

MOTRA

# Whitepaper

VERSION 2.0

MOTRA

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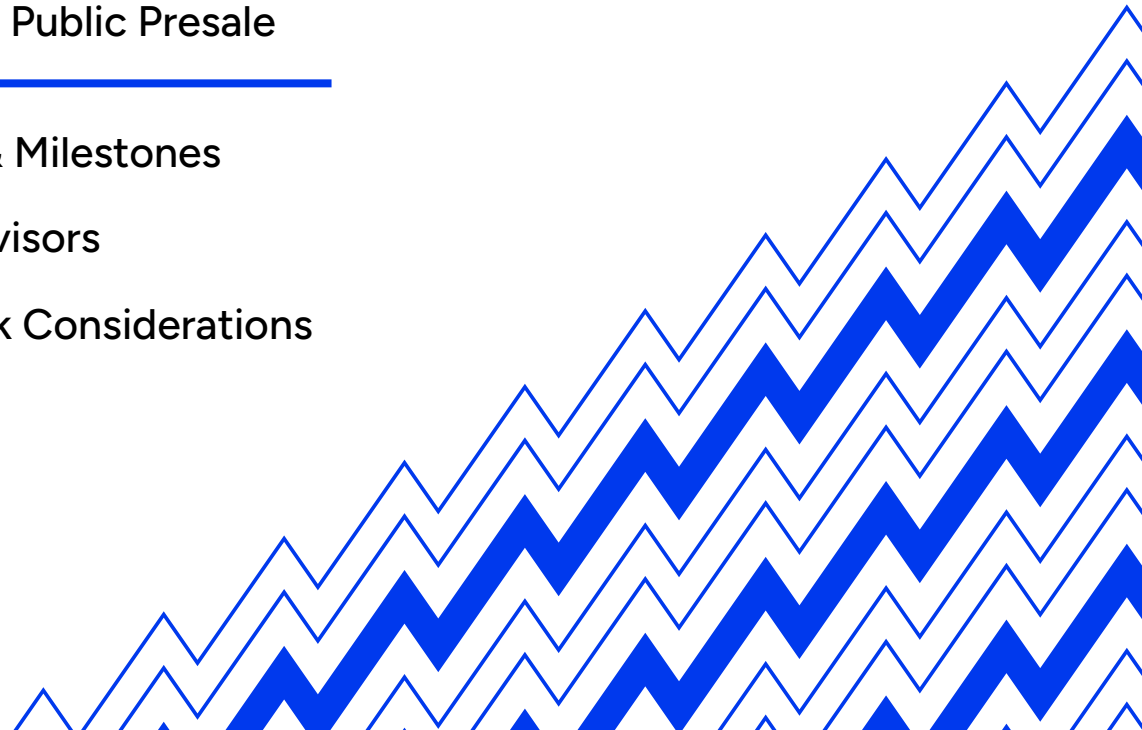
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MOTRA

# Executive Summary

## Why You Should Care About MOTRA

Real effort deserves real rewards. Most fitness apps measure surface metrics. MOTRA measures intensity. Every session counts. This isn't hype, it's how training should be rewarded.

We believe consistent physical effort deserves real, verifiable value. Not just likes, badges, or leaderboards. For many people, whether seasoned athletes or just getting started, those features lack real purpose. Personal bests don't happen every week. Weight loss stalls. Results take time and consistency.

MOTRA allows people to track effort: a system where ***the more effort you put in, the more you receive.*** After every session, you see the rewards land in your account. No matter your pace or goal, you're building value with every workout. MOTRA turns training into something that pays off now and in the long term.

> *The **more effort** you put in, the **more you receive**.*
>
> Tim Monteverde
> - Co Founder



## The Problem

Fitness apps track lots of things. Steps, miles, calories. But most miss what actually matters... **Real Effort.**

Surface metrics don't tell the full story.
A slow stroll can earn the same credit as a tough training run. You can cheat steps, fake sessions, and still appear active. These apps reward motion, not work.

Early Web3 platforms tried to change things, promising tokens for every step. But they rewarded easy movement, not real intensity.

Tokens flooded the market, value collapsed, and users quickly lost interest. Effort became meaningless.

Real training isn't about quick wins or gamified rewards. It's **Discipline. Consistency. Genuine, Measurable Effort.**

Everyday athletes deserve a platform that respects their work. No gimmicks. No short-cuts. Just verified, meaningful progress.

## Fitness App Comparison

| Features | Traditional Web2 | Step-Based Web3 | MOTRA |
|---|---|---|---|
| Effort Tracking | Distance or duration | Step count | Heart rate verified |
| Anti-Cheat | Rarely protected | Easily faked | Wearable data validation |
| Token Supply | No rewards | Unlimited minting | Capped, fixed supply |
| Motivation Model | Stickers and badges | Reward spikes, no longevity | Built for consistency and effort |
| Training Integration | Varies, often syncs with wearables | Limited or none | Syncs with wearables |
| Design Focus | Tracks metrics | Gamified steps | Made for real training |
| Community Governance | No user input | Centralised control | Token holders shape direction |

Comparison based on publicly available feature sets and commonly reported platform behaviours as of publication.

## Our Solution

MOTRA rewards real work.
Not steps. Not distance. **Verified effort.**

We connect to your wearable. We track the amount of time you are spending in each heart rate zone to get an accurate measure of how much effort is put into each workout.

Your activity becomes proof of work, of progress, of consistency. All on-chain. So every session matters. Every token is earned.

*Train* *Earn* *Convert*

**Train with purpose**
Log your form of training using your existing device.

**Earn Effort Points**
Based on your heart rate zones and session intensity.

**Convert Effort**
Each month, Effort Points are rewarded with $MOT tokens.



# How It Works

A simple guide to how MOTRA turns your effort into value.

**1. You train like you normally would**
Whether you're running, in the gym, or cycling, as long as your wearable tracks heart rate data, MOTRA can use it. We don't just measure how far you went or how many steps you took, we look at how hard you worked.

That means the effort behind the session is what really counts.

**2. You earn Effort Points**
Each session earns you Effort Points based on how much effort you put in. The longer and harder you train, especially in higher heart rate zones, the more points you earn.

**3. You're rewarded at the end of each month**
At the end of each month, users who earned Effort Points have them converted into $MOT Tokens automatically. The amount of tokens each user receives is directly proportional to the amount of effort they put in that month.

