



March, 2018

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



SOBERCOIN™

www.Sobercoin.net



**Problem: Addiction Crisis in
the United States**

The Sobercoin Advantage

Why Sobercoin Works

Overlapping Brain Circuits is the Key

The Deadly Facts About Addiction

How Do You Get Sobercoin?

Why Blockchain?

Management

Summary



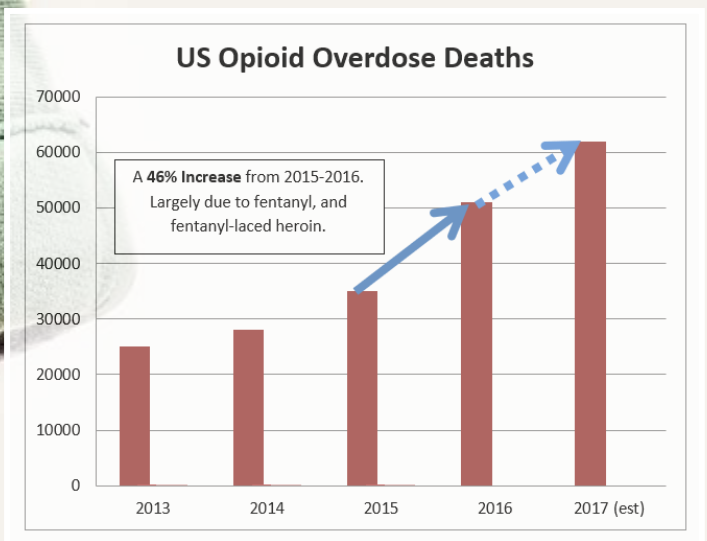
Problem: Addiction Crisis in the U.S. Solution: The Currency of Recovery™

Sober Network Inc., a company that has been the recipient of multiple awards from the U.S. Substance Abuse and Mental Health Services Administration, has launched Sobercoin. Founded by one of the leading addiction treatment specialists in the United States with more than 30+ years of professional experience, Dr. Harold Jonas, Sobercoin is the new currency of recovery.

Finally, there is a way for you to “Do Your Part” to battle the current opioid crisis — simply by using Sobercoin. Only Sobercoin lets people get connected and stay connected with the recovery population. No other organization has more experience - or the accolades — than Sober Network Inc., the unparalleled leaders in the addiction technology space.

Nearly every single person in the United States today has been touched by addiction. While the challenges of dealing with the raging opioid crisis escalate, government budgets have been slashed.

In no other point in modern history has the drug crisis been so acute and the need to turn to emerging technology for a solution so crucial. Only technology can provide the direct access needed to create a better system for incentivizing recovery. With the death rate from opioid overdose escalating to all-time highs, society needs a solution now.



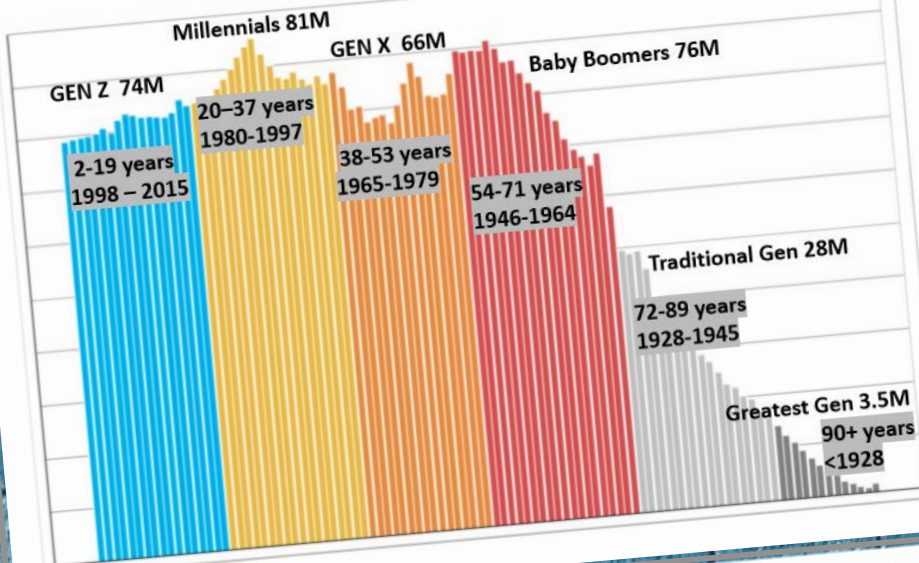
Sources: CDC Wonder, National Institute on Drug Abuse, National Center for Health Statistics. Trending data used for 2017 estimate.

