

Meqa

Whitepaper

Last updated: 18/03/2022



Table of Contents:

Abstract

Industry Issues & Solutions

Case Study

Market Conditions

Tokenomics

Ecosystem & Products

Trajectory

Our Philosophy

Conclusion

Abstract

As of January 2022, there have been 9929 unique cryptocurrencies created since mainstream introduction in 2013. With so many tokens, coins, projects and start-ups developed, why after almost 10 years are investors still hesitant or avoiding the industry?

In short, crypto is still overly complex for the everyday person to set up and use. From exchanges, wallet set up, swap platforms and confusing websites.. individuals are left to navigate themselves, self educate and tread carefully around scams and rugpulls which plague the industry and hamper mainstream adoption.

With this in mind, it's no surprise global usage is low and our ageing population has struggled to accept and adopt cryptocurrency into their investment portfolios.

With such a large proportion of people yet to enter the world of cryptocurrency, Meqa seeks to capitalise on the current industry problems, combat the exact reasons people are deterred and turn these into the foundation of our success. Everything we build, from basic investment options to our unique project launchpad, is different .. it's built with functionality, ease of use and security at its core.

Our mission is to increase global adoption and create an industry movement which sets new benchmarks in usability, trust and innovation.

We strip away the excuses to invest, build trust and make crypto investment easy, educational & fun! We improve the industry by only launching verified & credible projects that investors & project partners benefit from.

Industry Issues & Solutions

Expanding on the introduction above,

Global statistics show that of all developed nations, the world has only just begun to accept Cryptocurrency. Global adoption is low with just 11% of developed nations trading.

To capitalise on this we'll first examine the key reasons people don't invest. We'll then explain how Meqa provides solutions to these issues and what our strategy is to exploit the opportunities and build our core business around them.

Our research shows there are three (3) core reasons for avoiding cryptocurrency:

1. **It's too risky**, people don't trust the industry, so they avoid crypto all together
2. **It's too hard** to get started, people stick with their traditional investments
3. **It's misunderstood and under-utilised**. If only people knew the huge range of uses

1. **PROBLEM** / *It's too risky*

Lack of trust is the most common reason for avoidance. Many people have heard of somebody that's been a victim of fraud or scams and doesn't feel safe investing. Industry statistics show fraud, theft, scams, rugpulls and hacks are major reasons people avoid investing in cryptocurrency. According to information gathered by Ciphertrace, blockchain fraud remains the most prevalent form of theft and accounts for 73% of all cryptocurrency crimes in the Industry.

Some of the most common 'red flags' include: hidden token allocations, excessive distribution to individuals, vague tokenomic details, no clear purpose or use case, poorly audited coding, or an anonymous team using fake profiles to disguise their identity.

SOLUTION / *Partner with industry security experts / Clear and functional tokenomics / Protect users with innovative technology / Regulate ourselves before the industry*

We've already partnered with the likes of Hacken, AMLBot & Purefi to support our unique ecosystem features. Users that purchase Meqa token or participate in any of our products will be assured they are issued personal certificates of their wallets and display how clean their crypto is. All stages are visible on an industry-first platform showing vital information like coding audit scores, how clean the funds are and much more. Similar to a credit check, if the minimum standard fails our innovative industry-first "Investor Refund" feature kicks in to repay users from the smart contract (minus a transaction fee). Users will also be protected by multi-factor.

2. **PROBLEM** / *It's too hard*

For the average investor (the majority market) it takes too long to set up, buy and trade. There are too many steps leading to people losing interest along the way and or not utilising the product to its full potential.

The average first-time user spends over 30 minutes navigating the multiple stages of buying, swapping and storing their first purchase. With the average **attention span** for adults between 15 to 20 minutes (Source: thehealthboard.com, Paul Cartmell Feb 22)² most people will either give up or take multiple attempts over time losing interest and loyalty to one or many sites. In addition some will make easy mistakes and lose their investment altogether, before they even get started.

It's no wonder 89% of the world is yet to own cryptocurrency. It's still not built for the everyday person and everyday use. It should be!(Source: Finder)

SOLUTION / *Create a clean, easy to use & secure platform that simplifies trading Make it friendly to first time users / Reduce the steps involved / Make it accessible on *ANY device and connect our users to all our products and services in one place!*

At Meqa, we make users feel welcome, not intimidated, inferior or afraid to explore. From the very first click you'll notice our platform is built with simplicity & ease of use at the core. Joining Meqa is the easiest part too, completed in 3 basic steps. Simply click to join, create a wallet and start! Your unique 12 word wallet passphrase will also be your access code to Meqa. If you want added security, just add your mobile number and utilise a two-factor log in.

Anyone from advanced to first-time users can navigate and understand the products, services and functions available.

We'll attract more users by incorporating low costs with a simple fee structure encouraging our investors to explore all the benefits of our products in one ecosystem.

We're available wherever you are.

3. **PROBLEM** / *It's misunderstood and under-utilised*

Once you own cryptocurrency, what else can you do with it and how can it be used to build wealth? If it's not a physical thing attached to anything, how can it be valuable? These are common questions from non-users or sceptics.

