MPAX

In vision the Future
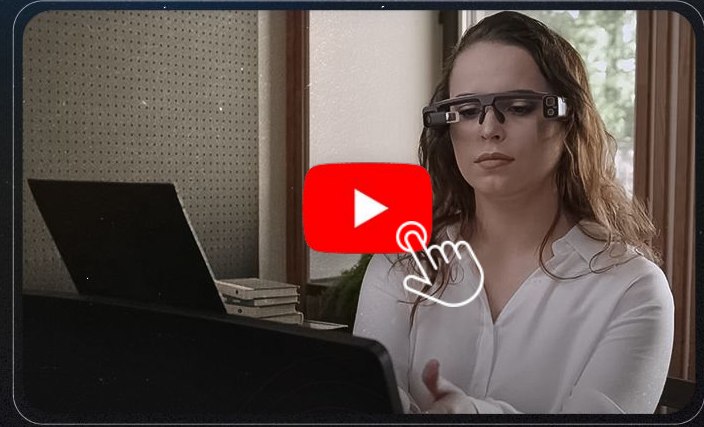
A new way of monetization for content creators

MPAX is the platform where any person will be able to use live streaming via wearable devices to monetize their time.

Creators will be able to actually monetize their content itself. With the profit up to 80% they will become the main beneficiary behind it.

Imagine the possibilities of guiding a person located at another continent, seeing and hearing everything in real-time.

Sport as a usecase

Consider one of use cases for which we prepare an MVP

Sport club @MPAX

We will give the fans a unique live experience of seeing behind the scenes what the game is all about through the eyes of their favorite player, coach or one of the legends of a club.

This will change pre-game routine forever and will keep fans even more connected to the club at all times.

Sports Around the World TAM $3 trillion per year.

How it works

Business partnership - Sport team case

MPAX will help the team **to monetize before and after the game content, something that hasn't been really monetized before.**

All of it without extra investments and costly production budgets, live and from a first person view, something **unique, that fans will love and keep coming back for more.**

Fans will have an ability to buy stuff **at live streams without leaving the page,** this is when most impulse purchases actually happen.

What kind of FPV content could you monetize with MPAX?

Imagine following the legends driving in to the stadium, scene, having an option to see backstage, chatting with other celebrities, all of it from a completely new point of view.

This will be a complete collaboration and full force of Partner's marketing team will be used because the better content we create the more money it will generate for the team.

4 ways of monetization:

01 —

Free for all stream with possibility to sell advertising and give option to watchers to donate. It will include numerous gamification options like trivia with unique prizes, ability to buy items from teams store and live chat to name a few.

02 —

Pay per stream option that will get access to better streamers (legends of the club or active players in sports, museum tours etc.)

03 —

Monthly subscription and yearly one (various incentives will be included like tickets, merch and other unique selling point).

04 —

Each stream regardless of the level will have an ability to purchase exclusive items that will be sold only during the stream itself (signed jerseys, limited exclusive items and other stuff of the same nature).

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.

Skyrocket your sales conversion with MPAX live-shopping

MPAX

- Dashboard
- Streams
- Private Paxers
- Subscriptions

Top Paxers

@extonerton
Sports

@kamikNero
Cybersport

@annabrood
Music

@soroo24foot
Education

@ronal Bood45
Podcast

Men's Snow
Ski Outdoor
$53
Buy

Live

Hiking Backpack
Travel Bag
$149
Buy

- Promote & sell items during streams.
- Interact with your audience using host quizzes with prizes.
- Reward loyal viewers with giveaways and special deals.

My adventures

24 572   14 : 51

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.

Industries That MPAX Will Impact

Tourism

With MPAX, anyone can attend a "virtual tour" by teleporting to a coveted destination and marvel at the beauty of the planet. This is especially true for a certain number of people with disabilities or phobias about flying.

Real estate

Therefore, MPAX will help you in the exact choice by demonstrating the space through agents, which noticeably saves time and money.

