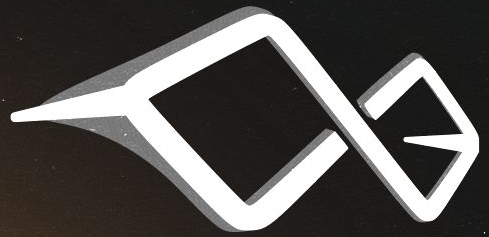


MPAX

In vision the Future

Pitch Deck April 2024

Revolutionizing monetization for content creators

MPAX is the platform enabling anyone to monetize their time through live streaming with wearable devices.

Creators can now directly monetize their content, earning up to 80% profit and becoming the primary beneficiaries.

Imagine guiding someone on another continent, experiencing everything they see and hear in real-time.

How it works

Business partnership

MPAX will **unlock new revenue** streams for teams by monetizing before and after the game content, **something that hasn't been monetized before.**

This innovation comes without the need for additional investments or large production budgets, offering live, first-person perspectives that fans are bound to fall in love with and keep coming back for more.

Plus, fans have the convenience of making purchases directly during live streams, right when impulse buying is most likely to occur.

Celebrities @MPAX

MPAX offers influencers a platform to safely and immersively sell access to their lives, fostering closer relationships with their audience and providing a more personal level of interaction.

There are 4 ways of monetization for Content Creators

01 donations

A free stream that generates revenue from ads and donations, featuring trivia, merchandise sales, and live chat.

02 pay-per-stream

Pay-per-stream model unlocks special content, offering creators premium earnings from high-profile streams.

