



The Conscious Growth Club

360 TRIBE PLATFORM
LIGHT PAPER 1.0
JANUARY 2019

A PARADOX

AN AGE OF ENLIGHTENMENT IS UPON US, YET THE WATERS REMAIN MURKIER THAN EVER. WITH WORDS LIKE SPIRITUALITY, MINDFULNESS AND "WOKE" BEING BANDIED ABOUT THROUGH EVERY CONCEIVABLE CHANNEL OF COMMUNICATION, OUR QUEST FOR WELL-BEING HAS BECOME BOTH CLICHÉD AND UNCLEAR.

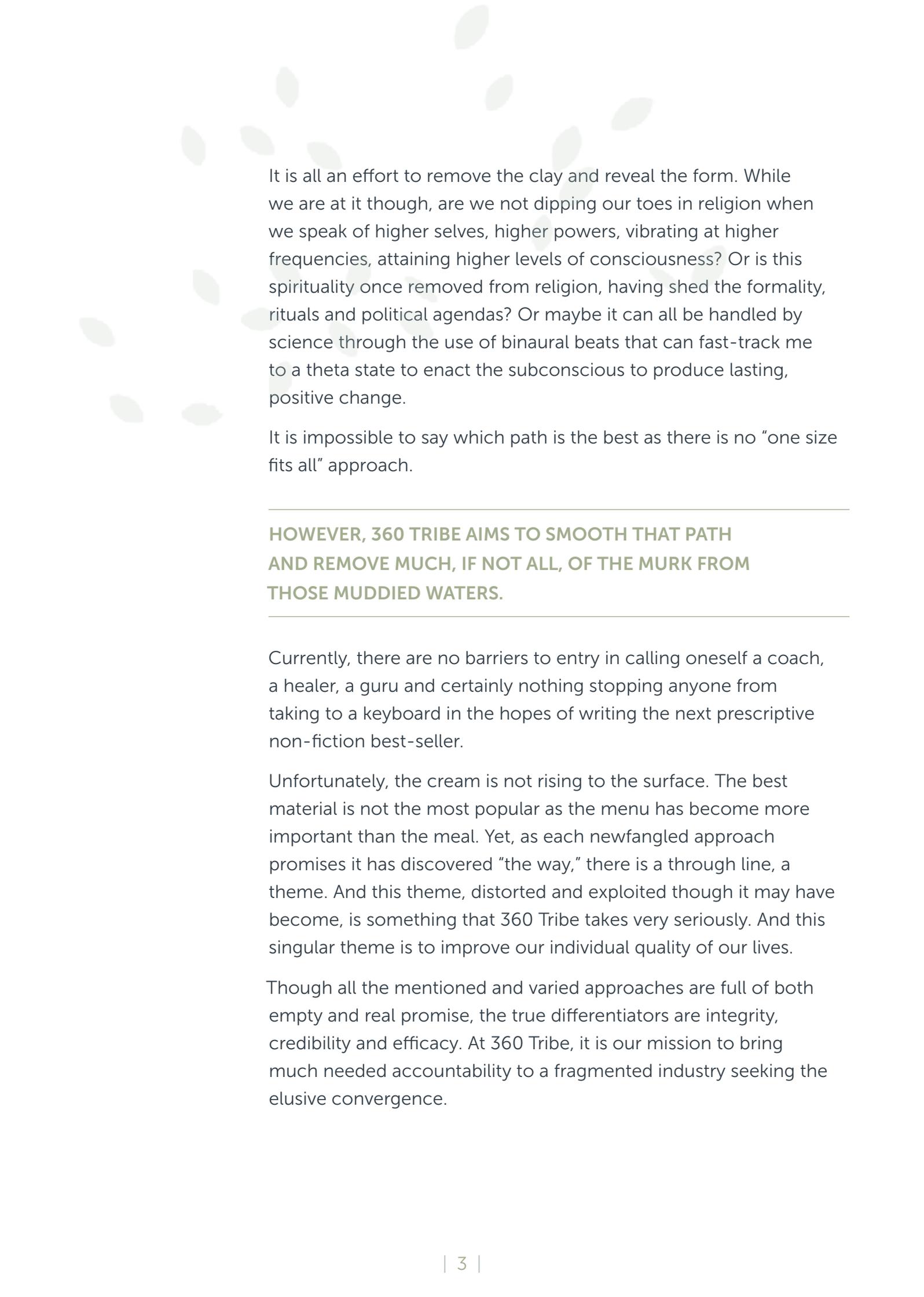
The aforementioned tired phrases we see muttered on Facebook timelines are no longer convincing anyone that a dream life is but a visit to a waterfall away. Wellness has become watered down by throngs of self-proclaimed gurus, coaches, experts and pundits. In the early 2000s, it accounted for some 40% of all books sold and some of the longest titles known to man. Despite a parabolic rise in popularity, it has yet to truly find its footing. Still, the industry of personal growth marches on, perhaps afflicted by its own success. To this day, it has continued to surge in recognition and this recognition is rivaled only by a struggle to reconcile itself and ultimately, to converge.

