



**GLOBAL WELLNESS  
INSTITUTE™**

**Web3 Initiative**

# **What is Web 3.0 & Intersections with the Global Wellness Economy?**

August 2022 Edition

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# What is Wellness?

The Global Wellness Institute defines wellness as:

**The active pursuit of activities, choices and lifestyles that lead to a state of holistic health.**

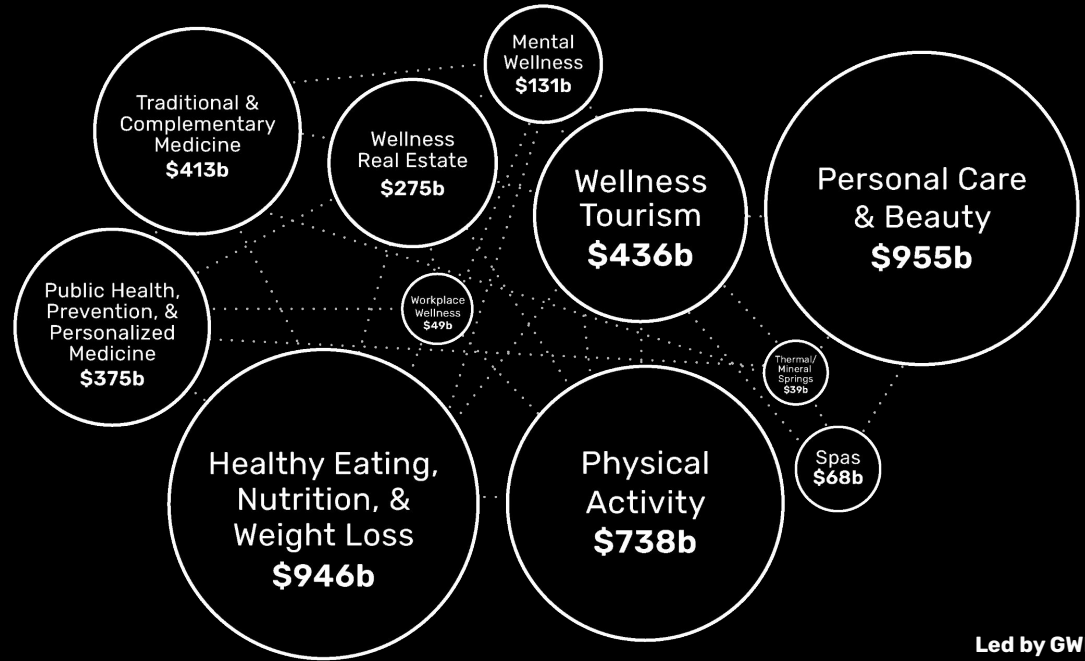
Source: Global Wellness Institute  
[www.globalwellnessinstitute.org](http://www.globalwellnessinstitute.org)



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# What is the Wellness Economy?

**\$4.4 Trillion Global  
Wellness Economy (2020)**



Note: Numbers do not add to total due to overlap in sectors.

Source: Global Wellness Institute - [www.globalwellnessinstitute.org](http://www.globalwellnessinstitute.org)

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# What is Web 3.0?

Web 3.0 is a vision of the internet owned by the builders and users.

It is intended to replace the existing Web 2.0 - a version characterised by proprietary, centralised platforms such as those owned by tech giants Google, Meta & Amazon.

Empowered by blockchain and advanced digital technologies it will return agency to individuals over their data and their content, thus eliminating the middleman between supplier and consumer.



