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**Move to Earn (M2E)**

# **White Paper**



# Introduction

Move To Earn (M2E) is an innovative user location-based advertising and rewards platform. It is a new kind of blockchain-based advertising platform that allows users to earn by providing information about their current location and movements, and earn by viewing ads or participating in missions.

M2E leverages users' location information to data their movements over distance and rewards them with more targeted marketing through AI.

Our goal is to create a new concept of reward platform where all users are rewarded for their movements and location information, whether they are making deliveries, performing complex logistics transportation, or simply moving around, using any mode of transportation such as cars, motorcycles, public transportation, bicycles, etc. and can earn additional rewards based on the distance traveled and participate in various advertisements based on their location information. At the same time, we want to provide advertisers with innovative tools for targeted marketing through big data based on the user's location, making it a new kind of advertising platform where advertisers can reduce advertising cycles and costs.

In addition, the M2E platform is based on the user's location, providing a network for finding, interacting with, and organizing gatherings with a variety of people in close proximity. This feature can provide a variety of services to many people, such as gathering people who commute to the same place to commute together, or organizing social gatherings with like-minded people who live in the same area. This is the end goal of the M2E platform: to organically mix and meet more people through your location and make your life more fulfilling.

In this whitepaper, we will detail M2E's overall business model, technical architecture, market pain points and solutions, key users of the platform, and roadmap.



**Advertisers** can do **target marketing** where they want, when they want, and to whom they want

→ **Significant savings on advertising costs**

# Table of Contents

<b>1. Introduction</b>	<b>01</b>	<b>7. Token</b>	<b>16</b>
<b>2. Business model</b>	<b>03</b>	7.1 Token Introduction	16
<b>3. Technology Architecture</b>	<b>08</b>	7.2 Token Functionality	16
3.1 Blockchain	08	7.3 Token Supply and Distribution	17 - 18
3.2 IoT	08	7.4 Move To Earn	19
3.3 Cryptocurrency	08	7.5 Move To Earn Reward System	19 - 21
<b>4. Market problems and Solution</b>	<b>09</b>	<b>8. Roadmap</b>	<b>22</b>
4.1 Driver overexertion	09	8.1 Q1 2023: Platform development and testing	22
4.2 Service shortage	09	8.2 Q2 2024: Platform launch and marketing	22
4.3 Advertising costs	09	8.3 Q3 2024: Service expansion	22
4.4 Problems with fake clicks and views on ads	09	8.4 Q4 2024: Partnerships and business expansion	22
<b>5. Technology</b>	<b>10</b>	8.5 Q1 2025: Platform updates and continuous improvement	23
5.1 Smart Contracts	10	8.6 Q2 2025: Global expansion of the M2E platform	23
5.2 Token Standardization	11	8.7 Q3 2025: Further Integration of Cryptocurrencies	23
5.3 Token Generation	11	8.8 Q4 2025 and Beyond: Future Plans	23
5.4 Token Transfer	11	8.9 Q1 2026: Continued Business Expansion	23
5.5 Token Ownership Management	11	8.10 Q2 2026: Continued Technology Innovation	23
5.6 Security	11	8.11 Q3 2026: Platform enhancements and user experience improvements	23
5.7 Scalability	12	<b>9. Execution Strategy</b>	<b>24</b>
5.8 Interface and Development Tools	12	9.1 Team	24
5.9 Efficiency	12	9.2 Funding	24
5.10 Interoperability	12	9.3 Platform Development	24
5.11 Community Ecosystem	12	9.4 Marketing and Promotion	24
5.12 Smart Contract	13	9.5 Service Operation and Management	24
5.13 User Experience Improvement	13	<b>10. Conclusion</b>	<b>25</b>
<b>6. Ecosystem</b>	<b>14</b>	10.1 Value of M2E	25
6.1 Platform Users	14	10.2 Future Prospects	25
6.2 Partnerships	15	10.3 Vision of M2E	25
6.3 Advertising	15	10.4 Final Words	25
6.4 Bigdata	15	<b>11. Disclaimer</b>	<b>26</b>

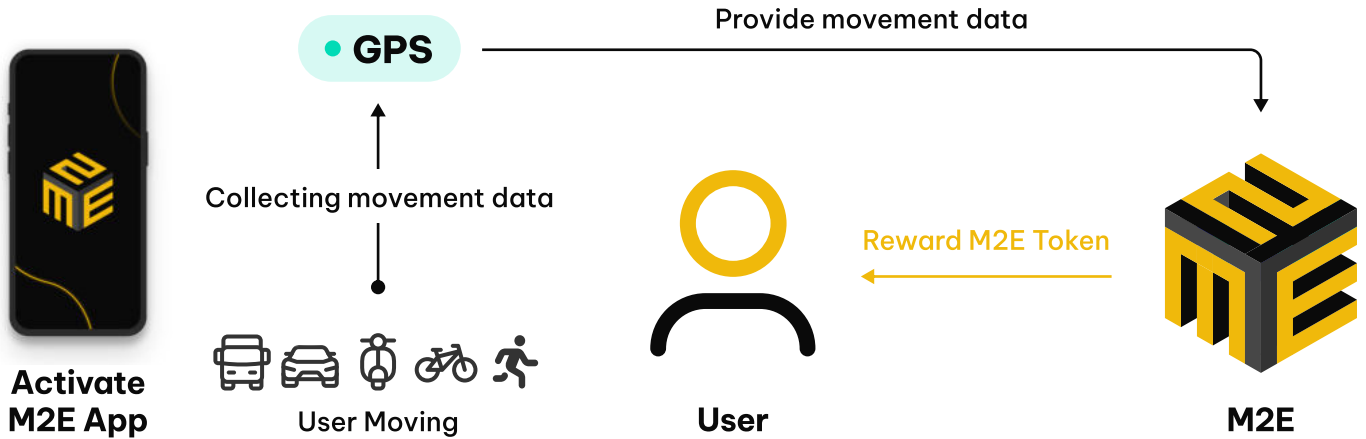
# 1 Introduction

Move To Earn (M2E) is a platform based on location information and blockchain, which presents a new paradigm of rewarding users for their location-based information and advertising services for users. Driving and advertising services are currently playing a pivotal role in various industries, and M2E proposes an innovative approach to these markets through blockchain.

M2E is an attempt to revolutionize the driving and advertising business using blockchain technology and location-based technology. It is a new conceptual platform with an innovative model that utilizes users' location information to provide rewards for every mile traveled and allows users to earn rewards in various ways by viewing ads or directly participating in ads.

# 2 Business models

M2E's business model is based on the idea of "Move To Earn". This model encompasses a broader range of mobility services than traditional delivery services. Users on the M2E platform can be rewarded for sharing their location, even if they are not moving, so whether they are traveling via vehicle or motorcycle, or walking or stopping, they can be rewarded for providing their location information.

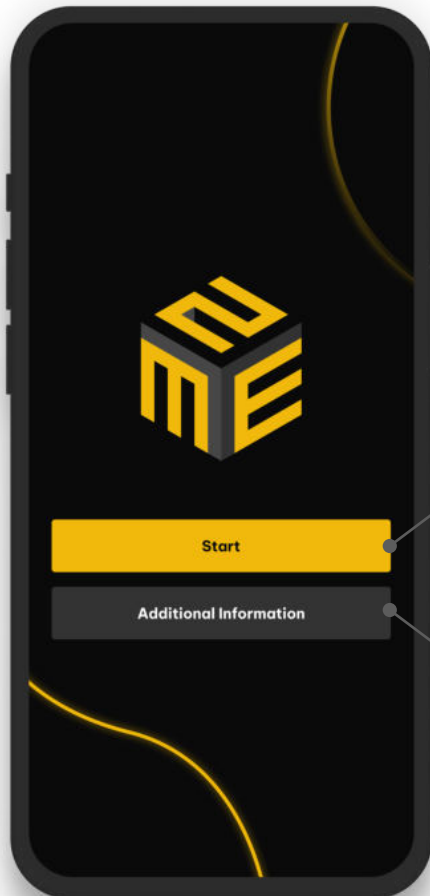


After activating the M2E App, it collects the user's movement data via GPS when traveling. Collect user's movement data via GPS and provide information to M2E.

