

am•summit

White Paper 2025

**National Energy,
Health and Longevity
Program of Ukraine**

Age Management – the energy of the nation

WHITE PAPER 2025

Ukraine's National Strategy for Energy, Health, and Longevity

“Age Management – Energy of the Nation”

Age Management Summit 2025 – a landmark event that brought together medical professionals, researchers, policy-makers, and the business community pursuing a shared goal to lay the foundation of Ukraine's post-war longevity and productivity strategy.

The summit was ***organized by AM ONE*** under the leadership of ***Yevhen Shagov***, PhD (Medicine).

White Paper 2025 is the core framework for the national program ***“Age Management – Energy of the Nation.”***

This is the concluding document of the Age Management Summit 2025, held on October 30, 2025, in Kyiv, outlining the program's step-by-step implementation roadmap.

The document sets out the governmental, scientific, and business pathway for shifting from reactive medicine to a preventive longevity economy, where human energy is viewed as a strategic resource of the nation.

White Paper 2025 – Key Message:

The state guarantees life. Business guarantees productivity.

Citizens get energy, health, and a future.

The “Age Management – Energy of the Nation” program

It is a multi-level national initiative that unites government, science, medicine, education, culture, business, and sports into a single integrate system.

Main challenges driving the program’s relevance:

- Demographic crisis and the shrinking working-age population
- Nationwide post-war exhaustion
- Underinvestment in preventive healthcare – only 0.15% of GDP compared to 1% in developed countries.
- Rising non-communicable diseases (accounting for 68% of mortality) and increasing burnout in business.

Age Management stands for health and a national strategy that moves from a culture of fatigue to a culture of energy, from treatment to prevention, from isolated initiatives to national synergy. Ukraine now has a chance not only to survive the war but to build a new model of conscious, energetic, and long life.

Program Goal:

A 10,000-day marathon to 2055 aimed at bringing Ukraine into the Top 5 nations for longevity worldwide.

Sector roles in program implementation:

- **Government:** Coordinates, sets standards, provides digital infrastructure via Diia.

- *Science and the National Academy of Medical Sciences*: validate protocols and ensure clinical credibility.
 - *Business*: invests in people's health, shaping the ROI of longevity.
 - *Education*: cultivates a culture of knowledge and responsibility.
 - *Sports*: inspires through example and motivation.
-

Goals of “Age Management – Energy of the Nation”:

1. Rebuild national resilience, vitality, and workforce capacity.
 2. Establish and promote a culture of health in Ukraine.
 3. Reduce the nation's biological age by 3-5 years by 2030.
 4. Implement preventive programs that will help reduce mortality from non-communicable diseases by 25% (heart attacks, strokes, cancer).
 5. Integrate preventive medicine into the insurance system and the corporate sector.
 6. Increase citizens' energy levels and engagement by introducing the Energy Engagement Index.
 7. Achieve 1% of GDP investment in preventive healthcare by 2030.
 8. Develop a digital AM App platform enabling AI-powered biological age screening.
 9. Train more than 10,000 Age Management physicians and specialists through the AM Academy and the Shupyk National Healthcare University of Ukraine by 2055.
-

Core principles of program implementation

1. *Veterans → Business → Nation: the logic of scaling*

We start with those who uphold the country today – its defenders. Restoring veterans' health and helping them reintegrate into the active life fuels a new wave of entrepreneurship, jobs, and social stability.

Every veteran who returns to productive activity generates a multiplier effect for both the economy and society.

Successful practices validated on the highest-risk cohort are then expanded to the business sector and eventually to the entire population. This represents the 'breakthrough points' model – delivering rapid, measurable, and scalable impact.

2. *Digital first: 'Diia' – a personalized prevention assistant*

Digital infrastructure becomes the cornerstone of the program. Access to preventive medicine is now in your smartphone.

Through Diia app, every Ukrainian can receive personalized recommendations, get access to monitoring programs, risk tracking, reminders, and direct communication with specialists.

This creates an ecosystem where prevention is not only a right, but an everyday practice for all citizens.

3. *Business as strategic partner of the state – not just a taxpayer*

We move away from the paradigm that sees business merely as a tax source.

Business is a driver of change, an investor in human capital, and a co-creator of longevity technologies.

This new model is win-win: employers invest in employee health and gain improved productivity, loyalty, and competitive advantage.

4. *Reducing government spending by investing in human energy*

Preventive medicine is an investment, not a cost. By investing in employee health, businesses ease pressure on the national healthcare system, decrease chronic disease rates, and prolong the active, productive lifespan of the population.

5. *Total evidence transparency: science + data + open KPIs*

All decisions within the longevity system are grounded in evidence-based medicine, scientific research, and verified data. The system introduces clear, transparent, and publicly reported KPIs that build trust across society, investors, and global partners.

Strategic map 2025–2026

2025: consolidation

- Formal adoption of White Paper 2025 as the core policy White Paper 2025.
- The pilot projects launch: NRG BOX Military (for armed forces), Corporate (for business), and Sport Edition (for athletes and active Ukrainians).
- Public rollout of the AM App featuring AI-driven biological age screening.
- Integration of prevention into corporate HR policies: reduced burnout, fewer sick leaves, higher workforce performance.

-
- Launch of the first corporate prevention partnership pilot projects.
-

2026: scaling

- Integration of Age Management into the national preventive health strategy.
 - Integration of the AM App into the digital products of the Ministry of Digital Transformation of Ukraine.
 - Launch of the AM Clinic franchise network.
 - Organization of the Age Management Summit 2026.
-

Expected outcomes by 2030

- +1% of GDP investment in preventive healthcare.
- > 5, 000 Age Management physicians and specialists trained.
- Population's biological age reduced by 3-5 years.
- 10-15% rise in corporate workforce productivity.

Message from YEVHEN SHAGOV

We live in an era when the battle for survival becomes the battle for longevity and quality of life.

Ukraine has lost millions of people, yet it still has a chance to preserve what matters most today – the energy of those who remain.

Age Management is not about youth – it is about *responsibility*. It is a strategy that brings medicine, education, business, and sport together in support of the nation’s greatest resource – its people.

We are building a system that allows everyone to take control of their age, energy, and future.

And this is not theory but an action plan already in progress: in clinics, military programs, corporate pilot projects, and digital solutions.