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# The evolution of the web

## Web 1.0

1990s - 2000s

- 'The Internet'
- Basic web pages
- Decentralised

*Make a website*

*E.g. Primitive  
Business Website*

## Web 2.0

2006 - 2020s

- 'Social networks'
- User-generated content & mobile-first
- Centralised

*Build an app*

*E.g.  
Instagram*

## Web 3.0

2020s and beyond

- 'Semantic Web'
- User-owned, no intermediaries
- Decentralised

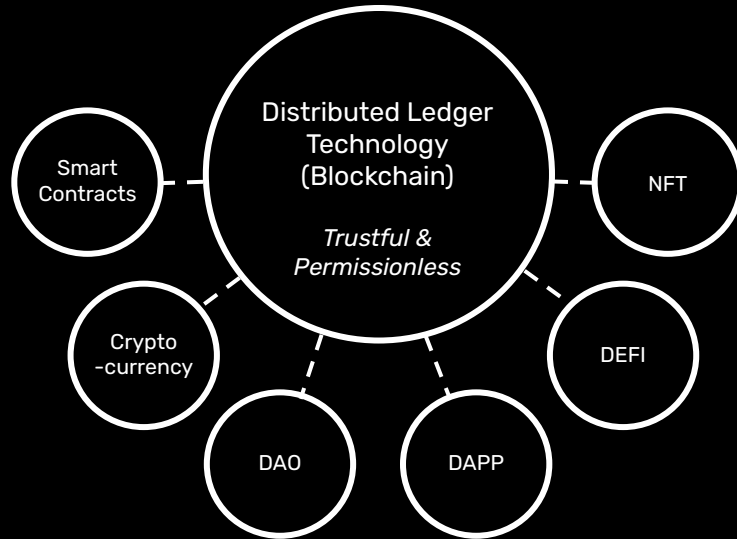
*Deploy a smart  
contract*

*E.g. Decentraland*

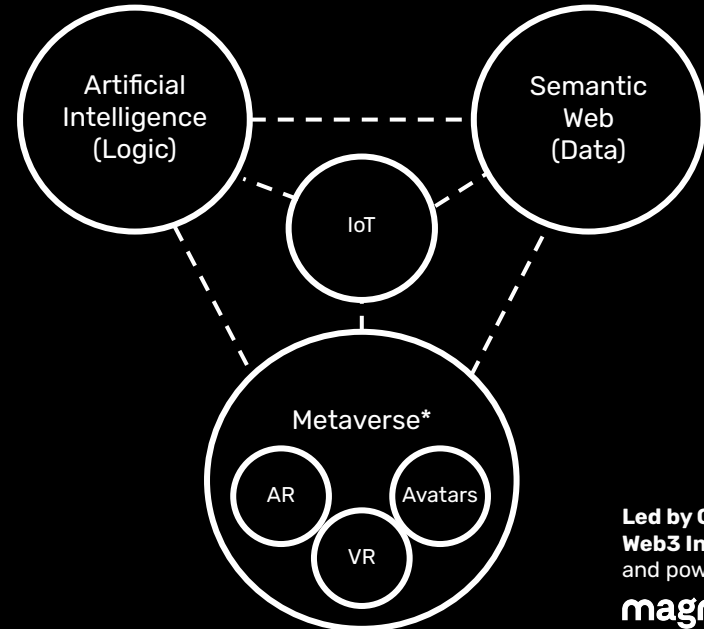
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# Defining the elements of Web 3.0

## Core Elements



## Other Elements



\*Metaverse is not a standalone concept and can exist on the blockchain

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# Web 3.0 and the metaverse

Given web 3.0 is a relatively new and ambiguous concept it is commonly intertwined with metaverse.

The objective of Web 3.0 is to combine decentralized technology with AI and MI to develop a more intelligent and connected web experience for the user. The metaverse seeks to expand the physical environment into a 3D virtual world.

Whilst metaverse technologies such as AR and VR are components of web 3.0 they are not essential to the use of web 3.0.

Similarly, web 3.0 is not an essential component of the metaverse.

## Metaverse (First Iteration)

Gaming	→	Second Life
& socialising with avatars	→	Roblox
	→	Minecraft
	→	Fortnite

## Metaverse (Second Iteration)

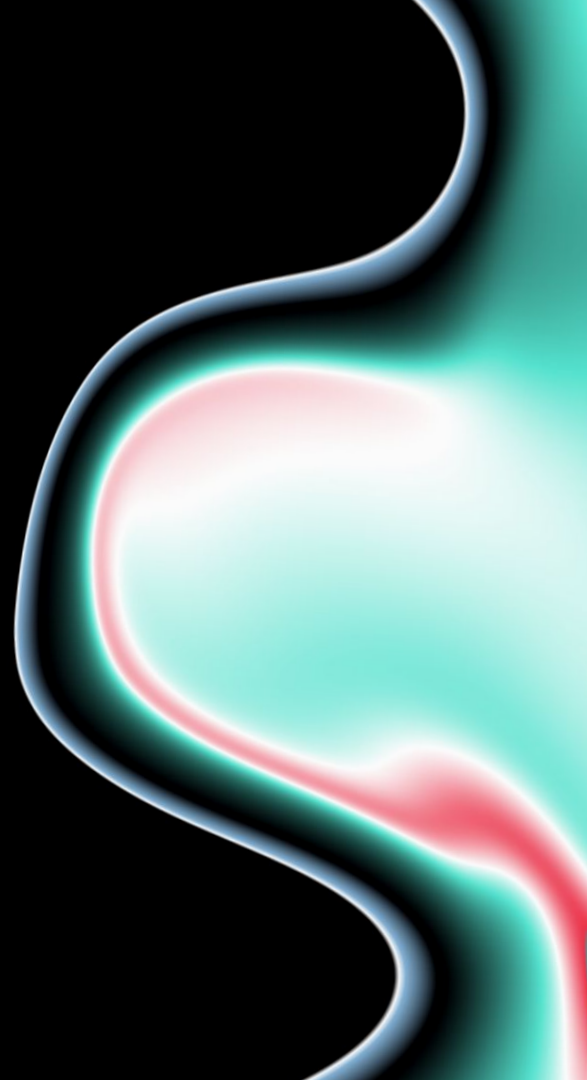
AR & VR extending social realities	→	Pokemon Go
	→	Horizon Worlds (Meta)
	→	Ikea Furniture visualiser

