



MAY 2022

**The First Blockchain Based  
Digital Currency Incentivizing an  
Addict's Motivation to  
Stay Clean, Sober and in Recovery**





## **SUMMARY OF OPPORTUNITY**

Sober Systems Inc. has developed and launched SOBERCOIN® as a technological solution that integrates Contingency Management approaches to battle the current opioid crisis for patients recovering from alcohol and drug abuse. Serving as the "currency of recovery", SOBERCOIN is a digital currency made from blockchain technology that offers incentives and rewards to patients and their families throughout their journey. Each time patients make demonstrate an effort to achieve outlined tasks to stay connected with the recovery community and complete key milestones, they are rewarded and "paid" with SOBERCOIN. The SOBERCOIN can then be used as the holder chooses. They can save, donate to others in need or convert to fiat. Additional pathways for spending are being developed so holders can purchase health recovery-related goods or services. This rewarded-based mechanism has proven to be a highly effective and evidenced-based motivational strategy called Contingency Management has been proven effective to increase recovery and reduce relapse based on clinical studies in behavioral health and specifically in addiction research.

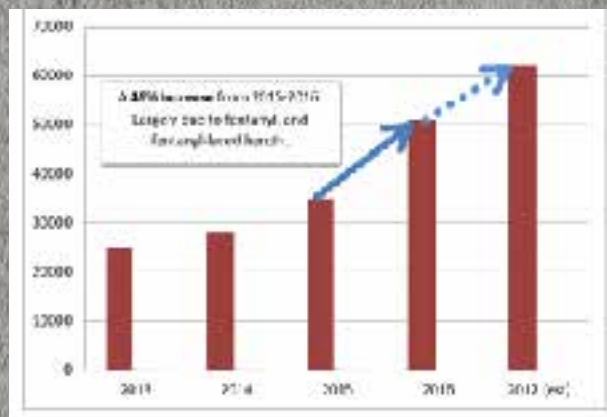
SOBERCOIN was developed by Sober Systems, Inc., a Florida-based company composed of clinical and research specialists in addiction and recovery who are committed to combating the global addiction epidemic and crisis by utilizing digital health technologies to improve outcomes. The company was founded by Dr. Harold Jonas, a nationally recognized specialist in addiction treatment, who has more than 30 years of professional experience in this arena. Sober Systems, Inc. has also been recognized for its work through multiple awards from the US Substance Abuse and Mental Health Services Administration.

WHO Global status report on alcohol and health, 2014



## PROBLEM STATEMENT

Currently, 110 M people worldwide are struggling with substance abuse disorders due to alcoholism or drug addiction. For instance, on a global scale, 29 million people suffer from drug abuse disorder and alcohol misuse was the fifth leading risk factor for premature death and disability in 2010. In the US, the substance abuse disorder epidemic is impacting over 20.8 M Americans with over 88,000 deaths each year contributing to alcohol misuse. Despite these growing numbers, globally only 1 out of 6 receive treatment. In the US, only 10.4% of the population gets treatment.



US Opioid Overdose Death. Sources: CDC Wonder, NIDA, National Center for Health Statistics. Trending data used for 2017 estimate.

## INNOVATION

SOBERCOIN is a blockchain-based technology that offers “paid incentives and rewards” for recovering patients as they progress throughout their journey and stay connected with the recovering community. Sober Systems Inc., an award-winning, company in the addiction and recovery space, created SOBERCOIN to increase patient retention and outcomes using motivational-based strategies backed by clinical research. Due to the growing trend of delivering digital health technologies through mobile devices, this innovation will be highly adopted by all, especially Millennial, Generation X, Gen Z, and upcoming “Screen Babies” populations, resulting in higher rates of recovery, and substantially decreasing the number of deaths nationwide.

