified healthcare professional.
- By participating in the Challenge, you agree that you are solely responsible for your health and that the Company shall not be held liable for any injuries or health issues arising from your use of the Service

4. Challenge Description

4.1 Purpose and Format of the Challenge

The Fitton 30-Day Challenge is a structured program designed to support weight loss and improve overall fitness through daily engagement and transparent progress tracking. Participants are required to:

- **Submit Daily Reports:** Record and submit at least one video per day demonstrating your workout routine and capturing your weight measurement. These reports are essential in maintaining an accurate log of your journey.
- **Follow the Filming Protocols:** All videos must adhere to the filming guidelines outlined in this Agreement. This includes using consistent attire for the initial and final measurements, avoiding any prohibited items or displays in the video, and ensuring that the recordings are unaltered and authentic.
- **Regular Weight Measurements:** Accurately record your weight using properly calibrated scales. The challenge requires that initial and final measurements are taken under consistent conditions, ensuring fairness and reliability in the data.
- **Participation in Nominations:** In addition to overall performance, participants will be evaluated on specific categories—such as highest calories burned, most coins earned, maximum video views, greatest absolute weight loss, and most referrals. These nominations incentivize diverse aspects of the fitness journey and add an extra layer of competitive spirit to the Challenge.
- **Adherence to the Rules:** Strict compliance with all specified guidelines, including daily submissions and content standards, is mandatory. This commitment ensures a level playing field and authentic representations of progress.

4.2 Primary Objectives

The main goals of the Fitton 30-Day Challenge are to:

- **Increase Physical Activity:** Motivate participants to integrate regular exercise into their daily routines, leading to improved fitness levels.
- **Enhance Motivation and Accountability:** Encourage participants to consistently track and document their progress, thereby fostering a sense of responsibility and

self-motivation.

- Promote the Fitton Brand: Utilize the Challenge as a platform to showcase the innovative features of the Fitton app, thereby increasing brand awareness within the fitness and wellness community.
- Foster Healthy Competition: Create an engaging environment where participants compete not only for overall success but also within specific performance categories. This multifaceted approach recognizes diverse achievements and motivates individuals to excel in multiple dimensions of their fitness journey.
- Encourage Community Engagement: Through sharing progress, voting via DAO, and participating in various nominations, the Challenge is designed to build an active community committed to health, wellness, and innovative fitness solutions.

Below is the comprehensive, detailed, and structured Section 5: Shooting and Documentation Rules, incorporating every detail without uncertainties. This document is to be strictly followed by every participant in the Fitton 30-Day Challenge.

5. Shooting and Documentation Rules

This section outlines the mandatory requirements for video submissions, weight measurement documentation, attire, accessories, and content restrictions. Every participant must adhere to these detailed rules to ensure consistency, data integrity, and fairness during the Challenge.

5.1 General Video Requirements

- Continuous Recording:
 - All videos must be recorded in one uninterrupted take. No scene splicing, cuts, or rapid transitions are allowed in key moments.
 - Editing is permitted only to remove minor technical errors (e.g., accidental pauses) and must not alter any critical details of the recording.
- Video Quality and Technical Standards:
 - Videos must be recorded in high resolution, ensuring clear imagery.
 - Adequate lighting is mandatory to prevent shadows, glares, or dark areas that could obscure important details.

- The camera must be stable throughout the recording, eliminating shakes or blurriness.
 - Original, unedited footage must be saved and provided if requested by the organizers for audit purposes.
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5.2 Weight Measurement Documentation

- Preparation and Calibration of Scales:
 - Prior to recording your measurement, place the scale on a level and stable surface.
 - Ensure the scale is properly calibrated. Record a short clip where, in the absence of load, the scale shows “0” (if the model supports this function) to verify calibration.
- Display Requirements for the Digital Scale:
 - The scale’s digital display must be clearly visible throughout the video.
 - Ensure that the weight is legible, with no distortions, blurriness, or digital alterations.
 - The entire reading (final weight) must be captured without interference from external factors like glare or shadows.
- Authentication of Date and Time:
 - Each video must include a shot displaying the current date and time. Use an external device (e.g., a smartphone or computer) with a clearly visible calendar/clock.
 - The recorded date must correspond to the designated time (e.g., for the final measurement, the date must match the final day of the Challenge).
- Participant Identification:
 - The participant’s face must be clearly visible in the video, confirming that the person recorded is indeed the one taking the measurement.
 - For authenticity, the recording should capture the participant performing the measurement in full view and without any obstructions.

