

Meqa

Whitepaper

Last updated: 03/03/2022



Table of Contents:

- Abstract
- Current Industry Issues
- Ecosystem & Product
- Tokenomics
- Marketing
- Current Conditions
- Trajectory
- Our Philosophy
- Conclusion

Abstract

One of the biggest issues plaguing the cryptocurrency space is the alarming amount of scams performed by ill-willed upcoming projects and ICOs. It is our mission to provide a platform which will both prove impervious to such scams and be tangibly trustworthy to our investors. Through the platform, we will facilitate the launch of carefully vetted projects that will place the minds of our investors at ease, while also implementing a full refund policy in case a malicious project finds a way to perform any action with the intent to steal investor capital. At Mega, we honour our investors, and so will enact measures for their security & satisfactory experience on the platform.

Market Conditions

Growth from November 2015 to November 2021 Cryptocurrency assets have seen an astronomical rise in total market capitalization, reaching a notable 60,000% from November 2015 to November 2021. This is an increase of 3 Trillion USD in just six years [1]. Clearly, the entire industry has grown a tremendous amount in a span of just a few years, and yet, the market is still in its early years. With many new start-ups and companies scrambling to capitalise on this growth moving forward, it will be a challenge to differentiate ourselves from the competition and position ourselves in the market as a lucrative & impactful mainstay.

Speculated Market Growth

While nothing is a guarantee, cryptocurrency and the market as a whole are set to continue growing at an unprecedented rate, and we fully intend to capitalise on this growth. We will situate ourselves as a market leader and take full advantage of the fast-approaching mass adoption by global markets. Still, we do not feel comfortable putting out unrealistic projections with actual figures, as predicting any accurate concrete outcome isn't possible quite yet. Such predictions would thereby be a breach of our promise of honesty towards our investors.

What Competitors Don't Offer

Current market leaders are releasing many new and exciting products such as debit cards, futures trading, and staking pools. These, however, come at great cost to the average consumer by requiring exorbitant fees and providing no safety net, all of which pads the pockets of said market leaders.

As we realise that our customers are fundamental to our ongoing success, we will implement a refund policy which will insure their investments into ICO's in case malicious action is taken by specific launching projects. This approach will allow for effective mitigation of risk when investing into newly formed companies and their products.

While big exchanges like Binance, Crypto.com or Coinbase currently only list verifiable projects, said projects are often already large-at-best, often valued in the millions or billions when looking at market cap figures. Our listings will focus on newly listed companies, so users of our platform will benefit from industry first access to innovative start-ups. Buying into such start-ups can be extremely low-cost, while the potential for fast growth, nearly limitless. Most major giants in the market do not offer such access, leaving it up to us to establish the practice & potentiate lucrative exchanges in the field.

Tokenomics

Total Supply: 10,000,000,000

Decimal places: 8

Token Symbol: MEQ or MQA or MEQA

Supply Split: 70/30

Public Sale: 0.6c

Presale: 0.4c

Ultrasafe: 0.35c

Private: 0.2c

Private Round Value:

\$5,000,000 USD @ 2.5% Supply 250,000,000 Tokens

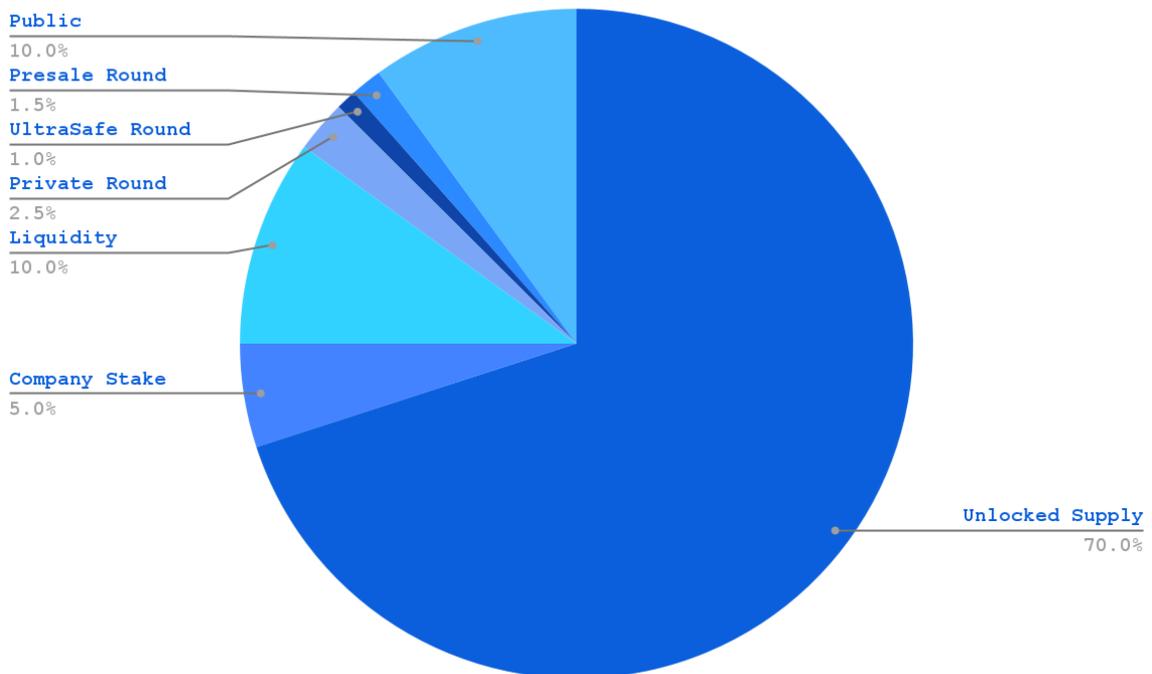
$$250000000 \times 0.02 = \$5,000,000$$

Minimum Capital \$500,000 USD for 25,000,000 Tokens

Minimum Capital \$200,000 USD for 10,000,000 Tokens

UltraSafe Round Value:

Distribution:



- 70% is supply for liquidity and product and rewards
- 30% is divided:
 - 5% Company Stake
 - 10% Liquidity
 - 5% Funding Rounds
 - 10% Public

There is no marketing, team or company wallet where company expenses will impact market capitalization during the operations of our company.

Token Fees:

- 1.5% on purchase of our token
 - 50% of the fee is used to execute a smart contract to purchase tokens from the 70% supply to be added into the public liquidity pool
 - 50% of the fee is distributed to a company wallet for the cost of doing business

$$Total\ Tokens \times 1.5\% \times .01 = Token\ Fee$$

Staking Rewards and Structure:

Users in our ecosystem will easily be able to stake tokens for set time periods. These time periods will adjust every year (365 days).

Reward 24 hours:

1.5%

Reward over 365 days:

547.5% (time)

$$x\ (tokens) \times y\ (time) = z$$

Users will be able to select their time period to stake tokens. However, if a user was to cancel or stop staking during the selected periods below before the time period ends, there would be an early staking fee charged to the user:

30 Days

cancellation fee 5% total stake value

90 Days

cancellation fee 5% total stake value

180 Days

cancellation fee 10% total stake value

365 Days

cancellation fee 10% total stake value

Launchpad Feature:

A user can choose to compound and/or add returns from participating in the launchpad to their staked tokens. The usual product fee charge will occur using this service. A user will have a selection of:

5%

15%

50%

Custom Value above 50%

The remaining supply is automatically distributed to the user's wallet address

Round Information

Private sale Round = Initial company capital raising round for private investors

Presale Round = Special public capital raising round open to ALL investors

Ultrasafe Round = Dedicated round for ALL Ultrasafe token holders who convert to Meqa token during the exclusive “swap period”