But how can addicts best be incentivized to seek, enter and stay in recovery? The answer is by thinking strategically to use emerging technology based on blockchain and create rewards to increase compliance and decrease the incidence of relapse - and ultimately the death rate.

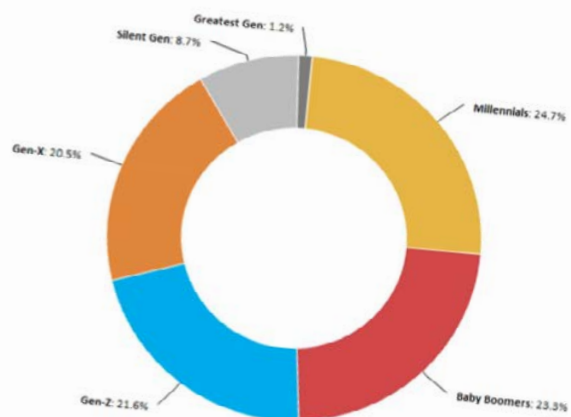
This white paper examines how incentive-based Sobercoin, based on blockchain technology, can be used within the recovery population to increase retention, result in higher rates of sobriety, and substantially decrease the number of deaths nationwide.

Created by one of the most reputable, award-winning and established companies in the addiction & recovery space, Sober Network Inc., only Sobercoin creatively attacks the opioid crisis from a new perspective that meets the massive Millennial and Generation X populations on their own terms – through their mobile devices.

Current US Population by Generation



Current US Population by Generation



What is the difference?

Millennials – Don't call me a Millennial!

Larger than baby boomers by
~5M
Largest generation in the US
Age: 20 - ~37

Value experience over ownership
Sharing economy
Example: Uber over license; home share over hotel...

Less religious/guiding morality
60% "feel" what is right
CAUSE DRIVEN / GLOBAL VIEW

**39% Interact more with
phone vs people**
Digital natives, early
adopters



40% believe they should be
promoted every 2 years regardless
of performance;
56% won't accept job where
social media is banned

**Health and wellness
focused**
Utilize data: Fitbit, smart
watch, etc

Empathetic & sensitive
Most depressed generation at work -
20%

Baby boomer parents- self esteem
intentions gone wrong...helicopter
parent model
Crisis: Unmet unrealistic
expectations

Millennials vs. Centennials

Gen Z – iGen - Centennials

Don't want to be like Millennials
And their parents are Gen X and
Some older Millennials
"figure it out"

Most connected, sophisticated, educated
generation so far
And they are now becoming adults

85% of Gen Z watched at least
one online video in past week to
learn new skill

EQUALITY / DIVERSITY
Gender, Sexual Orientation, Race



Smartphone as extension of self;
profound generational difference
related to information
processing, learning,
relationships, problem solving

**FISCALLY CONSERVATIVE/
SUCCESS & \$ DRIVEN**

White Americans represent just under 50% of
this cohort under 7 years of age

There have "always" been
twentysomething tech
entrepreneurs who are
billionaires for this group



The New Majority

- Almost all those Under 40 years of age in the U.S. are Millennials or Gen Z
- These COHORTS ARE no longer a subset of your rehab/treatment clients...they are the MAJORITY
- In 2014: 66% of “treatment admissions” were under 40 years of age



The Sobercoin Advantage

No other company in the addiction & recovery space has proven to understand the emerging technology market and the needs of the addicted population better than Sober Network Inc.

With decades of experience and multiple awards from both the U.S. government and big pharma, Sober Network Inc. is uniquely positioned to launch Sobercoin - the most successful blockchain-based solution to help people overcome drug, alcohol and opioid addiction.



Emerging technology is not a new concept for the firm. Since January 2000, Sober Network Inc. has been the premier provider of innovative digital solutions and award-winning mobile apps which address the multiple and varying needs of the addiction & recovery industry.