- Stable Readings:
 - It is required to capture a stable weight reading for at least 10 consecutive seconds. This ensures accuracy and minimizes errors caused by slight fluctuations.
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5.3 Clothing and Accessories Guidelines

- Attire Requirements (Initial and Final Measurements):
 - Participants must use identical, light clothing for both the initial and final weight measurement videos.
 - Acceptable attire includes:
 - Light clothing such as a T-shirt combined with shorts (no full-length pants).
 - Alternatively, participants may wear underwear.
 - Footwear is not allowed; only socks may be worn.
 - Non-Sexualized Appearance:
 - The clothing must not be designed to or interpreted as sexualizing the participant.
 - This rule is especially critical for minors; any appearance, styling, or clothing that introduces a sexually provocative element will result in immediate disqualification.
 - Accessory Restrictions:
 - All accessories that could alter body measurements (e.g., heavy jewelry, watches, or items that reflect on the scale) must be removed before the recording.
 - No additional accessories that could distract from or alter the accurate presentation of the participant's weight should appear in the video.
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5.4 Special Content and Environment Requirements

- Prohibited Items and Visual Elements:
 - The video must not include any objects or imagery related to alcohol, tobacco, weapons, or similar items.
 - No visual cues such as posters, banners, or signs containing hate speech, discriminatory messages, or content that promotes violence or other unacceptable behavior are allowed.
 - General Content Restrictions:
 - The recording must be free from any form of hate speech or discriminatory content.
 - All visual and audio elements must conform to acceptable community standards and not include any messaging that could be considered extremist or derogatory.
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5.5 Final Weight Measurement – Detailed Requirements

A. Final Measurement Conditions:

- Consistency:
 - The final weight measurement must be taken under the same environmental conditions as the initial measurement. This means using the same type of calibrated and stable scale on the same surface.
- Continuous Unedited Recording:
 - The final measurement must be recorded in one continuous take, without any editing or joining of clips that could compromise the accuracy of the result.
- Scale Display and Calibration Verification:
 - The camera must capture the complete digital display showing the final weight.
 - Prior to taking the final reading, capture a brief clip that verifies the scale is calibrated correctly by showing a “0” reading when unloaded (if the scale permits).
- Date and Time Authentication:

- The final measurement video must include a frame showing the current date and time using a digital device.
- The date recorded must match the final day of the Challenge.
- Participant Verification:
 - The participant must be visibly present (face clearly shown) to confirm they are the one performing the measurement.
- Stable Weight Recording:
 - A minimum of 10 seconds of a stable weight reading must be captured before the recording ends to ensure data accuracy.

B. Calculation of Results:

- Primary Measurement:
 - The key performance metric is the percentage of weight loss, calculated as:

$$\text{"Percentage Weight Loss} = ((\text{Initial Weight} - \text{Final Weight}) / \text{Initial Weight}) \times 100\%"$$
- Example:
 - If a participant's initial weight is 80 kg and the final weight is 72 kg, the percentage weight loss is calculated as:

$$\text{"}((80 - 72) / 80) \times 100\% = 10\%"$$
- Data Verification and Auditing:
 - All submitted videos must be unaltered and available for audit. Videos will be reviewed for consistency, accuracy of the display, and adherence to these rules.

C. Data Integrity and Manipulation Prohibitions:

- No Alteration of Data:
 - Any attempts to change, manipulate, or distort the recorded data (for example, through filters, brightness adjustments, or color modifications that affect the scale's display) are strictly prohibited and will lead to immediate disqualification.

- Editing Permitted Only for Technical Corrections:
 - Editing is permitted solely to remove incidental technical errors; it must not change or obscure key data like weight, date, or time.
 - Retention of Original Files:
 - Participants must retain all original, unedited video files as evidence for potential audits by the organizers.
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Overall Compliance and Consequences:

- Strict adherence to all the above requirements is mandatory for participation.
 - Failure to comply with any aspect of these rules—whether due to improper video quality, inadequate weight measurement documentation, non-compliant clothing or accessories, or the presence of prohibited items—will result in disqualification from the Challenge.
 - It is the participant's responsibility to ensure that every submission meets these detailed technical and content standards. Any ambiguities or uncertainties should be clarified with the organizers before recording.
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6. Evaluation and Voting Principles

This section defines the methods and criteria by which participants' performance is measured, evaluated, and ultimately ranked in the Fitton 30-Day Challenge. It covers both the main quantitative assessment and the nomination categories, as well as outlining the prize distribution.