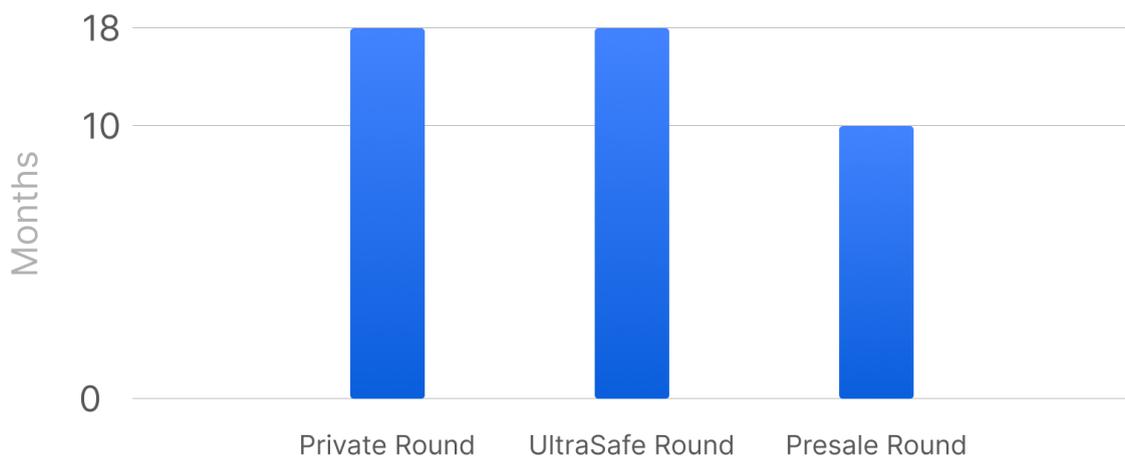
Ultrasafe Holders

The Ultrasafe round is dedicated to the holders of the UltraSafe Token. We will be taking a snapshot of the market capital at a minimum of \$3,000,000 USD to safeguard investors. The [original statement](#) can be found on Medium with details regarding the snapshot. This is where we will migrate UltraSafe holders at a set price and use a smart contract to purchase their tokens so Meqa becomes the majority holder of UltraSafe Token.

*Only holders of Ultrasafe tokens will be able to participate in the “swap round” and access the Ultrasafe Round.

Vesting Period

Prior to public launch, all presale rounds will feature a mandatory vesting period. These rounds consist of the *Private Round*, *UltraSafe Round*, and the *Presale Round*. The respective vesting periods are *18 months (Private round)*, *18 months (UltraSafe Round)*, and *10 months (Presale)*. For the 18 month vesting period, users will receive 5.55% of their allocated purchase each month until the vesting period ends. For the 10 month vesting period, users will receive 10% of their allocated purchase each month until their vesting period ends. This is to ensure that those who purchase within their exclusive round do not have the capacity to “dump” their tokens when the public sale goes live, thus protecting the liquidity pool, market capitalization, and token price.



Ecosystem and Products

Mega will have multiple products and services to utilise within our ecosystem starting with our launchpad as the first initial product where we will have our public token launch. This unique product will have differentiating features compared to our competitors.

Network: Avalanche

Consensus: Proof of Stake

Software: Mobile Application, Desktop Application, Web Application

Product and Ecosystem Fees:

Max Fee: \$2.50

Min Fee: \$2.00

Investor Money × Cost of Token = A

A - fee max = B

A - fee min = C

B = Total Tokens user receives after max fee

C = Total Tokens user receives after min fee

Max Fee is \$2.50 (a) reduced by 1.5% (b) every 100,000 transactions (c).

The minimum this fee can be reduced to is \$2.00

$$\frac{a}{b} = C$$

Staking Tiers:

a) Beginner

\$50 or equiv staked

30, 60, 80, 180, 365 Days

b) Skilled

\$100 or equiv staked

30, 60, 80, 180, 365 Days

c) Experienced

\$1000 or equiv staked

30, 60, 80, 180, 365 Days

d) Advanced

\$10,000 or equiv staked

30, 60, 80, 180, 365 Days

e) Professional

\$100,000 or equiv staked

30, 60, 80, 180, 365 Days

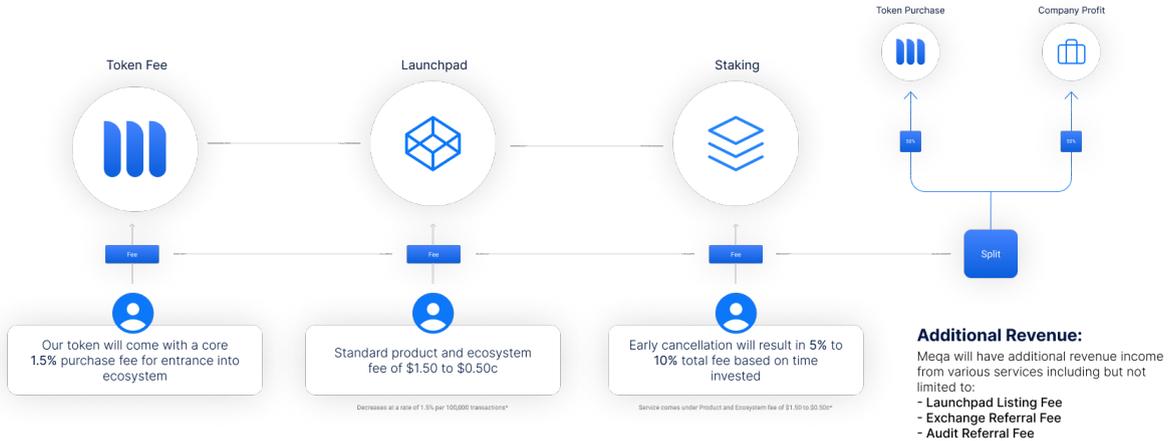
f) Private Label

\$1,000,000+ staked

180, 365 Days

Fee Architecture:

Our fee architecture is volume based which allows us to keep fees low and customer satisfaction high. Each time a fee is taken within the ecosystem, this fee is split on a 50/50 basis, where 50% of the fee is used to purchase additional tokens to add into liquidity, the other 50% is converted to a stablecoin on the AVAX network and sent to a company wallet address. This wallet services as the CODB (cost of doing business) wallet where we will pay expenses, wages etc.



Using our ecosystem:

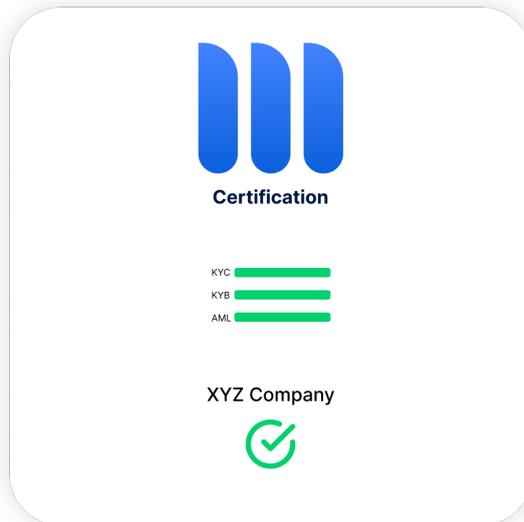
Through the use of smart contracts we'll be able to utilise the current Avalanche network to build out our ecosystem. Our launchpad will operate on a Staking concept to add liquidity to our core token, with a perpetual liquidity buy-back function each time a fee is paid. This is why we have 70% additional unlocked supply upon launch which will eventually all be moved to circulating supply.



Launchpad Features

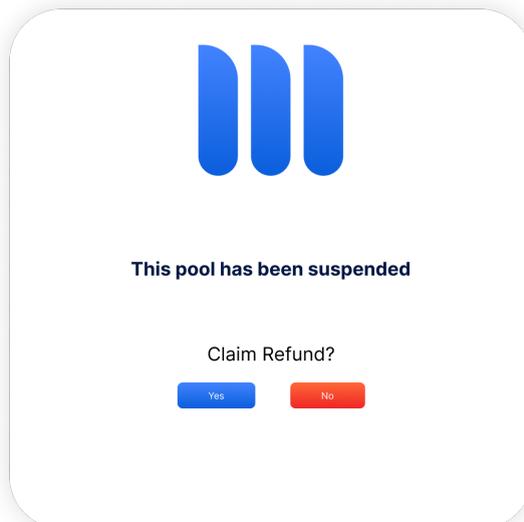
Certificate of Authenticity

As a standard within our ecosystem, any user has access to see a unique certificate generated by Meqa which will display metadata information containing: Know Your Customer, Know Your Business and Anti-Money Laundering compliance on the company / project being listed. This certificate generated will also display how clean the funds are and whether or not they've been used in previous scams, illegal or illicit activities providing a added layer of assessment for users and authenticity for companies to use in future



Pool Refund Function

Prior to launch, if the project fails to meet our core security & verifiability conditions, a user may receive a full refund of their invested tokens (minus our ecosystem fee and standard network fee). This innovative feature will safeguard investor funds and further support legitimate blockchain projects.