This document is *the product of collaboration effort of experts, policymakers, scientists, business leaders, healthcare professionals, and sports community*, united by a shared commitment to *rebuild the longevity of the Ukrainian nation*.

But above all, this is an invitation to a long-run 10,000-day marathon that will transform Ukraine into a nation of longevity where health, energy, and mindful living become our national currency.

“The first step is made. Ahead is Ukraine’s journey from survival to truly living.”

Yevhen Shagov, MD, PhD, founder of the *Age Management Ecosystem*, visionary and scientific director of AM SUMMIT 2025

Introduction.

FROM A NATION THAT SURVIVES TO A NATION THAT THRIVES

2025 became a turning point. Ukraine remains a nation at war, yet it is already shaping post-war future strategy. After years of exhaustion, loss, and demographic decline, a new challenge emerges: how to transform a nation that survives into a nation that lives a long, active, and mindful life.

This question became the central focus of AM SUMMIT 2025, which brought together more than 700 participants, 40 speakers, and 9 thematic sections to develop a united response.

The summit became as a platform where *Age Management* for the first time was approached not as a standalone medical practice but as a *strategy for national resilience, economic progress, and humanitarian recovery*.

The key outcome of this event was the White Paper 2025 initiative which is the first roadmap of the national program “Age Management – Energy of the Nation,” a 10,000-day journey guiding Ukraine toward 2055 and into the world’s Top 5 longest-living countries.

This document consolidates the *outcomes of the summit sessions, expert recommendations, and the vision of state, scientific, and business leaders*. It outlines the one-year phase of implementing the broader mission: the preventive medicine implementation and human energy management.

Age Management is a strategy that has the potential to evolve into a new national policy for national recovery.

Its purpose is to build the resilience of individuals, society, and the economy by promoting health, energy, and longevity.

Chapter 1.

PEOPLE FIRST: THE CORE RESOURCE OF UKRAINE'S RENEWAL

"We have lost millions of people and we have no right to lose those who remain. The economy begins with human energy, not with numbers"

Yevhen Shagov, AM SUMMIT 2025

People as the foundation of economic recovery

Today, Ukraine faces two simultaneous crises: *demographic decline and human resource loss*. We are losing people not only in numbers but in functional capacity due to disease, burnout, stress, loss of purpose and life energy.

According to *Advanter Group and the Ukrainian Institute of the Future (2025)*, 86% of Ukrainians report a decline in their mental well-being, and national energy levels have dropped by over one-third since before the war. This indicates that *economic recovery cannot happen without restoring human capital first*. People, their productivity and resilience become *a new macroeconomic driver of growth*.

From demographic crisis to recovery strategy

Ukraine's demographic pyramid has already flipped. The active working-age population is shrinking, while the share of people aged 50+ is growing rapidly. Without systemic action in healthcare, prevention, and education, the population may fall to 20-25 million by 2055.

The full-scale war has accelerated this downward trend: over 7 million Ukrainians were displaced, hundreds of thousands lost their ability to work, and most of those who stayed experience chronic fatigue.

Each day of war ages our nation.

This is why Age Management is neither a trend nor a privilege for the few.

It is a national recovery strategy aimed at turning time back through by restoring *the hormonal, energy, and mental balance of Ukrainians*.

After the war:

Two scenarios for the future

History shows that nations often rebuild infrastructure after the war but fail to focus on people.

This is what happened in Syria, Yugoslavia, and Croatia, as all these countries that lost decades to illness, depression, and shortened lifespans. Japan is the only exception. After World War II, it invested in human development, education, health, and technology. In just the first decade, the average life expectancy in Japan increased by 13.7 years, and today the country ranks second in the world just after Hong Kong.

Ukraine has a chance to repeat this breakthrough but even faster. What took Japan 80 years, we can achieve in 30 by relying on science, digital technologies, the WINWIN state strategy, the support of the National Academy of Medical Sciences, as well as corporate pilot projects and international partnerships.

The Age Management pyramid: From motivation to biotechnology

“Age Management is not about treatment – it is about managing energy, vitality, and longevity.”

Yevhen Shagov, AM SUMMIT 2025

The “Age Management Pyramid” model presented at the summit outlines seven levels of technologies that already exist in Ukraine:

1. *Motivation and education* – cultivating an individual’s willingness to manage their own age.
2. *Healthy lifestyle* – sleep, nutrition, movement, and mental hygiene.
3. *Supplements* – science-based nutritional support.
4. *BHRT (bioidentical hormone therapy)* – restoring and correcting hormonal balance.
5. *Big Pharma* – clinically approved medications used within preventive programs.
6. *High-Tech* – technologies for optimizing brain function, sleep, metabolism, sexual health, and energy restoration.
7. *BioTech* – cell therapy and genetic engineering.

Key idea: all these levels are not isolated but interconnected.

Age Management integrates science, technology, and conscious behavior, where motivation starts the action, practice sustains it, and technology makes the process measurable and predictable.

Chapter takeaways:

- *People* are the core resource of the national recovery, not an expense.
- *Restoring the health and energy of the population* is essential for Ukraine's economic stability.
- The *Age Management Pyramid* is an established model that needs to be scaled into a national system.
- *Ukraine* has the chance to accomplish in 30 years what Japan achieved in 80.
- *Age Management* is a strategy that transforms a survival crisis into an evolution opportunity.

Chapter 2.

THE STATE AS A LONGEVITY AGENT

“The Ministry of Health provides treatment, but a longevity strategy must focus on prevention. The real issue is not just who treats disease, but who builds health proactively.”

Andriy Dlihach, moderator of the “The State as an Agent of Longevity” session

The New Architecture of National Health Governance

Ukraine has everything required to build its own longevity model: science, medical expertise, digital technologies, education, and motivation. What remains is to integrate these elements into a single national system.

Today, the national health policy management is dispersed across several ministries: the Ministry of Health of Ukraine, the Ministry of Education and Science, the Ministry of Youth and Sports, and the Ministry of Social Policy, Family and Unity. As a result, no institution is responsible for a coherent longevity strategy.

The summit’s conclusion is clear: Ukraine needs a new inter-agency longevity institution to work as a permanent coordinating body that integrates medicine, science, digitalization, and security.