**Base Reward =**
**(User Effort Points / Total Platform Effort Points) × Monthly Emission Pool**

The monthly base emission pool is based on monthly active users, up to a maximum of **833,333 $MOT Tokens.**

**No crypto knowledge required**
You don't need to set up a wallet or understand how blockchain works to use MOTRA. Everything runs in the background while you train. If you want to dive deeper into the world of tokens later, you can, but it's completely optional to each user.

We've built MOTRA to feel like a modern fitness app, not a crypto platform.

| Zone | % Of Max Heart Rate | Effort Level / Training Benefit | Effort Points Per Minute |
|---|---|---|---|
| Zone 1 | 50-60% | 2/10, Warmup / Cooldown | 0 EP/min |
| Zone 2 | 60-70% | 4/10, Building Aerobic Base (sustainable for long periods) | 1 EP/min |
| Zone 3 | 70-80% | 6/10, Improving Aerobic Strength | 1.5 EP/min |
| Zone 4 | 80-90% | 8/10, Increasing Anaerobic Threshold (helps in short-duration efforts) | 3 EP/min |
| Zone 5 | 90-100% | 10/10, Developing Fast-Twitch Muscle Fibres (for sprinting and strength) | 5 EP/min |

## Our Mission

We’re building a platform for people who value hard work. MOTRA is for runners, cyclists, and everyday athletes.

MOTRA is for people who believe that dedication and consistency deserves recognition. A reward system that reflects their discipline, effort, and improvement.

With MOTRA, every session counts. Your effort is verified, valued, and rewarded. Whether you’re chasing personal bests or simply showing up on tough days.

> *Built on **effort.***
> *Backed by **community.***

Martin Owen
- Co Founder










MOTRA
Rewarded:
240 $MOT
Effort Points
Earned: 180
Avg Heart Rate Zone:
162bpm for 1hr
No Shortcuts.
Verified Effort.
Real Rewards.

MOTRA

# Introduction

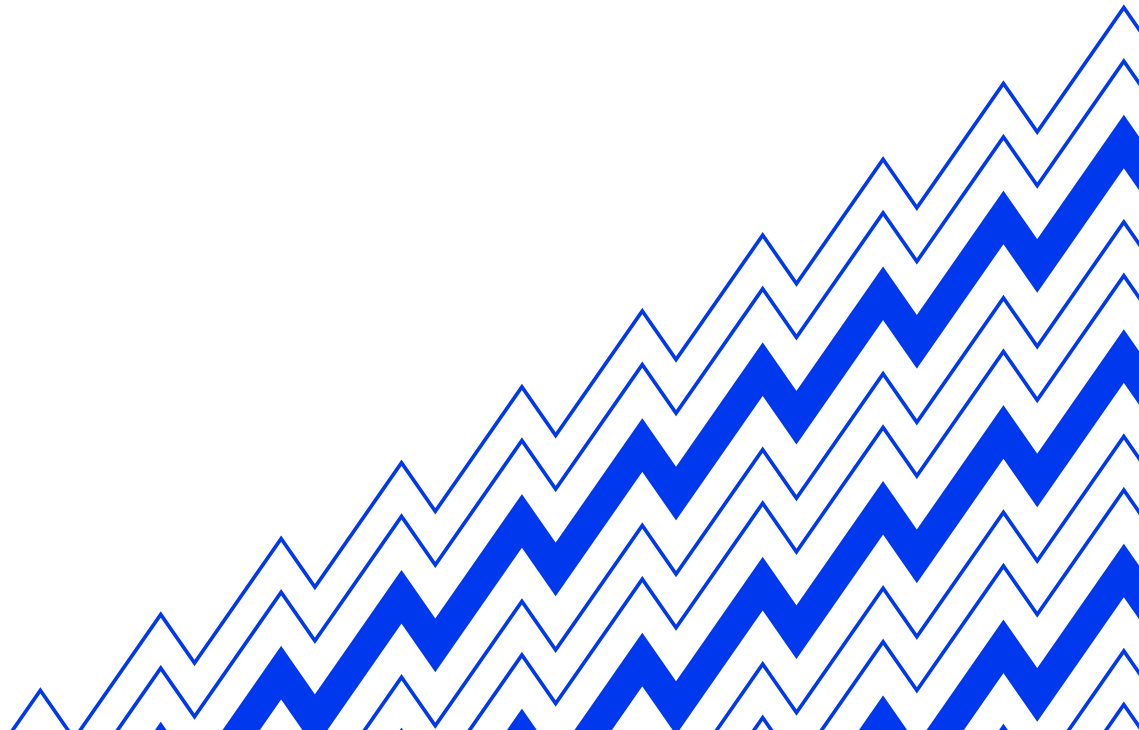
Most people track their workouts. They might look at distance, time, reps or pace.

But tracking these metrics alone doesn't drive progress and it definitely doesn't reward it.

Some apps focus on streaks, others hand out badges. Early Web3 platforms paid people to move, but didn't care how hard they worked. All of this leaves everyday athletes under-rewarded and overlooked by design.

MOTRA is built for people who train with intent. We verify real effort. We reward it with value, and we do it in a way that lasts.

This isn't about chasing numbers. It's about showing up, putting in work, and getting something real in return.



MOTRA

# Problem Statement

### 1. How do we verify real effort

Most apps only track distance or steps.

**MOTRA:** We use heart rate zones to prove intensity; No heart rate response, no reward.

### 2. How do we stop token inflation

Move-to-earn tokens often flood the market, which can cause inflation as supply increases, especially if the user base hasn't grown enough to match it.

**MOTRA:** Supply is capped and rewards are fixed. Preventing inflation and runaway emissions to protect lasting value.

### 3. How do we keep it honest

Without checks, anyone can spoof data and collect.

**MOTRA:** We cross-check heart rate, activity type, and duration. We flag suspicious sessions, and ban any users who are attempting to exploit the system.

### 4. What keeps rewards fair over time

Early users often recieve the majority of the rewards that are available.

**MOTRA**: Rewards are distributed equally, according to the amount of effort points you have earned each month.

### 5. Where does motivation come from

Progress isn't linear. Not every week brings a personal best.

**MOTRA:** Every session earns something, even tough days count.

### 6. How do we avoid being just another fitness app

There are thousands. Most do the same thing.