Provide my movement information to M2E and receive M2E tokens in my return. **No need to worry about privacy leaks as it's email specific.**

1. Users can earn rewards just for sharing their location information.
2. Users can earn additional rewards based on the distance traveled.
3. Users can earn rewards for viewing ads.
4. Users can earn rewards by fulfilling the mission of an ad.
5. Users can become advertisers by earning or purchasing M2E tokens.

This reward system is designed to ensure that users are rewarded fairly based on their efforts, so that they are properly compensated for their efforts and time



## Use of M2E App

If you have the app activated, it will work automatically, and if you add information as you go, you will receive more M2Es

**Start**

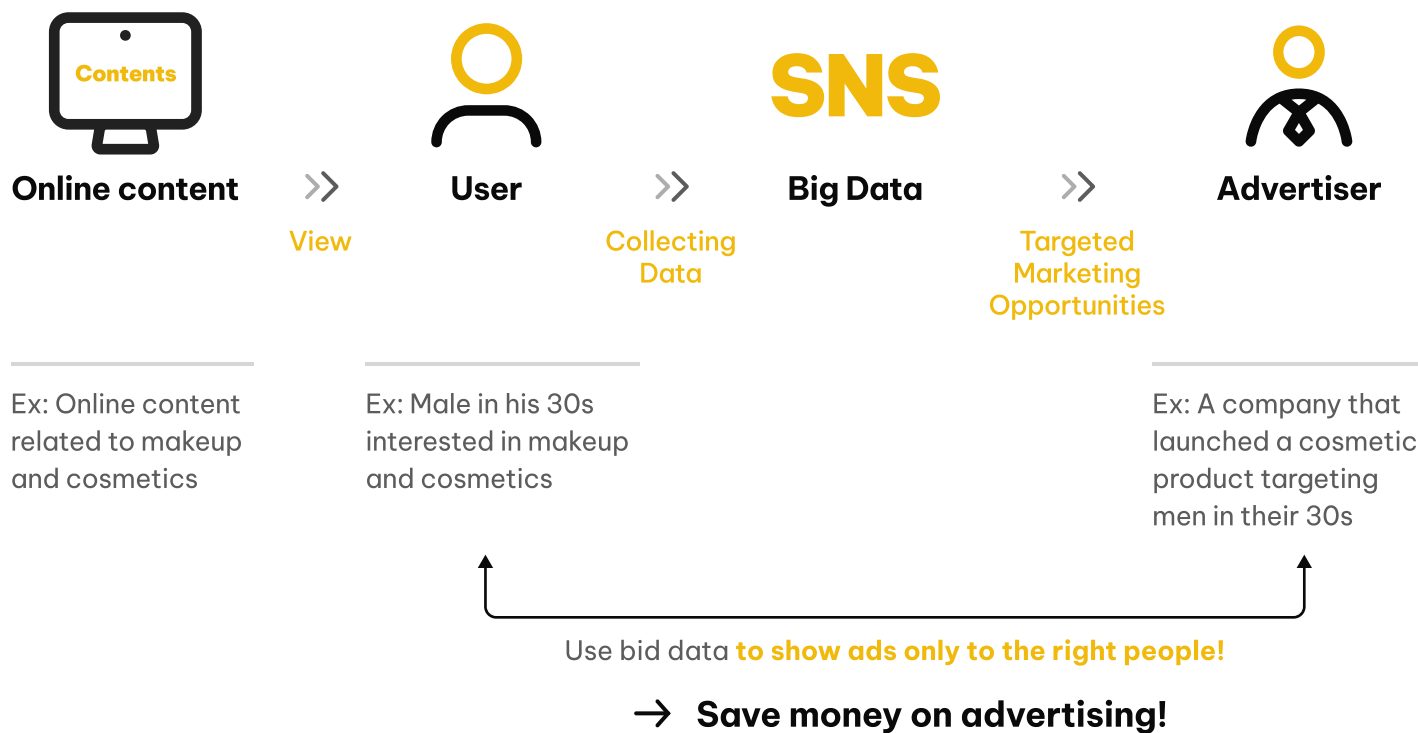
When you click the start button, "My movement information" is automatically sent to M2E, and M2E is automatically paid according to travel time, distance, etc.

**Additional Information**

Tap more and provide a few details to receive additional M2E tokens

Transportation	Movement purpose	Sex
Private car	Commuting	Male
Taxi (Grab)	Travel	Female
Bus	Shopping	-
Train	Meeting	-
Motorcycles	ETC	-
Bicycle	-	-

It also provides advertisers with innovative tools for targeted marketing with big data such as gender, age, residence, interests, previous purchase behavior, social media activity, search terms and keywords, device or platform, time of day, and weather, including user location information.



We provide advertisers with AI-analyzed data based on user location data and user behavior patterns, enabling them to conduct targeted marketing based on geography, age, interests, gender, etc. As a result, advertisers can significantly reduce their budget compared to traditional advertising costs and improve conversion rates.

*\* For example, a nice wine shop near the Eiffel Tower in France runs an ad on the M2E platform. The advertiser can run the ad only to women in their 20s, female, alcohol-loving, home from work after 6pm, and not driving, who live within a 1km radius. + Additionally, the advertiser can run a mission to reward customers who see the ad and visit the wine shop with additional M2E tokens.*

# Advantages for advertisers: —————

- 1. Target Marketing
- 2. Push ads to people within a specified radius
- 3. Target ads to people walking by your store
- 4. Acquire more customers with cashless M2E payments



Send push messages inviting users to your store within a certain distance using location-based information, targeting the distance and how many people to send to.

M2E is designed to be used in conjunction with existing delivery and transportation service apps, which means that users can earn additional rewards through the M2E platform while also providing services on their existing transportation apps. This allows users to earn more money, which contributes to ensuring better service quality and customer satisfaction.

M2E's plan for the next few years is to attract users from existing location-based services to use our app, and to become a competitor and partner in the evolution of the market away from proprietary and well-known delivery, transportation, and driving service apps.

# 3 Technical architecture

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M2E's technology architecture is built by integrating technologies such as blockchain, IoT, and cryptocurrency. We utilize these technologies to automate and make transparent processes such as real-time transportation monitoring, data recording, and compensation scheme management.

## 3.1 Blockchain

Blockchain is one of the core technologies of the M2E platform. We use the blockchain to record all of a user's travel activity and reward them based on it. This record is permanently stored on the blockchain, so users can check their activity and reward history at any time. This record is also transparent, so this service can be utilized in the event that you need to prove your movements.

## 3.2 IoT

IoT is the technology used for real-time movement monitoring and data collection on our platform. We use IoT technology to collect a variety of information in real-time, such as a user's location and movement history. This information is used to calculate user rewards, advertisements, etc.