Sport

Providing a true life-changing experience for fans could involve offering a range of content and features that allow them to feel more connected to the team and its players.

Content creators

Sharing life content can be monetized directly from its audience with zero production costs and an 80% net income.

Car buying

Check remotely the desired product online, personally verify its color, texture and other parameters.

Exhibitions

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

Celebrities @MPAX

The ability to share celebrity life content
and monetize their audience directly with
zero production costs and earn up to 80%
of net income.

MPAX is a way for influencers to sell
admission into their lives in a safe and
immersive way.

Build closer relationships with audience
and offer a more personal level
of interaction.

Clear financial structure
and profitable business model
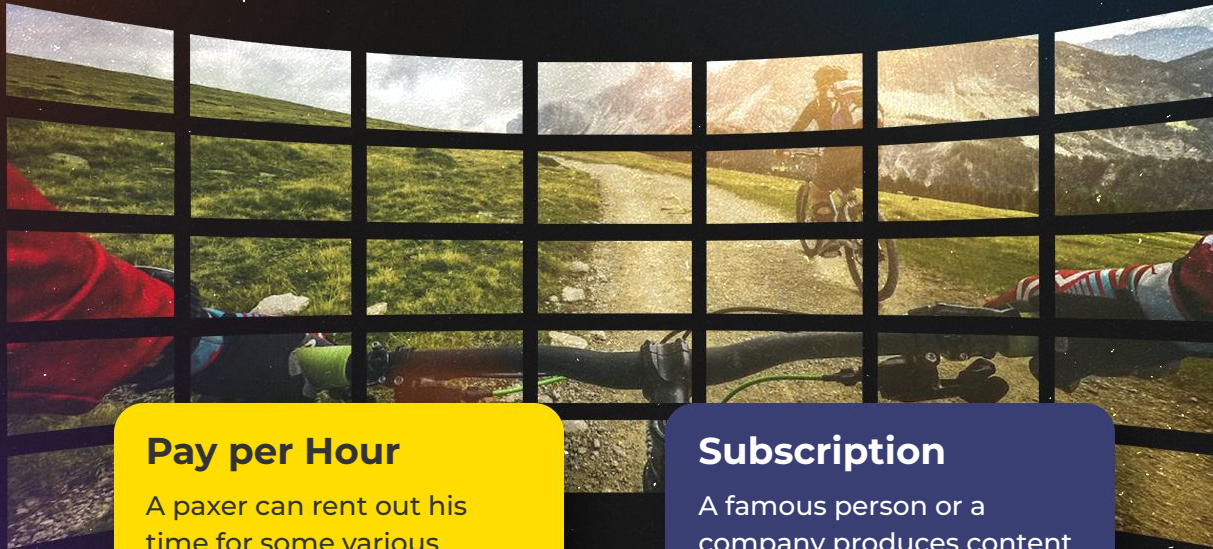
Pay per Hour

A paxer can rent out his time for some various tasks to manage with and earn from $20 per hour

Subscription

A famous person or a company produces content as usual and sets up an arbitrary price for access

We create

MPAX App

The mobile app consists of Beholders and Paxers personal accounts.
In particular, the main functionality of application is based on building 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.
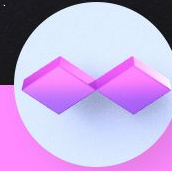
MPAX API

All live streaming devices that allow broadcasting to an arbitrary server are supported. Stream with your mobile phone, action camera and everything else you used to.