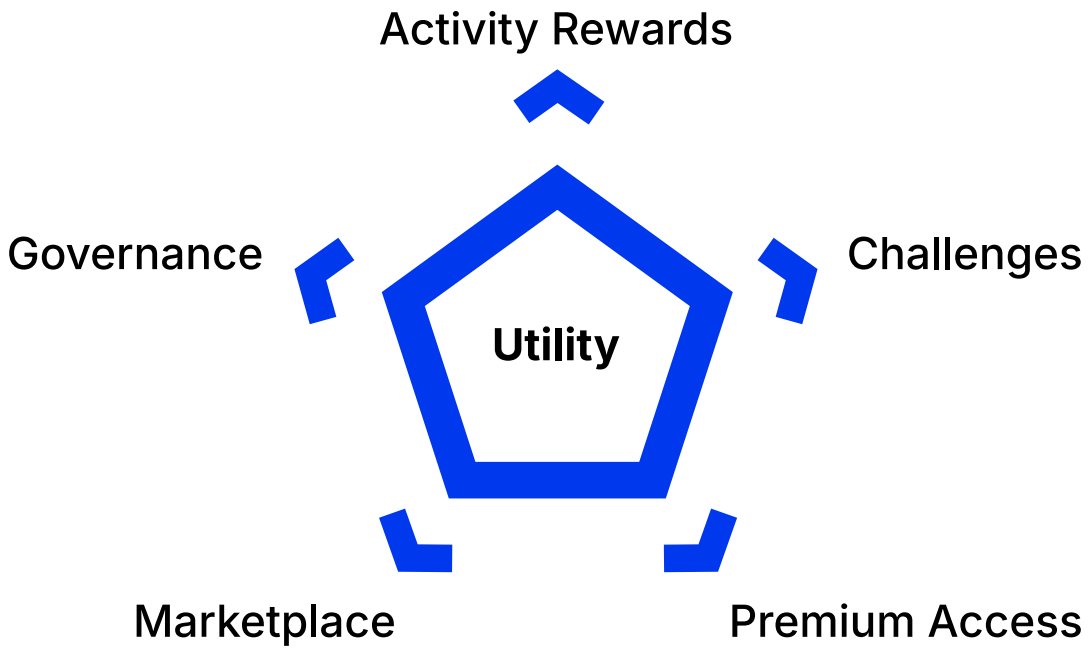
**MOTRA:** People are being incentivised to train with MOTRA. Users are receiving value not only through the app's content and training plans, but also through rewards.



# Token Utility & Ecosystem Integration

The $MOT token powers the entire platform. It's how efforts are rewarded. It is a currency, earned through movement.

Every token is earned through verified physical effort. But that's **just the start.**




## Core Utilities

### 1. Activity-Based Rewards

$MOT tokens are distributed monthly, based on each user's share of total verified effort. The more you train, the more you earn.

### 2. In-App Payments

Tokens can be used to unlock premium features, like structured training plans and deeper performance insights. Users can also spend tokens in the marketplace on fitness gear, partner rewards, and exclusive drops.

### 3. Marketplace Access

The MOTRA marketplace connects users to partners. From apparel to supplements to event access. Tokens are the native currency.

Buy, redeem and unlock digital or physical goods. Revenue loops back into the platform to support sustainability.

## 4. Social & Competitive Layer

Users can enter token-based challenges, leaderboards, and seasonal events.
These drive engagement and give consistent earners a way to build more value over time.

## 5. Platform Governance & Decision Making

Early presale buyers join the Founders Group. A community with direct access to vote on major product decisions and upcoming features. Every presale participant has an equal say, regardless of how many tokens they hold. This approach keeps governance practical and focused on genuine supporters, not whales or speculators. Founders Group votes will shape the product roadmap, token utility, and community priorities, ensuring MOTRA's direction is grounded in real user needs and long-term value.

**Designed for Long-Term Utility**

Capped Supply: *1 Billion tokens, fixed forever.*

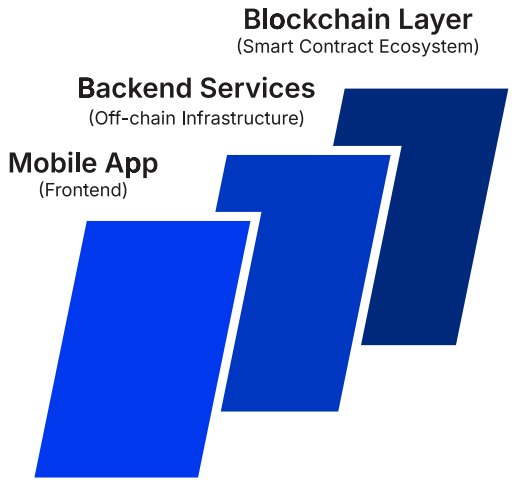
**Monthly Emissions**: *Drawn from a capped reward pool that lasts 50 years.*

The community rewards allocation is 500 million tokens over 50 years. But MOTRA doesn't end there. Revenue from the marketplace will be used to buy back tokens and refill the rewards pool so effort continues to earn value, even after the first era ends.



# Technical Architecture

MOTRA is built on a hybrid architecture that combines a Web2-friendly mobile experience with a blockchain-powered backend.
This allows us to harness the benefits of decentralisation. Without burdening users with complex wallet setups or gas fees. The result is a seamless fitness app experience familiar to everyday users, powered under the hood by cutting-edge Web3 infrastructure.




## 1. System Overview

The MOTRA system consists of three primary components:

**Mobile App (Frontend):** The main user interface where runners track activity, view their progress, and earn rewards. It is designed to feel like any familiar fitness app.
No wallet required to sign up, no crypto knowledge needed to start earning.

**Backend Services (Off-chain Infrastructure):** This layer processes user activity, handles authentication, verifies effort data, and links with fitness APIs (like Strava, Garmin, or Apple Health). It also acts as a bridge between the mobile frontend and the blockchain backend.

**Blockchain Layer (Smart Contract Ecosystem):** The $MOT token and reward logic run on a secure and scalable blockchain backend.
This layer ensures fair, transparent reward distribution using smart contracts.

## 2. User Experience: Web2 Simplicity, Web3 Power

Accessibility is our top priority. MOTRA is built for people who've never touched crypto before:

- No wallet setup on signup — just email or Apple/Google login
- A secure custodial wallet is auto-generated in the background.
- Gas fees are abstracted — users never pay or need to understand them
- Token rewards appear directly in the app, like points in a traditional fitness app
- Users start training and earning in under a minute, just like any Web2 app.

## 3. Blockchain Stack & Contracts

$MOT tokens are deployed on the Base network. This is a fast, low-cost Ethereum Layer 2 chain backed by Coinbase. This choice provides:

- EVM compatibility for smart contract flexibility
- Minimal gas costs (which we can sustainably cover for our users).
- A scalable ecosystem aligned with mass adoption.

