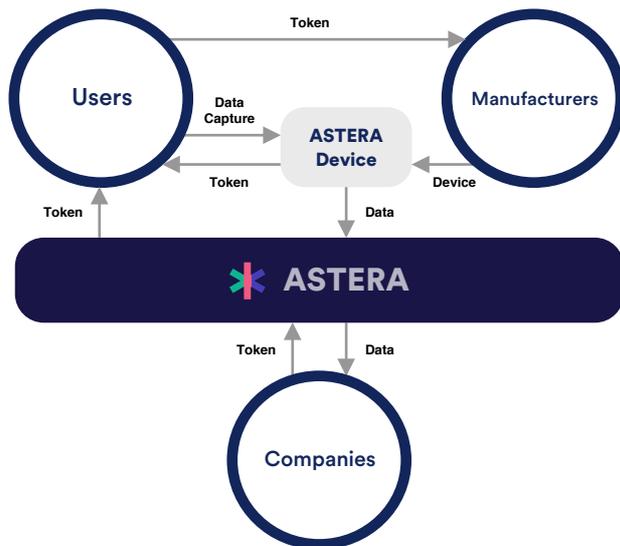# ASTERA

A decentralized and incentivized platform for personal health data.

Astera is a commission free health data platform that connects three different entities into a marketplace: a) data producers, b) data consumers, and c) device manufacturers.

Human body produces a large amount of health data everyday. PGHD(Patient Generated Health Data) accumulated over time is considered valuable, but the current system leaves a number of challenges for participants of the system.

Data Producers (Users)
People want to monitor their health condition, but collecting one's health data requires expensive measuring equipments from hospitals or clinics. The annual visits to these places are limited, so it is very hard to measure a continuous data of one's health condition. Astera develops and provides a health tracking IoT device that captures 8 fundamental health data values of a human body. With the device, users can easily measure and store their PGHD at home on daily basis in return for AST tokens, which compensate the cost of the device and incentivize users to track record of their data.

Data Consumers (Companies and Institutions)
Research institutions, insurance and pharmaceutical companies collect and analyze large amount of population health data before making decisions. However, the source of data is limited to their own samples or expensive data obtained from brokerages. Astera holds accurate and consistent PGHD captured with verified devices. By using Astera's search engine, data consumers can directly contact specific user pools and access their data with reasonable AST tokens as rewards.
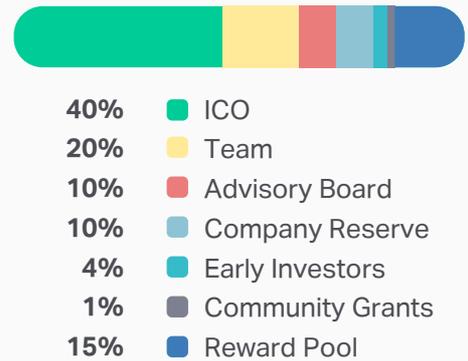
Manufacturers (Health Monitoring Device)
Traditional method of selling a product was to identify the demand of the market and sell at a reasonable price. With Astera, device manufacturers can leverage the blockchain and the token economy to fulfill a new, revolutionary method of selling devices. As users can compensate the cost of device through rewards they receive in AST tokens, users can purchase a device without paying the full price, while the manufacturer receives the full price.

Astera B

Astera B is a health tracking IoT device that captures 8 health data. With Astera B, users can measure health data in return for AST tokens.

Token Distribution

40%	●	ICO
20%	●	Team
10%	●	Advisory Board
10%	●	Company Reserve
4%	●	Early Investors
1%	●	Community Grants
15%	●	Reward Pool

Team

Combined 30 years of experience in hardware engineering and back-end development.

Jay, CEO
Deloitte, McCann

Lex, CTO
Cisco Systems, LG Electronics

Anton, CPO
Qualcomm, ST-Ericsson

Investors & Advisors

Yongkil Kwon
CTO at Neowiz

NEOPLY
Blockchain Cryptofund

EOSeoul
EOS BP Candidate