Its foundation should be built on three pillars:

- *The National Academy of Medical Sciences of Ukraine (NAMSU):* ensuring scientific integrity, protocol standardization, and the new protocols safety assurance.

- *The National Security and Defense Council (NSDC)*: coordinating the 30-year longevity program as an element of national security. After all, the health of the nation is not only a social issue; it is also a matter of defense.
 - *The Ministry of Digital Transformation of Ukraine (MinDigital)*: supporting the technological integration that creates a personalized prevention ecosystem for every citizen.
-

Veterans: The First Priority Group of the New System

“Veterans are the people who have already paid the price for our future. We must help them restore their lives, here and now.”

Yevhen Shagov, AM SUMMIT 2025

The summit introduced the idea of making *veterans the first pilot group* of the national Age Management program. This is both a moral and a strategic decision.

The “NRG BOX Military” pilot projects (personal supplement kits for the military) demonstrated that integrating preventive support during service reduces the need for long-term rehabilitation by 2-3 times.

Veteran-focused projects should become an innovative *model for the entire country*: from military units to the corporate sector.

The Role of Science and Digital Technologies

Serhii Vozyanov, Vice President of the National Academy of Medical Sciences of Ukraine, emphasized that scientific va-

lidity and strict standardization control were essential for scaling any preventive program.

Today, NAMSU is ready to ensure expert governance, standardized clinical protocols development, and implementation of a robust system for evidence validation.

At the same time, the Ministry of Digital Transformation is developing the WINWIN 2030 platform which will become the national digital innovation strategy prioritizing MedTech, BioTech, and EdTech.

Age Management fits organically into this context to become a digital longevity strategy that provides each citizen with access to personalized guidance, biomarker tracking, and educational courses directly via the Diia application.

Data Security as a New Dimension of National Security

The Summit participants specifically highlighted the importance of securing biomedical data. In future research, screenings, and regional programs, information about the population's health may become *strategically important*.

Therefore, it is recommended that the NSDC, as the institution responsible for national security and territorial integrity, coordinates the storage of large datasets of sensitive information. As a result, the NSDC serves as both a *defense and a humanitarian shield for the country*.

Vision for the Future: The State as a Guarantor of Longevity

In a longevity strategy, the state's role is to create conditions in which each citizen takes active responsibility for their own

health, while the state acts as a partner providing access to knowledge, technologies, and safety.

The future is not predetermined. It is shaped by the choices we make today.

Chapter takeaways

- Ukraine needs a *unified interagency system for coordinating longevity policy* (NAMSU + NSDC + Ministry of Digital Transformation).
- *Veterans* are the first pilot group for implementing prevention programs.
- *NAMSU* ensures scientific validity, while the *Ministry of Digital Transformation* manages digital implementation.
- *NSDC* oversees and protects the system as a component of Ukraine's national security architecture.
- The *state* should be the guarantor of *life quality and longevity*.

Chapter 3.

WAR, REHABILITATION, AND PREVENTIVE MEDICINE

“War accelerates the aging of a nation. We must learn to turn back time.”

Yevhen Shagov, AM SUMMIT 2025

War as a Catalyst for a New Healthcare System

The full-scale war has become not only a challenge but also a driver for creating a new healthcare system.

Every day, Ukrainians lose both their physical strength and mental and physical energy.

Since 2022, clinicians and rehabilitation experts have been treating both the injured soldiers and civilians suffering from deep hormonal, energetic, and psychological burnout.

In this context, Age Management has emerged not as a rehabilitation substitute, but as its reinforcement.

From humanitarian initiative to evidence-based system

In March 2022, the AM ONE team launched the humanitarian initiative called UA Health Support to provide assistance to soldiers with personalized supplement kits designed for daytime energy boost and nighttime recovery.

The initiative later evolved into the international cooperation project with Belgium and resulted in creation of the Brussels

Advisory Protocol, an algorithm for remote diagnostics, energy balance assessment, and personalized solutions for energy restoration.

This protocol shaped the *foundation of the evidence-based approach to Age Management* and was later transformed into the first Ukrainian standard of the *NRG BOX Military*.

NRG BOX Military – the nation’s inner body armor

“A bulletproof vest protects the body. Age Management is the inner armor that protects your energy.”

Yevhen Shagov

NRG BOX Military is an evidence-based concept and the structural foundation of a pilot project developed by the *AM ONE and AM System* teams for soldiers and veterans.

The project aims to *restore energy, hormonal balance, and productivity* under conditions of intense physical and psycho-emotional stress.

This pilot project was designed as a prototype of the future system, intended to validate the *Age Management* effectiveness within the military sector.

Its structure is now *ready for implementation* and is being reviewed by the relevant partners and expert institutions for further rollout.

Pilot project structure

- *Diagnostic questionnaire protocol*: a structured assessment of energy, stress, sleep quality, cognitive focus, and

fatigue symptoms using validated instruments (VAS, PSQI, GAD-7, PHQ-9).

- *Biomarker screening*: evaluation of metabolic and hormonal balance key indicators: vitamin D, B12, ferritin, magnesium, HbA1c, HOMA index, lipid profile, testosterone, DHEA, cortisol, TSH.
- *Personalized NRG BOX Military kit*: customized selection of supplement, adaptogen, and nutritional complex informed by collected data integrated with minimal recovery protocols (sleep, nutrition, physical activity).
- *Monitoring and support*: use of AI analytics, regular questionnaires, laboratory and instrumental monitoring (HRV, bioimpedance, activity trackers), enhanced by Age Management team medical and expert advice.

Key performance metrics

- Energy / fatigue level (VAS, Brussels Advisory Protocol).
 - Sleep quality (PSQI), stress and anxiety levels (GAD-7 / PHQ-9).
 - Cognitive focus and reaction speed.
 - HRV, heart rate, blood pressure, body weight, and bioimpedance data.
 - Biomarkers: vitamin D, ferritin, testosterone, DHEA, cortisol, TSH, HbA1c, HOMA index, lipid profile.
 - Number of productive days and changes in the Energy Index (AM AI): an integrated indicator of energy level based on multilayer data.
-

NRG BOX Military may become the *first evidence-based model* of effective human energy restoration during the war forming the foundation for future scaling under the program of “Age Management – Energy of the Nation.”

