

The Match logo is positioned in the top left corner. It features the word "Match" in a white, sans-serif font, with a stylized white 'M' icon to its left. The background of the entire image is a collage of digital, futuristic elements, including binary code, glowing circuit patterns, and various digital avatars of children wearing hoodies and goggles. The color palette is dominated by dark blues, purples, and oranges, creating a high-tech, cybernetic atmosphere.

# Match

Pioneer of Value-Based Social Networks

# Contents

Executive Summary .....	02
Introductio .....	03
Market Space Analysis .....	07
Market Size and Growth Potential .....	09
Opportunities for Match .....	14
The Value Flywheel Effect of Match .....	18
Technical Framework of Match .....	26
Tokenomics .....	29
Roadmap .....	34
Security .....	38
Community Ecosystem .....	41
Conclusion .....	44

# Executive Summary

## About Match

Match is an innovative platform committed to breaking down barriers to value-creating social interactions. Based on AI and bottom layer of the big data architecture, this platform leverages the wealth effect of meme coins to establish an efficient value-creating social network. On this platform, projects are accurately matched with users based on extensible social graphs, so that social interactions among users can be combined with wealth.z

## Vision and mission

Use innovative technologies and financial tools to establish a sustainable value-creating social ecosystem for long-term interests of users.

Promote improvement of both social interactions and economic returns based on a profound understanding of the combination of user needs and economic mechanisms.

# Introduction

## Overview of the value-creating social ecosystem

The Web3 social market sector is still in its infancy, and the crypto industry has not reached an agreement on the definition of Web3 social networking. On the one hand, projects labeled "Web3 Social" are emerging in an endless stream, covering not only single-application projects like content platforms, social platforms, and instant messaging apps, but also underlying protocols for infrastructure, such as social media protocols, asset digitalization protocols, and decentralized social graphs. On the other hand, none of projects expecting to present a feasible vision and future of Web3 social networking has launched any product that is convincing enough to users. All these projects are exploring Web3 social scenarios in their own perspective.

Match believes that applications and infrastructure are highly symbiotic and mutually boosting in the social market sector. Applications provide data for infrastructure and create user-oriented usage scenarios. Infrastructure accumulates valuable data for applications and should concentrate on value-creating social interactions. A value-creating social system has three core technology layers, namely, application layer, service layer, and infrastructure layer, and is divided into four sections, namely, wealth, traffic, social interaction, and information.

## **Meme – Develop the user base necessary for social scenarios**

Memes play a pivotal role in the Web3 culture. With a unique way of spread and high popularity, memes can provoke resonance among users and overcome language and cultural barriers to spread widely at a very low cost. Match introduces a new business model based on meme attributes while ensuring fairness and impartiality. This model creates the wealth effect by leveraging the resonance among crypto users aroused by the meme culture, as well as the strong community consensus and ecosystem development driving force resulting therefrom.

## **SocialFi – Establish a sustainable value-creating social ecosystem**

1. The official platform releases helpful information based on AI, including real-time data analysis, intelligent investment strategy recommendations, risk warnings, and industry research reports.

1. Match is committed to breaking down geographical and mental barriers between users to realize smooth social interactions regardless of distance. On the Match platform, physical attributes and social labels attached to users in the real world are intentionally weakened, whereas their communication and sharing processes are significantly magnified and optimized. On this basis, Match accurately captures and analyzes users' interests, preferences, and behavioral patterns, and provides them with personalized content recommendations and chances of interaction

accordingly. With an AI-powered recommendation engine, Match can pick out the most suitable social topics and communication partners from a massive amount of information to help users find like-minded friends quickly, shortening the ice-breaking process in their early social contacts. This personalized service not only improves experiences of users in their social interactions, but also increases the user activity and stickiness on the platform.

3. Match has developed various information carriers, such as group chat and forum, to enable barrier-free information dissemination and motivate content creation with wealth, maintaining strong attractiveness to users.

4. In the Match ecosystem, key opinion leaders (KOLs) establish a bridge between the platform and users, and serve as both interpreters and user retainers. With professional insights and great influence, KOLs can not only help users better understand various information and opportunities on the platform, but also boost the fan economy and promote improvement of the user activity and stickiness. On the platform, KOLs can provide users with in-depth, valuable content interpretation, helping them find the right approach among complex information. Accurate content released by these KOLs improves users' trust and dependence on the platform, while strengthening the professional image and brand influence of the platform. As a bridge between the platform and users, KOLs play a vital role in interpreting information and retaining users. In addition, the fan economy brought by them is a strong driver for the

sustainable development of the platform. Match will fully tap the potential of KOLs and establish an efficient, transparent, and win-win social finance ecosystem to create more value for users, realizing long-term development of the platform.

5. Match will develop a fan economy system inclusive to all people and create new social relations based on multiple factors, combining social relations closely with economic value.

## **AI – Provide users with opportunities to make wealth through quick value discovery and accurate match between users and projects.**

1. Match is one of a few Web3 social ecosystems supporting on-chain and off-chain data integration. This mechanism enables better learning and judgment by AI models, which in turn create more scenarios and applications to benefit users. Thus, a positive circle is formed.

2. Match leverages AI and the fission effect of bonding curves to introduce a new business model, adding diversity to the ecosystem. By monitoring public opinions and analyzing on-chain data with AI, Match can quickly provide users with various information and data required for decision-making, and match users with projects accurately. In this way, an AI flywheel is built in the ecosystem.

# Market Space Analysis

The value of SocialFi lies in its ability to combine social activities with financial mechanisms to create unprecedented user experiences and economic models. However, many SocialFi projects are still imitating the design and operation model of conventional Web2.0 social platforms. As a result, the unique value of SocialFi cannot be fully exploited. For example, many projects try to copy functions of Telegram or Twitter in Web3, but such imitation is tantamount to impairment of the innovation potential brought by decentralized technologies. SocialFi must build the core competitiveness of its own to achieve breakthroughs. The core competitiveness refers to the unique strength in standing out from competitors and creating value for users continuously.

With the growth of the cryptocurrency market, the distinctive meme coin sector is becoming the major battlefield for retail investors. The wealth effect of meme coins has attracted a large number of ordinary investors, but this alone is not enough for long-term development of the market. Since the meme coin market is dominated by retail investors not closely linked to each other, this market is badly in need of a simple, easy-to-use, and highly rewarding investment tool and an extensive social space. In the meantime, the top priority for the development of SocialFi is to have a large user base. From this perspective, the natures of SocialFi and

meme coins make their combination possible, while AI provides a feasible approach to the combination. The deep integration of financial and social functions addresses users' need for investment and triggers social interactions to improve the user stickiness.

The combination of AI and Web3 provides powerful technical support for the development of SocialFi. AI technology provides intelligent data monitoring and analysis to help users pick out valuable information from a massive amount of information, thus implementing accurate user profiling and content recommendation. This enables users to make investment decisions more quickly and improves their experience. Social activities and financial incentive mechanisms on the platform can attract a large number of users and aggregate traffic. These users bring huge traffic to the platform and create various information streams through social interactions. Based on these information streams, the platform can build a visual information aggregation system to deliver more intuitive and convenient service experiences to users. The information aggregation system not only helps users find desired information quickly, but also leverages its social attributes to create new value for the platform. For example, users can share their experience in investment and discuss market trends on the platform, thus forming an active community. The social attributes improve the user stickiness and provide new sources of growth for the development of the platform.