## 4. Off-Chain Processing for Performance

To ensure speed, simplicity, and scalability, MOTRA processes all workout and effort validation, off-chain. When a user completes a verified activity (e.g. a heart rate-based run or ride), their session is analysed by MOTRA's backend to calculate Effort Points based on the amount of time spent in each heart rate zone. These points are stored in each user's off-chain profile and accumulate throughout the month.

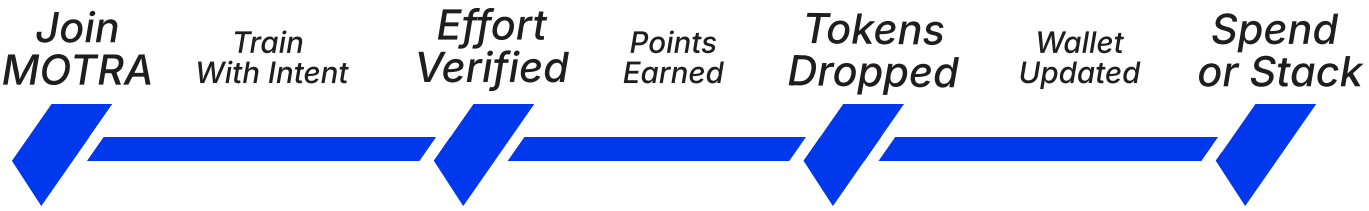
At the end of each monthly cycle, MOTRA distributes a base pool of $MOT tokens to eligible users. The distribution is proportional: each user receives a share of the pool based on their contribution to the total Effort Points earned across the platform that month. For example, if a user earns **2% of the total effort**, they receive **2% of that month's token pool.**

**Base Reward = (User Effort Points / Total Platform Effort Points) × Monthly Emission Pool**

This hybrid model offers the best of both worlds:

- Smooth app performance with no blockchain latency or gas fees.
- Predictable, capped token emissions for long-term sustainability.
- Scalable reward logic, regardless of how many users are active.
- On-chain transparency for all token distributions.
- Anti-cheat protection through advanced off-chain validation logic.

Tokens are distributed monthly via a batched smart contract transaction, and balances are immediately reflected in-app using secure backend sync and on-chain read queries. This system ensures $MOT tokens remain scarce, meaningful, and fairly earned. All while preserving a frictionless experience for everyday users.






# Business Model & Revenue Generation

MOTRA is designed to thrive as both a rewarding fitness platform and a commercially sustainable business. Our model is structured around three core revenue streams, each of which strengthens the platform's growth loop while reinforcing the value of the $MOT token. These streams are designed to scale naturally with user adoption and engagement.

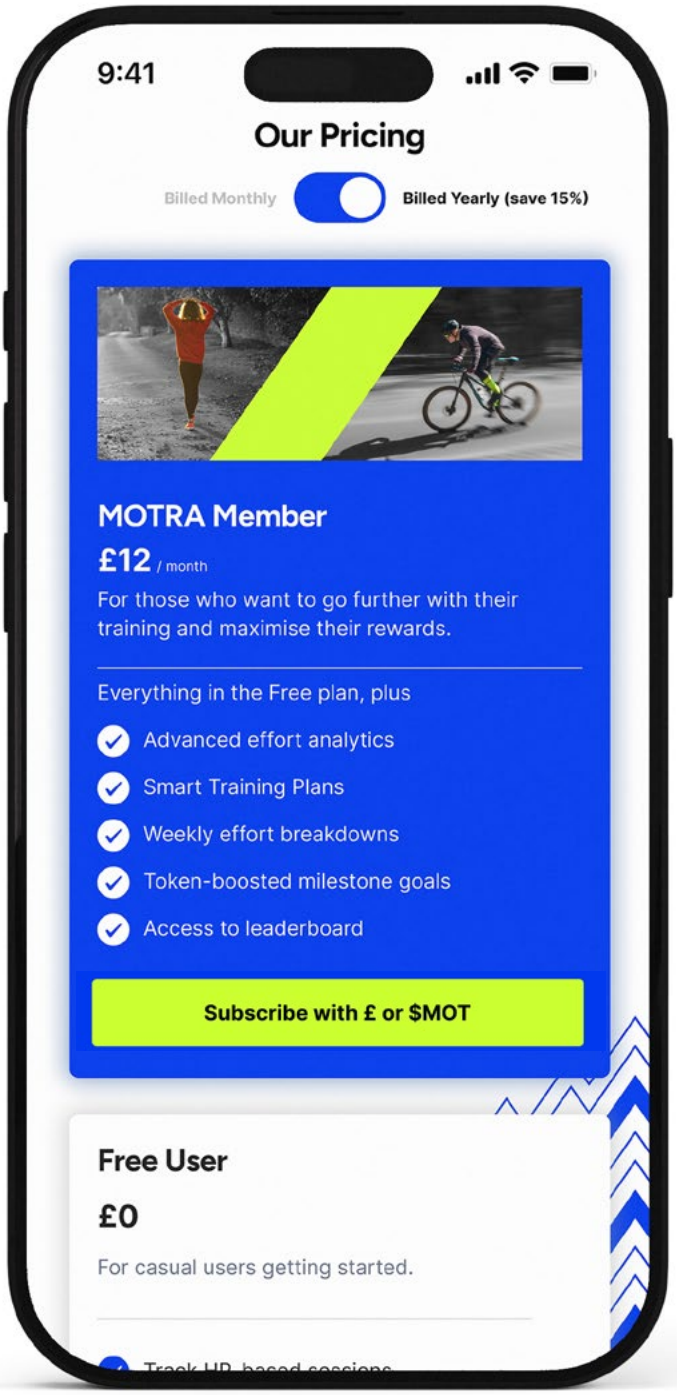
## 1. Premium Subscriptions

The core of MOTRA's revenue model is its premium subscription tier, offering users structured training plans, deeper performance analytics, and access to exclusive app features. This tier is available via both fiat payment and $MOT tokens, creating flexibility for users and built-in demand for the token.

**Users can upgrade to premium for benefits such as:**

- Weekly and monthly training plans tailored to their fitness goals
- Advanced performance insights and effort breakdowns
- Early access to new features and community tools

This model follows a familiar "freemium" structure: users can access the basic app and earn tokens for free, but are incentivised to upgrade once they become invested in their progress. Over time, the percentage of paying users naturally increases. This drives recurring revenue and reinforcing token utility.




Visual for illustrative purposes only. Final pricing, features, and UI subject to development.

## 2. Marketplace Commissions

MOTRA will feature an in-app marketplace where users can spend their tokens or fiat on fitness-related goods and services.