## 3.3 Cryptocurrency

M2E is a system that rewards users with cryptocurrency. We issue our own cryptocurrency and use it as a reward, which can be freely used anywhere in the world. In addition, a wallet has been developed to utilize M2E, allowing for real-time transfers and transactions. The wallet will use M2E tokens as the base currency, and if it develops into an exchange in the future, it will be used as the base currency. Through this cryptocurrency, users can receive direct rewards for their efforts, which will allow them to enjoy a better life.





# 4 Market problems and solutions

The current market for driving has many problems. The supply of services is insufficient to meet demand, the quality of services is poor, customer satisfaction is low, and drivers are overworked. In particular, the compensation drivers receive is not commensurate with their efforts and is often undervalued.

The advertising market has evolved with the times, moving from print ads to TV and social media ads, and nowadays there are a lot of problems with it, resulting in a lot of wasted advertising dollars. Fake clicks, forced views, inaccessible ads, use of ad blocking software, platform monopolization, content validity issues, and more make it difficult to see the effectiveness of ads.

M2E offers several solutions to address these issues.

## 4.1 Driver overexertion

Many drivers spend an inordinate amount of time behind the wheel and don't get paid what they deserve. Not only that, but irregular meals and working without rest negatively impact their health and quality of life. M2E can help solve this problem. By analyzing the big data of its users, it can select the most popular locations at the same time and match them with customers who are willing to travel long distances or to the location of their choice. It also suggests additional tasks that you can do in your free time. During your breaks, you can earn extra money through ads on the M2E platform. In this way, the M2E platform gives drivers the opportunity to escape from overwork and low earnings.

## 4.2 Service shortage

The delivery market is growing rapidly, but the supply of services is not increasing proportionally. This increases response times for customers' delivery and transportation requests, and often results in requests being canceled. To solve this problem, M2E wants to increase supply by applying a wider range of drivers. Anyone who can move can join the M2E platform and provide services. This allows us to improve the supply of services.

## 4.3 Advertising costs

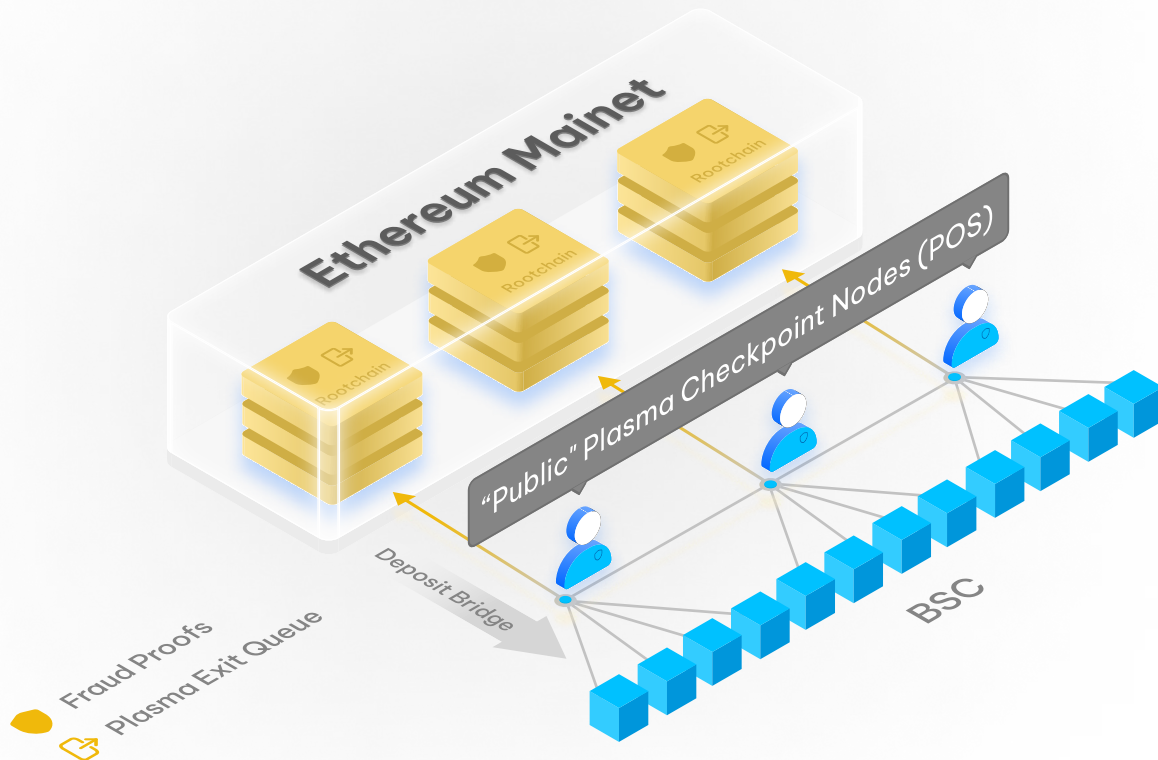
The ad market is growing rapidly, but the cost of advertising is not decreasing proportionately. And there's a lot of money wasted because ad impressions are ignored or rejected by users. M2E has solved this problem. M2E's platform contains big data on users' current location and past movements, as well as each user's interests, gender, age, and mode of transportation. Based on this information, M2E provides a new concept of advertising that attracts more attention and engages users through targeting. This allows advertisers to reduce their advertising budget and minimize wasted ads.

## 4.4 Problems with fake clicks and views on ads

Many advertising platforms and marketing agencies around the world deceive advertisers with fake clicks and fake views in order to maximize their profits. This results in a waste of advertising dollars and does not achieve the desired goals of advertisers. To solve this problem, MTE supports the Advertise Mission feature. By creating a simple quiz that rewards users for answering important parts of the ad, and rewarding MTE when users complete the mission by visiting the advertiser's desired location or performing a specific action (visiting a website, clicking a like, etc.), advertisers can drive the goals and conversion rates of their ad campaigns.

# 5 Technical

## 5.1 Smart Contract



### <Ethereum Layer-2, BSC Blockchain Solution>

BEP-20 is based on smart contracts on the BNB-powered Layer2 system. Layer2 is a technology intended to improve the scalability of the BNB Smart Chain network, allowing large amounts of data to be stored in blocks for efficient processing. The BEP-20 token leverages this Layer2 system to automate the creation, transfer, and ownership of tokens and enforce programmable rules.

## **5.2 Token standardization**

BEP-20 aims to standardize tokens in BSC-based Layer2 systems. The Layer2 system solves the scalability problem of the BSC network and ensures the compatibility and interoperability of BEP-20 tokens. This allows BEP-20 tokens to be compatible across a wide range of cryptocurrency wallets, exchanges, and other platforms, and to be easily integrated and used in a variety of applications and ecosystems.

## **5.3 Generate a token**

BEP-20 tokens are generated through a Layer2 system powered by BNB Smart Chain. The Layer2 system stores large amounts of data in blocks, reducing the load on the BSC network and making the token generation process more efficient. Parameters such as the initial supply of BEP-20 tokens, name, symbol, and number of decimal places are set by the Layer2 system and can be flexibly adjusted.

### **\* How does PoS work?**

We will develop a smart contract using the Solidity language; deploy the smart contract to gon's testnet 'Mumbai' using Truffle; and develop a webpage that interacts with the nextjs-based smart contract so that users can easily check the data used in the blockchain on the webpage.

## **5.4 Token Transfer**

BEP-20 tokens can be transferred securely and quickly through a BSC-based Layer2 system. The Layer2 system can process a large number of transactions in parallel to increase the throughput of the network and quickly complete token transfers. The token owner can transfer the token to another address by calling a specific function of the Layer2 system, and the necessary conditions for the transfer must be met.