# Market Size and Growth Potential

## 1. Meme

Meme is a type of dissemination unit carrying cultural concepts and symbols, and is usually presented in such forms as images, videos, GIFs, and jokes. Some studies even compare the spread of memes on the Internet to disease transmission: They follow a viral spread path similar to the SIR model to "infect" a large number of Internet users. Meme coins are crypto assets that depend on memes to create value, giving financial attributes to memes previously circulated only for social purpose. With the emergence of meme coins, memes with cultural nature and symbolic significance and their spread process become worth trading and investing in for the first time. The core value of meme coins lies in their popularity and power of attracting public attention, which spawn a brand-new market form: Here, culture resonance is accurately measured and endowed with tangible economic value. A report of CryptoPotato says the value of the meme coin market has exceeded USD 50 billion. According to Binance's statistics, the value of meme coins held by institutional investors on the platform has increased from USD 63 million in January 2024 to USD 300 million. The meme coins watched most closely by institutions are Doge Coin (DOGE) and SHIB, which have strong liquidity.

## 2.SocialFi

SocialFi is an innovative way to endow social interactions with financial value. SocialFi, a model that combines social networking and DeFi, is bringing a new social interaction method. It has unique strengths:

**Data ownership by creators:** The decentralized social model based on blockchain technology returns the data ownership to users. Data and on-chain activities are transparent. Any platform expecting to use or trace users' data and activity history need to gain the consent of users and pay for the use of data,

**High scalability:** SocialFi can build a "Lego architecture" of decentralized finance based on smart contracts. This highly scalable architecture makes SocialFi not only a social media application, but also a next-generation platform that integrates social, financial, and NFT trading functions.

**Economic incentive model:** As a combination of social networking, Web3, and finance, SocialFi provides rewards and benefits to users by labeling their creative influences. Users get returns for the content they create on the platform, and participants can also earn income from use of social media.

Although SocialFi still has a relatively low market value and lacks an ace application, its potential of development is non-negligible. As the Web3 world keeps expanding, SocialFi is expected to achieve breakthroughs and become an important part of the blockchain industry in the future.

## 3. AI

The world is seeing an astonishingly rapid increase in the number of AI

companies, as the AI industry is growing vigorously thanks to supportive policies from governments around the globe. In 2023, the global AI market size reached about RMB 1187.9 billion (USD 163.5 billion). According to a market forecast, the global AI market will achieve a leap in 2030, reaching an astonishing size of RMB 11455.4 billion (USD 1576.5 billion). This means that the CAGR of the global AI market from 2023 to 2030 will exceed 35%, showing a strong momentum of development and great potential of the AI industry. The integration of AI agent and Web3 not only optimizes the decision-making process with automation, but also provides users with personalized experiences and much higher security, while ensuring interoperability between blockchains. This integration gives full play to the advantages of AI and blockchain technologies to build a more intelligent, efficient, and user-friendly decentralized ecosystem. In addition, AI and Web3 can remove pain points of the cryptocurrency industry in a revolutionary way. AI will improve the data production efficiency and redefine the economic model and value capture mechanism for public datasets in the new era.

In the cryptocurrency industry, a solution that can greatly reduce the cost and improve the efficiency in processing massive amounts of information will enhance the wealth effect. AI and Web3 can be combined with social media to establish a sustainable ecosystem incorporating people, commodities, and marketplace, which then creates more market opportunities. This process is completed in multiple stages:

**Stage 1: Leverage the popularity of meme coins to build a large traffic pool.**

In this stage, the popularity of meme coins lays a foundation for building a large traffic pool. Featuring ease of use and potential of high return, meme coins attract many retail investors in a short time. The large number of participants in the market provides a vast user base for building the SocialFi platform. The popularity of meme coins enables the platform to acquire a large amount of user data quickly, which becomes a solid foundation for later AI analysis and social interactions.

**Stage 2: Quickly explore sources of wealth in the "iPhone moment" brought by AI.**

In this stage, AI technology becomes the key force to drive the market development. Like iPhone that has been leading in the era of smartphones, AI will trigger revolutionary changes in the cryptocurrency field. Through intelligent data monitoring, accurate user profiling, and AI recommendation engine, the platform can quickly identify sources of wealth to help users find the most valuable investment opportunity from massive amounts of information. As AI technology provides a real cost-effective solution as it significantly improves users' efficiency in investment decision making and greatly reduces operational costs of the platform. In this stage, the platform retains users for a long time with its high-quality services and accurate investment recommendations.

**Stage 3: Serve public blockchains as the social layer to establish a sustainable ecosystem.**

In this stage, the SocialFi platform will serve as the social layer of public blockchains to aggregate traffic from the public blockchains, and provide

personalized services for users. The platform will also bring high-quality real users to projects through intelligent recommendation and accurate match, becoming a social transmission platform for projects. By doing so, the SocialFi platform not only brings traffic and users to public blockchain projects, but also strengthens users' sense of participation and loyalty with social interactions. Thus, a sustainable ecosystem is established. The platform will use AI technology to conduct in-depth analysis based on social interaction data of users, and create accurate user profiles and personalized recommendation policies. In this way, the platform will provide more personalized services to address diverse needs of users. Moreover, the platform will use social interaction data to create soul identities and on-chain credit certificates, further enhancing users' sense of trust and security on the platform.



# Opportunities for Match

## Gather valuable information

1. In the fast-changing cryptocurrency market, mastery of narrative insights is one of keys to profit making. When a project starts to be extensively discussed, its price may rise rapidly. And when it becomes a hot topic among the public, its price may have approached the peak. Match provides data analytics to help users trace social activities and measure market sentiment. The clues to market sentiment provided by the platform help market participants discover the new catalysts, narratives, and projects receiving more attention. This enables users to gain a competitive edge in the fast-changing meme market.

2. History shows that many Web3 social products struggled to survive during bear markets. A downturn in the cryptocurrency market usually leads to a decrease in the number of participants and amount of investment. To build its resilience to market fluctuations, SocialFi needs to establish its own safeguard mechanism. This mechanism is based on leading technology and can continuously optimize data assets and user experiences. No matter how the market environment changes and how market shares of protocols fluctuate, Match will maintain its advantage in competition thanks to its unique technical strength and high-quality user experiences.

3. Mine valuable information through Match's ability to aggregate scattered data in the market to the application layer for deep analysis and processing. Match provides accurate analysis on behavioral data in the market, which enables users to quickly find the desired content and communication partners of interest, without the need to read too much useless information. This not only improves the satisfaction and stickiness of users, but also enhances the overall competitiveness of the platform.



## **Create personalized social experiences**

1. Match will explore the boundary of innovation in Web3 and AI technologies and strive to build next-generation social infrastructure. Adhering to the principle of "by the user, for the user", Match will give top priority to the privacy of every user, and create personalized social graphs for users, including their social relations and shared content. Users are guaranteed with the full ownership of their traffic and data.