CONVERGENCE

Convergence is generally considered to be a sign of progress. In economics, it signifies a more equitable distribution of resources and in technology, we can all appreciate that a smartphone effectively acts as a phone, camera, organizer and more. At its most literal, it is our eyes turning inward, in an effort towards a single binocular vision in viewing something. At its core though, it is the place where an inhale becomes an exhale, where cosmos arises from chaos. And it is always from chaos that the cosmos must come.

CONFUSION

How does a performance specialist differ from a life coach and how do they differ from a program-wielding motivational speaker? Or a self-proclaimed healer who promises to remove latent blockages and reveal an exalted version of myself? And, when it comes down to it, how do they truly differ from a Freudian therapist or a practitioner of cognitive behavioral therapies or any of the dizzying number of available theoretical orientations?



It is all an effort to remove the clay and reveal the form. While we are at it though, are we not dipping our toes in religion when we speak of higher selves, higher powers, vibrating at higher frequencies, attaining higher levels of consciousness? Or is this spirituality once removed from religion, having shed the formality, rituals and political agendas? Or maybe it can all be handled by science through the use of binaural beats that can fast-track me to a theta state to enact the subconscious to produce lasting, positive change.

It is impossible to say which path is the best as there is no “one size fits all” approach.

HOWEVER, 360 TRIBE AIMS TO SMOOTH THAT PATH AND REMOVE MUCH, IF NOT ALL, OF THE MURK FROM THOSE MUDDIED WATERS.

Currently, there are no barriers to entry in calling oneself a coach, a healer, a guru and certainly nothing stopping anyone from taking to a keyboard in the hopes of writing the next prescriptive non-fiction best-seller.

Unfortunately, the cream is not rising to the surface. The best material is not the most popular as the menu has become more important than the meal. Yet, as each newfangled approach promises it has discovered “the way,” there is a through line, a theme. And this theme, distorted and exploited though it may have become, is something that 360 Tribe takes very seriously. And this singular theme is to improve our individual quality of our lives.

Though all the mentioned and varied approaches are full of both empty and real promise, the true differentiators are integrity, credibility and efficacy. At 360 Tribe, it is our mission to bring much needed accountability to a fragmented industry seeking the elusive convergence.

ENTER A LEADER

360 TRIBE IS WHERE THE UNREGULATED SELF-IMPROVEMENT SPACE DOVETAILS WITH TECHNOLOGY.

The blockchain offers an unprecedented level of transparency while 360's management offers quality assurance in imposing a level of standards to create an ultimately self-governing platform that adheres to one governing metric: results.

As stated earlier, the chief aim of any spiritual or behavioral undertaking is to improve the quality of one's life. Despite being such a straight forward desire, the industry has become comprised of competitive and occasionally warring factions. Though the journey to self may be a solo act, it can be greatly facilitated by effectively organizing modalities, identifying practitioners and organizations that adhere to needed standards of excellence. To this point, the industry has failed to recognize the importance of this and thusly, failed to deliver demonstrable results.

360 Tribe's mission is to be a standard bearer and provide a safe, credible destination for those who seek help as well as those who offer it.

IN A WORLD

360 Tribe has some basic initial endeavors, beginning with a reclamation project that shall categorize the field of personal growth, from macro to micro in aim to provide accessibility for end users. Some examples may include:

- 🌱 **WELL-BEING** [mindfulness, presence]
- 🌱 **EMOTIONAL HYGIENE** [meditation, hypnosis, diet, visualization]
- 🌱 **CHANGE** [behavior modification, goal setting]
- 🌱 **HEALTH** [strength, movement, yoga, rehabilitation]
- 🌱 **SOCIAL** [integration, balance, interpersonal, relationship management]
- 🌱 **STRIVING** [wealth, mastery, achieving]
- 🌱 **EDUCATION** [for practitioners – continuing, required and general]

Once this information is compiled and properly delineated, 360 Tribe will leverage the power of AI to create intuitive search to match prospective users with providers as well as educational resources, assessment instruments and more.