## **5.5 Manage token ownership**

Ownership of BEP-20 tokens is managed through smart contracts in a BNB-based Layer2 system. Token owners can register their address and the balance of their tokens with the smart contract, and manage their tokens through the smart contract. The Layer2 system also enables token transactions and ownership transfers to be recorded transparently and processed automatically without the need for intervention by a middleman.

## **5.6 Security**

The BEP-20 token utilizes the security features of the BSC-powered Layer2 system to enhance safety and keep investors' assets safe. The Layer2 system uses the BNB Smart Chain network's decentralized blockchain technology and cryptographic techniques to prevent security threats associated with token transactions. It ensures the safety of tokens and protects users' assets by performing testing and auditing procedures to validate the code of smart contracts and prevent errors.

## **5.7 Scalability**

The BEP-20 token will utilize the high scalability of the BSC-based Layer2 system to prepare for future transaction growth and large-scale ecosystem expansion. The Layer2 system has a lightweight and flexible architecture and can store large amounts of data in blocks to scale the network's throughput and prepare for the continued growth and expansion of the token ecosystem and platform in the future. This allows the BEP-20 token to support a large number of users and transactions, and provides a scalable platform structure.

## **5.8 Interface and development tools**

The BEP-20 token is powered by the BSC-based Layer2 system, which provides a variety of interfaces and development tools. The Layer2 system supports smart contract languages such as Solidity and related development tools to help developers efficiently write smart contracts and implement tokens. It also provides compatibility with the BSC network, enabling tokens to be used in a variety of cryptocurrency wallets, exchanges, and applications.

## **5.9 Efficiency**

Using the BSC-powered Layer2 system, BEP-20 tokens provide fast transaction processing speeds and low fees to maximize efficiency. The Layer2 system provides much faster transaction speeds compared to traditional mainnets and can process a large number of transactions simultaneously. This allows token users to experience a fast and seamless transaction experience.

## **5.10 Interoperability**

The BEP-20 token operates through the BSC-based Layer2 system, which provides interoperability with other compatible blockchains. The Layer2 system supports connectivity with various blockchains, which enables token mobility and interaction with various ecosystems. This allows token holders to freely use and exchange their tokens across different blockchain networks.

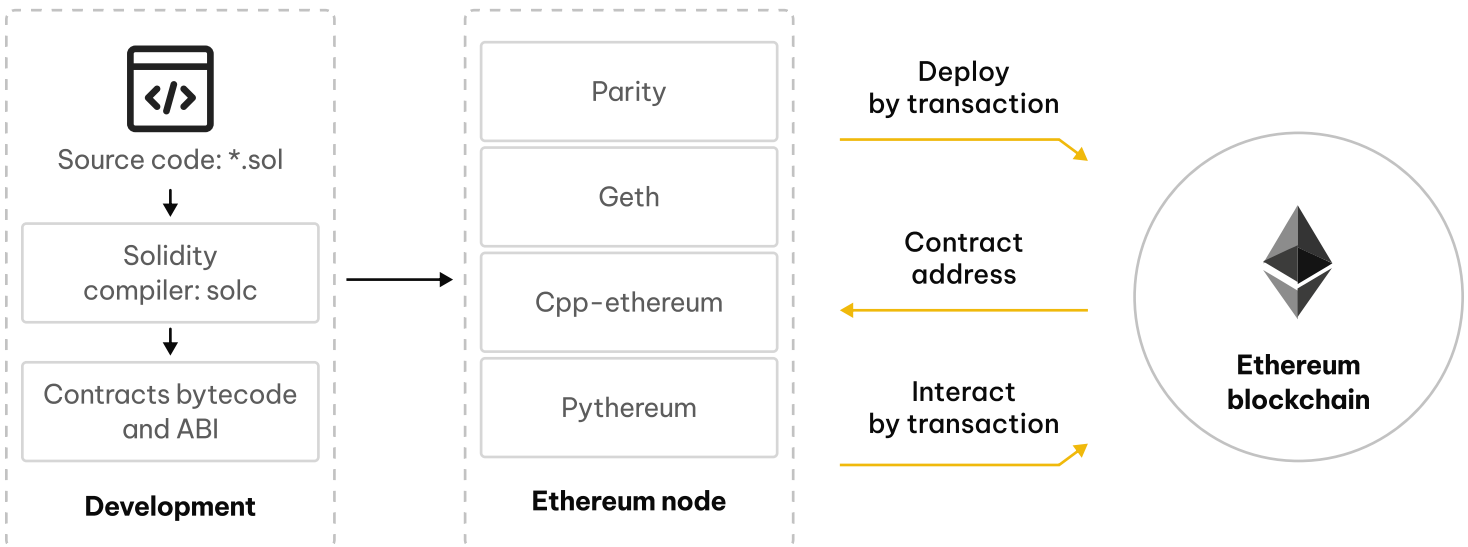
## **5.11 Community ecosystem**

The BSC Layer2 system, based on the BEP-20 token, forms an active community ecosystem. Community members consist of token holders, developers, ecosystem partners, and others, who collaborate and support each other and strive for the growth and development of the ecosystem. Through various events, forums, developer programs, etc., community members communicate with each other and share knowledge to enhance the value of the token and develop the ecosystem.

## 5.12 Smart Contract features

To implement BEP-20 tokens, the BSC-based Layer2 system provides powerful smart contract capabilities. Smart contracts give you the freedom to implement a variety of functions, including sending tokens, managing ownership, and setting transaction conditions. Smart contracts automate the behavior of tokens based on programmed conditions, execute transparently, and ensure authenticity without intermediaries. Below are highlights of smart contract functionality.

### \* EVM-based smart contract deployment flow



Use MongoDB (document-oriented database) to store the data required for webpages that interact with Smart Contracts. Deploy nextjs-based webpages to Vercel, deploy Smart Contracts to BSC Mainnet, and proceed with ordering, shipping, and completion on webpages and apps. You can check the Smart Contract Transaction data in BSCscan.

### \* Setting trade conditions

Smart contracts enable automated transactions by setting the terms of the transaction. For example, they can be programmed to automatically transfer tokens after a certain amount of time, or to perform a specific action when certain conditions are met. This allows you to programmatically define the conditions and rules for token transactions, and enables fast and efficient trade execution.