## Metaverse (Web 3.0)

Decentralised, multifunctional, virtual worlds	→	Decentraland
	→	Sandbox



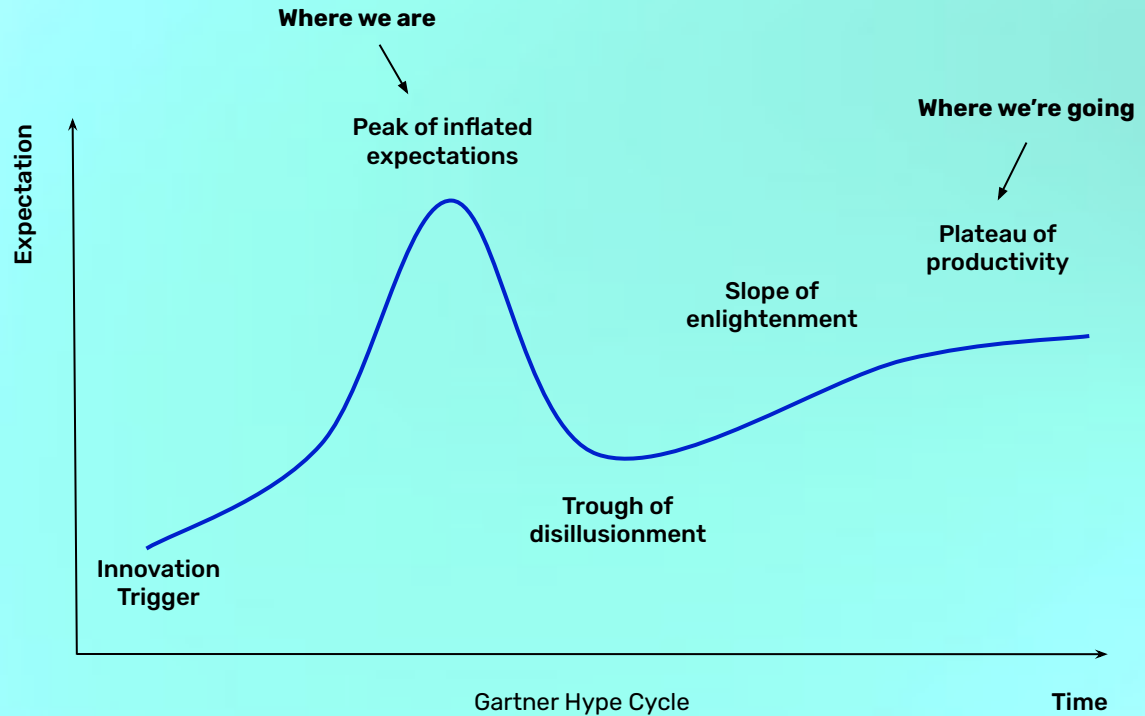
## 2. Limitations



# Web 3.0 Expectations

*“Every new technology is overestimated in the short term and underestimated in the long term”*

Roy Amara, Futurologist and  
Father of Amara's Law



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# Criticisms of Web 3.0

Whilst web 3.0 offers an exciting vision of the future of the internet, it is not without criticisms. The most significant is its requisite to be truly decentralised.

A decentralised internet would represent a seismic shift away from the status quo and the strong grip of big tech.

Both of these outcomes would pose new challenges to society such as how to regulate the internet in order to prevent the spread of hate, cybercrime and harassment.