From “Military” to “National”: Scaling the Model

Once Age Management proves effective in the military sector, it can be applied nationwide.

That is why NRG BOX Military can become the prototype of the future “NRG BOX National” system to serve as an open model of personalized prevention and recovery built on medical evidence, digital technologies, and education.

NRG BOX National is being developed as a universal energy-support program for civilians, corporate sector, and educational institutions.

Its goal is to cultivate a culture of preventive healthcare, restore human energy and productivity, and reduce the biological age of the nation.

This transition shapes the foundation of the state program of “Age Management – Energy of the Nation,” starting with the veterans as the first target group and expanding to business, education, public administration, and family-level prevention.

The Moral Imperative: Assistance as Strategy

The war has proved that helping the armed forces members is not an act of charity, but an *investment in the country*.

Restoring a soldier's energy means a life saved of an *active citizen, employee, parent, and leader*.

Human resource capacity and energy become a new dimension of national defense.

Chapter takeaways

- The war exposed the country's most critical deficit: human energy.
- Age Management has become a practical tool for restoring human resources and energy during the war.
- The Brussels Protocol, FEN X, and NRG BOX Military are the first evidence-based cases of preventive healthcare in Ukraine.
- From "Military" to "National": the development logic of Age Management as a post-war recovery strategy.

Chapter 4.

EDUCATION AS THE ENGINE OF PREVENTIVE HEALTHCARE

“We are training top healthcare specialists shaping a culture of health for the entire nation.”

*Hanna Shevchuk, moderator
of the session “Education: A Driver
of the Transition to Prevention.”*

Education as the Foundation of the National Longevity Strategy

If the *state* is the architect of the longevity strategy, then *education* is its foundation. It is impossible to build a system of preventive healthcare without innovative thinking from doctors, teachers, managers, or public servants.

Therefore, *Age Management* education is not optional but an *essential element* of Ukraine’s *future humanitarian policy*.

The system already in place: from AM Academy to Shupyk National Healthcare University of Ukraine

Over the past five years, Ukraine has created a robust and fully functioning Age Management educational ecosystem.

- **2020.** The Age Management Academy (AM Academy) was founded, Ukraine’s first educational platform for training

physicians and experts in preventive medicine and age management. Hundreds of doctors have been certified, and with the start of the full-scale war, the platform provided free access to Ukrainian medical professionals working on the front line and in the rear.

- **2023.** Kyiv Medical University (KMU) introduced the course “Prevention of Professional Burnout” for interns and practicing physicians. More than 700 participants have completed the training, proving that prevention-focused education significantly lowers the risk of emotional burnout and enhances the engagement of healthcare professionals.
- **2025.** Shupyk National Healthcare University of Ukraine introduced Ukraine’s first government-backed course in preventive medicine, developed at the initiative of Yevhen Shagov and Hanna Shevchuk and informed by AM Academy and KMU methodologies. The course emerged from the synergy of state education and private initiative, securing preventive medicine as an element of Ukraine’s official education policy.

Integration Across All Educational Levels

“A culture of health must be formed from kindergarten onward, reaching all the way to the corporate office.”

Oleksandr Tolstanov, Vice-Rector,
Shupyk National Healthcare University of Ukraine

The modern Age Management education strategy is built around three levels of integration:

1. *Medical and pharmaceutical education.* Preventive medicine, burnout prevention, and the basics of Age Management should be integrated into training programs for doctors, interns, and pharmacists. This will shape a new generation of medical professionals who prioritize “*prevention*” over “*treatment*.”
2. *General Education.* “Energy and Longevity Fundamentals” courses should be introduced in schools and universities. It is essential to train teachers and develop parent-oriented materials to ensure that health culture becomes a natural part of children’s upbringing.
3. *Business and public governance.* Training programs in human energy management, burnout prevention, and stress management must become an integral part of HR and leadership programs. Education creates a bridge between personal effectiveness and national resilience.

“Diiia. Education” and WINWIN 2030 – EdTech as the New Prevention

Valeriia Ionan, Adviser to the First Deputy Prime Minister of Ukraine on Innovation and Digitalization, emphasized that the WINWIN 2030 strategy was a roadmap for innovation development prioritizing MedTech, BioTech, and EdTech.

“Technology is our national idea. We are building a country where innovation becomes the foundation of life, and education not only shapes knowledge but also cultivates responsibility for one’s own health.”

Valeriia Ionan

The Ministry of Digital Transformation of Ukraine is integrating preventive-medicine learning courses into the “Diia.Education” platform to ensure that every citizen can access foundational training in energy management and understand their contribution to the national longevity initiative.

Education as an element of national defense

“A nation’s resilience begins with a culture of health.”

Borys Ivniev,
Kyiv Medical University

During the war, prevention-focused education becomes an element of national security. When doctors, teachers, military personnel, and managers understand how to prevent stress, burnout, sleep disorders, and nutritional issues, the country becomes more resilient.

Integrating Age Management principles into educational programs is a strategic investment in the nation’s resilience and defense capability.

Age Management Educational System Timeline

- 2020: establishment of AM Academy, the first Age Management educational platform.
- 2023: launch of the “Prevention of Professional Burnout” course at Kyiv Medical University.
- 2025: introduction of a government-backed course in preventive medicine at Shupyk National Healthcare University of Ukraine

Chapter takeaways

- *Education* is the foundation of longevity strategy, creating a new generation of doctors, teachers, leaders, and citizens.
- A comprehensive *interconnected system* already exists in Ukraine: AM Academy → KMU → Shupyk NHU → Diia. Education.
- *Preventive medicine* is becoming part of the state education policy.
- *WINWIN 2030* is a state framework defining *Age Management* as one of the three core priorities for national development.
- Cultivating a *culture of health from childhood* ensures the nation's future resilience in the future.

Chapter 5.

HEALTH AS STRATEGY: BUSINESS INNOVATIONS IN CHALLENGING TIMES

“A business that invests in life is a business that shapes the future. The core product today is human energy.”

Yevhen Shagov, AM SUMMIT 2025

Even in wartime, Ukrainian businesses have proven that they can not only survive, but also shape the standards of tomorrow. As the world faces the energy and workforce crises, Ukrainian companies are investing in the key strategic assets: *human health, energy, and resilience.*

AM System – the core of the Age Management ecosystem

In 2018, AM SYSTEM was established as Ukraine’s first membership-based clinic that integrated all levels of the *“longevity pyramid”* under one roof. It became the central platform of the Age Management ecosystem, later expanding to include AM ACADEMY, AM ONE, and AM AI.