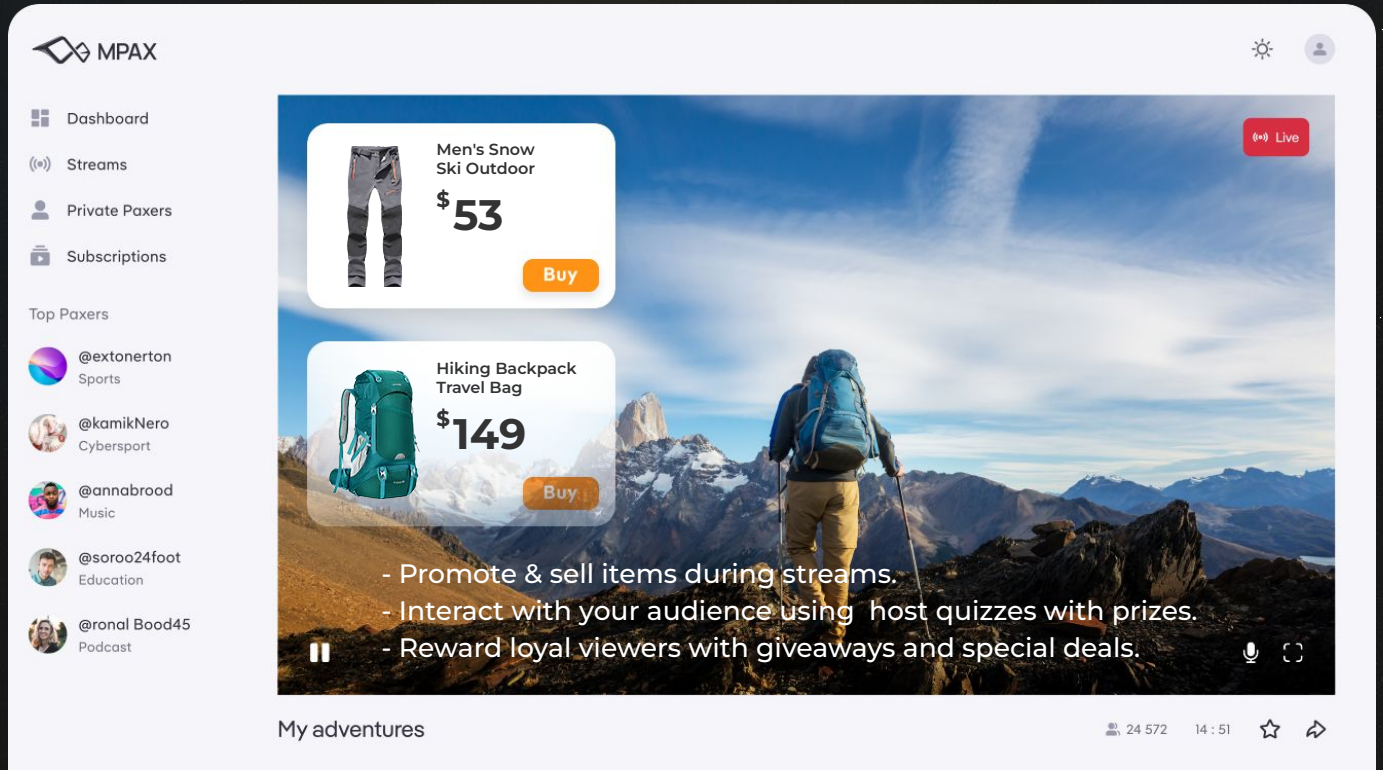
03 subscription

Monthly and yearly subscriptions, packed with exciting bonuses like tickets and exclusive merchandise, increasing creator revenue through added value.

04 live-shopping

Each stream allows purchasing unique items live like signed jerseys and limited editions, increasing revenue with exclusive merchandise.

Skyrocket your sales conversions with MPAX live-shopping



Sports: a prime use case

Consider this: a use case we're developing an MVP for.

Sport club @MPAX

We're set to revolutionize the pre-game routine by offering fans a unique live experience: a behind-the-scenes glimpse through the eyes of their favorite players, coaches, or club legends.

This immersive approach will forever change how fans connect with the game, keeping them closer to their club at all times.

With a total addressable market (TAM) for sports around the world at $3 trillion per year, the potential is huge.

There are billions of sport's fans around the world

Rank	Sport	Estimated Fans	Estimated Fans
01.	Soccer / Association Football	3.5 Billion	Europe, Africa, Asia, America.
02.	Cricket	2.5 Billion	Asia, Australia, UK.
03.	Field Hockey	2 Billion	Europe, Africa, Asia, Australia.
04.	Tennis	1 Billion	Europe, Asia, America.
05.	Volleyball	900 Million	Europe, Australia, Asia, America.
06.	Table Tennis	850 Million	Europe, Africa, Asia, America.
07.	Baseball	500 Million	America, Japan.
08.	Golf	450 Million	Europe, Asia, America, Canada.
09.	Basketball	400 Million	America.
10.	American Football	400 Million	Europe, Africa, Asia, America, Australia.

Note: this list is found in various forms online, though the original source of the fan numbers is unknown.

What kind of FPV content could you monetize with MPAX?

Imagine following the legends as they drive into the stadium, gaining access to backstage scenes, and chatting with other celebrities — all from their point of view.

This initiative will be a collaboration harnessing the full power of our Partner's marketing team. After all, the better the content we craft, the more revenue it will generate for the team.

Go to market strategy

MPAX is a bridge between WEB 2.0 to WEB 3.0

Step 1

Web 2.0. Signed an exclusive streaming contract with one of UEFA's top 10 clubs, MVP launch. There are already more agreements with several other clubs from the premier league and NHL.

Users are able to access simple fiat integrations using MPAX@Sport's Club module on sports team site in WEB 2.0, which does not involve blockchain technology.

Step 2

Celebrities or leading content creators as already signed ambassadors will create their own accounts on MPAX.io main platform with interaction in WEB3 only.

This process involves the use of the blockchain, which people must purchase in order to access deeper levels of content and interact with their idols on the platform.

Step 3

Scaling and creating new connections between users.