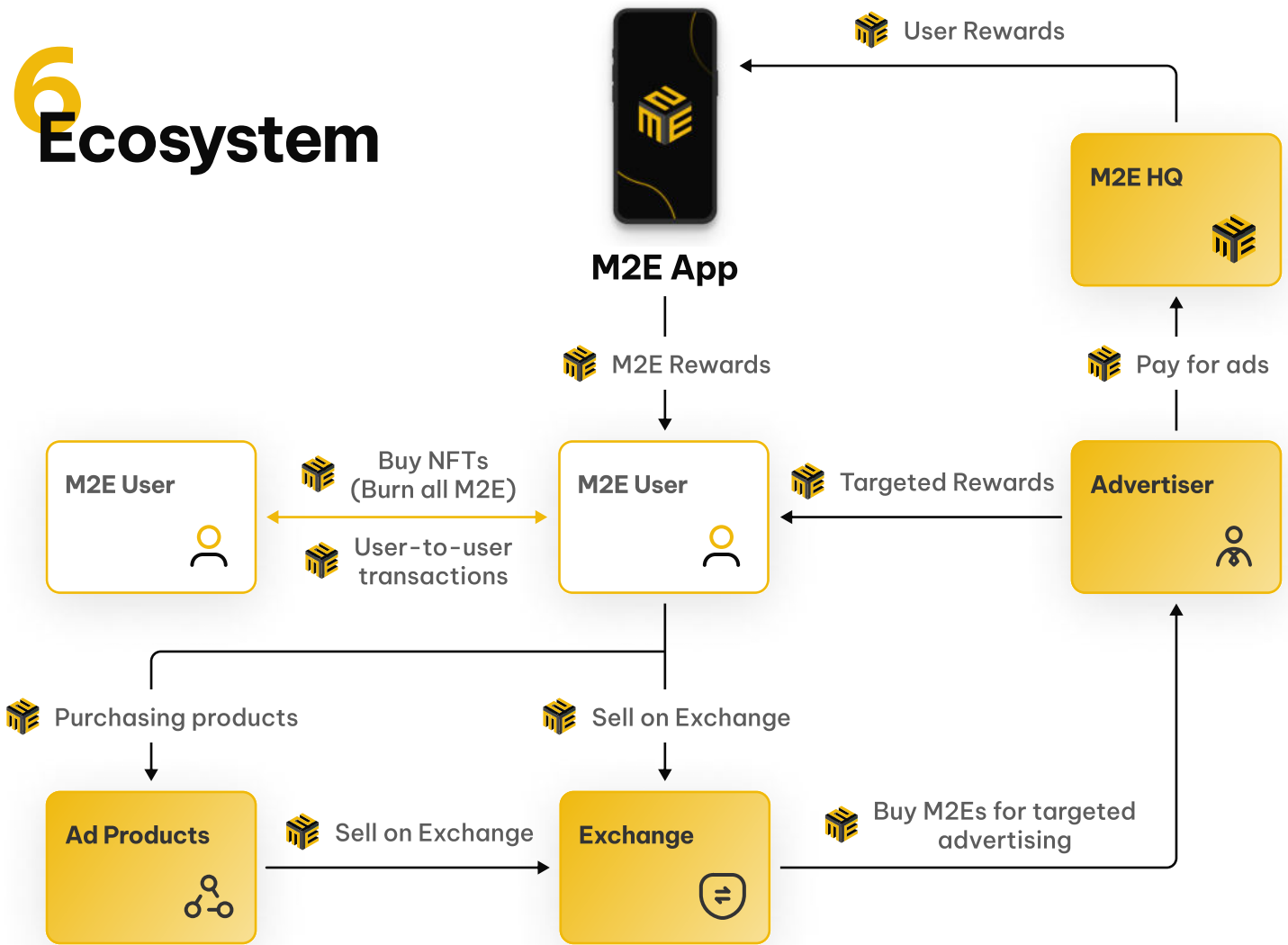
### \* Customization features

Smart contracts can add additional functionality based on user needs. Users can modify or extend the code of a smart contract to develop functionality to meet their specific needs. This allows users to freely utilize the functionality of the token and drive the development of various activities and ecosystems.

## 5.13 Improve user experience

Using the BSC-powered Layer2 system, the BEP-20 token offers a number of features to improve the user experience. The Layer2 system provides short block generation times and fast transaction confirmation times, allowing users to make fast and seamless transactions. It also offers an intuitive user interface and convenient wallet integration, making it easy and convenient for users to manage and trade their tokens.

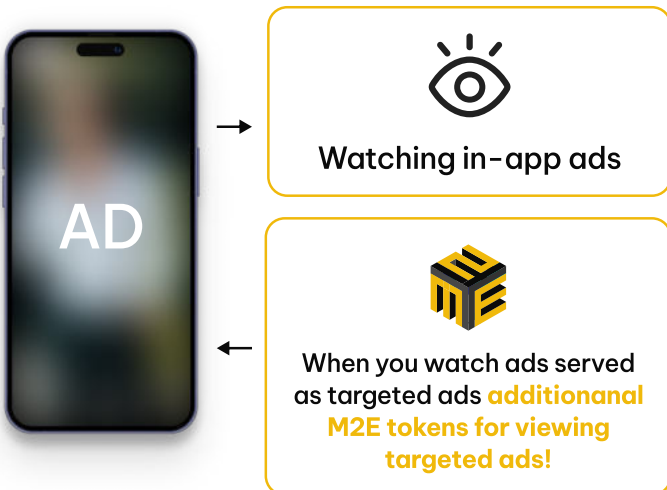
# 6 Ecosystem



## 6.1 Platform Users

M2E's ecosystem is comprised of users and advertisers. Users are rewarded for the distance they travel by providing location and additional information through the M2E platform, and for engaging with ads. Advertisers can use the data provided by users to make their advertising and marketing more effective. Our platform facilitates efficient interaction between these two main user groups.

### \* User

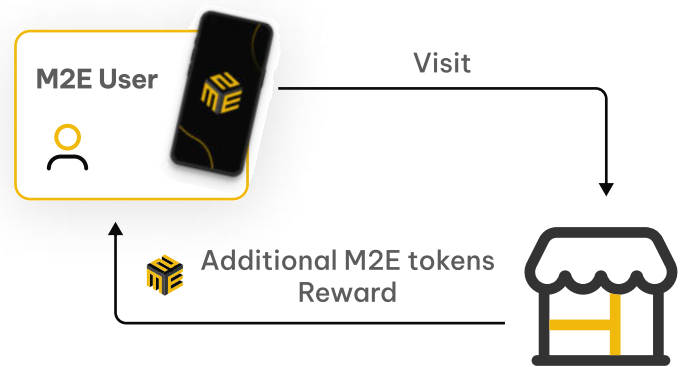


Users are the core users of M2E, and their role is to provide location services. Users receive basic rewards for providing their location in real-time, and are rewarded for the distance they travel through their journey. Users can also provide additional information about themselves (gender, age, location, interests) and be rewarded with M2E, as well as earn additional rewards by viewing ads or completing missions in ads. In this way, our platform allows users to be fairly compensated for their time and effort.

In addition, we strive to improve the quality of life of our users by making it easy for them to organize meetings or encounters in their desired areas through big data such as location-based and interest among users.

## \* Advertisers

Advertisers are users who run ads through the M2E Platform. Advertisers can run a variety of targeted marketing through the M2E platform, ranging from small businesses to large corporations. Our platform utilizes big data to provide advertisers with a service that allows them to conduct marketing that maximizes conversion rates and significantly reduces advertising expenditures by targeting their desired audience and efficient mission.



**Earn extra M2E tokens**  
just by visiting a store running an invitation ad!

## 6.2 Partnership

M2E works with a variety of partners to expand our ecosystem and improve our services. These partners can come from a variety of areas, including logistics companies, franchises, restaurants, and supermarkets. For example, we may collaborate with a coffee brand franchise to run ads across the country simultaneously, targeting a specific demographic of a certain age with offers for visiting their stores. These partnerships allow us to add a variety of advertising requests to our platform and provide more opportunities to serve our users.

## 6.3 Advertise

The M2E Platform offers users a variety of advertising content through advertising partnerships with external companies. These ads may include products or services from external companies, such as travel, travel packages, franchises, etc. The ads may be presented to users in visual or text form within the Platform, and users can click on the ads they are interested in to learn more. Users can also earn additional rewards through missions in the ads.

After viewing an ad or participating in an ad's mission, users may be able to purchase or receive a discount on goods or services related to the ad through the payment system provided by the M2E Platform. This allows users to conveniently purchase the products or services they want.

## 6.4 Big Data

The M2E Platform provides various advertisements through advertising partnerships and utilizes big data by collecting data from users. This allows us to provide customized services, target ads and make product recommendations, and identify market trends to improve the platform. We prioritize privacy in data collection and utilization, and continuously analyze data for effective marketing and user trust.