From the addicted population to all professionals involved in the recovery industry, Sober Network Inc.'s suite of technology solutions has a singular goal – to facilitate and ease the transition toward clean and sober living. Sober Network Inc. is comprised of different digital properties – each with their own focus on a different segment of the addiction & recovery industry as shown here:

Sober Economy



Only Sobercoin has the advantage of being launched by the oldest and most reputable company in the addiction & recovery space. Sober Network Inc. is well-known nationwide for creating award-winning technology solutions for use which help people Get Sober. Stay Sober®.

This proven and advantageous user experience means, in turn, that only Sober Network Inc. is best positioned to serve the addicted population with a blockchain based digital currency that will incentivize an addict's motivation to stay clean, sober and in recovery.



Sober.com

Launched in 2000, Sober.com is a web directory providing visitors with the opportunity to explore their options for addiction related services. It provides people with a multitude of addiction treatment products, services and information choices, allowing them to select those which are the best clinical and financial fit for their circumstances. The site also is the most comprehensive self-help meeting database on the web. Recent initiatives include the launch of a new Get Sober community.



RecoveryCoaches:

Since 2005, Sober Network has trained Recovery Coaches. To complement more than a decade of live training, the Recoverycoaches.com site was launched. It presently serves as an online learning management platform allowing new recovery coaches to train at their own pace. Its NAADAC and Florida STATE Certification Board-approved curriculum has educated numerous new coaches over the years, all of whom have been invited to accept sobercoin for their services.



SoberSystems:

This award-winning mobile app was designed to tether app users in recovery to their care managers, family and invited supports. Originally developed as a continuing care tool, it now has evolved to target the massive Millennial and Generation X populations. Best of all, use of the app and compliance now can be incentivized with Sobercoin. Year after year, Sobersystems continues to be acknowledged for its excellence, most recently as a Grand Prize Winner of a government-sponsored mobile app contest for Medication Assisted Treatment, as well as for Patient Engagement and Retention. Sober Network steadfastly believes treatment is best delivered by humans, with Sobersystems acting as the best connectivity and accountability tool available on the market - assisting with early intervention and preventing further deterioration.

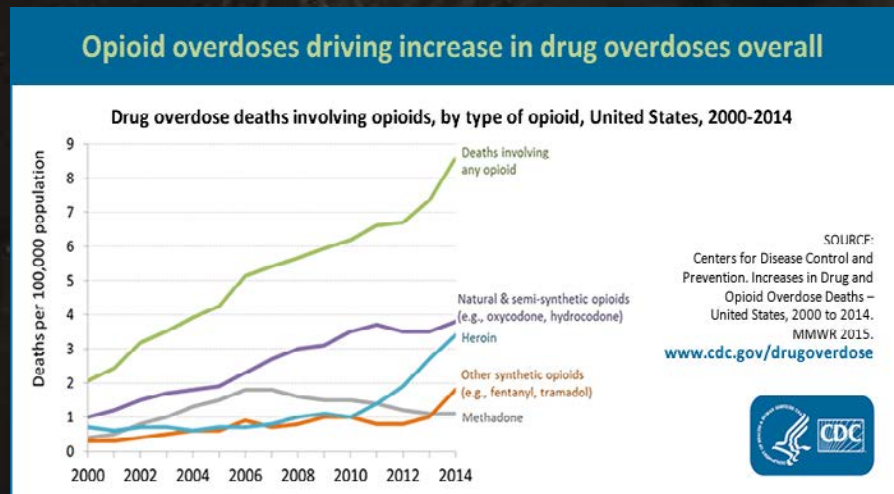
Why Sobercoin Works

Dozens of scholarly research studies have found the use of motivational incentives within the recovery population greatly increased retention and resulted in higher rates of sobriety for participating patients.

Sobercoin is innovative by being incentive-based.

