

WellzyCoin (WLZY)

The Utility Token for Health & Wellness

AI-Powered Mental Health + Reward Gaming on BNB Chain
Wellzy • October 27, 2025

Abstract

Mental health and wellness apps face three core challenges: **low engagement, user fatigue, and limited monetization**. People want to feel rewarded for improving themselves, not just tracked. **WellzyCoin (WLZY)** solves this by introducing a **health and wellness utility token** that powers the **Wellzy app's ecosystem of games, journaling, and AI chat**.

WLZY is a **capped BEP-20 utility token** on **BNB Chain**, rewarding users for actions that promote wellness: completing mindfulness games, daily streaks, journaling, and referrals. It fuels a **health gaming economy**, where users earn WLZY for participation and can stake or redeem it for in-app upgrades, avatar items, and exclusive content.

With **locked liquidity, transparent emissions, and real utility**, WLZY aims to become the **leading health-focused utility token** — merging gaming incentives with meaningful well-being outcomes.

1. Value Proposition

Users:

- Earn WLZY through mini-games, guided breathing, journaling, and AI therapy chats.
- Redeem WLZY for avatar upgrades, premium sessions, and in-app perks.
- Participate in community tournaments and staking to win more WLZY.

Creators / Clinicians:

- Get WLZY grants to build mental health mini-games and exercises.
- Receive rewards for content that improves user well-being.

Investors / Ecosystem:

- Capped 1B WLZY supply with locked liquidity and declining emissions.
 - Transparent governance and visible treasury management.
 - Exposure to the **wellness-gaming fusion market** — a rising Web3 category.
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2. Introduction

2.1 The Problem

- **Engagement fatigue:** Users abandon health apps that feel like chores.
- **Lack of reward:** Effort and data create no tangible value for users.
- **No fun:** Mental health tools lack gamification and community energy.
- **Unclear sustainability:** Apps rely on subscriptions and donations — not scalable.

2.2 The Opportunity

Gaming + Health = Retention + Impact

By introducing **tokenized wellness gaming**, Wellzy bridges health engagement with crypto incentives.

- Gamified activities reward progress (breathing streaks, chat milestones).
 - WLZY gives users ownership and value for participation.
 - Transparent tokenomics ensure sustainable rewards and investor trust.
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3. The Wellzy Model: Behavior-Backed Utility

3.1 Play to Heal — Gaming as Engagement

- Users play **mini-games** (breathing, focus, and journaling games).
- Each verified completion mints or transfers WLZY rewards.
- Leaderboards, streaks, and challenges drive viral participation.

3.2 Behavior Points → WLZY

Action	Reward
Sign-up (verified)	100 WLZY
Referral	50 WLZY
50 AI therapy chats	50 WLZY
7-day streak	25 WLZY

Action	Reward
Completing wellness games	Variable
30-day streak	150 WLZY

3.3 Utility of WLZY

- Redeem WLZY for **in-app upgrades, exclusive avatar items, and session boosts**.
- Stake WLZY for premium features or higher earning multipliers.
- Participate in **weekly tournaments** within the Wellzy app.
- Access future **Wellzy partner wellness marketplaces**.

4. WLZY: The Health Utility Token

WLZY is not a speculative meme token — it's the **utility backbone** of the **Wellzy Healthverse**, powering all interactions across the platform.

- **Purpose:** Reward healthy behavior, in-app gaming, and creator contribution.
- **Type:** Utility Token (BNB Chain BEP-20, capped).
- **Use Cases:** In-app currency, staking, creator rewards, governance-lite.
- **Value Engine:** Real utility = long-term retention = demand-driven price floor.
- **Positioning:** *The Utility Token for Health.*

5. Token Technology

- **Blockchain:** BNB Smart Chain (BEP-20)
- **Symbol:** WLZY
- **Decimals:** 18
- **Supply Cap:** 1,000,000,000 (hard cap)
- **Contract Type:** UUPS Upgradeable
- **Key Features:**
 - ERC20Capped, Burnable, Pausable, Permit, AccessControl
 - Roles: DEFAULT_ADMIN_ROLE, MINTER_ROLE, PAUSER_ROLE, UPGRADER_ROLE
 - Multisig and timelock-protected governance
 - Pausable transfers for emergencies

6. Tokenomics (Finalized)

6.1 Supply & Allocation

Category	%	Tokens	Vesting / Notes
User Rewards / Play-to-Earn Games	40%	400M	Rewarded over 3–5 yrs, decaying 20% yearly
Staking Emissions	20%	200M	3–4 yrs, 8–15% APY, time-lock boosts
Treasury / Ecosystem Growth	15%	150M	Grants, listings, MM, all timelocked
Liquidity & Market Making	10%	100M	WLZY/BNB LP, 100% locked 12–24 mo
Team & Advisors	10%	100M	12-mo cliff + 36-mo linear vesting
Investors / Presale	4%	40M	10–20% TGE, 12–18 mo vest
Community / Airdrops	1%	10M	30-day lock, anti-sybil filters

Initial Circulating Supply: ~100M (10%)

Initial Mint: 500M WLZY for rewards, liquidity, and presale funding.