Fans, through the example of their idols, are able to create and monetize their own content and interact with other people. New connections are created with Influencers from related spheres.

A smooth onboarding experience for users

We want to avoid mistakes that have been made by other projects
and ensure that users are able to smoothly transition to the MPAX platform.

Customer Support

Clear and comprehensive documentation and support resources for users, particularly for those who may be new to cryptocurrency and blockchain technology.

Education Hub

We offer educational materials to help users understand the basics of crypto and streaming technologies and how they work within the context of the MPAX platform.

User-friendly Interface

A user-friendly interface and minimizing the complexity of tasks such as setting up wallets and making transactions could also help to make the transition to the platform as smooth as possible for users.

Sectors impacted by MPAX

Content creators

Sharing live content allows for direct monetization from its audience at zero production cost, yielding an up to 80% net income.

Car buying

Remotely inspect the desired product online, personally assessing its color, texture, and other attributes.

Sport

Through a variety of interactive content, MPAX deepens the fan experience and the connection between them and the team.

Tourism

With MPAX, anyone can embark on a "virtual tour," teleporting to desired destinations and marveling at the wonders of our planet. This opens up opportunities particularly for those with disabilities or those who have a fear of flying, making exploration accessible to all.

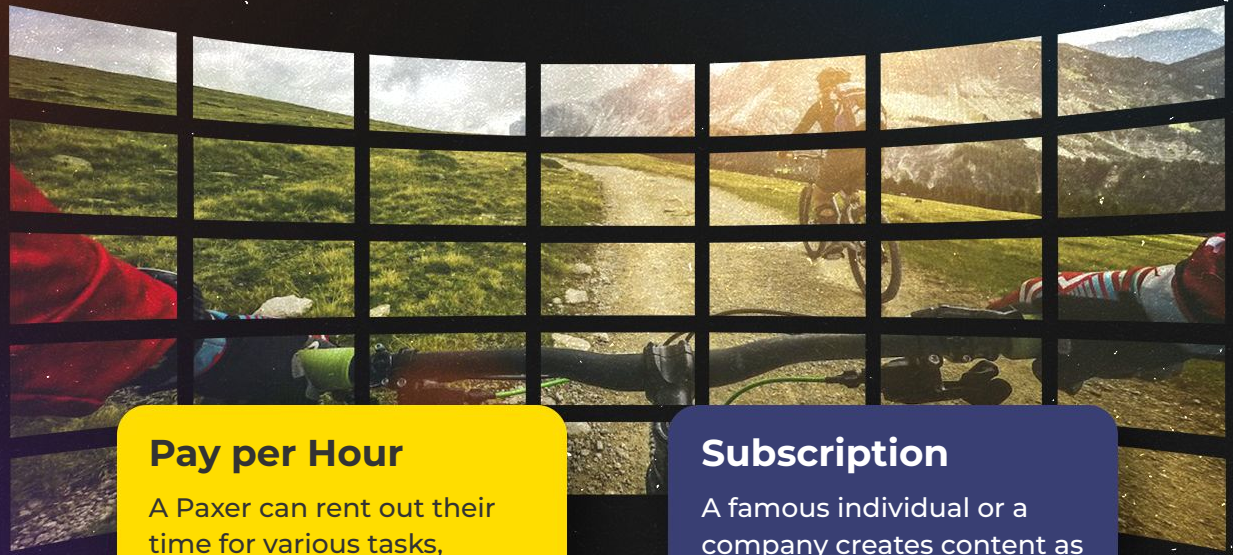
Real estate

Whether for agents or property investors, MPAX will become the go-to platform for saving time and money in the property buying process: from viewings to contract signing, everything could be done via MPAX technology.

Exhibitions

MPAX creates the ability to find a perfect supplier and new business partners remotely by viewing the supplier's products in detail and seeing them in action/testing them live without wasting time and money on flights.