From running gear and supplements to partner-branded apparel and digital exclusives.
The platform earns commission-based revenue from these transactions, either as:

- A percentage of each sale (standard affiliate or vendor cut)
- Flat-rate placement or listing fees for marketplace partners.

The marketplace serves two key purposes,
It gives $MOT tokens real-world utility:
Users can earn through effort, then spend within the app ecosystem.
It also enables brand partnerships and community growth, as third-party vendors gain direct access to a health-focused audience.
**Over time, this marketplace can evolve to include:**

- MOTRA-branded gear or merch
- Partner bundles and gift cards
- Seasonal drops tied to events or challenges

This creates an engaging, self-contained reward loop. Effort becomes tokens, tokens become value, all while generating revenue with minimal overhead.

### 3. Sponsored Challenges & Brand Activations

As MOTRA's user base grows, brands and event organisers will have the opportunity to sponsor in-app challenges.
**Challenges may include:**

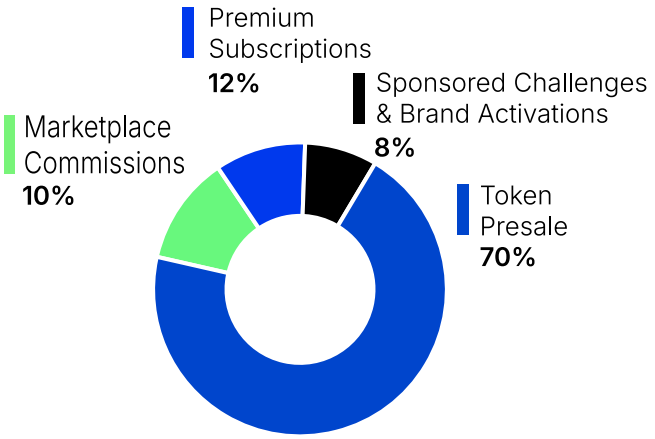
- "Run 50KM in a month" powered by a sports brand
- "Push your VO2 Max" challenges in collaboration with a supplement company
- Holiday or seasonal community races tied to athletic events

**Sponsors pay for:**

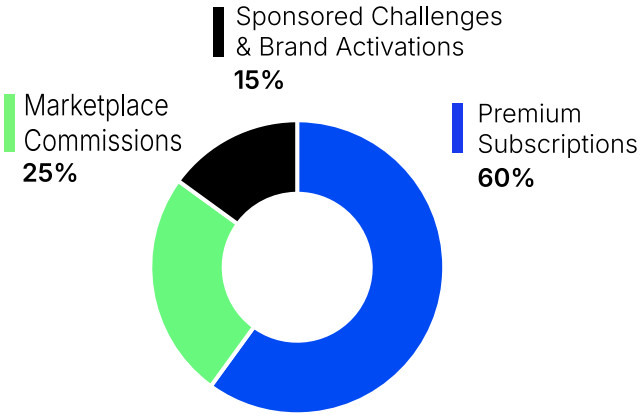
- Promotional placement in the app
- Co-funded prize pools or token bonuses

This creates a non-intrusive, engagement-based advertising model that users enjoy rather than tolerate. Unlike banner ads or static sponsorships, these activations are integrated into the experience and provide mutual benefit for all parties involved.

## **MOTRA** Revenue Generation *Year 1*




## **MOTRA** Revenue Generation *Year 5*




Conceptual projections. Values are speculative and not representative of real performance or guarantees.

MOTRA

# Tokenomics & Distribution

The $MOT Token powers the MOTRA platform. The token economy is designed with long-term alignment, fairness, and transparency at its core.

**Total Supply**
The total supply of $MOT Tokens is fixed at 1,000,000,000 tokens. This is a hard cap, no inflation, no minting, no surprises.

| Category | Allocation | Release Schedule |
|---|---|---|
| Community Rewards | 50% | Released monthly over 50 years* |
| Team & Founders | 15% | 12-month cliff, then 10 year linear vesting |
| Public Presale | 10% | No vesting |
| Marketing & Promotions | 10% | 5 year linear vesting |
| Ecosystem & Partnerships | 5% | 6-month cliff, then 3 year linear vesting |
| Treasury & Reserve | 5% | 3 year cliff, then 3 year linear vesting |
| Liquidity & Exchanges | 5% | No vesting |

*The community rewards allocation is 500 million tokens over 50 years. But MOTRA doesn't end there. Revenue from the marketplace will be used to buy back tokens and refill the rewards pool so effort continues to earn value, even after the first era ends.

## Community Rewards Pool (50%)

To reward genuine physical activity, 500 million $MOT Tokens are distributed over 50 years using a capped, monthly emission model. Rewards are:

- Based on relative effort.
- Tied to heart rate zone data to verify intensity
- Filtered through proprietary systems to eliminate fraud and bots

This long-range distribution aligns incentives with real health outcomes and prevents rapid supply flooding.

## Marketing & Promotions (10%)

This allocation supports the long-term visibility and adoption of MOTRA through:

- Influencer campaigns
- Ambassador programs
- Paid advertising
- Event sponsorships
- Strategic brand collaborations

Tokens are subject to a 5 year linear vesting to ensure responsible and sustained use.

## **MOTRA** Token Allocation



| | |
|---|---|
| **50%** | Community Rewards |
| **15%** | Team & Founders |
| **10%** | Public Presale |
| **10%** | Marketing & Promotions |
| **5%** | Ecosystem & Partnerships |
| **5%** | Treasury & Reserve |
| **5%** | Liquidity & Exchanges |

Token distribution prioritises long-term community incentives, while supporting sustainable development, liquidity, and ecosystem growth.

# Token Sale: Public Presale

The $MOT token presale is designed to raise the initial capital needed to grow the platform, while giving early supporters access at better pricing before full public valuation.