# 7 Token

## 7.1 Introduction to tokens

The token used in the project is 'Move To Earn' (token symbol: M2E). This is an BEP-20 token that runs on top of the BSC layer 2 solution on the BNB blockchain.



Token name:	<b>Move To Earn</b>
Symbol:	<b>M2E</b>
Type:	<b>BEP-20</b>
Total supply:	<b>10,000,000,000</b>
Initial circulating supply:	<b>1,000,000,000</b>

## 7.2 Token functionality

The M2E token has the following features

### \* Payment methods

M2E tokens are used as a means of payment for goods and services within the project. If users own M2E tokens, they can use them to make mutual exchanges and payments within the platform.

### \* Rewards and incentives

We reward and incentivize participants for their contributions by paying them M2E tokens as rewards. Participants will receive M2E tokens based on their activities and contributions within the platform, and if they own NFTs that can be purchased with M2E tokens, they can receive additional benefits and privileges.

Rewards are categorized as follows

1. rewards for providing location information
2. rewards based on distance traveled
3. rewards for providing additional information
4. rewards for viewing ads
5. Rewards for completing an ad's mission

### \* Ecosystem

M2E tokens are basically tokens paid for location, movement, providing additional information, watching ads, and performing missions. To receive more tokens, you can purchase NFTs (10 levels from NFT 1 to NFT 10) released by the M2E platform. Purchases will use M2E, and all used M2E will be burned, gradually reducing the total number. M2E can be used up by purchasing goods or personal activities, or sold on the exchange. Advertisers will purchase M2E on the exchange to run ads, and about 30% of the M2E paid to the company will be burned. Over time, the number of M2E in circulation will decrease due to NFT purchases and advertiser purchases.

### \* Governance and voting

Holders of M2E tokens can purchase NFTs to participate in voting and decision-making on important decisions of the project. Through the M2E platform, NFT holders can vote with their respective shares (NFT1=1 vote, NFT2=2 votes, NFT3=4 votes, NFT4=8 votes...), allowing participants to express their opinions on the project's operational direction, improvement suggestions, etc. and directly influence the project's development and growth.



## 7.3 Token supply and distribution



### \* Total supply of tokens

The total supply of M2E tokens is set at 10 billion. No additional tokens will be issued.

### \* Token distribution

M2E tokens are distributed in the following manner:

#### Token allocation

- Move To Earn **50%**
- Public sales **10%**
- Ecosystem **30%**
- Team & Advisors **10%**

Section	%	Tokens	Note
Move To Earn	50	5,000,000,000	Reward Token
Ecosystem	30	3,000,000,000	Ecosystem, Treasury Token - NFTs Burn. - Each year 50% Token Burn. (After 2 years - during 10 years)
Team & Advisors	10	1,000,000,000	Founder - 2.5% Development team - 2.5% Advisor - 2.5% Partners - 2.5%
Public sales	10	1,000,000,000	Using Plan after Sales - Development : 50% - Marketing : 30% - Operation : 20% - Unsold Tokens are go to Move To Earn Wallet
<b>Total</b>	<b>100</b>	<b>10,000,000,000</b>	



**\* Additional Supply and Token Burn**

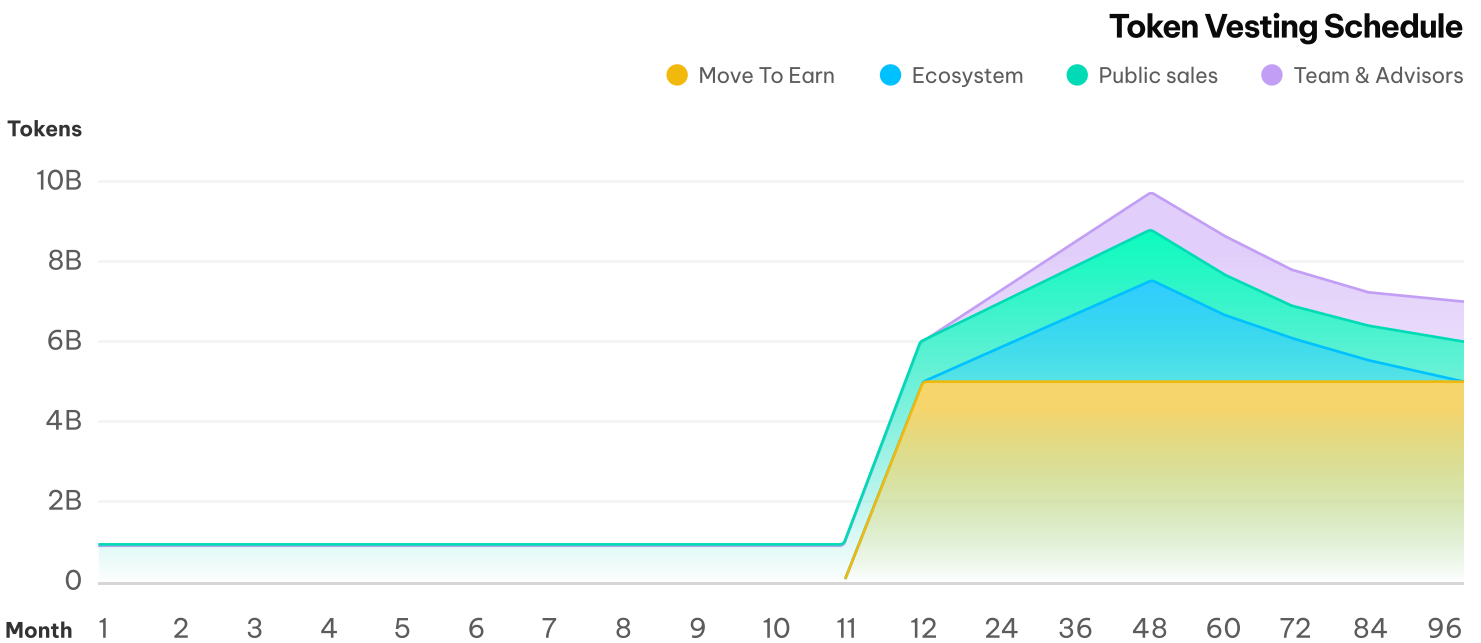
In addition, depending on market conditions and project operations, token burning may occur, which is done to manage the circulating supply of tokens and stabilize their value.

As described in “\* **Token Distribution**” for the previously planned burning of tokens:

- 1) The Ecosystem’s 3 billion tokens have a halving policy that will burn tokens for 10 years at 50% per year after the NFT Burn and 3 years.
- 2) Move To Earn’s plans also include a burn policy, but details will be released on our website at a later date.
- 3) M2E tokens used to purchase Move To Earn’s upcoming NFTs will be burned in full.