Notably, SOBERCOIN is innovative by being *motivational incentive-based* which is critical to its viability and success for patients to overcome substance abuse addictions. Our approach is based on a well-researched strategy called, Contingency Management (CM), which is clinically proven by dozens of scholarly research studies to impact behavioral changes. Through the use of motivational incentives within the recovery population, CM can significantly increase retention and outcomes, resulting in higher rates of recovery for patients. As a result, through SOBERCOIN, we can deliver an effective solution to incentivize patients to stay and complete their recovery journey. The development of the technology is also aligned to recent laws and regulations that passed in an attempt to address the substance abuse epidemic using CM approaches, thus further validating our idea and concept. For instance, Senator Scott Wiener passed a bill in California supporting the Recovery Incentives Act to legalize CM as a substance use disorder treatment, targeting methamphetamine, and has authorized Medi-Cal to cover it.

By paying people with SOBERCOIN, they can receive an "incentive/reward" that pleases the brain the same way a person partakes in a pleasurable activity (e.g., eating). For instance, when patients become addicted through drugs and alcohol abuse, their brain creates a circuit that releases a high concentration of dopamine into the nucleus accumbens, leading to a pleasurable reaction. Consequently, other areas of the brain create a lasting record or memory that associates these “good feelings” with the circumstances and environment in which they occur. Thus, by applying CM approaches with SOBERCOIN, our goal is to “retrain” the brain by leveraging these overlapping brain circuits to create a similar release of dopamine when paying patients with SOBERCOIN instead. This will be critical to combating the raging substance abuse crisis by reversing the number by offering a strong motivative incentive for those in recovery to stay in recovery.

4 Dembrosky, A. To Combat Meth, California Will Try A Bold Treantent: Pay Drug Users To Stop Using. NPR. September 30, 2021 Link: <https://www.npr.org/sections/health->

5 B-110 Substance use disorder services: contingency management services. Link: [https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill\\_id=202120220SB110](https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=202120220SB110)

6 Dembrosky, A. To Combat Meth, California Will Try A Bold Treantent: Pay Drug Users To Stop Using. NPR. September 30, 2021 Link: <https://www.npr.org/sections/health->

# Sober Economy



## HOW IT WORKS

The technology. Sober Systems, Inc. created SOBERCOIN by using a modular, adaptable platform that can be integrated with a variety of services to create real-time, authenticated transactions. For example, Binance Smart Chain. With blockchain technology, the platform is highly secured as the database with these transactions and services becomes distributed, preventing people from tampering and circumventing the data. This enables greater discretion by users of their data and its use. In return, SOBERCOIN can reward and help patients maintain healthy behaviors, discreetly and confidentially. To mine SOBERCOIN, Sober Systems, Inc. has paired it with a stable, established cryptocurrency, Binance, and the BNB token serving as the peg. In combination with the billion coins that have already been minted, vaulted, and ready for distribution, our software system can capture all the data of app usage and activity on SOBERSYSTEMS mobile app and visitors to the SOBERVERSE™ and any of our ancillary sites: Sober.com®, recoverycoaches.com, halfwayhouses.com,



soberhouses.com, christianrehab.com, soberpodcast.com, and many more. We have already reached out to a BSCSCAN regulatory agent for our SOBERCOIN offering. Dr. Jonas has secured a custodial account at PNC Bank who has eased traditional banking to partner with Coinbase. This account is specifically for initial funds to accumulate and serve as a "Bank" for users to convert their earned SOBERCOIN to fiat after a 6-month hold per Smart Contract terms (initial investors buy at \$2.50 get back \$2.75 per SOBERCOIN).

For patients in their recovering journey. Our approach is to "reward" people to stay on their recovering journey by "incentivizing" them and offering opportunities to earn SOBERCOIN. Patients must work (i.e., exhibit effort on their part) by utilizing their cognitive skills to obtain SOBERCOIN and learn how to access it digitally by solving problems and solving challenges.