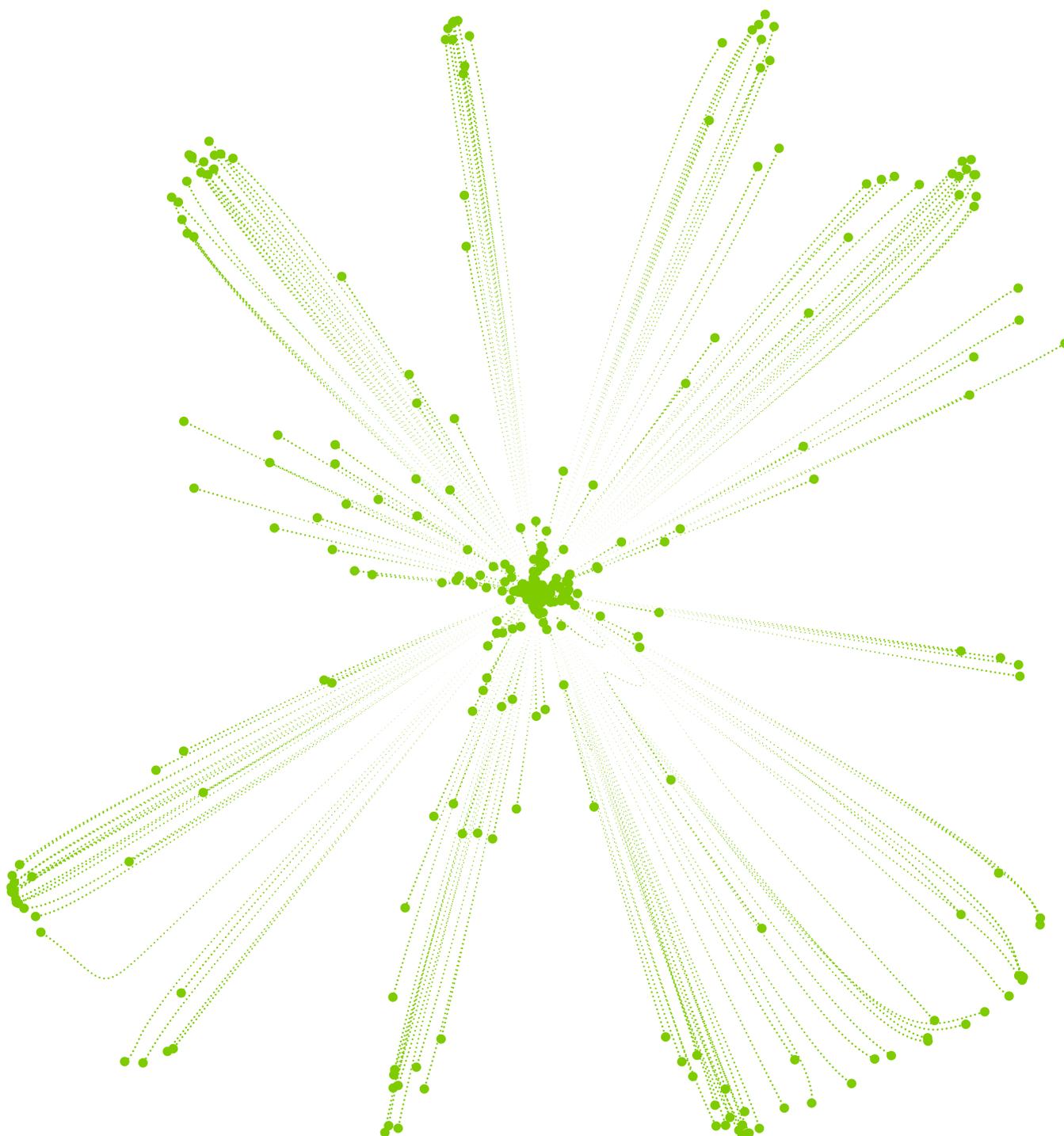
2. Match is committed to designing a unique identity layer to enable users to show their real and diverse personalities on the platform. The identity layer contains basic personal information and investment preference of users, as well as their interaction history, social networks, and behavioral characteristics. Based on these elements, a comprehensive and vivid profile is created for each user. With this unique identity layer design, Match can provide users with more personalized and accurate social experiences. In addition, the social model based on real identities enhances the trust and quality of interactions between users. On the platform, users can present their real personalities, meet like-minded friends, and establish deep social relations.

## **Eliminate drawbacks in the market**

1. The registration system of Match can identify real users to prevent money making with robot accounts or batch registered accounts, and give creators of high-quality content more rewards. In addition, Match tries to enable all real users on blockchains to complete a change of their identity. This effort will help to attract a large number of real users to the platform.

## Maintain constant profitability

Match has multiple clear and reasonable sources of revenue, including but not limited to high-accuracy policy recommendation and B2B traffic direction services. It can boost values of tokens and products continuously.



# The Value Flywheel Effect of Match

Match seamlessly integrates four fundamental aspects of wealth, traffic, social interaction, and information as four fundamental layers. In this process, the wealth effect leads to traffic aggregation, which generates social scenarios. Social scenarios facilitate information dissemination, which further amplifies the wealth effect.

## **Wealth effect leading to traffic aggregation**

1. Utilizing the wealth multiplier effect of memes to attract seed users, the strong virality and explosive nature of meme coins, Match can quickly ignite market enthusiasm. Users, after experiencing it themselves, develop a strong desire to invest and join, thereby attracting more users to the platform, creating a solid user base. On this basis, introducing a decentralized auction mechanism can further ignite the market.

2. Leveraging the wealth multiplier effect and information dissemination, the platform can rapidly form community consensus. As users join in meme investment and trading, they gradually recognize the platform's value and philosophy, thus enhancing community cohesion and loyalty.

3. Memes, with their unique cultural and social attributes, can spread

rapidly across social media and communities. Users share and discuss meme-related content, creating a viral spread effect that rapidly expands the user base. The platform leverages the unique cultural attributes of memes to design a series of marketing and promotional activities, attracting user attention and participation.

### **Traffic aggregation generating social scenarios**

1. Increase user activity and promote the expansion of the social graph by encouraging users to engage in social matching and interactions.
2. Users can earn additional rewards by referring others to join the platform after participating in social interactions and completing matching tasks. This referral mechanism creates self-replicating traffic, continuously attracting new users and expanding the platform's user base.

### **Social scenarios facilitating information dissemination**

1. Increase user activity and promote the expansion of the social graph by encouraging users to engage in social matching and interactions.
2. Users can earn additional rewards by referring others to join the platform after participating in social interactions and completing matching tasks. This referral mechanism creates self-replicating traffic, continuously attracting new users and expanding the platform's user base.

3. Personalized social scenarios and activities are designed based on user interests and behavior data. Examples include online discussions, interest groups, and game battles, which enhance user engagement and interactivity through diverse social scenarios.

4. Real-time analysis of user behavior and feedback in social scenarios allows for optimizing the design and content of these scenarios, ensuring users always find engaging activities and topics on the platform.

5. Users are segmented and grouped using clustering analysis and classification models based on interests, behavior patterns, social networks, and other characteristics. This generates precise user profiles which are then applied to personalized recommendations, targeted marketing, and social matching. The user profile models are continually optimized and updated to improve accuracy and effectiveness. This enhances the efficiency of matching users with project information and investment strategies.

6. Construction of soul identity: A unique soul identity is constructed based on user profiles and behavior data. This identity is not only a unique identifier for users on the platform but also reflects multi-dimensional information such as interests, behavior patterns, and social networks, ensuring the authenticity and uniqueness of the user identity.

7. Generation of on-chain credit credentials: User behavior data and interaction records are recorded on-chain, generating immutable credit

credentials. These credentials document user social behavior and contributions, serving as credit scores on the platform, enhancing trust and security, and providing a data reference for credit granting.

8. Application of the credit system: On-chain credit credentials are applied to various platform scenarios, including social matching, task allocation, and reward mechanisms. The credit system is built to ensure platform fairness and transparency, increasing user trust and engagement.

9. Match's AI-driven platform closely monitors social media interactions, discussions, and trends. By analyzing massive social data in real-time, AI can identify patterns and anomalies that might be missed by human analysts. This continuous monitoring keeps users updated on the latest developments and shifts in market sentiment, providing a dynamic perspective on how various factors impact market behavior. Additionally, through Match's AI capabilities, market participants receive actionable sentiment clues, highlighting significant changes in market perception. These techniques dissect social media conversations to uncover potential sentiments. Match's AI analysis also pinpoints new catalysts, narratives, and projects that gain attention. By detecting early signs of increased social engagement, the platform helps users identify opportunities before they become mainstream. This forward-looking approach enables investors and traders to capitalize on emerging trends and narratives, positioning themselves advantageously in the market.