Stake to participate

Users and New Companies that want to launch on the platform will need to stake Meqa Tokens. This forms a utility and locks liquidity in the ecosystem. Staking tokens

will be automatically calculated for the user and show the minimum required. Staking will also have different tiers for cheaper fees and a special access to a private label round.

Private Label round: Will have a 30 minute window where those who have staked \$1,000,000 USD or more qualify to enter that 30 minute period and buy 0.01% of the launching project every 5 minutes. These won't come available very often as they are dependent on the company and project launching and whether or not this can be applied to their tokenomic structure.

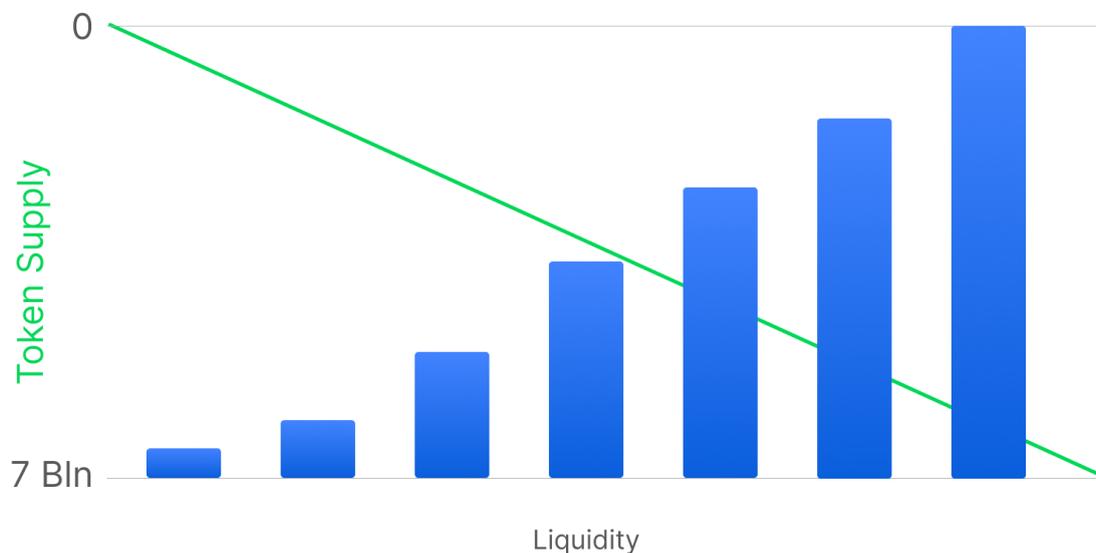
Growth Projections

Our Ultimate Mission

Our fundamental goal is to facilitate the successful launches of upcoming blockchain projects through the efficient & effective allocation of venture capitalist funds and retail investor capital. We intend to create an ecosystem that profits both the user base and our partners. Our partners will receive the funding, support, and auditing they need. Our user base will capitalise on the ability to fund upcoming projects with peace-of-mind, knowing that all projects have been thoroughly vetted and that their investment is backed by our refund policy.

Perpetual Liquidity Floor

Throughout a user's journey within the ecosystem, utilising products and services incurs a product and/or ecosystem fee which is on a sliding scale. 50% of each fee is used to purchase unused tokens from the 70% supply and is available to the public for transacting, purchasing or staking rewards.



User Base Growth & Engagement

As such, one of our main focal points and fundamental goals will be to engage and foster a strong community that can assist in our growth within the overall market. While we will not rely purely on our community, informal oral communication is a powerful tool that is often overlooked and underutilised. We intend to launch enticing & lucrative referral programs that will incentivize community members to propagate the functions of this organic avenue of marketing.