We support

AI BODYCAM

STREAMING GLASSES

GO PRO

VLOG CAMERA

ACTION CAMERA

Blockchain technology integration

from 20-50%*

Platform
Commission

Customer
(Beholder)

MetaPax
Platform

Personal task,
Donation based stream
or Subscription.
Market Place

Streamer
(Paxer)

50-80%

**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

Total Tokens
1,000,000,000

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**

Chart — Y-axis: 1000M, 900M, 800M, 700M, 600M, 500M, 400M, 300M, 200M, 100M. X-axis (Months): 6, 12, 18, 24, 30, 36, 42, 48, 54, 60.
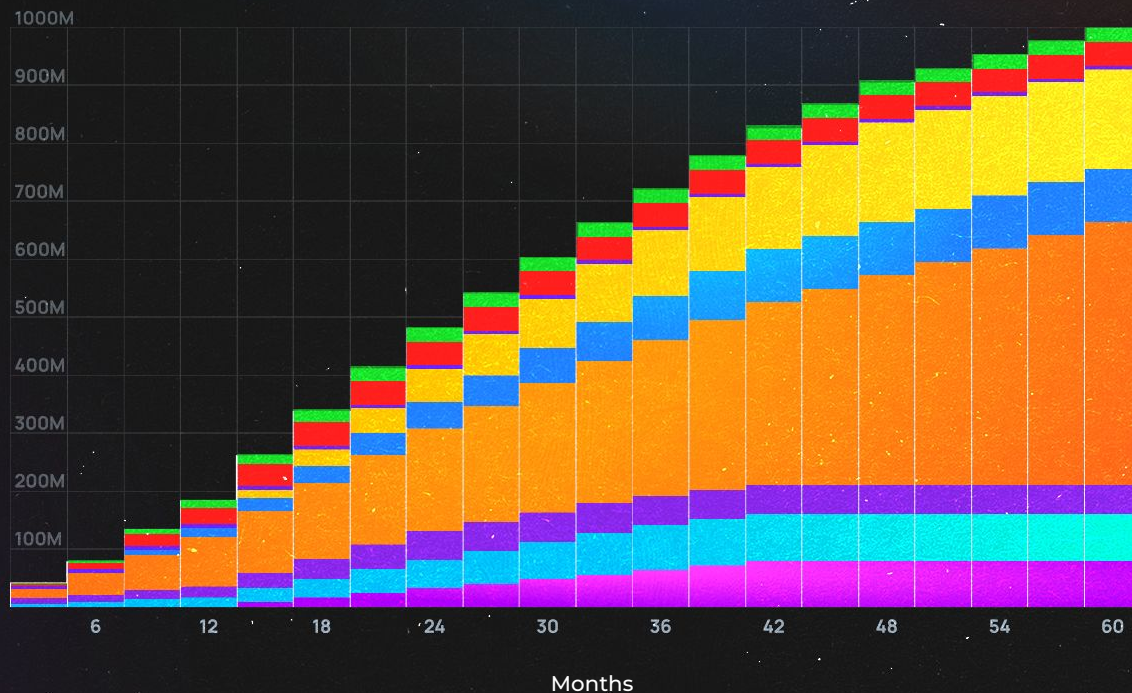
Founders

MPAX was created by successful serial entrepreneurs from various industries.

EVGENY KAYUMOV

Co-Founder
Head of marketing

Linkedin

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ROMAN MARTYNOV

Co-Founder
Head of R&D

Linkedin

PREVIOUSLY AT

VADIM KOREPOV

Co-Founder
COO

Linkedin

PREVIOUSLY AT

STEFANS KEISS

Co-Founder
Board Member

Linkedin

PREVIOUSLY AT

ARTEM ISAY

Co-Founder
CEO

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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.

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VALERIYA KUTKINA
CMO

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

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Avito

MICHAEL LEDIN
CTO

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

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BotHelp

ALEX OKSENTYUK
Head of design

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

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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.

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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.

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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](#)

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](#)

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.