A PURPOSE DRIVEN DIRECTIVE

Perhaps the only thing more important than the health of our planet, is the health of the individuals who reside on it. Hence the rationale behind "thinking globally and acting locally." Theoretical physicists, noted stem cell biologists and all of us, left-of-center people, who believe in a unified whole, collectively agree that separation is an illusion. Physicists can prove it, biologists have observed it and some of us know it experientially.

THE KEY TO A THRIVING FUTURE FOR ALL OF US HIDES IN PLAIN VIEW AND ALL ONE HAS TO DO IS LOOK OUTWARD FOR A MOMENT.

The level of contentedness and connectedness of our neighbors is a harbinger of our own future. It is the goal of 360 Tribe to fully exploit the potential that the personal development industry has hinted at but perennially fallen short of.

COMING TO A RESOLUTION

Ask anyone for their New Year's resolution or better yet, don't. Go to any gym in January and revisit it in March. Roughly 20% of the faces shall remain. Observe consumer spending and note how the belts get tightened but quickly cede ground to material desires in an effort to soothe our latent or overt emotional discomforts. This is, of course, colloquially known as "retail therapy."

Whether we are among the "worried well" or identify as the "walking wounded," the desire for improvement is as inherent to the human experience as suffering has become. Without implementing some needed measures, this shall continue and we will be left wondering what to do when self-help doesn't help.

Impersonal though it may sound, the open architecture of the blockchain offers vast potential for a needed solution. It is inherently immutable and provides a flawless credibility management system that will ultimately outstrip the power of SEO and fake reviews.

Until things change though, consumers will continue to pay dearly for products and services that are not peer reviewed, quality assured nor proven effective. The promise of easy weight loss, improved relationships, financial freedom and stress-free living is just too intoxicating to turn down. While such prospects once fueled hope, it is now proving to be a corrosive narrative that threatens to undermine the mainstream awareness the industry is experiencing.

CROSSROADS

The advent of mind-body medicine has been some thirty years in the making. Yoga is no longer considered an Indian practice shared by residents of California. There are dozens of ancient practices being incorporated into traditional medicine. Currently, the biggest buzzword in psychology is “mindfulness,” and it is clear that the paradigm is shifting.

While it seems intuitive enough that the head and body can only be separated in words, it took the crusade of the classically trained Western physician Dr. John Sarno to bring it to light. And others have followed: from Harvard Med graduate Andrew Weil to other traditionally trained disciples of Sarno, the medical model is being redefined. The practice of mindfulness is nothing more than being aware, connected to oneself. It should strike us all as bizarre that it achieved buzzword status and has become something of a societal movement unto itself. Nonetheless, it is evidential of how far we have gotten away from ourselves and yet, the desire to *tracordify* remains.

360 Tribe has identified this clear turning point and has opted to do something about it. It is clear that this datacentric society has been the impetus for a level of self-separation that made the most benign act of being normally self-aware, a “movement.”

360 Tribe’s personal growth platform aims to offer an intuitive path in an effort to bridge the existing divide between cure and suffering.

TURNING THE PAGE

Traditionally, the industry was supported by baby boomers and driven by household names such as Tony Robbins and Brian Tracy. Moreover, the modalities by which the information is disseminated has also shifted dramatically.

ALL BUT GONE ARE:

- The multi-day seminar and retreat model.
- Traditional advertising—costly and infomercials carry a stigma.

REPLACED BY:

- Content is delivered online.
- Podcasts, webinars and skype sessions are now the norm.
- Smart applications are widely popular in the space.

As venues of expansion increase, so does the need to establish reputation management, fair reviews and accountability. The exploitative practices of popular figures have grabbed headlines and cast deserved doubt. People like Suze Orman, Robert Kiyosaki et al. are being rightly scrutinized and called to task. In due course, it is our hope that such setbacks will serve as the catalyst to establish and institute best practices led by the likes of 360 Tribe.

ACCESSIBILITY

It is challenging, both financially and logistically as well as generally unappealing to attend a seminar or spend a Saturday in a stuffy conference room. Consumers are rightly jaded; expecting them to take time off from work, book flights, accommodations and pay a registration fee is unreasonable. The pathway to self-improvement has shortened considerably as the internet is loaded with free content and there is 24-hour access to personal development. While this portends great possibilities, it also highlights the need for credibility. Providing a destination where both practitioners and users can be assured that they are both getting what they came for is an imperative 360 Tribe intends to address.

THE CASE FOR CONSCIOUSNESS

We are human beings not human doings. We are born free and essentially limitless, constrained only by our beliefs and values. As Bob Marley sang in Redemption Song: *Emancipate yourself from mental slavery, none but ourselves can free our minds.*

The potential for paradise is here but we must take that leap and together travel the road from where we are, to where we need to be. The future is still unwritten as we still cling to a paradigm that no longer serves us while a new freedom lies in wait.