Sobercoin being incentive-based is an especially important key to its success since opioid overdoses are driving the increase in deadly drug overdoses overall as shown here:

***“Only Sobercoin
can combat the
raging substance
abuse crisis by
reversing the
number of users
and deadly
overdoses.”***



National Principles of Care

1. Universal screening for SUD across medical care settings
2. Personalized diagnosis, assessment, and treatment planning
3. Rapid access to appropriate Substance Use Disorder care
4. Continuing outpatient care monitoring/adjustments
5. Concurrent, coordinated care for physical and mental illness
6. Access to trained/accredited behavioral health professionals
7. Access to FDA-approved medications
8. Access to non-medical recovery support systems

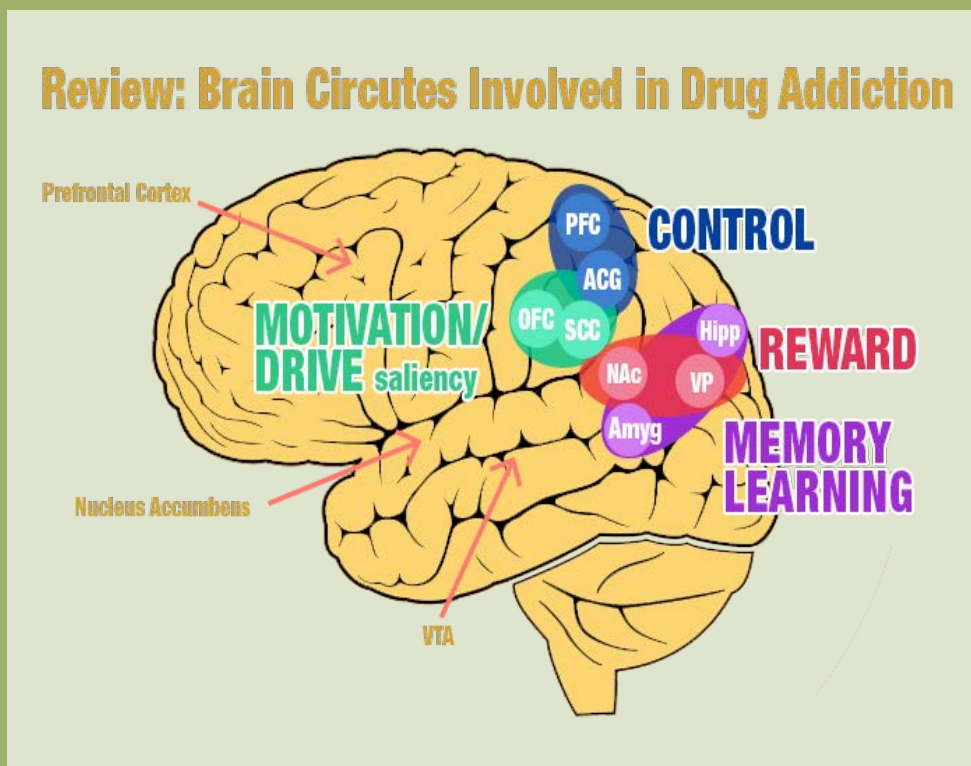


Overlapping Brain Circuits is the Key

When heroin, oxycodone, or any other opiate travels through the bloodstream to the brain, the chemicals attach to specialized proteins, called mu opioid receptors, on the surfaces of opiate-sensitive neurons (brain cells).

The linkage of these chemicals with the receptors triggers the same biochemical brain processes that reward people with feelings of pleasure when they engage in activities that promote basic life functions, such as eating and sex. Opioids are prescribed therapeutically to relieve pain, but when opioids activate these reward processes in the absence of significant pain, they can motivate repeated use of the drug simply for pleasure.