**Elon Musk**

*"Has anyone seen web3? I can't find it...seems more like a marketing buzzword than a reality right now."*



**Jack Dorsey**

*"You don't own web3. The VCs and their LPs do. It will never escape their incentives. It's ultimately a centralized entity with a different label."*

# 3. The intersect of Web 3.0 & Wellness

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# Where are we today?

The future of Wellness in the world of Web 3.0 is already here with many startups and incumbents vying to embrace new and unfamiliar technologies.

Broader Web 3.0 initiatives, such as that of the Global Wellness Institute (GWI), are thoughtfully examining this intersection, being mindful of not just developments in the space but the 'why' behind it.



*"To me, this means helping business leaders to balance the commercial opportunity, to both impact the health and wellness of our planets citizens, but to also do so ethically and with a mind towards good use of technology."*

Mia Kyricos - GWI Web 3.0 Initiative Chair

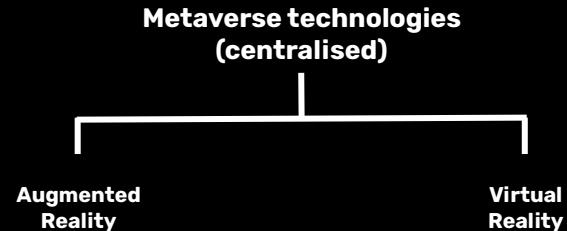
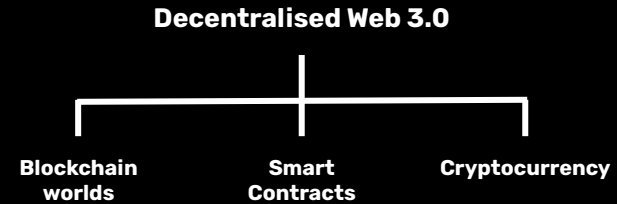
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# Web 3.0 in action

Over the next slides we will present 5 different applications of Web 3.0 technologies across the Wellness space.

As a first step it is important to distinguish between those operating in the true Web 3.0 decentralised realm and those who are developing elements of it (e.g. the metaverse).

We will present both to give a flavour of all that is happening in the wider Web 3.0 space.



# Decentraland

Decentraland is a user-owned virtual world that is based on the Ethereum blockchain.

Any wellness business has the ability to acquire land in this world in order to provide a decentralised, metaverse experience offering.

Yashoda hospitals is one example of a healthcare provider based in India soon to offer health services on the platform.

[Find out more about Decentraland here](#)



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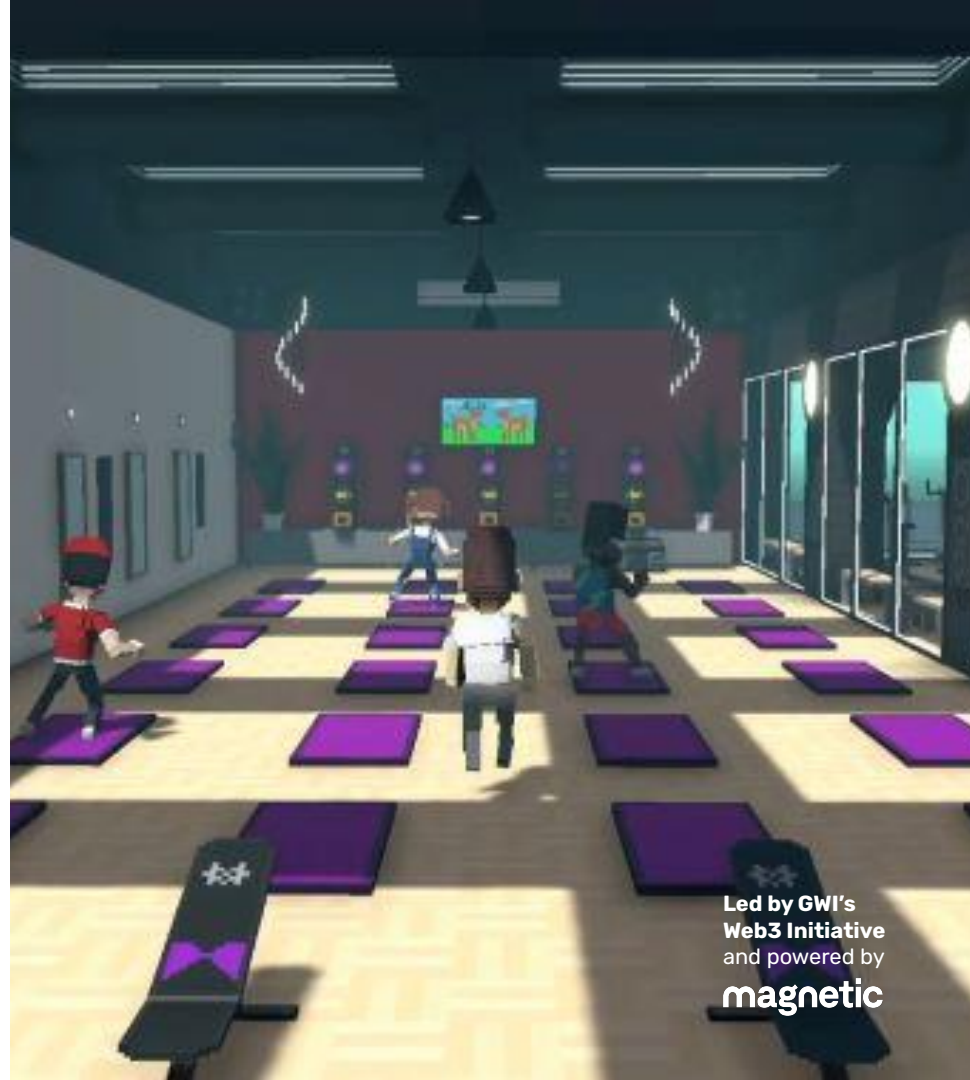
# Sandbox