Growing with the Market

As the overall cryptocurrency market continues to grow and boom, positioning ourselves as an attractive and viable option for new retail investors is imperative to our success. As detailed in the other sections of this paper, we have plans for aggressive marketing campaigns, industry leading investment protection & security features, and product releases to compete with even the most reputable behemoths, let alone other new companies that seek to secure a major stake in the industry. Our consistent performance and wider adoption by the market in the next five years will define our long term success.

Future Product Plans

In order to stay competitive and provide greater benefit to our investors and community, we plan on releasing a myriad of new and exciting products. These include, but are not limited to debit cards, our very own blockchain, stablecoin unwrapping, referral programmes, our own stable coin, and much more. Please note that though we are dedicated to the development & deployment of these products & features, they are all subject to change, not guaranteed to be released, and adhere to no clear timeframe at the time of this writing.

Building our own Blockchain

Mega is planned to move away from the Avalanche blockchain, migrating to its own unique and innovative blockchain that will utilise *Proof of Stake* in order to expand our vision and allow for projects to become fully invested into our ecosystem*. Projects can then be built

on our blockchain, launched on our launchpad, and operate with our products natively. This will ideally lead to continuous and constant streams of revenue for both users and the company. **disclaimer : these plans are subject to change.*

Our Philosophy

What We Value

Meqa was built on one core principle : Honour our investors, and always put them first. Many industry giants have become bloated, increasingly corporate, and do not regard their customers as the highest priority. With our innovative refund policy and strict project auditing (provided by Hacken and other security implementations such as KYC, KYB and AML) we ensure that projects launching on our platform align with our core values and that investor capital is protected to the highest degree.

Our Founders

Founded in 2022, Meqa was created by business professionals Zachari Saltmer and Daniel Clegg, who collectively have over 20 years experience in blockchain, financial trading markets, business management and team leadership. In conjunction with Kevin Upton, our CTO, they set out to revolutionise the De-Fi industry. By creating a secure platform built for security, trust and ease of use, retail investors will be able to utilise their capital furnishing efficient ways of it's allocation to various projects and products in the Meqa ecosystem. After seeing the increasing number of fraudulent and distressing projects being born with the goal of stealing investor funds, Daniel Clegg, Zachari Saltmer and Kevin Upton took it upon themselves to build an ethical platform which puts the interests of the consumer at the forefront of the entire platform's operation.

To better understand our vision and motivations for forming Meqa, please read the statements below from our founders.

"I simply wanted to see more people succeed with their ideas by creating an ecosystem where investors, thinkers, and doers collaborate to build the future." -Zachari Saltmer, CEO

"In a world of risk, rug-pulls and downright constructive theft, innocent investors still fall victim to scams. MEQA was formed to reset, rebuild and re-write the rule book! We're motivated to make a stand against corruption and fraud. Prove that crypto can be traded safely with great rewards. We'll excite with new innovation and ideas which will help shape the future of blockchain. It's more than a project now, it's personal!" -Daniel Clegg, COO

Conclusion

Meqa has set out to build an ethical platform that benefits upcoming projects as much as its retail investors. This ambitious goal is achieved by allowing the retail investors to fund upcoming projects as early adopters who benefit from an "early buy-in". We will guarantee that these projects are properly audited and that they strictly follow our ethical guidelines. In a worst-case scenario event such as that of a project's team intentionally defrauding Meqa and our customers, we will offer a full refund of the customer's investment.

With full dedication to the goals and principles set forth in this document, we intend to take full advantage of the astronomical rise of the blockchain industry to fuel our market dominance within our clearly defined, yet expansive niche, all the while placing our investors at the forefront of our every move.

Sources

- Overall cryptocurrency market capitalization per week from July 2010 to February 2022. (2022, February 12). Retrieved from <https://www.statista.com/statistics/730876/cryptocurrency-market-value/>
 - DeFi Exploits from 2020 to 2022 <https://cryptosec.info/defi-hacks/>
 - \$14 Billion in scammed funds in the industry <https://blog.chainalysis.com/reports/2022-crypto-crime-report-introduction/>
- <https://ciphertrace.com/2020-year-end-cryptocurrency-crime-and-anti-money-laundering-report/>