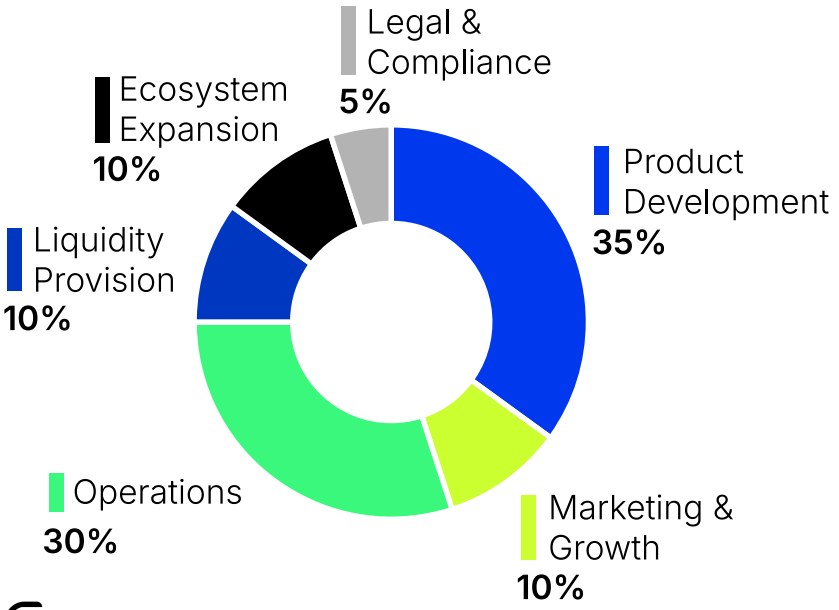
The presale will take place across three rounds, with each round offering a different entry price. Earlier participants receive a larger discount to reflect the higher risk of supporting MOTRA earlier in its journey.

A total of 100 million MOTRA tokens (10% of total supply) will be made available across the full presale.

**Round 1** will be offered at a 40% discount to the final presale price.
**Round 2** will be offered at a 20% discount to the final presale price.
**Round 3** will be offered at the full public presale price of $0.01 per token.

| Item | Details |
|---|---|
| Token Price | Round 1 40% Discount<br>Round 2 20% Discount<br>Round 3 $0.01 USD |
| Tokens Available | 100,000,000 (10% of total supply) |
| Hard Cap | $1,000,000 USD |
| Accepted Currencies | USDT, USDC, ETH |
| Vesting | None |

## MOTRA Presale Fund Allocation




All unsold tokens will be allocated to the user rewards pool, supporting long term alignment with MOTRA's mission to reward verified effort.

Funds raised will directly support product development, operations, compliance, liquidity and community growth.

## Use of Funds (Presale)

| Category | Allocation | Purpose |
|---|---|---|
| Product Development | 35% | App infrastructure, wearable integrations, and backend systems |
| Marketing & Growth | 10% | User acquisition, launch campaigns, and content strategy |
| Operations | 30% | Salaries, admin, compliance, and hosting |
| Liquidity Provision | 10% | Exchange liquidity and price stability |
| Ecosystem Expansion | 10% | Creator grants, community rewards, and programmatic incentives |
| Legal & Compliance | 5% | Regulatory filings, legal counsel, and audits |

## Commitment to Fairness & Transparency

- No vesting for presale buyers. Full access from day one
- Team, marketing, and ecosystem tokens are vested to ensure long-term alignment
- Smart contracts govern emissions and vesting, with full on-chain traceability
- Annual treasury reports will be published to keep the community informed

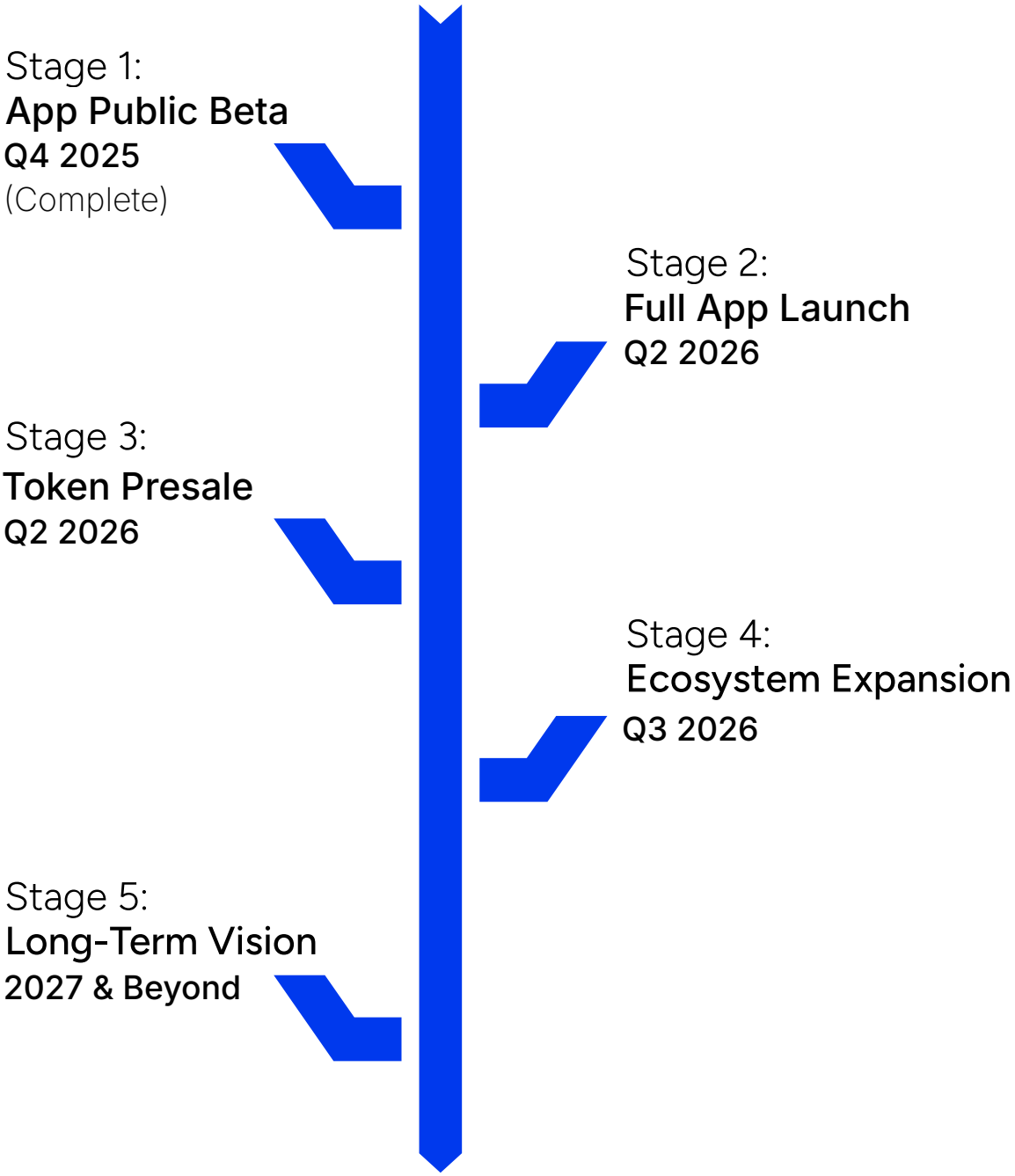
***The $MOT Token** is your **proof of effort.***

*A stake in a movement driven future where consistency and persistant effort is honestly rewarded.*

MOTRA

# Roadmap & Milestones

The MOTRA roadmap outlines the project's evolution from token launch to a fully integrated, effort-based fitness ecosystem. Each stage is designed to progressively unlock more utility, scalability, and community empowerment.