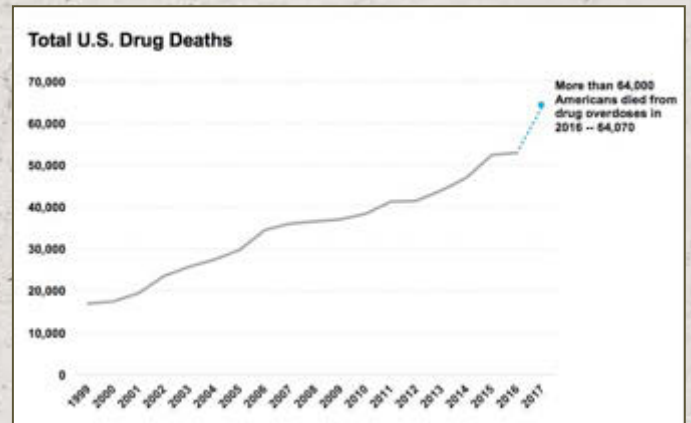
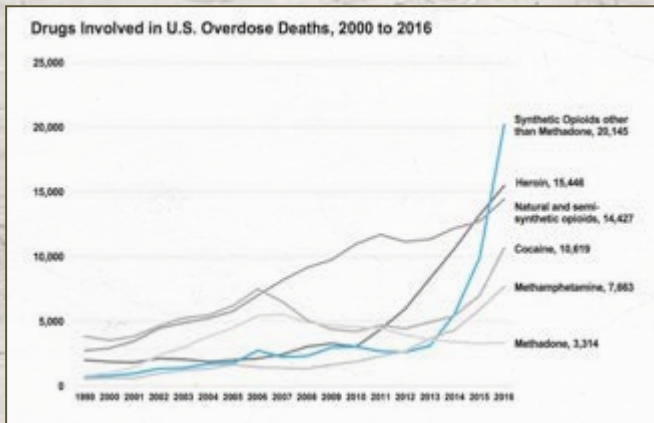
One of the brain circuits that is activated by opioids is the mesolimbic (midbrain) reward system. This system generates signals in a part of the brain called the ventral tegmental area (VTA) that result in the release of the chemical dopamine (DA) in another part of the brain, the nucleus accumbens (NAc).



This release of DA into the NAc causes feelings of pleasure. 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.

When a person partakes in a pleasurable activity – be it a sexual encounter, a delicious meal, or a monetary gain or “incentive” such as using SOBERCOIN™ – the brain processes all of these different types of pleasure in the same way.

Each of these pleasurable encounters cause a release of dopamine into a cluster of nerve cells just below the cerebral cortex, called the nucleus accumbens. Because this part of the brain is so closely tied to pleasure, it is often referred to as the brain’s reward or pleasure center.



The Deadly Facts About Addiction

- 20.8 million Americans struggle with substance abuse disorder and only 10.4% get treatment*
- Alcohol misuse contribute to 88,000 deaths in the U.S. each year *
- In 2014, there were 47,055 drug overdose deaths in the U.S.*
- Worldwide, nearly 110 million persons suffer from alcoholism or drug addiction**
- In 2012, about 3.3 million global deaths were attributable to alcohol consumption**
- Globally, alcohol misuse was the fifth leading risk factor for premature death and disability in 2010**
- 29 million people worldwide suffer from drug abuse disorder, only 1 in 6 get treatment***

Sources:

*The Surgeon General's Report on Alcohol, Drugs and Health, 2016

** WHO Global status report on alcohol and health, 2014

***UN World Drug report, 2016

Total U.S. Drug Deaths* - More than 64,000 Americans died from drug overdoses in 2016, including illicit drugs and prescription opioids - nearly double in a decade. Source: CDC WONDER

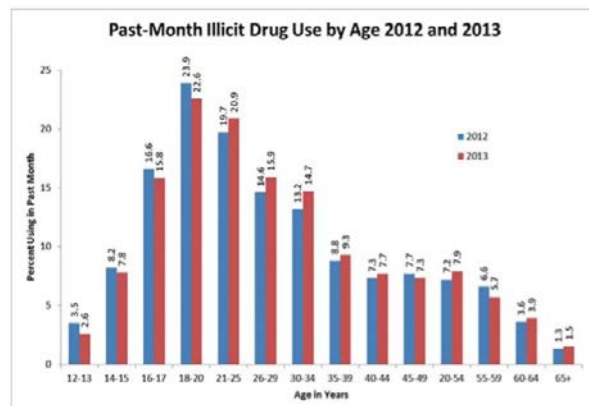
Drugs Involved in U.S. Overdose Deaths* - Among the more than 64,000 drug overdose deaths estimated in 2016, the sharpest increase occurred among deaths related to fentanyl and fentanyl analogs (synthetic opioids) with over 20,000 overdose deaths. Source: CDC WONDER