## **Information dissemination amplifying wealth effects**

1. In modern financial markets, the quality of the investment target database directly determines the efficiency and profitability of user investment decisions. By building a massive repository of high-quality content, the platform provides users with comprehensive, in-depth, and valuable investment information.

The platform, powered by AI, collects data, market analysis reports, industry news, and more from a global scope. It then uses big data technology to filter and clean the data, ensuring accuracy and timeliness. The platform expands data sources (including user group discussions, key opinion leaders, and expert analyses) using AI to create a multidimensional, in-depth content repository that aids user decision-making.

AI enables users to complete smart investments as active decision-makers by giving investment target suggestions based on their habits and creating trading strategies according to their styles.

2. The platform integrates high-quality content into the investment target database after filtering and evaluation, and provides users with an intuitive and easy-to-understand display interface through visualization tools and interactive design. This allows users to easily browse and query various information on investment targets to make informed decisions.

3. The AI recommendation engine efficiently matches users with the most suitable investment projects, maximizing user investment returns. During

the process, the engine extracts key features from a vast number of investment targets with neural network models and visually represents these features.

## **Addressing industry pain points**

### 1. Solving the lack of sustainable drive in memes:

Match NFTs, through the Social Matching System (SMS), effectively derive diverse social scenarios. Its unique pooled staking/mining mechanism not only realizes the social value of NFTs but also empowers social relationships. Through this method, Match NFTs can accumulate significant social traffic within social relationships, further refining on-chain identities and building practical application scenarios. By combining meme coins with social scenarios, Match can attract and retain more users and stimulate active interactions on the platform. These interactions extend beyond social activities to cover staking, trading, and other financial activities, forming a closed-loop ecosystem.

### 2. Solving the incompatibility of social and financial elements in SocialFi:

**AI-driven precise matching:** Financial operations such as staking and mining synchronize social and financial activities. AI technology, through analyzing user behavior and preferences, provides personalized financial product and service recommendations. AI's precise matching ensures users find highly compatible financial products during social interactions.

**Market narrative and brand communication:** Effective market narrative and brand communication convey Match's unique value and vision in the

SocialFi field, attracting more users and partners.

Data-driven decision-making and optimization: Continuous data monitoring and analysis help understand user needs and behavior changes, allowing timely adjustments and optimization of product and service strategies, ensuring the effective and sustainable integration of social and financial elements.

### 3. Providing AI solutions for user retention:

Addressing the issue of user retention: Though relying solely the wealth effect of a single asset is unsustainable, a collection of wealth codes can provide continuous motivation. In the rapidly changing cryptocurrency market, Match uses extensive social data combined with advanced AI analysis to offer unparalleled insights into social activities and market sentiments. This high-level integration of AI technology enhances the ability to track and analyze social interactions and provides crucial market sentiment indicators, which are essential for making informed decisions. This forward-looking approach enables investors and traders to capitalize on emerging trends and narratives, positioning themselves advantageously in the market.

### 4. Providing AI use cases in commercialization scenarios:

For project teams navigating the rapidly changing cryptocurrency market, Match offers a significant competitive edge. The platform's AI-driven insights enable projects to precisely reach a large number of target users, understand community perceptions of their projects, and identify key influencers and opinion leaders. This information is

invaluable for project launches, effective marketing strategies, and community engagement plans. Additionally, by leveraging AI to monitor and analyze market sentiment, project teams can quickly adapt to changing market conditions, promptly address negative sentiments, resolve community concerns, and strengthen positive narratives. This flexibility ensures that projects remain relevant and attractive in a highly competitive environment.



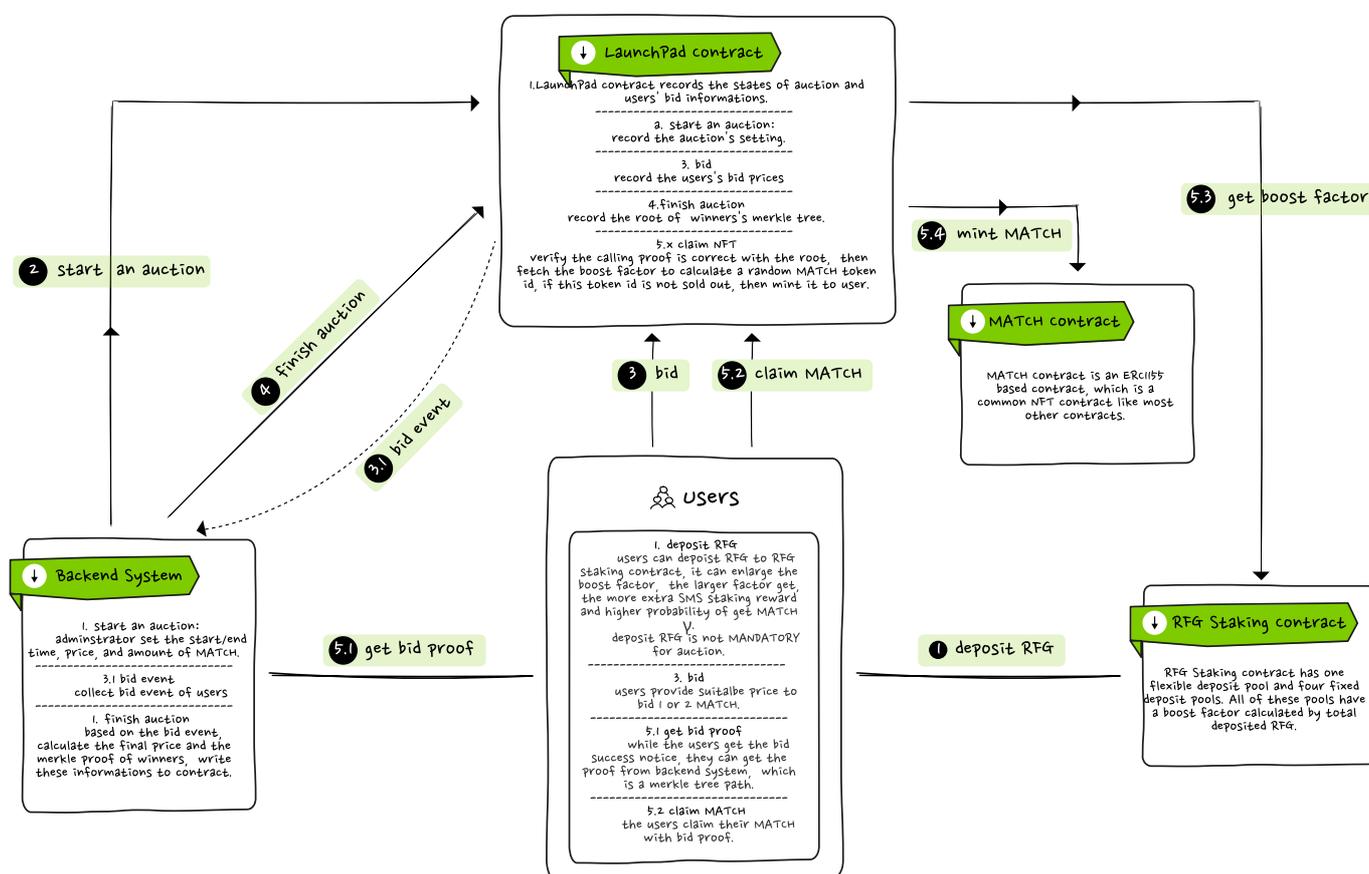
# Technical Framework of Match

## System design and implementation of Match V1.0

The contract system of the Match platform is composed of the Token System, Auction Contract, Staking System, and Single Asset Staking System, which work together to achieve the following functionalities:

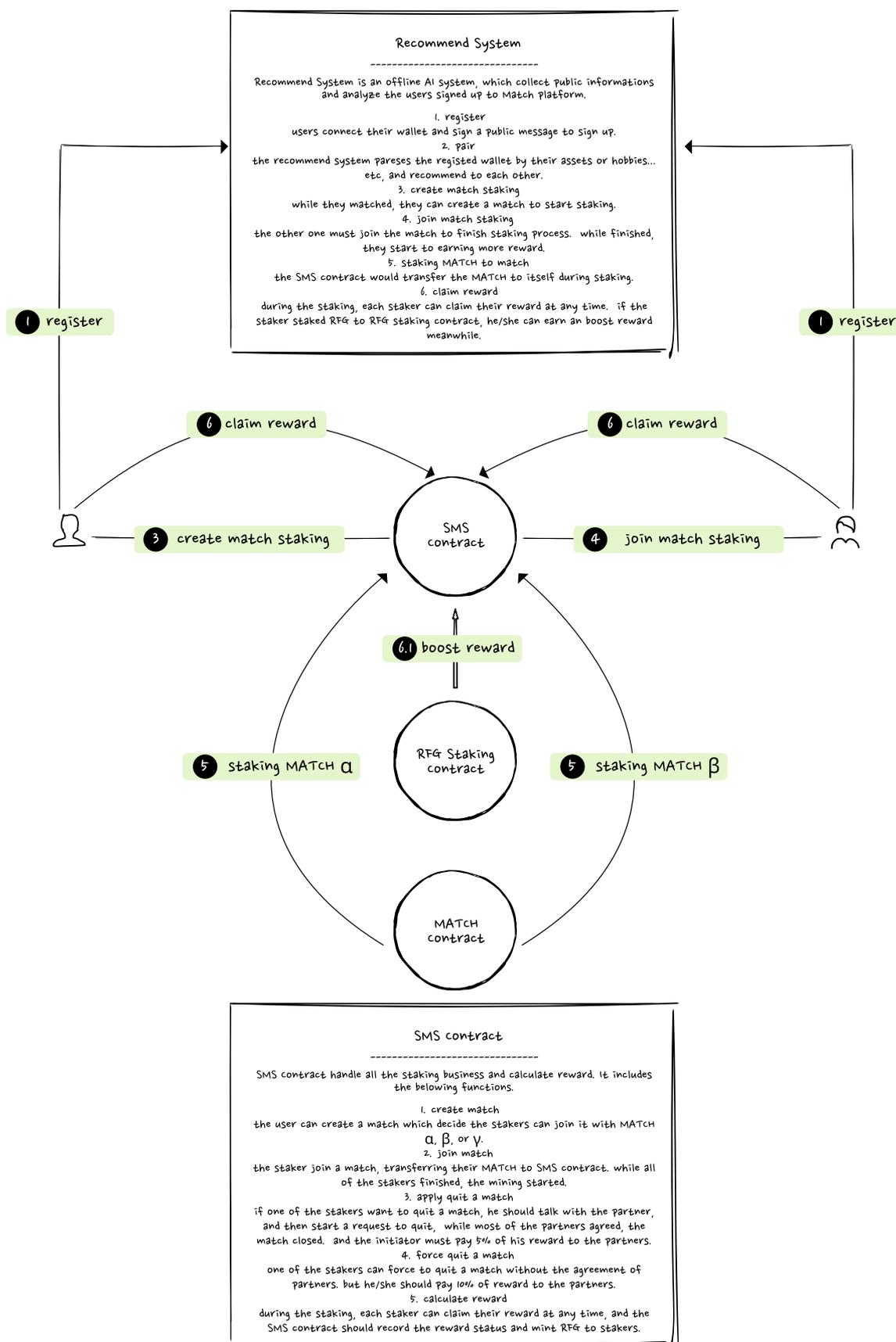
### Auction

Participating in auctions is the only way for users to acquire Match NFTs early on. Users bid in the auction contract to gain a ranking. Users with suitable bid prices calculated with a public algorithm will randomly receive one or two NFTs. Additionally, users who stake in RFG staking have a higher probability of getting Match  $\gamma$ .



## SMS staking

Through social matching, users join in staking Match NFTs to earn RFG rewards.



## AI platform

The Match AI platform collects on-chain transaction information, risk information from security companies, and public security address label libraries, as well as order and transaction information from CEXs. The AI system processes this data to provide the following API interfaces for the Match platform:

**Recommend APIs:** Recommend to users projects of interest, KOLs, and alpha opportunities based on user preferences.

**Trading APIs:** Recommend suitable financial and trading opportunities for users.

**Risk APIs:** Evaluate the risk of projects.

# Tokenomics

Match consists of two types of assets: Match NFTs and RFG tokens.

Match NFTs are incentive tools for users on the platform. By holding and using NFTs, users can earn RFG tokens, unlock more platform features, and gain higher social value.

## Uses of NFTs

Match NFTs are not only digital assets but also play significant roles in pooled staking/mining and social interactions. In Match, NFT staking is the only way to earn RFG early on, serving as both a reward and incentive for NFT holders. This innovative integration not only increases user engagement but also injects new vitality into the platform's ecosystem.

One of the primary functions of NFTs on the Match platform is for pooled staking/mining. This mechanism allows users to stake their NFT assets to join in the platform's mining activities. Staked NFTs not only increase mining returns but also optimize the staking and reward distribution and exit settlement process through a dynamic allocation algorithm.

Additionally, the Match Plaza feature, derived from AI large models, can intelligently and accurately recommend matching relationships to ensure

that any staked asset maximizes its potential returns. This not only improves user investment returns but also enhances the actual value and functionality of NFTs.

NFTs guide users to join in social interactions and build social scenarios. On the Match platform, NFTs are not just static digital assets but are crucial tools for engaging users in social activities. The platform also designs various social activities and tasks for users to complete to earn more NFT rewards, further boosting their engagement.

## **NFT distribution**

Match offers 45,000 NFTs in total. There are three types of Match NFTs, each representing different mining weights, labeled  $\alpha$ ,  $\beta$ , and  $\gamma$ . Among them, Match NFT  $\gamma$  has the highest mining weight, and thus, its value is relatively higher.

(Weight:  $1.1\alpha - 1.2\beta - 1.3\gamma$ )

## **Initial distribution**

90% for decentralized auction sale

10% for community building and team incentives

## **Allocation schedule**

Each auction will release 4,050 NFTs per phase, for a total of 10 phases. A total of 40,500 Match NFTs will be sold through a decentralized, variable-price auction. NFTs will be awarded based on bid price ranking, with unsuccessful bids and the portion of successful bids exceeding the

winning bid price being refunded to the bidders. Each address can join in up to two auctions, with a maximum of two NFTs per phase. The auction process will be ensured fair and just through an open-source algorithm.

## **NFT gameplay**

Match creates a highly engaging community through its unique SMS mechanism and the Match NFT staking ecosystem (where NFTs are the only way to generate early RFG). Match also sets up three types of NFT staking pools: single NFT pool, double NFT pool, and triple NFT pool.

This variety of NFT gameplay encourages active user interaction and increases the social activity of the product. The details are as follows:

**Single NFT pool:** Users stake a single NFT to mine, yielding stable but lower annualized returns.

**Double NFT pool:** Users stake two NFTs in pairs, in any combination (e.g.,  $\alpha$  and  $\beta$ ,  $\alpha$  and  $\gamma$ ,  $\beta$  and  $\gamma$ ), yielding higher annualized returns than the single pool.

**Triple NFT pool:** Users stake three NFTs simultaneously ( $\alpha$ ,  $\beta$ ,  $\gamma$ ), yielding the highest annualized returns among the three pools.