Clear financial structure and profitable business model



Pay per Hour

A Paxer can rent out their time for various tasks, earning from $20 per hour.

Subscription

A famous individual or a company creates content as usual and decides on a set price for access.

We create

MPAX App

The mobile app features personal accounts for both Beholders and Paxers. Its core functionality is centered around fostering interaction between users.

MPAX Platform

New generation platform that will connect people on a completely different level and provide the ability to perform tasks in real time from any place in the world.

MPAX API

All live streaming devices capable of broadcasting to any server are supported. Stream with your mobile phone, action camera, and any other device you're accustomed to using.

We support

AI BODYCAM

STREAMING GLASSES

GO PRO

VLOG CAMERA

ACTION CAMERA

Blockchain technology integration

Fast, worldwide and affordable

*the percentage depends on the amount of staked tokens.

MPAX token use cases

To start streaming, each Paxer needs these 3 things:

01 Streaming device

You may utilize any market-available wearables that meet the MPAX platform's specifications.

02 MPAX tokens

You have to stake MPAX native tokens, and based on the amount staked, you will earn between 50-80% of the total revenue generated from your livestream.

03 NFT

NFTs can only be minted with MPAX native token.

Tokenomics

Seed Round 2.5%

5% TGE / cliff 3 months
/ vesting 18 months

Private Round 4%

7% TGE / cliff 3 months
/ vesting 14 months

Public Round 0,67%

100%
TGE

Team 17%

0% TGE / cliff 12 months
/ vesting 36 months

Advisors 9%

0% TGE / cliff 6 months
/ vesting 36 months

Platform rewards 46%

for community + yeild farming
0% TGE / cliff 1 month
/ 60 months vesting

Liquidity 5%

DEX deposit, CEX MM, CEX payments
16% TGE / 24 months vesting

Marketing 8%

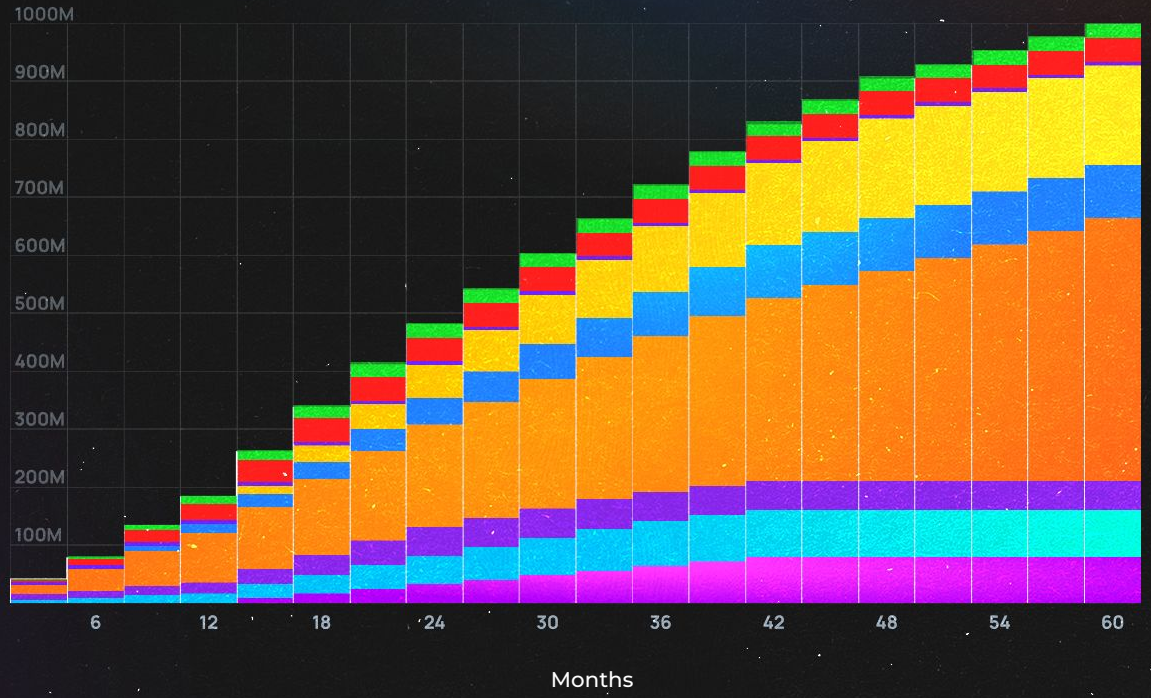
5% TGE / 36 months
quarterly vesting

Treasury 7.83%

0% TGE / cliff 12 months
/ 10% quarterly since 13th month

Tokens distribution

- Seed Round
- Private Round
- Public Round
- Team
- Advisors
- Platform rewards
  for community + yield farming
- Liquidity
  DEX deposit, CEX MM,
  CEX payments
- Marketing
- Treasury



Founders

MPAX was created by successful serial entrepreneurs from various industries.

EVGENY KAYUMOV

Co-Founder
Head of marketing

Linkedin

PREVIOUSLY AT

RGK

ROMAN MARTYNOV

Co-Founder
Head of R&D

Linkedin

PREVIOUSLY AT

soax.com

VADIM KOREPOV

Co-Founder