AM SYSTEM is not just a clinic, but a full-cycle space that integrates diagnostics, laboratory services, nutraceutical support, hormone therapy, technological recovery, and personalized supervision.

Every client is provided with a year-long age-management plan based on individual biomarkers, genetic testing, and digital monitoring.

AM SYSTEM provided the core data used to build the *scientific foundation and algorithms of AM AI*, an analytical platform that forecasts *biological age and disease risks* thus transforming medicine into a *measurable science of human resources*.

AM One – the energy operator and the new health economy

In 2023, AM ONE company was founded, making Age Management accessible and measurable for corporate clients.

The core product is *NRG BOX*, a personalized nutraceutical set developed and informed by real biomarker profiles and clinical evidence.

NRG BOX is not just a set of supplements, but a *complete restoration cycle*:

- 1. Diagnostics:** AI-based facial analysis, comprehensive questionnaires, and lab testing.
- 2. Selection algorithm:** the AM AI system supervised by age-management specialists.
- 3. Personal program:** a combination of nutraceuticals (supplements), recovery routines, sleep management, and nutrition.
- 4. Outcome:** measurable indicators of energy, concentration, sleep, and productivity.

NRG BOX delivers evidence-backed results, confirmed by measurable metrics:

- energy levels increase – in 82% of cases
- stress levels reduction – in 74%
- vitamin D and ferritin stabilization – in 68%

AM ONE operates under a Health-as-a-Service model, offering screening programs to corporate clients, biological age tracking, and personalized programs for corporate teams. The ROI of such programs is reflected in reduced sick leave, increased productivity, and improved corporate loyalty. *Businesses gain measurable increases in energy.*

BIOPELL SYSTEM – when regenerative technologies become part of longevity

At the Summit, *BIOPELL SYSTEM* introduced a modern anti-age approach that combines clinical assessment of biological age with targeted intervention across 12 key hallmarks of aging (epigenetics, telomeres, mitochondria, etc.).

The *BIOPELL* methodology is based on a pellet delivery system for active compounds (including NAD⁺, resveratrol, metformin, and DHEA), providing a prolonged effect and controlled dosing. This allows reducing biological age through targeted impact on cellular processes such as the SIRT pathway, mitochondrial function, and inflammatory responses.

BIOPELL SYSTEM has become a bridge connecting basic prevention practices (healthy lifestyle, NRG BOX) and advanced regenerative medicine. Its protocols are integrated into AM System programs, forming a vertical longevity framework from wellness to the cellular level.

“Age management doesn’t start in the lab, but it starts at the cellular level. Now, we know how to extend our inner reserves.”

Maria Tryfonova,
founder of BIOPELL SYSTEM

SPATIUM and DIM Group: the architecture of longevity

Ukrainian developers from *SPATIUM Group* and *DIM Group* have introduced the *Age Management* concept into the urban environment.

SPATIUM Health Boutique and the ARK Hotel project in Odesa illustrate a new model of wellness development, integrating architecture, medical services, and recreational spaces into a single recovery system.

DIM Group is bringing to life the concept of a Lifetime Home – a living environment that extends a resident's life through a balanced integration of light, air, sleep, technology, and rest spaces.

“We don't build square meters, we build time.”

Oleksandr Nasikovskiy,
founder of DIM Group

This marks the emergence of a new sector – *Longevity Development*, where developers become co-creators of urban health system.

From healthcare to the economics of energy

“By investing in the well-being of its people, business creates the foundation of the future economy.”

Maryna Shagova, *AM System*

Ukrainian businesses have proved that *health should be viewed not as a cost but as a strategic investment.*

From corporate NRG BOX initiatives to wellness-oriented architectural projects, every AM-ecosystem project contributes to building a human-energy market.

AM SYSTEM and AM ONE illustrate how integration of medicine, technology, and HR practices is shaping a new economic category – the economics of energy, in which both KPIs and team biomarkers become measurable indicators.

Chapter takeaways

- Business in Ukraine has become a driving force behind longevity culture.
- AM SYSTEM is the core of the medical and scientific foundation of Age Management.
- AM ONE is the first longevity operator built on a Health-as-a-Service model.
- BIOPELL SYSTEM connects preventive health with regenerative medicine.
- SPATIUM and DIM Group are developing the architectural vision for longevity.
- Ukraine's health economy is already taking shape and has the potential to become a new national export sector.

Chapter 6.

BUSINESS: THE CODE OF TEAM PRODUCTIVITY

“If you run a company, begin with yourself. If you create a community, lead by example. That is how a culture of business longevity emerges.”

Yevhen Shagov, AM SUMMIT 2025

Business as a driver of national energy restoration

After the war, leadership in Ukraine will no longer be measured by financial results alone. A true leader today is the one who safeguards the *lives, energy, and productivity of those who rely on them*. Business is becoming not just an economic force, but an *agent in restoring the country’s human resources*.

The human capital crisis and a new model of efficiency

Ukraine is facing a persisting demographic and workforce deficit driven by war, migration, burnout, and changing motivation models. Companies have realized that rather than constantly searching for new employees, they should focus on restoring the energy of those people they already have. As a result, the priority of modern management has shifted from hiring to strengthening team resources and productivity.

The Summit highlighted the commitment of the leading companies such as PrivatBank, Nibulon, MHP, and SPATIUM Group to integrate the energy diagnostics, NRG BOX programs, biological age screening, and stress and sleep monitoring into their HR systems.

From corporate policies to a culture of accountability

Most Ukrainian business owners still view employee health care as part of a “social benefits package.” The Age Management approach transforms this paradigm and makes caring for employees’ energy an integral part of the business model.

“Caring for your team starts the leader’s self-discipline. If you run out of energy, so does your company.”

Yevhen Shagov

The presence of small and medium-sized business leaders at the Summit showed that entrepreneurs are prepared to take responsibility not only for financial results but also for the energy and resource capacity of their teams. This is how a new management ethic is born – “lead by energy.”