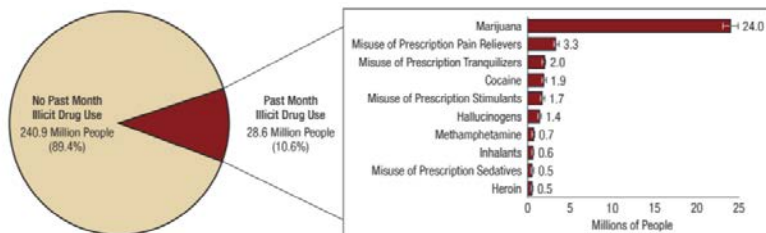
PAST-MONTH ILLICIT DRUG USE

Studies/Stats By Age & Type

16 – 34 years
old highest



2016 "Past Month Illicit Drug Use and Type"



How do you get Sobercoin?

Sobercoin is based on blockchain technology. It can be earned 3 ways:



**Join Sober.com
Community**

**Trade for
Special Offers**

**Refer a
Friend or Family**

**Use the
SoberSystems
Mobile App**

**Sobercoin is not only a powerful badge of sobriety,
it can be spent on:**

- Membership fees for the Sober.com online community
- Advertising on Sober.com and any of its related digital properties
- Recovery Coaching training courses on RecoveryCoaches.com
- Online Recovery coaching
- LIVE Monitoring of app usage

**Future planned services
Sobercoin can be spent
on in the works include:**

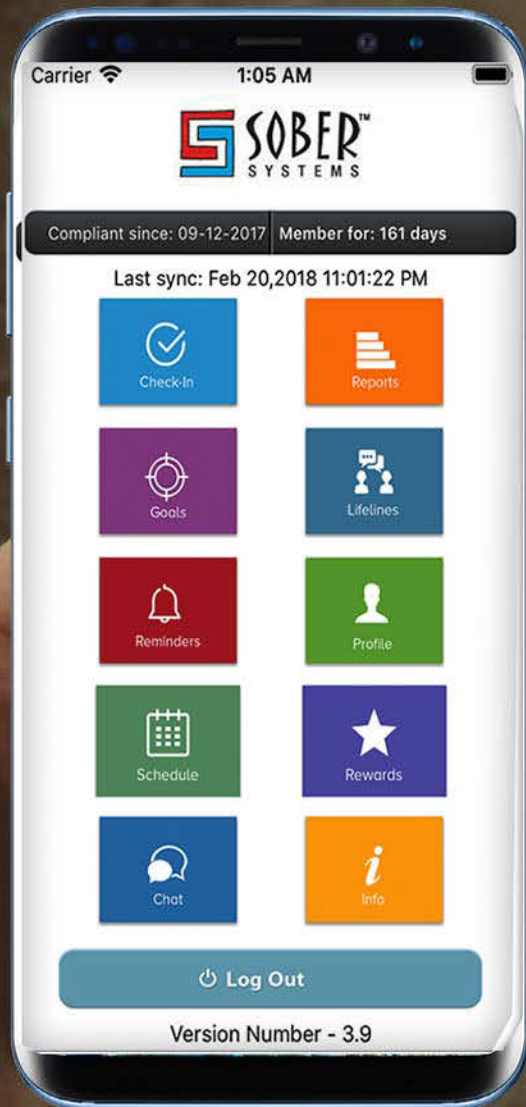
- Professional Telephonic Assessments
- Telephonic Counseling
- Detox Services
- Sober Housing
- Medication





Demographics & Psychographics Summary

- **SHIFT** in how we engage, teach & treat
- **Millennials MAJORITY** of Clients
- **TIME** to Adjust - **THEY DON'T WANT WHAT WE OFFER**
- **We must INNOVATE SERVICES**



App Benefits

- Has demonstrated improved abstinence based on user self report.
- Has been selected as Grand Prizes winners twice in nationally recognized contests.
- Is based on users getting connected and staying connected with family, supports and Care Manager.
- Acts as an early warning tool for intervention and prevention.
- Is incentive based and users earn Sobercoin for consistent usage.



Why Blockchain?