COO

Linkedin

PREVIOUSLY AT

AFFILIATE CONFERENCE

STEFANS KEISS

Co-Founder
Board Member

Linkedin

PREVIOUSLY AT

airpush

ARTEM ISAY

Co-Founder
CEO

Linkedin

PREVIOUSLY AT

Oisto
healthcare solutions redefined

Core team

DMITRY TSYGANKOV

CPO

Has over 10-years of 0-to-1 and 1-to-10 product management and data analysis in international products with multi-million MAU. Believes that a team is a principal value.

Linkedin

PREVIOUSLY AT

VALERIYA KUTKINA

CMO

Fruitful experience in B2B, B2C marketing for over 5 years in various fields, e.g. manufacturing, franchising, crypto.

Linkedin

PREVIOUSLY AT

MICHAEL LEDIN

CTO

12 years in software development. Successfully hired development teams and quickly launched startups from scratch multiple times.

Linkedin

PREVIOUSLY AT

ALEX OKSENTYUK

Head of design

10 years in design, customer development and promo production. In constant search for a balance between function and aesthetics.

Linkedin

PREVIOUSLY AT

Advisors

ALEXEY ANDRYUNIN

Founder and CEO

Founder and CEO of the one of the top market making firms in crypto market. Has deep knowledge in blockchain industry, finance, economics and trading.

Linkedin

GOTBIT

HATU SHEIKH

Chief Marketing + Strategy and Co-founder

Hatu's extensive leadership experience in managing and launching various projects is a huge asset to our brand, and we are confident that his guidance will help us elevate our product and brand to new heights.

Linkedin

DAO Maker

RYAN HORN

Founder and CEO

A seasoned professional with over 20 years of experience in blockchain, marketing, finance and sports. Possesses a unique ability to generate ideas, concepts and campaigns that guarantee a return on investment.

Linkedin

N3ON

MALOLETOV LEONID

Founder

A well-known trader with 6 years of experience on the crypto market. Owner of one of the largest trader's communities - Crypto Angel. Stable occupies the top lines in significant trading tournaments.

Linkedin

CRYPTO-ANGEL
CLUB

Advisors

MIKHAIL CHUBAROV

Head of Gotbit Foundation

Head of Gotbit Foundation - venture department + incubator at Gotbit, a linking element amongst Projects, VC and Launchpads. Has deep knowledge of building business and listing strategy for crypto projects.

Linkedin

GOTBIT

LEO IDORESEARCH

CEO

Expert in tokenomics building issues. Has extensive experience in crypto industry. A recognized master at working with many of the major launchpads and incubators that provide coverage to the crypto audience in the CIS.