MOTRA

# Roadmap & Milestones

## Stage 1: MVP & App Alpha

First, we deliver the basics. The beta app tracks heart rate and movement, verifies effort, and lets early users earn Effort Points. We listen, refine, and make sure the core experience is solid.

## Stage 2: Public App Launch

We open the doors. The full MOTRA app goes live, with verified effort tracking for all, token rewards tied to real training, and premium features for those who want more. Everyone can see their progress and start being rewarded for their efforts.

## Stage 3: Presale Launch

MOTRA launches a capped token presale, clear terms, and a focus on building trust. This is about raising the funds, sharing our vision, and bringing in early supporters who care about real progress.

## Stage 4: Ecosystem Expansion

Growth with purpose. We partner with brands that share our values, expand the marketplace, and add new features based on what the community needs. MOTRA becomes a platform; more ways to train, more ways to earn, always anchored in effort.

## Stage 5: Long-Term Vision

We aim for sustainability. Community-led governance, new activity types, and ongoing improvements keep MOTRA moving forward. The goal: set a new standard for effort-based rewards in fitness, built to last for decades.



# Team & Advisors



## Tim Monteverde – *Co-Founder*

Tim comes from a background in architectural design. At MOTRA, he leads product and engineering, building and maintaining the platform across web, iOS, and Android.

He is responsible for the full technical stack, from implementation of frontend interfaces to backend infrastructure, ensuring performance, reliability, and seamless data integration. With experience developing multiple apps and websites, Tim takes a hands-on, end-to-end approach to shaping the product.

As a keen runner, he also brings a user's mindset, ensuring the platform stays focused on real effort, real progress, and real value.



## Martin Owen – *Co-Founder*

Martin has a track record of successful startups and a background in design, branding, and go-to-market strategy. At MOTRA, he leads brand, marketing, and community. Martin plays a key role in shaping the product experience, owning the visual design and front-end interface.

His focus on utility, accessibility, and trust ensures the platform stays inclusive, transparent, and rewarding for those who put in real effort, not just surface-level activity.

As someone who trains hybrid, combining weightlifting with running, he brings a well-rounded training perspective, shaping a platform built for consistency and progression.

We are currently in the process of bringing on expert advisors to support MOTRA's growth across blockchain, fitness tech, community building, and regulatory strategy.

# Legal & Risk Considerations

This whitepaper is provided for informational purposes only and does not constitute legal, financial, investment, or tax advice. The $MOT Token and the associated platform are currently under development, and all information provided herein is subject to change without notice. This document does not represent a prospectus or offering document and is not an offer to sell or a solicitation of an offer to buy any securities in any jurisdiction.

**No Offer or Solicitation**

The information contained in this document is not intended as a solicitation for investment or an offering of securities in any jurisdiction. Participation in the MOTRA ecosystem is voluntary and at the sole discretion of the user. Any token purchases should be undertaken only by individuals or entities who have conducted their own due diligence and fully understand the risks involved.

**Regulatory Status**

The $MOT Token is designed as a utility token intended to power and incentivise participation within the MOTRA fitness platform. It is not intended to constitute a security, investment contract, or financial instrument in any jurisdiction. The token is issued solely to reward verified physical effort and to facilitate access to platform features. MOTRA does not grant any ownership rights, voting rights, dividends, or profit-sharing entitlements. We are actively monitoring regulatory developments in relevant jurisdictions and are committed to operating in compliance with applicable laws.

**Restrictions**

$MOT Tokens may not be legally offered or distributed in certain jurisdictions, including where such tokens would be considered securities or where prior registration or licensing would be required. It is the sole responsibility of the individual or entity to ensure they are permitted to access and interact with the MOTRA platform under their local laws and regulations. We reserve the right to geo-restrict access where legally required.

**Acknowledgement of Risk**

Participation in the MOTRA ecosystem, including the purchase or use of $MOT Tokens, involves certain risks. These include but are not limited to:

- Regulatory uncertainty and evolving laws around digital assets;
- Potential loss of value due to market volatility;
- Technological risks including bugs, exploits, or infrastructure failures;
- Changes to platform economics or reward structures.

By engaging with the MOTRA platform or acquiring $MOT tokens, users acknowledge and accept these risks in full.

**Forward-Looking Statements**

This whitepaper may contain forward-looking statements, including plans, projections, and goals. These statements are not guarantees of future performance and are inherently subject to uncertainty and risk. Actual outcomes may differ materially.

MOTRA

# The Future

MOTRA represents a new frontier in fitness. One where real effort is fairly rewarded, and every heartbeat counts toward something greater. By combining blockchain technology with verified physical activity, MOTRA creates an ecosystem that's built on integrity, transparency, and long-term value.