6.1 Main Evaluation Criteria

- Primary Metric—Weight Loss:
 - The core evaluation will be based on the percentage of weight lost during the Challenge. This is calculated using the formula:

$$\text{Percentage Weight Loss} = ((\text{Initial Weight} - \text{Final Weight}) / \text{Initial Weight}) \times 100\%$$

- A stable measurement taken on the first and final days (with all required documentation) is critical for accurate calculation.
 - Additional Performance Metrics:
 - Burned Calories/Workouts Completed: The total number of calories burned or the number of workout sessions performed over the Challenge period will be recorded as an additional indicator of activity.
 - Earned Coins: The quantity of in-app earned coins (reflecting engagement and performance) will be tracked and used as another comparative metric.
 - Views: The number of views on submitted videos and other campaign content will be measured as an indicator of engagement and reach.
 - Verification Process:
 - All submitted data and video documentation must be verified against the established filming and measurement guidelines.
 - Organizers reserve the right to request repeat measurements if inconsistencies or fluctuations are detected.
 - Only videos that meet the technical, content, and documentation criteria will be considered in the final ranking.
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6.2 Nomination Categories and Prize Pool

The challenge features both overall prize awards and additional nomination prizes to recognize outstanding achievements across various categories.

Prize Distribution Overview:

- Total Prize Pool: \$10,000

A. Main Prizes for Overall Achievement:

- First Place: \$5,000
- Second Place: \$2,500
- Third Place: \$1,500
- Total for Main Prizes: \$9,000

B. Nomination Prizes:

- For additional motivation, there are five nomination categories. Each nomination has an award set at \$200 (falling within a suggested range of \$170–\$250 per nomination).
- Total for Nomination Prizes: 5 nominations × \$200 = \$1,000

Nomination Categories Include:

1. Highest Total Burned Calories/Workouts Completed:
 - Recognizes participants who have achieved the highest level of physical activity, as measured by either total calories burned or the number of workouts completed.
2. Highest Number of Earned Coins:
 - Rewards the participant who has accrued the most in-app coins through engagement and performance.
3. Highest Number of Views:
 - Acknowledges the participant whose campaign submissions (videos and related content) have garnered the most views over the 30-day period.
4. Greatest Absolute Weight Loss:
 - Focuses solely on the absolute number of kilograms lost from the initial measurement, regardless of percentage lost.
5. Most Referrals:
 - Rewards the participant who successfully referred the most new users to the Challenge.

C. Overall Prize Distribution:

- Main Prizes Total: \$9,000
 - Nomination Prizes Total: \$1,000
 - Grand Total: \$9,000 + \$1,000 = \$10,000
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Voting and Tie-Breaking Procedures:

- Evaluation Process:
 - The primary evaluation will be performed by the organizers using the verified metrics. All data is sourced from authentic video submissions that strictly adhere to the established guidelines.
 - Final Decision:
 - The overall rankings will reflect both the quantitative metrics and, where applicable, community input . Only participants whose submission videos meet all technical, content, and documentation standards will be eligible for prizes.
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8. Code of Conduct and Prohibited Content

8.1 Ethical Norms

- Respectful Behavior:
 - All participants are required to behave respectfully and courteously during filming, in interactions with other participants, organizers, and viewers.
 - The use of hate speech, derogatory or discriminatory remarks, or any form of aggressive or offensive language based on race, ethnicity, gender, religion, sexual orientation, or any other characteristic is strictly prohibited.
 - Any behavior that could be interpreted as belittling, threatening, or inciting hatred will result in immediate disqualification.
- Responsibility for Content:
 - Participants are solely responsible for all content they produce.
 - All videos, posts, and comments must adhere to principles of constructive and respectful dialogue.
 - Organizers reserve the right to remove or block any content containing aggressive, provocative, or discriminatory elements.

8.2 Prohibited Items and Symbols

- Forbidden Items:

- Videos must not feature any items associated with alcohol, tobacco, weapons, or any dangerous or provocative objects.
- All accessories or symbols that depict or are reminiscent of weapons, violence, or other provocative imagery must be removed prior to recording.
- **Forbidden Symbolism and Visuals:**
 - The use of provocative posters, banners, or any other graphic materials displaying offensive, extremist, or discriminatory content is strictly forbidden.
 - Any visual content that includes symbols promoting violence, inciting racial or religious hatred, or exhibiting any form of extremist or unacceptable ideology is not permitted.
- **Overall Visual Cleanliness:**
 - All video submissions must display only approved and neutral visual content, in line with acceptable community standards and respectful public discourse.
 - The presence of any forbidden items or symbols in the video can lead to immediate disqualification without the right to appeal or reassessment of results.

9. Legal Liability and Limitations

9.1 Limitation of Liability

- **Medical Risks:**

The Company expressly disclaims any responsibility or liability for any medical or physical risks that may occur as a result of participation in the Fitton 30-Day Challenge. The Challenge and the Fitton service are not substitutes for professional medical advice, diagnosis, or treatment. Participants must consult a qualified healthcare professional prior to beginning any fitness program, especially if they have pre-existing health conditions. The Company shall not be held liable for any injuries, illnesses, or adverse health effects incurred during or after participation.