Idoresearch.ventures

idoresearch.ventures

ALEKSANDR PERESICHAN

CEO

Professional with over 18 years of experience in technical development and management. Well-known expert in software development and launching. Has his own agency in this field - Tehnobit Systems.

Linkedin

tehnobit systems

FARKHAD SHAGULYAMOV

CEO

Founder & CEO of the innovative blockchain Velas. Professional in business-development. More than 5 years in crypto industry. Has deep theoretical knowledge of blockchain technology and cryptocurrencies.

Linkedin

VELAS

Roadmap

Q1 2022

01 Team gathering
02 Technology testing
03 Patent applications
04 Website & White Paper
05 Seed Token Sale

Q2 2022

01 Private Token Sale
02 Starting MPAX platform design & development
03 Server infrastructure preparation

Q3 2022

01 Developing key product feature: low-latency broadcast
02 Core iOS & Android apps preparing
03 Integrating third-party wearable devices (R&D)
04 Launching the MPAX Education Hub for newbies

Q4 2022

01 Launching a global marketing campaign
02 Engaging Influencers and Celebrities as Partners
03 Integrating payment providers
04 Improving customer features
05 Launching the Ambassador program

Roadmap

Q1 2023

01 Closed beta testing of the Platform
02 B2B Middleware Development
03 B2B Core Functionality Development
04 Start of worldwide Advertising campaign with partners
05 Strategic partnership with Leading Manufacture of Smart Glasses
06 Building Smart Contracts

Q2 2023

Closed Beta test of the Platform 01
Private presentation of the MPAX platform for investors and backers 02
Expanding B2B side of MPAX 03
Implement internal wallet 04
Connect broadcast chat 05

Q3 2023

01 Collaborations with influencers for expansion of the MPAX
02 Releasing multi-tasking features
03 Scheduled streams
04 Donations

Q4 2023

Paid and private streams 01
Live shopping 02
Business accounts on the Platform 03

Roadmap

Q1 2024

01 New collaborations with influencers for expansion of the MPAX
02 Merchandise release and raffle
03 Apple Store Release
04 Auditing smart contracts with Hacken, Certik

Q2 2024

Launch of MPAX @ Secret Partner 01
In-Platform Advertising 02
Launch collaboration campaigns with signed influencers 03
Listing on top crypto ranks 04
Public Beta test 05

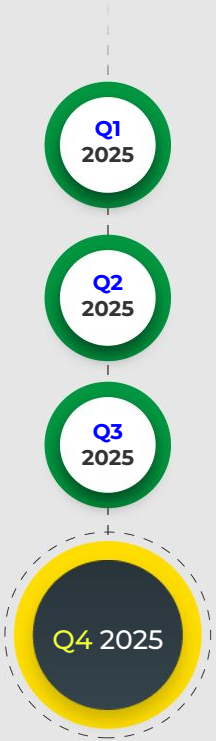
Q3 2024

01 Presale of Smart-Glasses
02 Scaling mount of partners in sports, museums, show business
03 Introducing real-time voice translation
04 Google Store Release
05 NFT collection developing
06 Public Raise

Q4 2024

Localization 01
Public round of $MTP sale on launchpads 02
Token listing on CEX/DEX 03
Public NFT Release 04

Roadmap



Q1 2025

01 Scaling mount of partners in tourism, real estate
02 Cryptocurrency swap and connecting bridges on the Platform
03 Listing on other exchanges
04 Soft launch: connecting Paxers around the world
05 Referral Program

Q2 2025

01 Increasing sales volume of devices
02 Scaling mount of partners in car, yacht sales
03 Scaling mount of Ambassadors

Q3 2025

01 User base increase
02 Scaling mount of partners in buying

Q4 2025

01 New AI integrations
02 Scaling mount of partners in new fields

Contacts

Any questions?
Contact us!

finance@metapax.io