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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](#)

Roadmap

Q1 2022

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

Q2 2022

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

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

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

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

Q3 2023
- 01 Collaborations with influencers for expansion of the MPAX
- 02 Releasing multi-tasking features
- 03 Scheduled streams
- 04 Donations

Q4 2023
- 01 Paid and private streams
- 02 Live shopping
- 03 Business accounts on the Platform

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

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

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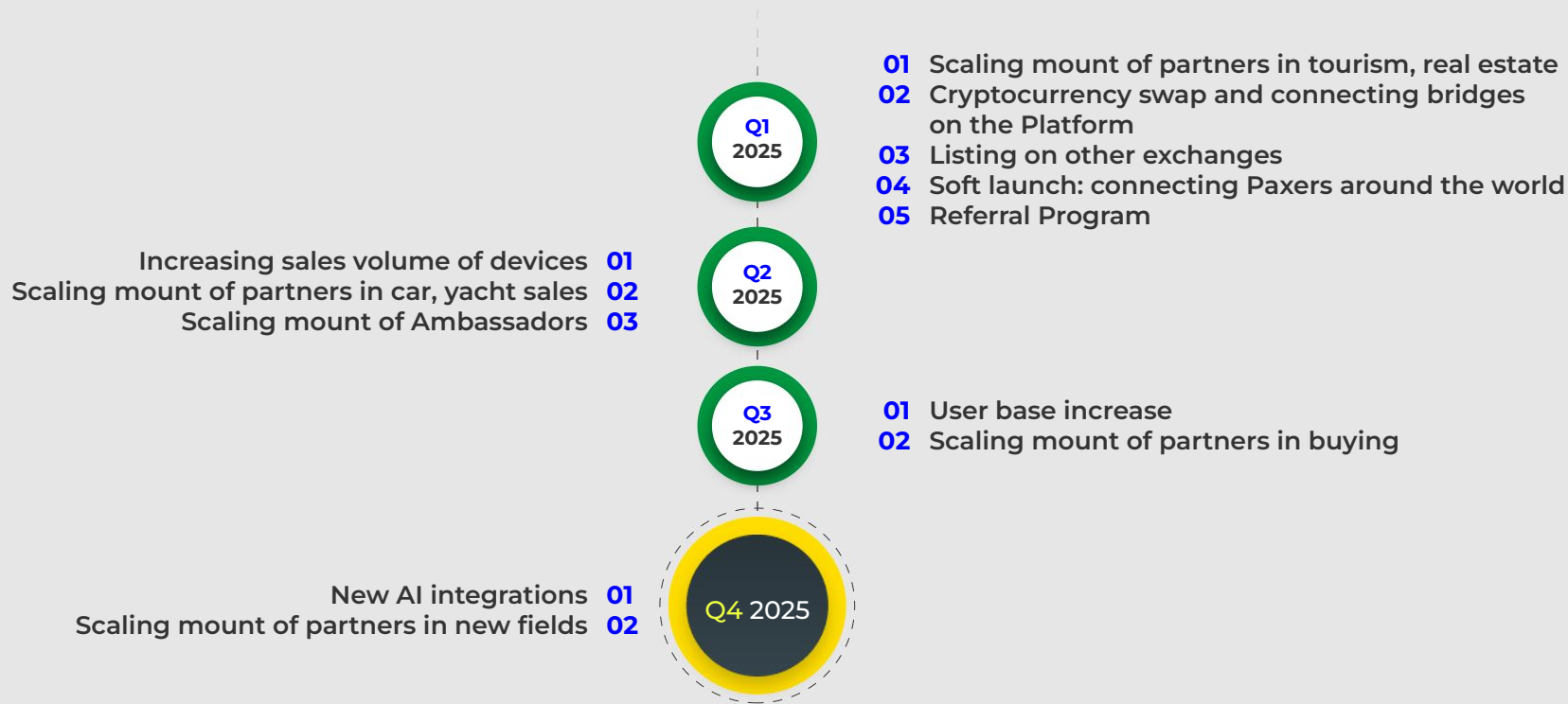- **01** New AI integrations
- **02** Scaling mount of partners in new fields

User friendly interface

Contacts

Any questions?
Contact us!

finance@metapax.io