- **Data Inaccuracies:**

The information and performance metrics provided through the Fitton application—such as weight measurements, calories burned, workout counts, earned coins, and view counts—are provided on an “as is” basis. The Company makes no representations or warranties regarding the accuracy, reliability, or completeness of such data. Any discrepancies or errors in the recorded data are solely the responsibility of the participant, and the Company shall not be liable for any losses or

damages resulting from such inaccuracies.

- Individual Results:

Results achieved by participants may vary widely due to differences in physical condition, adherence to the program, personal effort, and other individual factors. The Company does not guarantee that any participant will achieve a particular result or outcome from participating in the Challenge. Any testimonials or examples provided are exceptional cases and should not be considered a guarantee of future performance. The Company disclaims any liability for the individual outcomes of participants.

9.2 Release and Assumption of Risk

- Assumption of Risk:

By participating in the Fitton 30-Day Challenge, you acknowledge that you are fully aware of the inherent risks associated with engaging in physical exercise and using the Fitton service. You voluntarily assume all risks, whether known or unknown, that may arise from your participation, including but not limited to, personal injury, health issues, or other adverse effects.

- Waiver and Release:

You agree to release, indemnify, and hold harmless the Company, its subsidiaries, affiliates, officers, employees, and agents from any and all claims, demands, liabilities, damages, or losses arising out of or in connection with your participation in the Challenge or your use of the Service. This waiver extends to any claims of negligence, breach of contract, or any other legal theory.

- No Professional Relationship:

Your participation in the Challenge does not create a doctor-patient, therapist-patient, or any other professional or fiduciary relationship between you and the Company. All guidance provided via the Service is for motivational purposes only and does not substitute for professional advice.

9.3 Legal Consequences and Disqualification

- Enforcement of Terms:

Any breach of these Terms of Agreement, including but not limited to failure to adhere to the filming, documentation, or behavioral guidelines, may result in immediate disqualification from the Challenge without prior notice. The Company reserves the right to cancel or suspend any participant's entry if any submission is found to be in violation of the Agreement or if any manipulation or falsification of data

is suspected.

- **Right to Disqualify:**

The Company retains the absolute right, at its sole discretion, to disqualify any participant who violates these terms. Disqualification may occur without refund, compensation, or further recourse and may be accompanied by legal action if necessary.

- **Binding Legal Agreement:**

By engaging in the Fitton 30-Day Challenge, you confirm that you have read, understood, and agree to be bound by these Legal Liability and Limitations provisions as well as the entirety of the Terms of Agreement. You acknowledge that your participation is strictly subject to these conditions, and failure to comply may result in the loss of prizes, cancellation of your entry, and/or legal action as deemed necessary by the Company.

- **Jurisdiction and Governing Law:**

Any disputes arising from or related to this Agreement, including participation in the Challenge, shall be governed by and construed in accordance with the laws of the designated jurisdiction. You agree to submit to the exclusive jurisdiction of the courts within that jurisdiction for the resolution of any disputes.

10. Acceptance of Terms and Signature

10.1 Confirmation of Agreement

- By participating in the Fitton 30-Day Challenge, you confirm that you have thoroughly read, understood, and agree to be bound by all the terms and conditions outlined in this Agreement. Your participation signifies your full acceptance of every provision, including the obligations, requirements, and limitations set forth herein, and you acknowledge that you assume all associated risks.

10.2 Electronic Signature and Consent

- Your acceptance of this Agreement may be indicated through an electronic signature, the click of an "I Agree" button, or any other affirmative action that demonstrates your consent. Such electronic acceptance shall be deemed legally binding and shall have the same effect as a handwritten signature on a physical copy of the Agreement.
- You agree that by providing your digital or electronic consent, you are entering into a legally binding contract with the Company, which governs your participation in the Challenge.

10.3 Binding Record and Legal Effect

- This Agreement constitutes a legally binding contract between you and the Company, effective immediately upon your acceptance.
- By consenting to these terms, you acknowledge and agree that any disputes or claims related to your participation in the Fitton 30-Day Challenge will be resolved according to the terms set forth in this Agreement.
- You confirm that you are legally authorized to enter into this Agreement and that your acceptance represents a true and binding commitment to all its provisions.

By confirming your acceptance and participating in the Challenge, you agree to be fully bound by these terms. If you have any questions or concerns about any aspect of this Agreement, please contact the Challenge organizers prior to providing your consent.