Young Business Club and “Forever Young” project

The Young Business Club (YBC) is a good example of this next-generation type of leadership, bringing together hundreds of small and medium-sized businesses across the country. Its founder, Andriy Ostapchuk, proves that a leader’s

personal transformation can inspire a community. This synergy and collaboration between Age Management and the Young Business Club resulted in “Forever Young” project, a long-term educational and motivational program for entrepreneurs that integrates practices of energy, health, and team longevity management.

The program covers:

- a personalized energy audit for each leader;
- mentoring sessions with AM SYSTEM and AM ONE experts;
- “365 Days of Energy” team challenges
- public initiatives shaping a culture of leadership by example: *“I am responsible for myself and my team.”*

YBC proves that a leader’s personal transformation can encourage hundreds. The community becomes a *force that amplifies business longevity.*

The “healthy circle” formula

The Summit presented the a “*healthy circle*” concept:

Business → People → State → Economy.

- Businesses invest in the health and energy of their teams.
- People work longer, more efficiently, and with greater engagement.
- The state benefits from less pressure on its healthcare system and records GDP growth due to increased population productivity.
- The economy grows through efficiency, not through increased spending.

This creates a self-sustaining system where human energy becomes a national strategic resource.

Chapter takeaways

- *Business* is becoming the driving force behind the *nation's energy restoration*.
- Large companies (PrivatBank, Nibulon, MHP, SPATIUM) can lead the market by showing the industry how *prevention and corporate Age Management deliver high returns*.
- *Entrepreneurial communities (YBC)* can scale this culture through leadership-by-example.
- “*Forever Young*” project embodies a new leadership model where health becomes a form of responsibility.
- The “*healthy circle*” formula shows that Age Management is not a cost but a model of long-term growth.
- The next step involves *scaling Age Management practices* across all regions and business associations of Ukraine.

Chapter 7.

UIM RESEARCH: THE PREVENTION ECONOMY AND LONGEVITY INVESTMENT

“The numbers speak for themselves: investments in prevention yields returns, whereas inaction results in losses that Ukraine can no longer afford.”

Anatolii Amelin,
*Director of Amelin Strategy, co-founder
of the Ukrainian Institute for the Future*

To prepare the White Paper 2025, the AM SUMMIT 2025 team partnered with Amelin Strategy and the Ukrainian Institute for the Future (UIF) to conduct the specialized analytical research.

The goal is to quantify the price Ukraine pays for inaction and the economic potential unlocked by investments in preventive medicine.

These findings were presented publicly for the first time at the Summit and became the analytical foundation of this document.

Preventive Medicine ROI: 7:1

According to UIF and Amelin Strategy analytics, the average ROI of preventive medicine investments is 7:1, and in the long-term perspective (10–15 years) it can reach up to 14:1.

Currently, Ukraine spends only 0.15-0.19% of GDP on preventive medicine, while the EU average is 0.57%, and the optimal level according to OECD standards is 1.175% of GDP.

This means that the state underinvests €7-11 billion annually in the health of its citizens, and this gap turns into more than €100 billion loss over 15 years due to illness, burnout, and premature mortality.

“Every euro invested in preventive medicine yields 7-14 euros in return through reduced treatment costs and increased labor productivity.”

Yevhen Astakhov, economist at UIF

The underinvestment trap

Analysts describe this phenomenon as the “underinvestment trap”: by cutting spending on preventive medicine, the state faces a surge in disease rates and treatment costs rise 10-20 times faster.

As of 2025:

- 32-35% of the working population is aged 50+
- the population’s median age is 41.8 and is projected to reach 48-50 years by 2050
- the demographic dependency ratio is 1.5 workers per pensioner.

If the current health management approach remains unchanged, the economy will continue to lose around 1.7% of GDP annually.

Therefore, UIF recommends integrating Age Management into the national human-capital development program.

Longevity Economy: A new market

UIF data show that in 2024 the Age Management market in Ukraine was valued at \$20-30 million, whereas the dietary supplements market amounted to roughly \$545 million and continues to grow by 10-18% annually.

The projected potential by 2030 is over \$500 million.

Ukraine has everything it needs to become the *Longevity Economy hub of Eastern Europe* by integrating *healthcare, education, technology, and business*.

Investing in longevity: the expert view

“Today, Ukraine can attract not only military or humanitarian aid, but also investments in longevity as a sector that restores the nation’s dignity and energy.”

Roman Matys,
*President of the International
Investment Office*

The AM SUMMIT 2025 initiative was supported by Maryna Khlystun, Executive Director of the state agency “Office for Attracting and Supporting Investment” (UkraineInvest), who addressed participants remotely and offered public endorsement of the “Age Management – Energy of the Nation” program. Speaking at the Summit, Roman Matys, President of the International Investment Office, explained how the Ukrainian longevity sector can attract international investment. He highlighted that global funds and venture investors were shaping a new category called Human Capital Investments, and that

Ukraine could become the first country in the region where these investments serve both economic and humanitarian goals.

“Age Management represents a new economy of life that integrates science, psychology, and investment in people as the nation’s primary asset.”

Roman Matys

Chapter takeaways

- AM SUMMIT 2025 presented financial evidence that offer a compelling economic justification for adopting Age Management.
- Research by Amelin Strategy and UIF revealed that due to inaction Ukraine loses €7-11 billion annually as a result of underinvestment in public health.
- Age Management is a macroeconomic model of growth driven by human capital.
- Maryna Khlystun (UkraineInvest) supported the initiative remotely, while Roman Matys (International Investment Office) outlined practical tools for bringing investment into the longevity sector.
- Ukraine has the potential to become a regional center of the Longevity Economy in Europe, integrating science, business, and government.

Chapter 8.

INSURANCE VS. PREVENTIVE MEDICINE: SYNERGY OVER COMPETITION

“We tend to view insurance as compensation for disease. Yet, the true strategy is to pay for health, not sick leaves.”

*Anatolii Amelin, moderator
of the “Insurance vs. Prevention” session*

Insurance and prevention: a new paradigm of collaboration

The current model of medical insurance in Ukraine requires radical modernization. Today, insurance companies mostly focus on covering treatment instead of investing into preventive medicine and early detection of health risks. The system ends up operating at a loss with tariffs increasing while disease rates do not decline.