**Team mode:** Due to the differing yields of the NFT pools, the Match platform encourages users to find teammates on the Match Plaza page to stake together, which in turn forms a network of social relationships. On the Match Plaza, users can find suitable teammates, communicate via social tools, and agree to stake NFTs together to increase yields. For example, a user holding an  $\alpha$  NFT can find teammates with  $\beta$  or  $\gamma$  NFTs. Through negotiation, one person stakes an  $\alpha$  NFT, and the other stakes a

y NFT, jointly entering the double NFT pool for mining. More users can team up to form a triple NFT pool for mining.

## **Exit logic**

### **Exit from a single NFT pool:**

Users who hold a complete set of 3 different NFTs can exit at any time, with immediate deposit and withdrawal of 100% of the yields.

### **Exit from a double NFT pool:**

1. Users who hold 2 different NFTs follow the same exit logic as the single NFT pool.
2. To exit, users must communicate with their teammates via internal messaging or social tools. The user clicks the exit button, and the teammate can choose to agree or refuse. If the teammate refuses, the user can click force exit or negotiate further. If the teammate agrees to exit, 5% of the user's yields will be deducted for the teammate's benefit; If the teammate refuses, the user may force exit with 10% of its yields after deducted for the teammate's benefit.

### **Exit from a triple NFT pool:**

1. Users who hold 3 NFTs can exit at any time, with immediate deposit and withdrawal of yields.
2. Users who hold 2 NFTs and find a teammate follow the same exit logic as the double NFT pool.
3. Users who hold 1 NFT and find 2 teammates can send messages to both teammates. If either teammate agrees, the user can exit with 5% of its yields deducted to be evenly distributed to the remaining teammates. If both teammates refuse, the user may exit with 10% of its yields deducted to be evenly distributed to the remaining teammates.

## RFG distribution

The total issuance of RFG is 100 billion, with no reserve for the project team. NFT staking is the only way for early users to obtain RFG. RFG distribution includes:

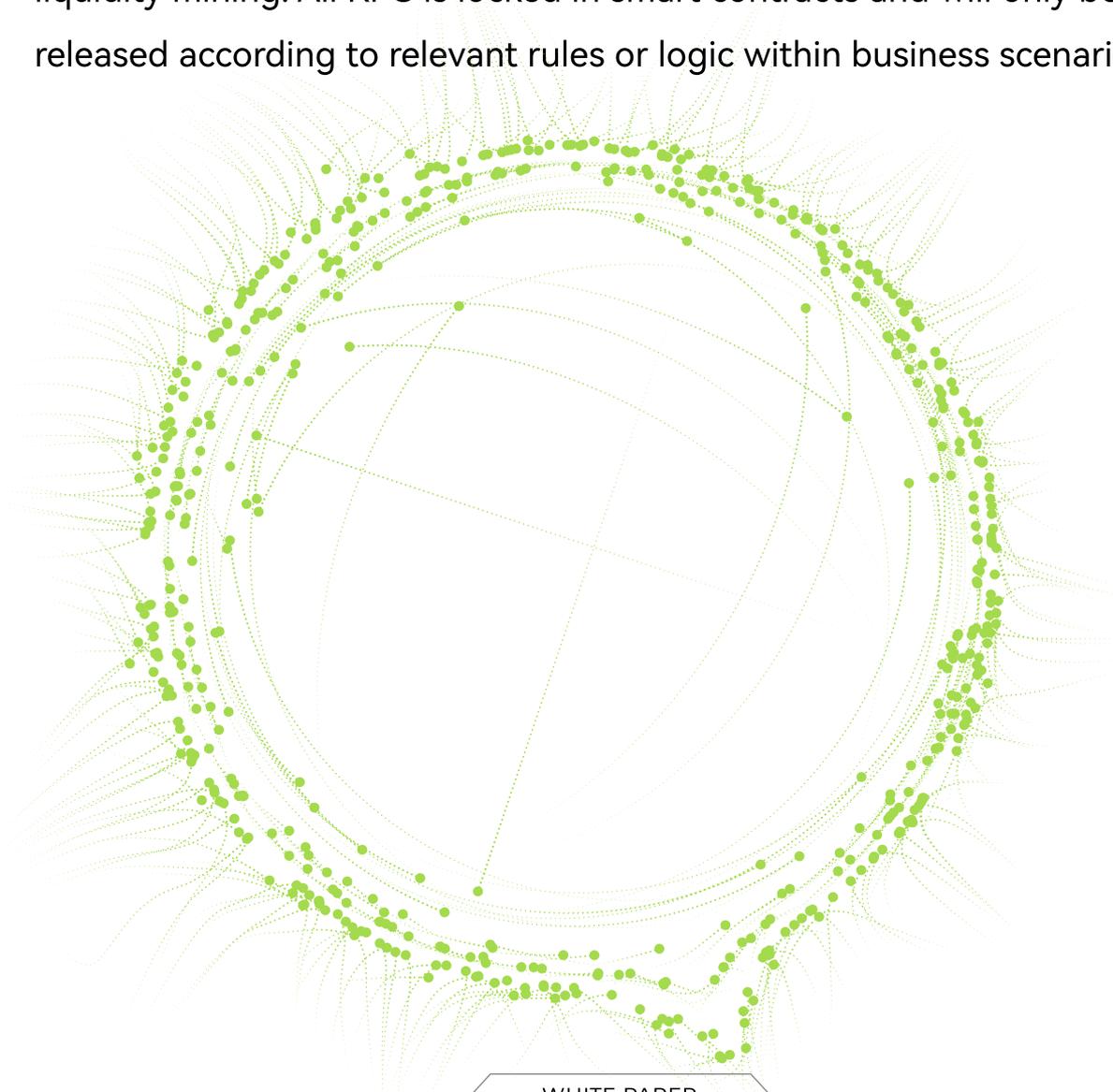
30% for liquidity provision

10% for airdrops

60% for user community mining and other business outputs

## RFG generation ways

RFG is generated through various means, including but not limited to Match NFT staking/mining, Match single asset staking/mining, and liquidity mining. All RFG is locked in smart contracts and will only be released according to relevant rules or logic within business scenarios.



# Roadmap

## **Departure: decentralized auction, social matching and mining, product backend services**

In the "Departure" phase, the Match platform will focus on decentralized auction, social matching and mining, and the development of backend services.

- Launch a decentralized auction prototype that supports full on-chain features and the English auction logic.
- Complete the design and development of the core technology architecture for the Match platform, forming a fully open-source front-end and back-end.
- Introduce the Social and Pooled Staking feature, where Match pioneers the use of NFTs for pooled staking in social applications.
- Initiate the Match NFT.
- Initiate the RFG: Conduct internal testing and security audits to ensure platform stability and security.
- Launch marketing campaign: Increase market momentum through KOL hype and media promotions.

## **Sailing: RFG listing, application layer 2.0 (DIM, DID, ZONE, etc.), infrastructure layer (general database and data services)**

In the "Sailing" phase, the Match platform will enter a period of rapid expansion and application innovation.

- Deploy the platform's basic functionalities.
- Engage in community building and promotion activities.
- Launch on-chain identity and social accessories to enhance platform playability and empower the value of personal information.
- Initiate the Angel Program: Attract renowned KOLs and OGs through public domain traffic communities.
- List on major centralized exchanges to increase the number of token holders and expand influence.

### **Breaking Waves: RFG application scenarios, infrastructure layer**

In the "Breaking Waves" phase, the Match platform will further expand RFG's application scenarios and deeply integrate AI technology into the infrastructure layer.