- The platform integrates cryptographically secure distributed ledgers to record each user's activity and full history, increase transparency, efficiency and audit ability.
- It's a modular, adaptable platform that integrates with a variety of services to create real-time, authenticated transactions.
- Secured and distributed database prevents people from tampering and circumventing the data.
- Sobercoin rewards help addicts maintain healthy behaviors.
- Person to Person fast and easy rewards transfer for critical and supportive services to help addicts.
- Rewards can be verified as to where they were used.



Management



Dr. Harold Jonas Sobercoin's Founder

Dr. Jonas has been active in long-term recovery for more than 30 years. He has earned licensure as a psychotherapist specializing in Addiction by obtaining his PhD, LMHC and CAP. As the serial entrepreneur behind numerous successful brands, his vision combines his vast knowledge and decades of experience in Addiction & Recovery as well as Technology.

Dr. Jonas's successful brand launches include Soberhouses.com – the very first online housing directory for the recovery population. It evolved and was re-branded in 2003 to be the now renowned Sober.com - a comprehensive directory featuring the full continuum of care recognized as the premier online directory and community site for those seeking reliable treatment for alcohol and substance abuse.

But Dr. Jonas' success with Sober.com was only the beginning. A series of other successful brand launches in the Addiction & Recovery space soon followed. This included:

RecoveryCoaches.com – a comprehensive online evidence-based training program that provides all the skills and tools needed to gain certification to be a Recovery Coach.

Sobersystems.com - an innovative mobile apps which have won multiple prestigious awards and industry recognition - starting with Sobersystems in 2012. The MAT Edition app, designed to combat opiate addiction, won the impressive First Place award in the nationwide Opioid Recovery App Challenge sponsored by the U.S. Substance Abuse and Mental Health Services Administration.

Setting the trend again, Dr. Jonas and his team have created Sobercoin, which lets people get connected and stay connected with the recovery population while evoking social change.

The Sober Team



Drew Palmer - Chief Technical Officer

Drew is the CTO at Sober.com®, where he acts as a business consultant and technology project manager. Mr. Palmer has 28 years of experience building technology companies, including redevelopment and eventual sale of SoberRecovery.com in 2011. His responsibilities currently include working with the developers to ensure all products are functioning, ensuring that business is running smoothly and creating new features and app variations. He is happy and proud to have helped implement Dr. Jonas' vision for the FlexDek® MAT Edition app that won SAMHSA's Opioid Recovery App Challenge in 2016. Mr. Palmer's greatest strengths are his attention to detail, willingness to help in any way and patience. He is a graduate of Culver Military Academy and Princeton University.



Ria Romano - Director of Public Relations

Ria is Director of PR where she acts as a branding consultant and public relations campaign manager. Ria 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 - Director of Brand Engagement

Michael has more than 30 years of experience in branding, working with some of the biggest marketing agencies and brand in the country. He is known for his award-winning creative process and insightful strategic thinking. His expertise lies in understanding lifestyle behaviors as it related to audience engagement for a brand. Today, in a world driven by technology, Michael created engagement opportunities which are critical to the success of Sober Network Inc. and Sobercoin.



Dimitrius Khaladj - Director of Development

Dimitrius is on the Sobercoin team as the developer. He holds a B.S. in Applied Physics from Binghamton University and an M.S. in Nano-Engineering from the University of Albany. He is currently pursuing his Ph.D. in Physics at the University of California. He has developed advanced computational skills for data analysis to assist with the Sobercoin project.

Summary

This is an exciting time. Blockchain technology is opening doors to an array of new opportunities to find an abiding answer to the addiction epidemic plaguing the population. It especially lends itself to the youth of today, who have been seemingly submerged in the world of computer science since birth. While previously this has allowed them to acquire substances at the snap of a finger from dark web markets - such as the Silk Road, Agora and Alpha Bay. Now, through Sobercoin, it is offering a helping hand towards the solution of addiction.

Sobercoin is distancing itself from the pack of emerging cryptocurrencies by providing a true utility-based coin, rather than a store of value.

Already, holders can spend their Sobercoin to receive Recovery Coaching training courses and purchase advertising on Sober.com. Future endeavors and planned services of SoberCoin will allow holders to spend their tokens on real-life recovery tools such as detox services, sober housing, medication and telephonic counseling. With the engagement of users, their support network and existing recovery sources, Sobercoin will prove to be mutually beneficial to all parties.