At AM SUMMIT 2025, experts proved that insurance and prevention are not competitors but partners. Their synergy builds the economic model of longevity, where every hryvnia invested in preventive medicine significantly reduces pressure on the insurance system.

Academic stance: saving lives through education and coordination

“If we want to truly reduce mortality from heart attacks, strokes, and cancer, we must prioritise patient referral to specialized

centres that actually know how to save lives rather than investing in additional local equipment.”

Heorhii Mankovskyi, MD, Medical Director
of the Ministry of Health’s Center
for Cardiology and Cardiac Surgery,
Honoured Doctor of Ukraine

Heorhii Mankovskyi, representing academic medicine, clearly identified the core issue: *the uneven allocation of patients and resources*. The majority of deaths in Ukraine happen because of delayed access to qualified specialists. In many regional hospitals, equipment remains underused because doctors lack adequate training or connection to expert centres.

Mr. Mankovskyi emphasized that saving lives would require *changing patient routing*. A system must be established to direct patients from primary and secondary care to tertiary academic centres, equipped with the needed technology, expertise, and clinical experience.

To make this work, it is necessary to:

- introduce continuing education courses for doctors in regional hospitals;
- establish a programme of clinical internships and observational visits in Level III expert centres;
- enhance cooperation between insurance companies, academic medicine, and prevention programmes.

This will provide higher-quality care while also reducing financial pressure on the insurance system, since patients will receive timely and more effective assistance.

Business and insurance companies: a triangle of shared benefit

“Without integrating preventive medicine into insurance, there is no future. Everyone wins: business, insurance providers, and citizens”

Anatolii Amelin

Today, insurance companies find themselves at a crossroads facing growing expenses on one hand and the demand for innovative, sustainable products on the other.

A hybrid “insurance + prevention” framework offers the solution where insurance providers invest in preventive medicine, and businesses co-finance their employees’ participation in Age Management programs.

This creates a *triangle of shared benefit*: insurance companies reduce their risks, businesses boost productivity, and citizens enjoy longer, healthier, and more productive lives.

Economic reasoning

UIF analysts highlight that prevention and early diagnosis cost three to five times less than managing the consequences. Every prevented heart attack or early detected cancer case saves the state and insurance providers from €5,000 to €15,000 per patient.

Age Management therefore emerges as a new economic standard for insurance medicine, integrating prevention, science, and financial sustainability.

Academia as a strategic partner in medical insurance

The National Academy of Medical Sciences of Ukraine (NAMS) supports the idea of integrating preventive programs into the insurance system. NAMS can act as the validating and methodological partner for the insurance companies that implement prevention, screening, and medical education programs. Academic medicine provides evidence-based credibility, while cooperation with insurance companies supports scaling and sustainability of the system.

“Preventive medicine without science is chaos, but science without funding is powerless. Together we can build a system that saves hundreds of thousands of lives every year.”

Heorhii Mankovskyi

Chapter takeaways

- The existing insurance model is *ineffective without preventive medicine*.
- *Insurance and preventive medicine* complement each other within one integrated model.
- *The hybrid “insurance + prevention” model* reduces costs and improves quality of life.
- *Academic medicine* represented by the institutions like the National Academy of Medical Sciences and expert centers is a critical partner in building the new system.
- It is necessary to *establish a network of training programs and internships for physicians* to connect regional practitioners with academic centers, ensuring consistent standards.
- It is the synergy, not the competition, between insurance and prevention that creates the new longevity economy

Chapter 9.

SPORT: MOTIVATION FOR THE LONG RUN

“Young people look up to their heroes. And when those heroes embody both strength and a culture of health, that becomes the strongest motivation for the entire nation.”

Andriy Kovalskyi, moderator
of the session *“Sport: Motivation
for the Long Run”*

Sport as a source of national energy

Today, sport in Ukraine goes beyond achievements and competitions. It has become a powerful *tool for shaping national energy* and a culture of responsibility for one’s body, mind, and personal conduct. It is through sports and esports that the ideas of *Age Management* become understandable and appealing to diverse audiences, from young people to business.

Sport and esports: a new language for youth

A generation raised in the age of technology takes its motivation from screens rather than television – *from gaming, streaming, and social media*.

That is why the panel brought together:

- *Zhan Beleniuk*, Olympic champion;
- *Serhii Koniushok*, President of the Ukrainian Strongman Federation;

- *Viacheslav Shevchuk*, Sports Director of FC Polissia;
- *Yevhen Zolotariov*, CEO of NAVI, a global esports brand.

Their collective message is that physical and mental resilience are two sides of one process.

In the NAVI environment, where young athletes typically spend 10-12 hours at the computer, sleep, nutrition, and stress monitoring protocols have already been implemented.

In traditional sports, monitoring covers biomarkers, hormonal balance, and mental health.

The panel's shared takeaway: *Age Management is a new long-distance training model.*

Ethical dimension of sport: honesty as a form of leadership

“WADA regulations ensure that sport remains an honest proof that victory is possible without doping but through discipline and intentional energy control.”

Zhan Beleniuk, Olympic champion

In a world marked by doping and pharmacological overload, sports ethics becomes a symbol of the new Age Management culture with a natural approach where health and performance do not contradict each other.

This highlights the summit's humanistic mission to show that longevity starts with an honest victory over oneself.

Culture shaped by example

Every champion, coach, entrepreneur, or influencer who publicly promotes healthy habits, balance, and discipline becomes a longevity ambassador.

AM SUMMIT 2025 proved that in a country experiencing the trauma of war sport and esports become more than *motivators* but the *tools of mental healing and the national energy restoration*.

Chapter takeaway

- Sport and esports now serve as leading channels for promoting longevity culture.
- WADA ethics emphasise fair competition and honest victory as national values.
- Every leader is a roles model and a health ambassador inspiring society.

Chapter 10.

WHITE PAPER 2025: UKRAINE'S NATIONAL PROGRAM FOR ENERGY, HEALTH, AND LONGEVITY

“We are making the first step. This is not a manifesto or a declaration but a working document that defines an action plan for the nation that chooses life.”

*Yevhen Shagov, closing speech
at AM SUMMIT 2025*

AM SUMMIT 2025 marked the point where all key vectors such as *government, business, medicine, science, education, and sport* aligned within one integrated system. For the first time, *longevity, energy, and health* were discussed as *strategic drivers of the national development* rather than as purely medical topics.