SOBERCOIN can be earned in 3 ways, either by (1) Joining the Sober.com community, (2) Earning rewards through using the SOBERSYSTEMS App available on Apple or Android. (3) Posting messages in our Sober.com Community. Patients can create first earn their first SOBERCOIN once they create a profile on our Sober.com community or SOBERSYSTEMS app while in treatment and sign-up. SOBERCOIN can also be obtained by creating a wallet and requesting other community members share/donate to their journey. They must work on configuring how to move the coin from their wallet to fiat currency. When patients become engaged with their recovering community and are actively contributing to eradicating substance abuse for themselves, family, and community, a shift from taxing the system. Other ways in which patients can obtain SOBERCOIN are checking in on the SOBERSYSTEMS app daily for accountability and early intervention. The app is consumer-facing, but is also a white label product so agencies, institutions, and independent providers can brand it for their patients and buy SOBERCOIN for their reward mechanism. SOBERCOIN can then be spent on agency-related services, trading for



Recovery Coaching services, or education and training to become a recovery coach. Sober Systems has the intent to develop or partner with existing provider networks so we can play it forward to build a better individual, family, and community.

Once patients accumulate a large amount of SOBERCOIN, they can exchange the digital currency for other incentives such as:

- Membership fees for the Sober.com online community
- Advertising on Sober.com and any of its related digital properties
- All Recovery coaching training courses on RecoveryCoaches.com
- Online Recovery coaching
- Ongoing wellness needs like supportive housing, medication discounts, ongoing coaching, and more.

Future planned services SOBERCOIN can be spent on in development include: professional telephonic assessments, telephonic counseling, detox services, and treatment and; larger established provider networks.

Given that community and family support are critical in a patient's recovery journey, family members can also earn SOBERCOIN as well for their loved ones. Usually, family members are often the first ones seeking such services for their loved ones. Involving family members in the journey helps to further motivate patients as their loved ones can serve as their active guide throughout their pathway to wellness. Family members can earn their first SOBERCOIN by reaching out to us on Sober.com, where our representatives will encourage them to use the SOBERSYSTEMS app through a licensing agreement and then join the Sober.com community. Family members can continue accumulating SOBERCOIN in other ways such as posting on our online open community forum or referring our services to friends and family who might also be in need.

## COMPANY & TEAM

Another way patients can obtain SOBERCOIN is by checking in on the Sobersystems® app daily for accountability and early intervention. The app is consumer-facing, but also is a white label product so agencies, institutions, and independent providers can brand it for their patients and buy SOBERCOIN for their reward mechanism. SOBERCOIN can then be spent on agency-related services, trading for Recovery Coaching services, or education and training to become a recovery coach. Sober Systems has the intent to develop or partner with existing provider networks so we can play it forward to build a better individual, family, and community.

Once patients accumulate a large amount of SOBERCOIN, they can exchange the digital currency for other incentives such as:

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- Advertising on Sober.com and any of its related digital properties
- All Recovery Coaching training courses on RecoveryCoaches.com
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Family members can earn their first SOBERCOIN by reaching out to us on sober.com, where our representatives will encourage them to use the sobersystems app through a licensing agreement and then join the sober.com community. Family members can continue accumulating SOBERCOIN in other ways, such as posting on our online open community forum, or referring our services to friends and family who might also be in need.



## BUSINESS MODEL

Sober Systems, Inc. currently has several brands and assets (e.g., Sobersystems, Sober.com, Recovery Coaches, SOBERCOIN) to build our sober economy. Each brand has its own marketable revenue stream:

- **Sober.com:** This website generates revenue from Homepage ads on an innovative “Click-to-Call” model. The featured ad spots are leased and with additional revenue generated on a per-call basis. Initial price point: \$2500 per month/\$50.00 per call
- **Recoverycoaches.com:** The training platform encompassing a Get Sober intervention and Stay Sober training. Get Sober fee: \$500 per course (6 modules); Linkage to Sober Coach; Stay Sober fee: \$1600 (\$750/\$850) Recovery Coach Prep Class
- **Sobersystems App:** Licensing fees. Sobersystems is a white label solution for agency use wherever client accountability is a recognized value of client care. Revenue is generated by licensing and additional revenue may be generated by brokering tangible rewards with outside vendors. Advertising revenue is also generated through ADMOBI. The app has saleable ad spots built in.
- **SOBERCOIN:** When joining the platform, patients receive redeemable points to start. Afterward, SOBERCOIN will increase in value once on coin exchange. Transaction fees are generated with each trade. Blocks of coins are offered to agencies to implement as their reward mechanism.