TURNING INWARD ONCE MORE, THE ILLUSION OF SEPARATION IS REVEALED AS THE SINGLE BINOCULAR VISION FINALLY COMES INTO FOCUS. WELCOME TO CONVERGENCE AND TO 360 TRIBE.



THE TRIBE PLATFORM

FOR USERS

.....

EVERYTHING YOU NEED TO DEVELOP AT YOUR OWN PACE!

- » **AI-BASED MATCHING** — Tailored searching to team you up with the best possible resources to meet your personal development goals.
- » **RTA [RIGHT TRACK ASSESMENT] NEEDS** — Assessment that helps you get started and stay on the right track.
- » **CURATED CONTENT** — For optimal user experience. Providing you with the best content you need.
- » **TRACKING & ANALYTICS** — Keeping track and making sense of your progress.
- » **COACHES & MENTORS** — To help on your journey to excellence.
- » **PEER REVIEWS** — Communicate and collaborate in real time with your peers.
- » **OPEN CATALOGUING** — Transparent pricing and scheduling.
- » **TOOLS** — Integrated proven tools to assist you in your journey.
- » **MICRO LEARNING** — Bite-sized chunks of lessons for easy comprehension and an optimal learning experience.
- » **EVENTS** — Blended learning through a combination of online and offline.
- » **LIVE CLASSES** — Connect live with your instructor through webinars and e-classes.
- » **COACHING SESSIONS** — Schedule appointments for coaching sessions right from the platform.



FOR PRACTITIONERS

CREATE AND DELIVER AN EXTRAORDINARY LEARNING EXPERIENCE!

THE 360 PLEDGE:

- » **INCENTIVES** — Incentivize your students to finish courses, attend webinars and events.
- » **CERTIFICATION** — Display your certificates on the blockchain as well as give out certificates.
- » **ACCREDITATION** — Institutes can accredit practitioners. Practitioners can accredit students or set up a methodology and accredit your own practitioners.
- » **SCHEDULING** — Give your clients the ability to book a live session.
- » **TICKET SERVICE** — Sell tickets to your audience for your online and offline events.
- » **COURSE BUILDER** — Easily create and distribute content with interventional tools to help enhance engagement with your audience.
- » **PRACTICE TOOLS** — Use the coaching tools on the platform to your convenience.
- » **LIVE TEACHING** — Live classes in the form of interactive webinars and tele classes.
- » **ASSESSMENT** — Realtime assessment and monitoring tools.

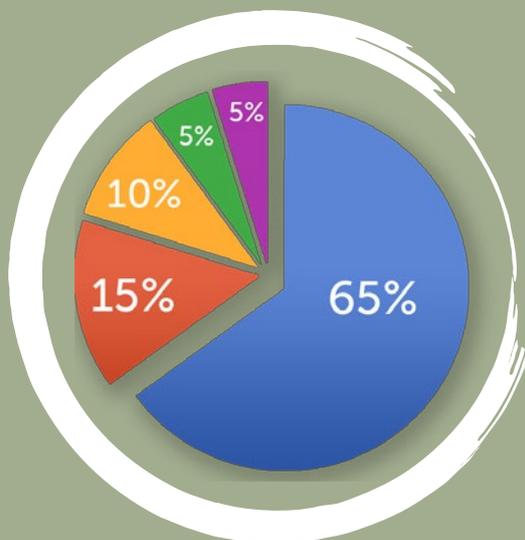
THE TRIBE TOKEN



- » Payment for all goods and services on the platform.
- » Earn tokens for completing courses, webinars and attending events.
- » Use your tokens for rating the courses you attended.
- » Used for creating smart contracts for authentic certificates.
- » Escrow for digital practice setup.
- » Methodology on smart contract.

TRIBE TOKEN METRICS

ASSET ID: 8WK4SD9GVKSJPFEXY1BFMQU7BWAQFCO9KGSLO6IWDP4O



- PUBLIC SALE
- CORE TEAM (1 year lock)
- FOUNDERS (1 year lock)
- PLATFORM DEVELOPMENT
- MARKETING

TOKEN NAME: 360 Tribe Platform
TOKEN SYMBOL: TRIBE
TOKEN STANDARD: WAVES

TOTAL SUPPLY: 25 000 000 000
MAXIMUM SUPPLY: 16 250 000 000 (1 year)
CURRENT CIRCULATING SUPPLY: 8 097 006 745



twitter.com/360Tribe



t.me/TribeTokenCommunity



360tribetoken.com