**\* Plan your token deployment**

M2E tokens are distributed in the following manner:



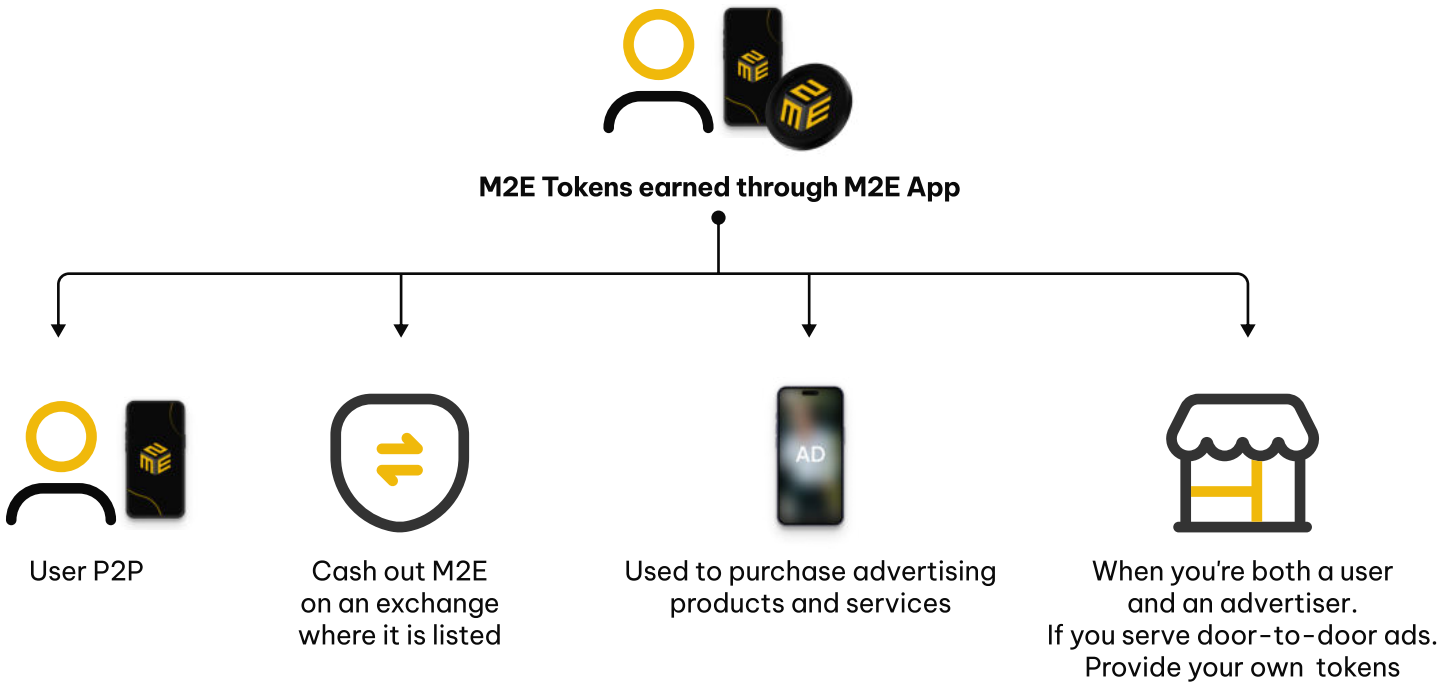
Section	0-1	2	3	4	5	6	7	8	9	10	11	12	24	36	48	60	72	84	96		
<b>M2E</b>	CLIFF											100	→								
<b>Ecosystem</b>	CLIFF											Linear Vest - 3 years			Linear Token Burn - 10 years						→
<b>Public Sales</b>	100	→																			
<b>Team &amp; Advisors</b>	CLIFF											Linear Vest - 5 years						→			

## 7.4 Move To Earn

Move To Earn (M2E) is a project that aims to revolutionize advertising and rewards platforms by utilizing blockchain technology.

Users can earn rewards based on distance through all forms of movement and geolocation. Users can also earn rewards through ads that appear by providing additional information, and additional rewards can be earned through missions within ads.

## 7.5 Move To Earn Reward System



The project has introduced a token reward system for participants based on participation and distance traveled.

This system incentivizes participants' activities and contributions to promote the growth and expansion of the project, while providing opportunities for many participants to earn rewards. Out of the total tokens of 10 billion tokens, 50% of which are allocated for Move To Earn, 5,000,000,000 M2E will be awarded as M2E rewards proportional to the distance traveled.

## \* Where to use M2E Rewards

- Buy NFTs
- Upgrade NFTs
- Order and pay for goods
- Serving in-app ads
- Serving in-app ads and ad missions
- NFT maintenance fees
- Other (more uses to be added as per roadmap)

## \* M2E NFT

M2E users can purchase NFTs to earn more M2E. NFTs come in different tiers, ranging from 0 to 10, with higher tier NFTs earning more rewards. These NFTs can only be purchased with M2E, and all M2E earned from purchases will be burned. This reduces the supply of M2E on the market and increases its value.

- M2E Lv. 0** Free when you sign up for the M2E App. Information Reward Level 1
- M2E Lv. 1** Purchased and held with M2E tokens. Information Reward Level 2
- M2E Lv. 2** Can only be purchased by Lv. 1 holders. Information Reward Level 2.5
- ...
- M2E Lv. 10** Can only be purchased by Lv. 9 holders. Information Reward Level 10

The amount of M2E paid for holding a given NFT will fluctuate depending on its circulation and price in the market, with additional benefits for holding higher-value NFTs.

- Rewards are categorized according to each NFT level, from the basic Lv.0 NFT to Lv.10 NFT, and for each level, the higher the level, the higher the token reward.
- Lv.0 NFTs are automatically granted when you register for the first time in the app, and you need to upgrade to higher levels of NFTs through mission success and M2E tokens.
- NFTs and the reward system based on NFTs will be announced later through the homepage and announcements on each channel.



Example:

Level	Upgrade NFT	Monthly reward amount (\$) "Minium"	Referral Tier	Referral Tiered Rewards %	
				Tier	Rewards (%)
<b>Lv. 0 NFT</b>	Basic	\$2 ~	Tier 1	Tier 1	10%
<b>Lv. 1 NFT</b>	Mission + \$100	\$5 ~	Tier 3	Tier 2	5%
<b>Lv. 2 NFT</b>	Mission + \$200	\$10 ~	Tier 5	Tier 3	4%
<b>Lv. 3 NFT</b>	Mission + \$400	\$20 ~	Tier 10	Tier 4	3%
<b>Lv. 4 NFT</b>	Mission + \$800	\$40 ~	Tier 15	Tier 5	2%
<b>Lv. 5 NFT</b>	Mission + \$1,600	\$80 ~	Tier 20	Tier 6	1%
<b>Lv. 6 NFT</b>	Mission + \$3,200	\$160 ~	Tier 25	Tier 7~10	0.8%
<b>Lv. 7 NFT</b>	Mission + \$6,400	\$320 ~	Tier 30	Tier 11~20	0.6%
<b>Lv. 8 NFT</b>	Mission + \$12,800	\$640 ~	Tier 35	Tier 21~30	0.5%
<b>Lv. 9 NFT</b>	Mission + \$25,600	\$1,280 ~	Tier 40	Tier 31~40	0.4%
<b>Lv. 10 NFT</b>	Mission + \$51,200	\$2,560 ~	Tier 50	Tier 41~50	0.3%

- Leveling up an NFT requires a few missions and the payment of M2E tokens in the amount shown in the table above.
- Each NFT must have a child NFT to be purchased.
- To maintain each NFT from month to month, missions, minimum travel distance requirements, referrals, etc. may be added each month.
- A mission is an advertising mission and depends on the advertiser's mission. It may include visit missions, promotional missions, etc.
- The above table is subject to change depending on future developments.



# 8 Roadmap

M2E has a clear roadmap for the future. Our goal is to continuously improve our platform, expand our ecosystem, and bring our services to more users and advertisers. Below are our key roadmap items.

## Q1 2024: Platform development and testing

Our first step is the development and testing of the M2E platform. We will conduct extensive testing to ensure that our platform meets the needs of drivers and customers and enables efficient service delivery. This phase will include developing the platform's functionality, designing the user interface, and testing for security.