In a recent Washington Post article, a competitor persuaded CM to be covered by Medicare to enable a payment reimbursement of up to \$599 following a similar same model. We anticipate we can achieve and exceed the same with SOBERCOIN. As an alternative, a closed Currency of Recovery in a monitored Sober Economy of recovery, SOBERCOIN can replace Medicaid so that beneficiaries can only purchase recovery-related services instead of using finite and limited Medicaid dollars.



## TARGETED MARKET

Our targeted market is youths ages 16-26, as well as families and patients recovering from substance abuse.

## SALES PROJECTIONS

Sober.com \$30,000 per month

6 ads @ \$2500 = \$15,000

50 calls each ad @\$50 =  $50 \times \$50 = \$2500 \times 6 \text{ ads} = 15,000$

Recovery Coaches: Get Sober @\$500 x 100 = \$50,000

Linkages TBD: Stay Sober @ \$1600 x 100 = \$160,000

SOBERSYSTEMS Mobile App: Annual licensing Fee:  $\$5,000 \times 100 = \$500,000$

SOBERCOIN/Points: Value of SOBERCOIN contingent on fluctuating market value. Presently one billion minted and vaulted.

5 million coins are available for immediate circulation.

$5,000,000 \times \$5.00 = \$25,000,000$ .

Agency requires a minimum buy of 1000 coin blocks =  $1000 \text{ @ } \$5.00 = \$5000$



## FUNDRAISING STRATEGY

To date since 2018, the project has been self-funded and sustained on generated revenue and loans. Our focus within the next 6 months is on building and upgrading our current technology infrastructure of software and websites. Each brand is maintained according to its allocated budget. For example, Sober.com servers will be upgraded, and the SOBERSYSTEMS app will be rebuilt for X-code in the Apple or Android store. Additionally, new modules will be established for Sober Coach training as we develop a course for Peer Support in the criminal justice system. Funds also will be used for ongoing development and marketing (see below).

We are seeking to raise ~\$1.5 M of funding that would be used for the following:

- Promotional Material - \$75,000
- Video Production - \$50,000
- Social Media Marketing
  - Facebook - \$150,000
  - Twitter - \$150,000
  - Instagram - \$150,000
  - Influencers - \$250,000
- Public Relations - \$150,000
- TV Ads - \$250,000
- Trade Shows - \$100,000
- Travel - \$50,000



## COMPANY & TEAM

Sober Systems, Inc. is a Florida-based S-Corp composed of clinical and research specialists in addiction, recovery, web and app development, media specialist, and crypto finance who are motivated to utilize digital health technologies to improve outcomes. Our mission is to facilitate and ease the transition toward clean and sober living. The company has been the recipient of multiple awards from the US Substance Abuse and Mental Health Services Administration and Eli Lilly pharmaceutical. As the leading company in the addiction and recovery space, we have a proven track record of leveraging emerging digital health technologies to meet the needs of the recovering patient population. Since 2000, Sober Systems, Inc. (formerly, Sober.com, Inc., Sober Network, Inc.) has been the premier provider of innovative digital solutions and award-winning mobile apps addressing the multiple and varying needs of the addiction and recovery industry. Based on our experience and past successes, Sober Systems, Inc. is uniquely positioned to launch SOBERCOIN to become the most successful blockchain-based solution to help people overcome drug, alcohol, and opioid addiction.

The team is composed of nationally recognized leaders in the addiction and treatment research space:

**Harold Jonas, Ph.D., LMHC, CAP (President, Sober Systems, Inc.)** Dr. Harold Jonas is the founder and President of Sober Systems, Inc. He is the one to blame for the SOBERVERSE concept and all its various moving parts. The SOBERVERSE is the backbone of the new Sober Economy vision. The thrust will be SOBERCOIN the Currency of Recovery. Dr. Jonas is a visionary and has seen trends unfolding years in advance. He swam upstream, jumping into the .com bust with Sober.com as far back as 2000 with the first directory serving people seeking service for their addictions. Expanding from there to Recovery Coaching before it was recognized as a profession in 2004. Next came an award-winning accountability and compliance app called Sobersystems in 2012. The latest is SOBERCOIN started in 2018 to address the opioid epidemic with a contingency management model. Dr. Jonas has continued to develop new ways to assist those battling chronic conditions. He is an entrepreneur and a visionary in the field of behavioral health and addiction. Dr. Jonas is considered a revolutionary thinker in the field of health care services and a renaissance man: an academic who is at the forefront of the new technologies that will guide continuing care in America in the 21st century and onwards. Dr. Jonas' greatest strength is his belief in the power of people to heal, and his unwavering care and compassion for those in need of help. He devotes his professional career and daily life to the passion of helping others. Always current with advancements in products and trends, he integrates this knowledge into his products. With talent, creativity, and a great deal of hard work, Dr. Jonas is unveiling the SOBERVERSE, and with it, SOBERCOIN to meet the needs of people at the forefront of his efforts.

**Ria Romano (Public Relations)** Ms. Romano is a branding consultant and public relations campaign manager. She has 20+ years of experience in PR, Marketing, and Branding with 18 years of experience specifically in the addiction & recovery space as well as emerging technology sectors. She is the past Managing Editor of Counselor, The Magazine for Addiction Professionals as well as Medical, Marketing & Media Magazine. She has advised and managed the PR launch for dozens of tech startups since 2003 as the Founding Principal of RPR Public Relations, Inc. She is a graduate of Boston University and the University of Miami.

**Michael Ewing (Brand Engagement)** Mr. Ewing has more than 30 years of experience in branding, working with some of the biggest marketing agencies and brands in the country. He is known for his award-winning creative process and insightful strategic thinking. His expertise lies in understanding lifestyle behaviors as they related to audience engagement for a brand. Today, in a world driven by technology, Michael creates engagement opportunities that are critical to the success of Sober Network and SOBERCOIN.

**James Costello (Finance)** Mr. Costello is the SOBERCOIN blockchain developer who is helping make the Currency of Recovery possible. He got into crypto in early 2013 and has been working on our smart contracts now for the past year since we moved from Stellar. He brings a strong background in finance and a deep understanding of traditional and crypto markets. Mr. Costello is responsible for leading the traditional lending and finance strategy for the company. He also has expertise in sales and developer skills in understanding blockchain technologies.

**Kerry Donahue (Director of Marketing & Sales)** Kerry started working in sales in 2007 as a sales associate with Sober.com. She continued with the Sober Systems, Inc. family until 2010. After leaving the addiction recovery industry, she was able to gain more experience within the sales and marketing field and to this day has 14 years of experience. Fast forward to today, she has come back to stay with the company as of 2021. She gets the opportunity to wear multiple hats with the company which includes production of our Sober Podcast, sales, and managing our social media marketing.

Since joining our team in 2021, she has broadened her expertise with the knowledge of Crypto currency while preparing for the promotion and sales of our Sobercoin. She has been successful in executing our social media chatter on all social outlets for Sobercoin. You can reach out to Kerry directly at [kerry@sobernetwork.com](mailto:kerry@sobernetwork.com).

**Crissy Sinople (Social Media Director)** Crissy is a high-energy Program Facilitator and Operations Manager with almost 10 years of experience. In 2006 Crissy successfully designed and implemented the Native Liaison program at the Inn of the Good Shepard a program that stills serves her community today. Crissy is a licensed consultant for White Path Consulting Inc., trained to facilitate the anger management and addiction treatment programs. After taking a break to focus on her university education, she joined Recovery Revolution in 2019 as their operations manager. She is responsible for overseeing the organizations social media platform, helping to build dynamic online teams while working with individuals who struggle with addictions and mental health. She has an in-depth knowledge of communities struggling with substance abuse, their cultures, beliefs, drug trends, social media strategies, creating content, scheduling posts, monitoring social metrics, and has a general knowledge of Crypto currency. Since joining the Sober Systems, Inc. team in April 2022, Crissy has continued to enhance our social media growth.