6.2 Emissions & Inflation Control

- Quarterly emission decay (–10–20%).
 - No new minting beyond 1B cap.
 - Optional buyback/burn from app revenue.
 - On-chain emission dashboard for public transparency.
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6.3 Liquidity Strategy

- Pair WLZY with BNB on PancakeSwap.
- LP tokens **locked for 12–24 months**.
- Add liquidity gradually post-presale to reduce volatility.
- Publish lock and treasury wallet addresses publicly.

6.4 Vesting Summary

Group	TGE	Cliff	Vesting	Notes
Team	0%	12 mo	36 mo linear	Multisig controlled
Investors	10–20%	0 mo	12–18 mo	Transparent unlock chart
Community	100%	0 mo	30-day lock	Anti-sybil + KYC-lite
Rewards / Staking	0%	—	4–5 yrs	Programmatic decay

6.5 Anti-Dump Safeguards

- Low initial float (8–12%).
 - Anti-bot trade limits (first 5–10 blocks).
 - Max wallet $\leq 2\%$ during early trading.
 - Optional 2% tax: 1% auto-liquidity + 1% burn.
 - Full multisig & audit before presale.
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7. Utility & Ecosystem Design

WLZY will power the **Wellzy Gaming Ecosystem** — a hybrid of play-to-earn mechanics and mental health gamification.

7.1 Gaming Features

- **Breathing Quests:** users complete calmness mini-games to earn WLZY.
- **Mind Match Challenges:** compete with others in focus-based tasks.
- **Avatar Builder:** spend WLZY on personalization and in-game cosmetics.
- **Leaderboards:** weekly tournaments with WLZY prize pools.

7.2 Health Ecosystem Integration

- Partner clinics and wellness creators can issue **custom challenges**.
- WLZY rewards are distributed for completing health-focused tasks.

- Creator marketplace lets clinicians publish guided games and earn WLZY.

8. Roadmap

Phase 1 — Launch (0–1 Month)

- Smart contract verification + LP lock
- Reward ledger v1
- WLZY/BNB pool live on PancakeSwap
- PinkSale presale + CoinGecko listing submission

Phase 2 — Growth (1–3 Months)

- Staking pools (tiered APY)
- Launch “Breathing Games” + “Focus Arena” mini-games
- First creator grant program
- Marketing on Reddit, Telegram, and X

Phase 3 — Expansion (3–9 Months)

- WLZY tournament system
- Marketplace for wellness games and creators
- Buyback & burn system from app revenue
- Partnerships with wellness brands

9. Presale Overview

- **Platform:** PinkSale
 - **Raise Target:** 200–400 BNB
 - **Price:** Fixed WLZY/BNB ratio
 - **Liquidity:** 60–70% added and locked automatically
 - **Vesting:** As per vesting schedule
 - **Unsold Tokens:** Returned to treasury (locked)
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10. Governance & Compliance

- **Utility Token Classification:** WLZY is a **utility token**, used exclusively for wellness app access, staking, and rewards — not investment income.
 - **Transparency:** All rewards, emissions, and liquidity data will be publicly verifiable.
 - **Privacy:** No personal health data is stored or shared on-chain.
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11. Marketing Strategy

WLZY's narrative:

"The Utility Token for Health."
Play. Heal. Earn.

Key Channels

- **Crypto News Sites:** AMAs + press on Cointelegraph, BSC News, Decrypt.
 - **X / Twitter:** Wellness + crypto crossover influencers.
 - **Reddit:** Subreddits like r/CryptoCurrency, r/Altcoin, r/MentalHealth.
 - **Telegram + Discord:** WLZY global community with weekly game contests.
 - **Gaming Partnerships:** Indie wellness game dev collaborations.
 - **App Integration Ads:** Run rewarded campaigns in health apps and YouTube fitness channels.
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12. Risks

- Market volatility in early trading.
- Regulatory updates regarding utility tokens.
- Operational risk mitigated through multisig and audits.
- Adoption risk mitigated by live app + growing gaming ecosystem.

13. Budget Allocation

Category	%	Description
Marketing & Community	40%	Gaming tournaments, KOLs, influencer ads
Engineering & Security	25%	Audits, development, upgrades
Liquidity & Listings	15%	Market-making, exchange listings
Grants & Ecosystem	10%	Creator funds, new mini-games
Operations & Legal	10%	Legal, compliance, overhead

14. Contact & Links

-  Website: [Wellzy.io](https://wellzy.io)
-  App: Wellzy (iOS & Web)
-  Liquidity Lock: (PinkLock link TBD)
-  Presale: (PinkSale link TBD)
-  Smart Contract: `0x3300F90691E244Ae01DE5f0F18d573180014a15c`
-  Community:

Disclaimer

This document is for informational purposes only and does not constitute investment advice. WLZY is a **utility token** designed for in-app rewards and access — not for speculation or financial gain. Participation is at the user's discretion, and users should comply with local regulations.