- Extend RFG's application scenarios across finance, social, and other fields. The platform will meet diverse user needs through innovative financial products and services, including decentralized lending and intelligent advisory. By enriching application scenarios, Match aims to enhance both user scale and platform value.
- Expand Match application scenarios: Launch the on-chain DID system and social accessory system to activate and amplify personal social value using Match. Introduce more SocialFi services and partners, expanding the Match platform's ecosystem and driving global development to increase market impact and user coverage.
- Unlock social value potential: With the on-chain credit system,

integrate exchanges and public chain ecosystems to address the industry's on-chain credit deficiency issues.

– Introduce Match Social Wallet, a new self-custody Match social wallet, allowing users to view all their social assets including NFTs, RFG, and social graphs. The wallet will feature unique functions such as NFT avatars and derived key management.

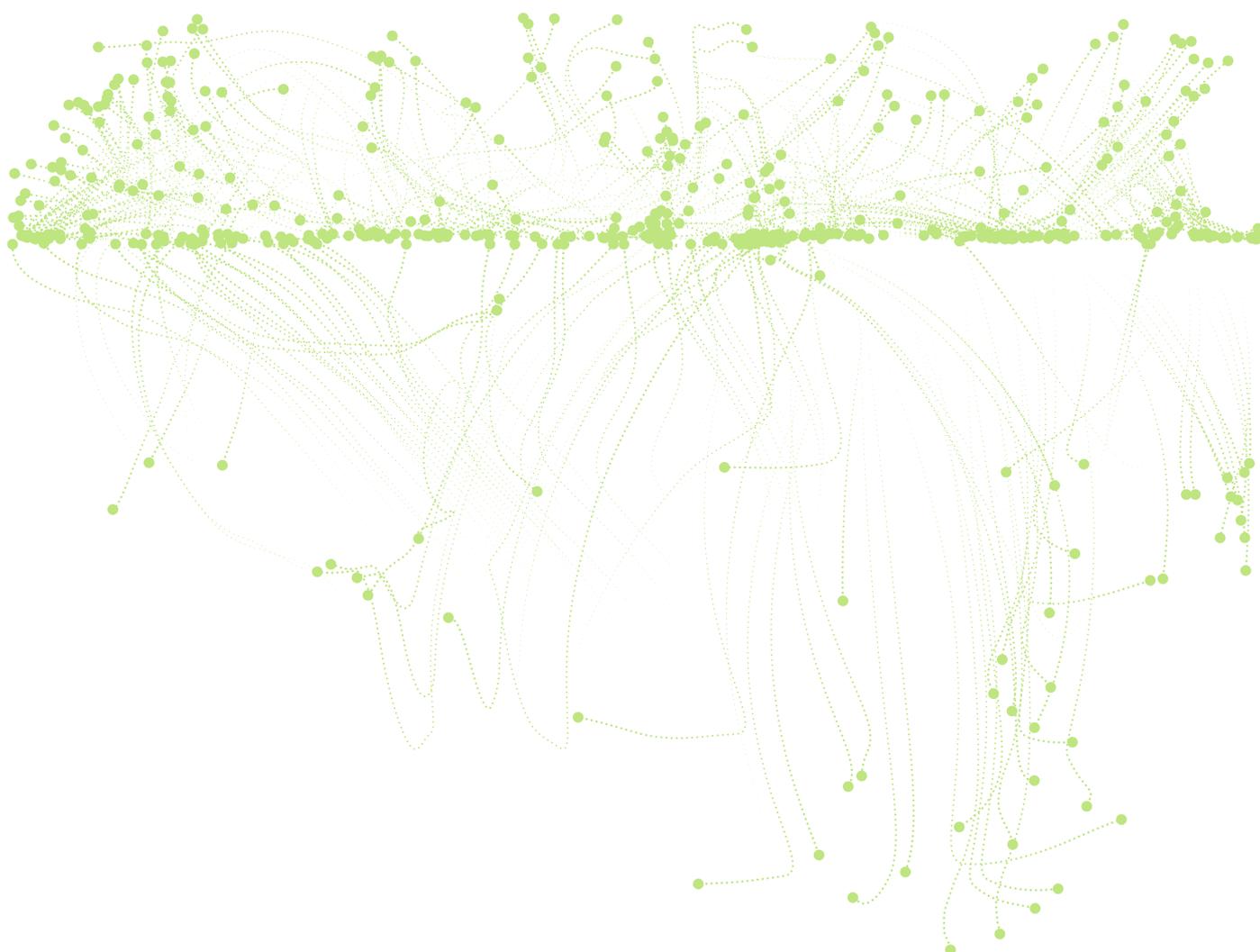
### **Voyage: Service layer (AI services, DIS services)**

In the "Voyage" phase, the Match platform will progress to a higher level of development dedicated to constructing a comprehensive service ecosystem. The platform will offer diverse AI services, including intelligent advisory, personalized recommendations, and risk assessments. These services will help users make more informed decisions with higher investment returns in complex market environments. Additionally, the platform will continuously optimize service processes and user experiences through AI technology to ensure efficiency and convenience.

– DIS services will provide comprehensive identity management solutions. Supported by blockchain technology and decentralized identity management, users can securely authenticate and share data on the platform. DIS services will enhance platform security and credibility while ensuring user privacy. Furthermore, DIS services will support cross-platform identity recognition and data interaction, promoting ecosystem connectivity.

The four development stages of the Match platform – Departure, Sailing, Breaking Waves, and Voyage – form a complete growth path. Through

decentralized auction, social matching and mining, and product backend services, the platform will establish a solid foundation. Through RFG listing, application layer 2.0, and infrastructure construction, the platform will achieve rapid expansion and innovative applications. Through the expansion of RFG application scenarios and AI-related infrastructure, the platform will enhance core competitiveness. Through building a comprehensive service ecosystem, the platform will advance to a higher level of development. Through continuous innovation and optimization, Match will drive sustainable industry development and achieve a win-win situation for users and the platform.



# Security

Match utilizes Zero-Knowledge (ZK) privacy capabilities to bring trust into off-chain data and computations.

## **Confidential secret sharing:**

ZK technology empowers users to share secrets confidentially through a trustless settlement layer, promoting end-to-end encrypted data sharing and ensuring robust privacy.

## **On-chain confidential identity:**

ZK applications enable users to create on-chain confidential identities in a composable manner, surpassing traditional data obfuscation methods like mixing.

## **Off-chain security guarantees:**

ZK technology provides strong off-chain security guarantees, ensuring the integrity and expected state of a large volume of off-chain data and computations.

## **Interoperability trust:**

Oracles and bridges powered by ZK technology play a crucial role in bridging off-chain data to blockchain networks while maintaining cryptographic integrity.

**Audit overview:**

Match's smart contracts undergo rigorous security audits before deployment to ensure code safety and correctness. Match employs third-party professional audit firms for comprehensive code reviews to identify potential vulnerabilities and risks. Specific steps are as follows:

- Examine the basic security and logical correctness of the code during the initial review;
- Uncover hidden vulnerabilities and logical errors through detailed static and dynamic analysis;
- Address all identified issues based on the audit report and re-audit for confirmation;
- Publish audit reports to increase transparency and trust;
- Conduct regular re-audits, especially after code updates or major functional changes;
- Implement automated security detection tools to continuously monitor the smart contracts' operational status.

**Data encryption:**

All user data in transit and storage is encrypted using various hybrid encryption algorithms. Besides, other measures are taken to protect data, including (1) SSL/TLS protocols, which are designed to protect data transmission to prevent man-in-the-middle attacks; and (2) Role-based access control (RBAC), which are implemented to ensure that only authorized users can access specific data and functions.