**Prototype development:** We will first develop a prototype of the M2E platform. In this phase, we will design and implement the basic functionality and user interface.

**Testing and feedback:** After prototype development, we will conduct internal testing and get feedback from users and advertisers to improve the platform.

**Security testing:** To ensure the safety of the platform, we will conduct security testing of the platform with the help of security experts.

## Q2 2024: Platform launch and marketing

Once the platform development and testing is complete, the next step is the official launch and marketing of the platform. We will conduct an extensive marketing campaign to publicize our platform and attract as many drivers and customers as possible. This phase will include social media advertising, PR efforts, partnership building, and more.

**Platform launch:** After the development and testing phase, we will officially launch the platform.

**Marketing Campaign:** At the same time as the launch, we will use a variety of marketing strategies to get the word out about our platform and increase drivers and customers.

## Q3 2024: Scaling services

After launching and marketing our platform, our next goal is to scale our service. We will make our services available to drivers and customers in more regions, and expand our driver network to handle more delivery requests. In addition, we will add more features and services to our platform to improve and diversify our services.

**Regional expansion:** Once the platform is stable, we plan to expand our service to more regions.

**Adding features:** We will add new features and improve existing features based on user feedback and needs.

## Q4 2024: Partnerships and business expansion

**Partnerships:** As the platform grows, we will seek partnerships with other companies or organizations to diversify our services and increase our market share.

**Expanding the business model:** While initially focused on advertising, we plan to expand to other types of advertising services.

## Q1 2025: Platform updates and continuous improvement

**Platform Updates:** We will continue to update and improve our platform based on ongoing feedback collection and market changes.

**User Experience Improvements:** To continuously improve the user experience, we will analyze your feedback and data to improve our services.

## Q2 2025: Global expansion of the M2E platform

**Global expansion:** If M2E's service is stable and successful, we plan to expand to the global market. This will allow users in different parts of the world to earn rewards through M2E.

**Multiple language support:** As we globalize our services, we will support multiple languages to make our platform more accessible to users around the world.

## Q3 2025: Further integration of crypto

**Cryptocurrency Integration:** The M2E platform is planning further integration of cryptocurrencies. This will allow users to earn rewards with more flexibility.

**Cryptocurrency Partnerships:** We will pursue partnerships utilizing cryptocurrencies and blockchain technology to further enhance the M2E Platform's reward system.

## Q4 2025 and beyond: planning for the future

**Continuous Service Improvement:** We will continue to monitor user feedback and industry changes to continuously improve our services.

**New Service Development:** The M2E Platform will continue to grow and change. We will develop new services and improve existing services to meet the needs of new technologies and markets.

## Q1 2026: Continued business expansion

**Expanding our footprint:** We will continue to analyze market needs and trends, and expand our footprint accordingly. This will enable M2E to provide value to more people.

**Integrate new technologies:** As new technologies evolve, we will continue to upgrade our services by integrating them into the M2E platform. This will help keep our platform competitive and enhance our users' experience.

## Q2 2026: Continued technology innovation

**Blockchain Technology Innovation:** M2E will continue to monitor the latest trends in blockchain technology and use them to enhance our services.

**AI and Machine Learning Integration:** We will integrate artificial intelligence (AI) and machine learning technologies into our platform to provide smarter and more efficient services.

## Q3 2026: Platform improvements and user experience enhancements

**Improving the user experience:** We will continue to collect and analyze user feedback and requirements to find ways to improve the user experience.

**Improve our platform:** We will continue to improve the usability, stability, and security of our platform to better serve our users.

The above roadmap illustrates our goals and direction, and is flexible and subject to adjustment based on a variety of factors, including market conditions, technological advances, and user feedback. Our goal is to provide the most effective and rewarding experience for our users.

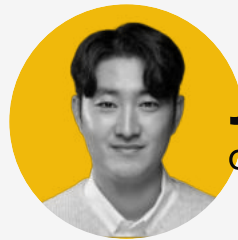
# 9 Execution strategy

## 9.1 Team

We have a team of professionals with diverse backgrounds to make this project a success. Our team is composed of management, marketing, development, and design experts, each of whom will use their expertise to successfully launch and operate the M2E platform.



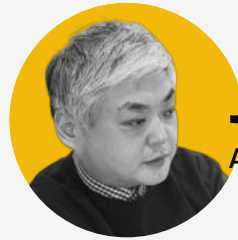
**Matthew Ha**  
CEO



**Jae H. Jeong**  
CMO



**Jason H. Jang**  
Advisor



**Jimmy Kim**  
Advisor

## 9.2 Funding

For platform development, marketing, and operational expenses, we will execute a variety of funding strategies. In addition to investments from investors, we will also look to leverage government support programs or grants.

## 9.3 Platform development

The development of the platform will be led by developers from our team. We will do our best to develop a platform with a user-friendly design and efficient functionality. We will also develop with security as our top priority.

## 9.4 Marketing and promotion

Marketing and public relations are essential to the success of the M2E platform. We will undertake various marketing strategies to raise public awareness and recruit drivers and users. To this end, we will conduct promotional activities both online and offline.

## 9.5 Operate and manage services

Finally, we will manage the successful operation of the platform, which includes gathering feedback from users, resolving issues quickly, and maintaining the stability and efficiency of the platform.



# 10 Conclusion

M2E is an innovative solution to solve many problems in the driving and advertising market. Our platform provides fair rewards for users and efficient advertising services for advertisers. By using advanced technologies such as blockchain, IoT, and cryptocurrency, we can make rewards and advertising services more transparent and secure. Our goal is to create an optimal advertising environment where all users get rewards that are useful in real life by sharing information about their movements, and advertisers can realize targeted marketing through big data collected on the M2E platform.

## 10.1 The Value of M2E

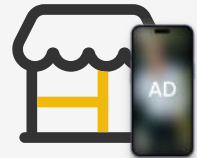


Using M2E to purchase NFTs  
**100% of used M2E tokens are burned!**



Advertiser

Buy M2E to run ads  
**30% M2E tokens are burned!**



Use M2E tokens to purchase services and goods

## 10.2 M2E's Future

M2E provides an efficient advertising platform to maximize the value of the driving and advertising markets. We reduce wasted budgets and costs in the advertising market, help advertisers achieve their objectives efficiently, and provide benefits to both users and advertisers through the utilization of AI-based big data, which is the core of our value proposition.

## 10.3 M2E's Vision

M2E's vision is to create a world where all users have access to efficient and fair services. To achieve this goal, we are constantly improving our platform and trying to bring our services to more people. The M2E token used on the M2E platform will serve as a base currency on the platform and will be developed into a base currency for additional exchanges in the future. Through these efforts, we hope to contribute to the growth and development of users' lives and the advertising services market, and provide value to our users and investors.

## 10.4 Final Word

M2E is an important step in the transformation of the driving and advertising markets. M2E is an innovative platform that aims to reward all users for providing fair and efficient data. Our platform improves the efficiency, transparency, and fairness of advertising services, while providing value to both users and advertisers. We strive to provide a better reward experience and contribute to changing the future of the advertising market. We will continue to lead innovation and change in the ad-serving market and deliver lasting value to our users and investors.

This concludes M2E's white paper. It has covered M2E's overall idea, business model, technology, and strategy. We hope it has given you a deeper understanding of our values and goals, and how we seek to innovate in the delivery market. We hope that this whitepaper will help you understand M2E and gain trust and support for our platform and vision.

Thank you for joining us on our journey with M2E. We look forward to your continued support and understanding of M2E. Thank you.

# 11 Disclaimer

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**Thank you!**