Sandbox is another virtual world that is based on the Ethereum blockchain. Unlike Decentraland, it is not run as a Decentralised Autonomous Organisation.

Well-established in the gaming world it regularly boasts celebrity collaborations and is designed to support VR applications.

OliveX is an example of a digital health and fitness company delivering fitness gamification experiences in a Sandbox-based fitness metaverse.

[www.olivex.ai](http://www.olivex.ai)



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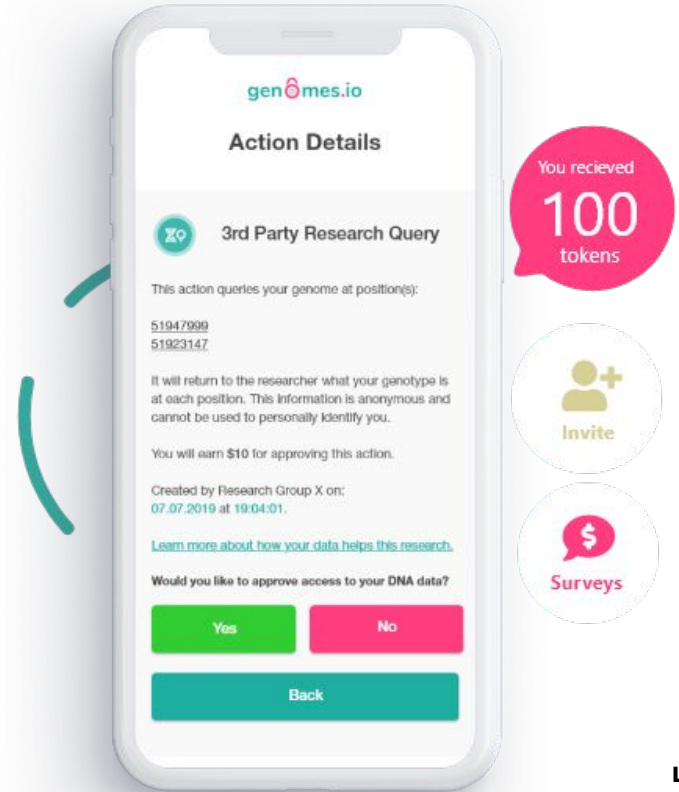
# Genome.io

Genomes.io offers users true ownership, security and control over their most valuable and personal dataset - their DNA.

Following the sequencing of their whole genome a user's data is encrypted and stored in a virtual vault, owned and controlled solely by the user and their smart contracts.

Users can then decide if and how they might monetise their data to anonymously power scientific and medical research.