Chapter takeaways

- *White Paper 2025* is not a declaration but an *operational roadmap*.
- The “*Age Management – Energy of the Nation*” program defines *goals, tools, and responsible actors* at every level.
- *All sectors from government, business, and medicine to science, education, and sport are integrated into a single system* where the government reduces treatment costs and extends citizens’ active years; businesses improve

productivity and team capacity; insurance companies see clearer risks and develop better health portfolio management; and the healthcare system receives comprehensive health management instruments.

- Ukraine is emerging as a global laboratory of longevity.
- Day one of the 10,000-day marathon is done. The road ahead leads to a nation that thrives and not just survives.

Chapter 11.

THE WALL OF HONOR AGE MANAGEMENT

Every major transformation has people who made it happen. Age Management Summit 2025 united government, academia, healthcare, business, and education around the vision of a new energy and longevity culture. Yet, no strategy starts with documents, but with people who acted first, took ownership, and paved the way.

The Wall of Honor Age Management is a space of gratitude. It is a board of recognition featuring the names of leaders who played a decisive role in shaping Age Management in Ukraine and globally.

It is a symbol of recognition, respect, and appreciation for those who laid the foundations of the new Ukrainian longevity model. This chapter is not about titles.

Not about status.

It is about the individuals whose knowledge, courage, and actions shaped the national programme of “*Age Management – Energy of the Nation.*”

The Wall of Honor Mission

- **To record**
the names of those building the scientific, educational, clinical, and humanitarian foundations of Age Management.
- **To acknowledge**
the specialists whose contributions have helped Ukraine embed preventive medicine and age management into national policy, education, and healthcare.

- **To pass forward**

an intellectual and value legacy for the generations to come, honouring those who laid the foundations of Ukraine's longevity strategy.

The Wall of Honor is not a reward.

It is a cultural symbol of acknowledgement and respect.

Global pioneer and leaders

Dr. Thierry Hertoghe, a global leader in hormonal medicine and a pioneer of Longevity Medicine

Dr. Thierry Hertoghe is one of the most influential figures in modern hormonal and preventive medicine. He is the President of WOSAAM, founder of the Brussels School of Hormone Therapy, and author of international Age Management standards now applied in more than 90 countries.

Together with Yevhen Shagov, he helped develop the *Brussels Advisory Protocol*, which has been the methodological basis for the implementation of Age Management in Ukraine since 2022.

His participation in AM Summit 2025 confirmed that *Ukraine is integrating into the global Longevity Medicine ecosystem as a full and equal partner.*

Ukrainian leaders of the new course

Professor Oleksandr Kostiantynovych Tolstanov, Doctor of Medical Sciences, Corresponding Member of the National Academy of Medical Sciences of Ukraine, Vice-Rector of the Shupyk National Healthcare University of Ukraine.

Under his scientific and methodological leadership, the government for the first time incorporated preventive medicine principles into its official medical education system.

The launch of the first government-approved course in preventive medicine became a point of no return for Ukraine's model of medical training.

Oleksandr Valeriiiovych Pokanevych, President of Kyiv Medical University

It was his managerial decisions that shaped a contemporary educational environment where Age Management, burnout prevention, and evidence-based medicine are embedded in the training of interns and young physicians.

Borys Borysovych Ivniev, Academician, Rector of Kyiv Medical University.

With his support, the first state educational programs in preventive medicine and professional burnout prevention were launched.

Hundreds of medical interns have already completed them, laying the foundations of a longevity culture in Ukrainian medicine.

The Wall of Honor: Its Significance for Ukraine and the World

Wall of Honor sends an important message to the international community:

Ukraine is building its own model of longevity grounded in science, technology, and humanism.

A model that brings together:

- global pioneers (like Dr. Hertoghe),
- Ukrainian innovators in science and education,
- a new generation of doctors, managers, and entrepreneurs shaping a culture of energy and health.

In the context of the international White Paper, this chapter illustrates that Ukraine is not merely adopting global experience but is making its own contribution to the global Longevity Medicine ecosystem.

The Philosophy of Gratitude

We honour these people not for their positions but for their impact, not for their titles but for their role in shaping a new course.

The Wall of Honor Age Management symbolizes that great change starts with people brave enough to take the first step. This is our gratitude.

Our memory.

Our guiding values.

Our shared path toward a Ukraine thrives and not just survives.

Afterword. Acknowledgments to Partners and Organizers

AM SUMMIT 2025 sincerely thanks everyone who made the creation of this *White Paper 2025* and the implementation of the “*Age Management – Energy of the Nation*” strategy possible.

Concluding statement

“Longevity is not a goal, but a journey shaped by people, actions, and gratitude. Ukraine has run the first day of its 10,000-day marathon and the path ahead leads to a nation that lives. Ahead lies the path toward a nation that thrives, not just survives.”

Yevhen Shagov

“Ukraine is shaping the first national Longevity Strategy in Eastern Europe – a model for integrating science, technology, and human resilience.”

Signature and date

Prepared and approved by the Organizing Committee of **AM SUMMIT 2025**.

Kyiv, Ukraine – October 30, 2025

WHITE PAPER 2025:

Ukraine’s National Strategy for Energy, Health, and Longevity
“Age Management – Energy of the Nation”

CONTENT

WHITE PAPER 2025	1
Message from YEVHEN SHAGOV	7
Introduction.	
From a Nation That Survives to a Nation That Thrives	8
Chapter 1.	
People First: The Core Resource of Ukraine's Renewal.....	9
Chapter 2.	
The State as a Longevity Agent	13
Chapter 3.	
War, Rehabilitation, and Preventive Medicine	
Chapter 4.	
Education as the Engine of Preventive Healthcare	22
Chapter 5.	
Health as Strategy: Business Innovations in Challenging Times	27
Chapter 6.	
Business: The Code of Team Productivity	32
Chapter 7.	
UIM Research: The Prevention Economy and Longevity Investment	36
Chapter 8.	
Insurance vs. Preventive Medicine: Synergy over Competition	40
Chapter 9.	
Sport: Motivation for the Long Run	44
Chapter 10.	
White Paper 2025: Ukraine's National Program for Energy, Health, and Longevity	47
Chapter 11.	
The Wall of Honor Age Management	49