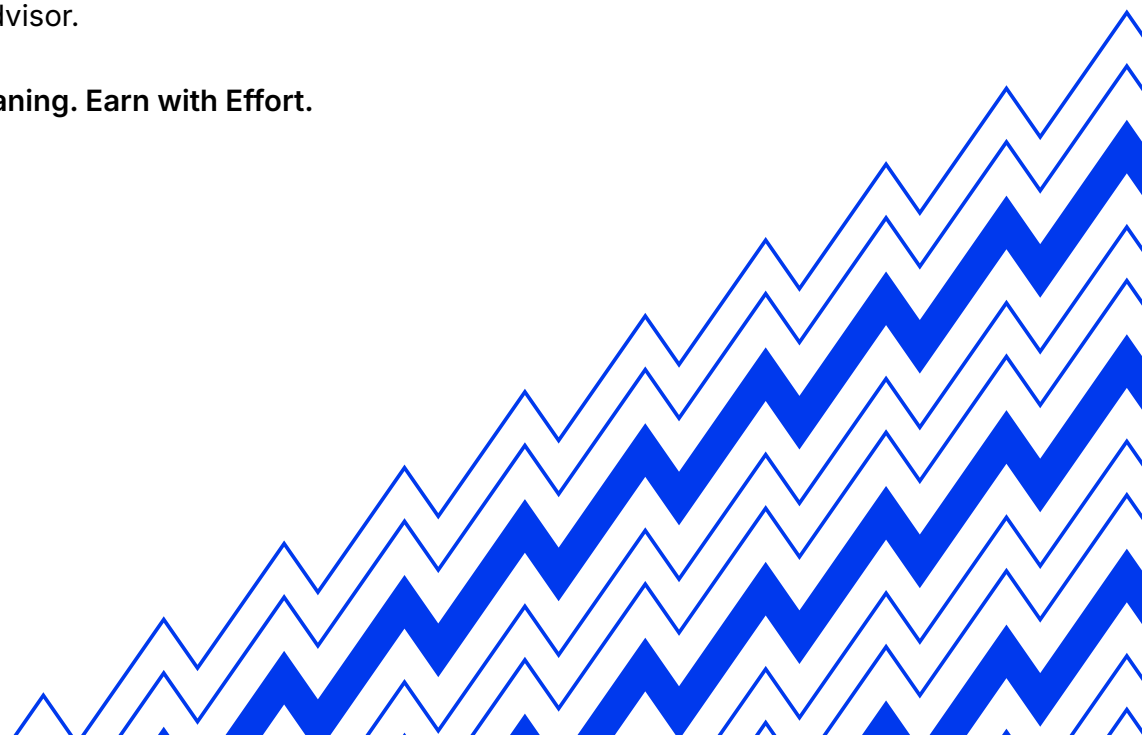
We believe the future of fitness is decentralised, inclusive, and powered by people who show up every day. Whether you're chasing a personal best or just getting started, MOTRA ensures your movement matters. Join us as we redefine what it means to **move with purpose.**

MOTRA isn't built for hype. It's built for the people who show up, train hard, and care about progress. If that's you... This is your platform.

Secure your place in the MOTRA community.
**Join the Presale**
Follow our journey on:
X, Youtube, Instagram and LinkedIn

Or reach out directly to become an early supporter, partner, or advisor.

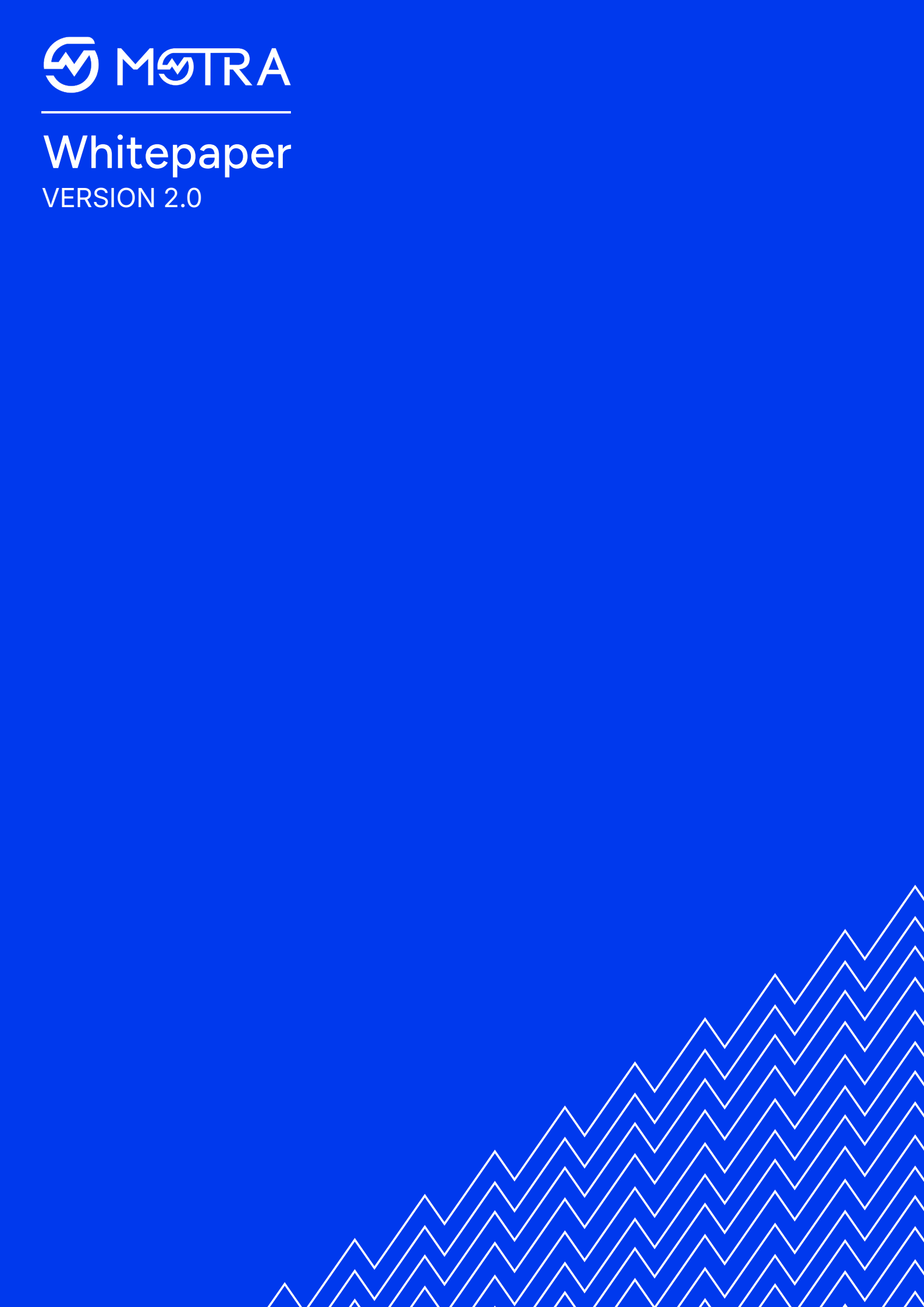
**MOTRA. Move with Meaning. Earn with Effort.**



MOTRA

# Whitepaper

VERSION 2.0



# Version history

Token facts confirmed on 9 November 2026: the community rewards allocation is 500 million tokens over 50 years. The monthly base reward pool is capped at 833,333 tokens; this is a maximum, not a minimum or a promise of a fixed payout.

Effort Points are workout scores. Eligible points contribute to monthly token rewards; points and tokens are different.

Currently confirmed token uses are paying for MOTRA Pro and sending tokens to other users or external wallets.

The original Version 2.0 whitepaper precedes. Its broader ecosystem descriptions do not establish that every described feature is currently available. Check MOTRA’s current product pages for available app features.

https://www.motraapp.com/how-it-works

https://www.motraapp.com/coach