[www.medium.com/@Genomesio](https://www.medium.com/@Genomesio)



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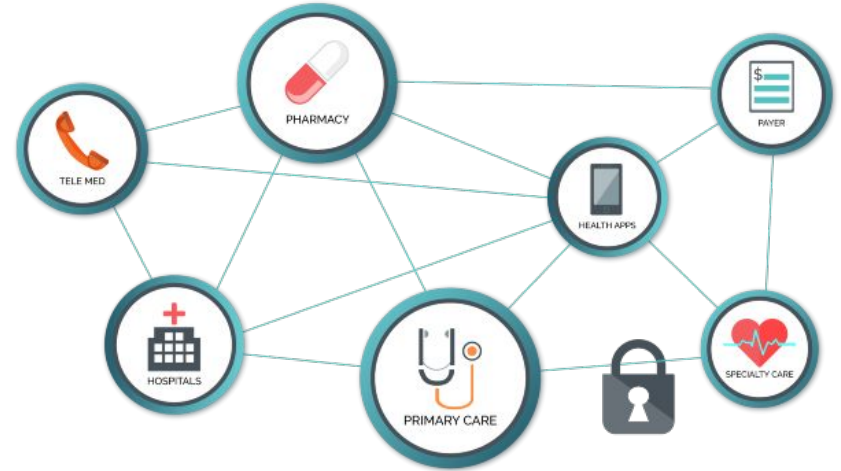
# BurstIQ

BurstIQ is one of several companies seeking to return ownership of an individual's healthcare data to the user.

By using smart contracts to access medical records on a blockchain, an individual has full control over who has access to their data.

Their LifeGraph Network allows organizations to manage the ownership and sharing of sensitive data, with consent, governance and process automation built in

[www.burstiq.com](http://www.burstiq.com)



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# Sweatcoin

Sweatcoin is an app-based step counter and activity tracker that converts a user's steps into a currency that they can spend on gadgets, sports and fitness kit, services and experiences.

They believe that active users are protecting their health and the healthcare system which equates to a value that they deserve a share in.

A recent pilot with the NHS saw phenomenal improvements for patients with Type 2 diabetes.

[www.sweateconomy.com](http://www.sweateconomy.com)

# It pays to walk.

Healthier planet. Healthier, wealthier you.



How to Spend

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# Lympo

Lympo aims to create an ecosystem powered by user-generated and user-controlled fitness and wellness data allowing the exchange of value through the introduction of LYM utility tokens.

Their engaging blockchain-based platform incentivizes people to live a healthy lifestyle and be rewarded for it.

Users can exchange their tokens in their marketplace for goods, services and healthy lifestyle activities.

[www.medium.com/lympo-io](http://www.medium.com/lympo-io)

My challenges

New challenges



Lympo

2 days left

ONGOING



LYMPO 10 MILES RUN

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# Augmedics X Vision

Augmedics provides 3D images that allow surgeons to see beyond tissues and bones, just as if they had x-ray vision.

When surgeons can “see” patient’s anatomy through skin and tissue, they can accurately navigate instruments and implants during spine procedures.

The use of augmented reality helps to increase the precision, since the surgeon no longer needs to shift attention to look to a separate screen.

[www.augmedics.com](http://www.augmedics.com)



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# Oxford VR

The goal of Oxford VR is to provide immersive treatments to relieve mental health illnesses.

While the patient is immersed in the experience, therapy is automated through an integrated virtual coach.

These simulations provide a safe space for treatment while also taking the learnings into the real world.

[www.oxfordvr.co](http://www.oxfordvr.co)



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# Reulay

Reulay provides a virtual therapeutic platform to reduce stress and increase focus.

By using virtual reality, Reulay displays nature based scenarios with the goal of reducing stress.

This platform is designed as a corporate wellness experience to enhance employee wellbeing, leadership development and fostering a culture of flourishing.

[www.reulay.com](http://www.reulay.com)



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# ICAROS

ICAROS is using VR to create gamified, interactive workout sessions.

It allows users to fly, dive or drive through virtual worlds while providing a fitness experience.

Besides working different group muscles, it also allows to improve balance, reflexes and coordination.

[www.icaros.com](http://www.icaros.com)



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### **About the Global Wellness Institute:**

The Global Wellness Institute (GWI), a nonprofit 501(c)(3), is considered the leading global research and educational resource for the global wellness industry and is known for introducing major industry initiatives that bring together leaders to chart the future. GWI positively impacts global health and wellness by educating public institutions, businesses and individuals on how they can work to prevent disease, reduce stress and enhance the overall quality of life. Its mission is to empower wellness worldwide.

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[wearemagnetic.com](http://wearemagnetic.com)