**Threat mitigation strategies:**

The platform identifies all potential threats that could affect platform security, including technical vulnerabilities, social engineering attacks, and insider threats. In specific, the platform would:

- Regularly update the threat database to ensure the latest security threats are identified and addressed;
- Assess the likelihood and potential impact of each identified threat;
- Set priority of threats and focus resources on addressing high-risk threats;
- Implement layered defense strategy to regularly update and patch software vulnerabilities to reduce the attack surface.

#### **Incident response plan:**

Match establishes blockchain security incident monitoring and reporting mechanisms to ensure timely detection and reporting of security incidents. In specific, Match would:

- Assign team members specific duties and permissions to ensure efficient response and resolution of security incidents;
- Conduct an initial analysis upon receiving an incident report to determine the nature and scope of the incident;
- Take prompt action to contain the incident's impact and restore normal service as quickly as possible;
- Investigate the incident's root cause, gather relevant evidence, and update the code to prevent similar incidents in the future;
- Inform affected users and relevant parties about the security incident and its handling progress, maintaining transparency.

# Community Ecosystem

Match's governance system is entirely built around the concept of stakeholder voting. A fundamental and enduring principle is that all changes to the protocol must be agreed upon through equity-weighted referendums and the majority of the equity can always control the network. This principle ensures that 50% of the total equity in the system should ultimately be able to control the system's future. This rule serves as the highest guide for system security and governance. It grants referendums the highest authority and makes referendums the basic means of governance. By "equity weighting", those who are willing to lock their tokens in the system for longer periods are given greater weight, reflecting both the "power of capital" (equity voting) and the "power of conviction" (conviction voting).

## **Adherence to decentralization:**

Match adheres to the idea and practice of decentralization, encouraging community participation and autonomy. By delegating governance power to community members, more people are involved in the decision-making process, ensuring fairness, transparency, and the protection of the majority's interests. Match aims to lower the entry barrier, expand member scope, increase member weight levels, and implement dynamic entry and exit mechanisms, covering a broader range of collaborators to enhance its decentralized characteristics.

**Decentralization and democracy of governance rights:**

Match's governance mechanism advocates for the decentralization of power, ensuring the democratic nature and diversity of decisions. This ensures the diversity and democracy of protocol upgrade decision-making.

**Openness and inclusiveness of governance participation:**

Match's governance mechanism encourages broad community participation, ensuring that the voices of all stakeholders are adequately heard. For example, any individual can propose a governance proposal regardless of their identity or background, whether they are core project members or token holders. Match's governance mechanism applies to multiple parallel chains and ecosystems, not just the main chain. This openness allows community members from different parallel chains to participate in governance decision-making, promoting the openness and inclusiveness of the entire Match ecosystem.

**Transparency and fairness of process and outcome:**

Match's governance process and outcomes are highly transparent. All proposals, votes, and decisions are recorded on the blockchain, ensuring the fairness and verifiability of the governance process. For example, on-chain voting records are publicly accessible, allowing anyone to view voting results and participation. This ensures the transparency of the decision-making process, enabling community members to supervise and verify the fairness of governance. Proposal discussions and feedback mechanisms allow community members to discuss and provide feedback

on proposals. This mechanism of transparency and fairness ensures that everyone has the opportunity to express their opinions and perspectives, leading to more comprehensive and fair decisions.

Match values cooperation with other industry leaders and technology platforms to jointly promote the development of blockchain technology and ecosystems. Match has established strategic partnerships with several leading companies and institutions in the industry. These partners support Match's efforts in market promotion, technology development, and community building while exploring new application scenarios and solutions together.

Match aims to play a bridging role in the blockchain ecosystem, deeply integrating with other platforms. Through open APIs and protocols, Match promotes interoperability between different platforms, providing users with a richer and more seamless experience.

# Conclusion

## **Vision and goals summary**

In the ever-evolving realm of social products, Match recognizes the tremendous complementary potential of Web3 and AI in the social sector. Unlike AI's strengths in enhancing productivity, Web3 significantly empowers social products by improving production relationships and providing financial incentives. Match is committed to returning the value of user data to the users themselves and achieving data liquidity and tradability through innovative mechanisms, thereby creating a new type of social product.

Match, blending the two new era technological waves of AI and Web3, strives to construct a more intelligent and decentralized social ecosystem from multiple angles. AI's powerful analytical and information integration capabilities offer users personalized experiences and precise market insights, while Web3's decentralized nature ensures data transparency and security. Through these technologies, Match not only enhances user engagement and trust but also creates new value growth models for the platform.

In the future, Match will continue to delve into the SocialFi field, continuously launching innovative products and services to further solidify its leading position in the market. Technical development and

user experience optimization will be the focal areas for Match. By continually improving platform security and stability, Match aims to provide users with superior services. Additionally, Match will leverage blockchain technology to introduce NFTs, offering users on-chain soul identities that enhance the uniqueness and value of social interactions. To expand globally, Match will strengthen its global strategy, providing more diverse social and investment opportunities. Through detailed market research and localized operational strategies, Match will promote its innovative SocialFi products worldwide, meeting the needs of users in different regions. Through this series of strategic initiatives, Match will not only enhance its market competitiveness but also bring more value and opportunities to users, truly realizing the return and circulation of data value.

### **Call to action**

Match offers every user the opportunity to participate extensively. Through its unique SocialFi model, Match has constructed an open, transparent, and fair value social ecosystem. Match not only empowers users to enjoy the fun of value social interactions but also serves as a platform for maximizing personal value. Users can discover and invest in potential projects and assets through the Match platform and earn corresponding financial returns through social activities and staking. The core of the Match platform lies in its precise user profiling and efficient AI value discovery mechanism. These innovative technologies achieve a closed-loop connection between users and projects, significantly improving investment efficiency and success rates. In this process, Match addresses information asymmetry and decision-making difficulties in

traditional financial markets, filling the gap for an effective SocialFi platform. In the current market environment, Match provides higher trust and participation through the transparency and decentralization of blockchain technology. The platform's smart contracts and decentralized applications ensure fairness and security in all transactions and interactions, further enhancing the user experience. Match invites every user to join our community, exploring and realizing the infinite possibilities of digital socialization together. Through our platform, you can not only enjoy social interactions but also receive substantial financial rewards. Let us create a more open, fair, and opportunity-filled digital social world together.

### **Future outlook**

In *Writing on the Wall: Social Media - the First 2000 Years*, it is noted that humans have an inherent need for social interaction since the dawn of time. Regardless of technological evolution, communication has always been at the heart of human socialization. From ancient Roman politicians exchanging messages on papyrus, through pamphlets during the American Revolutionary War and the French Revolution, to newspapers, radio, television, and now the Internet and blockchain technology, humans have continuously transformed the way they communicate - seeking faster, better, and more cost-effective means while navigating the tensions between freedom of expression and censorship. Compared to telephones, text messages, and newspapers, Web2-era social products like Facebook, X (formerly Twitter), and WeChat have enabled unprecedented speed, quality, and cost in communication and information dissemination. However, Web3 focuses on censorship-

resistant free speech and the return of data value to users. Although Web3 products have not yet achieved the widespread adoption seen with Web2 products, there is a strong and persistent demand for censorship resistance and data value reclamation among users, awaiting a pivotal moment for explosive growth. The continuous emergence of new projects and technologies is propelling this field forward.

As technology evolves, Match sees more opportunities for exploring and improving sustainability and user experience. The decentralized nature of Web3 not only guarantees censorship resistance but also ensures data transparency and security through blockchain technology. This technological empowerment allows users to enjoy a freer space for expression while genuinely controlling and benefiting from their data. Match is actively seeking its development path, innovating continuously to bring more value and possibilities to its users. We believe that as technology matures and its application deepens, Match will have a profound impact on the social domain. We are committed to building an open, transparent, and fair digital social ecosystem, realizing the deep integration of users with data and value through an innovative SocialFi model.