To experienced users, the answer is simple and in fact, there are many amazing benefits that blockchain technology has brought us. The problem is many of the use cases are spread out across multiple platforms, exchanges and websites. The resources and education available are also spread out and it's up to the investor to motivate themselves to discover these.

SOLUTION / *Combine great crypto investment services into one place | Enable one core token that gives access to ALL products & services | Provide educational resources & ongoing Learning tools | Encourage and reward people for using multiple services*

Once our users purchase Meqa tokens, they become members of Meqa and gain access to all of the products within our ecosystem. From basic investment to staking for rewards or using our Launchpad, Meqa token will be both used and rewarded in return. Our Decentralised exchange will easily allow Meqa to be swapped or sold as easily as it was purchased. Users will contribute to the ecosystem everytime they use our services as fee contributions are fed back to liquidity and contribute to growing our value. Read more about this in "Tokenomics"

Meqa's educational resources are brought together within our very own "Meqa School" where we house everything from useful blogs to user learning modules. Meqa will support accelerated adoption by encouraging new and existing users to learn about, discover more and use more, all within one ecosystem.

From simply storing or growing your wealth to staking and gaining access to early-stage startups, Meqa will simplify, educate and open up more people to the benefits of blockchain.

CASE STUDY - Where are the opportunities to grow cryptocurrency usage?

We study crypto use by age v population growth and average net worth

Stilt.com carried out a study based on the activities of more than 1500 users who performed over 1 million crypto transactions between February 2020 and February 2021.

The Stilt study has shown that over **76% of all buyers are Millennials (aged 26-41)**, Gen Z (10-25) takes 2nd place with 17%. Generation X (42-57) takes up almost 5% of the user share, while there are only 1% of Boomers(aged over 58). The data clearly shows that 94% of those who have bought crypto are 18-41, and only 6% are buyers aged 42 and older.

The above study is very important when you combine it with global age populations and consider our ageing population as well. **Fact:** in less than 20 years, almost every developed nation will have a median age outside the target market, with Millennials currently making up 76% of all blockchain users.

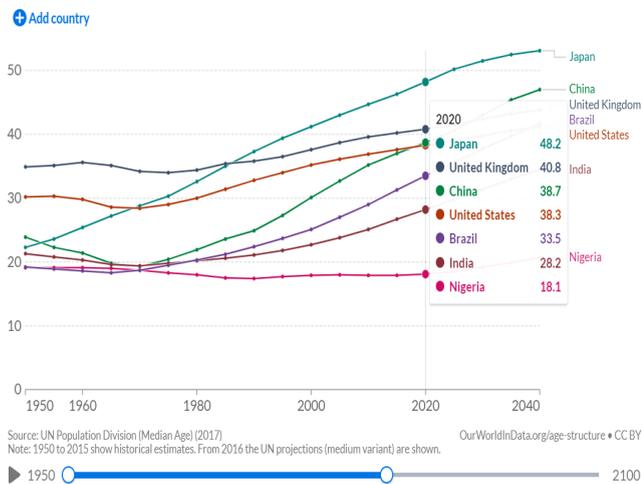
According to CNN Money, the average net worth by age 30, 40, 50 and 60 in 2021 are:

- \$9,000 for ages 25-34
- \$52,000 for ages 35-44
- \$100,000 for ages 45-54
- \$180,000 for ages 55-64
- \$232,000+ for 65+

In summary: The mainstream current market for Crypto users are people aged 26 - 41 but these people have the least amount of net worth and the least amount of discretionary time. Gen X (42-57) only represent 5% of users but their net worth more than doubles the Millennials. It doubles again as we approach retirement. So younger people use Crypto more but have less money and less time. The largest opportunity age group (over 42) is avoiding cryptocurrency and sticking to traditional investments.

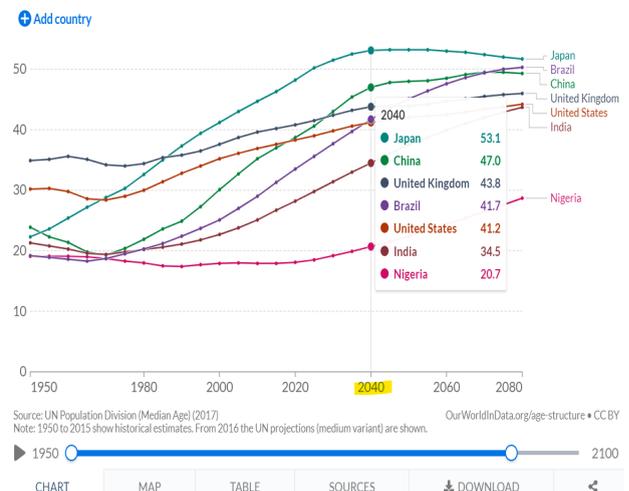
Median age, 1950 to 2040

The median age divides the population into two parts of equal size; that is, there are as many people with ages above the median age as there are with ages below.



Median age, 1950 to 2080

The median age divides the population into two parts of equal size; that is, there are as many people with ages above the median age as there are with ages below.



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 is 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.

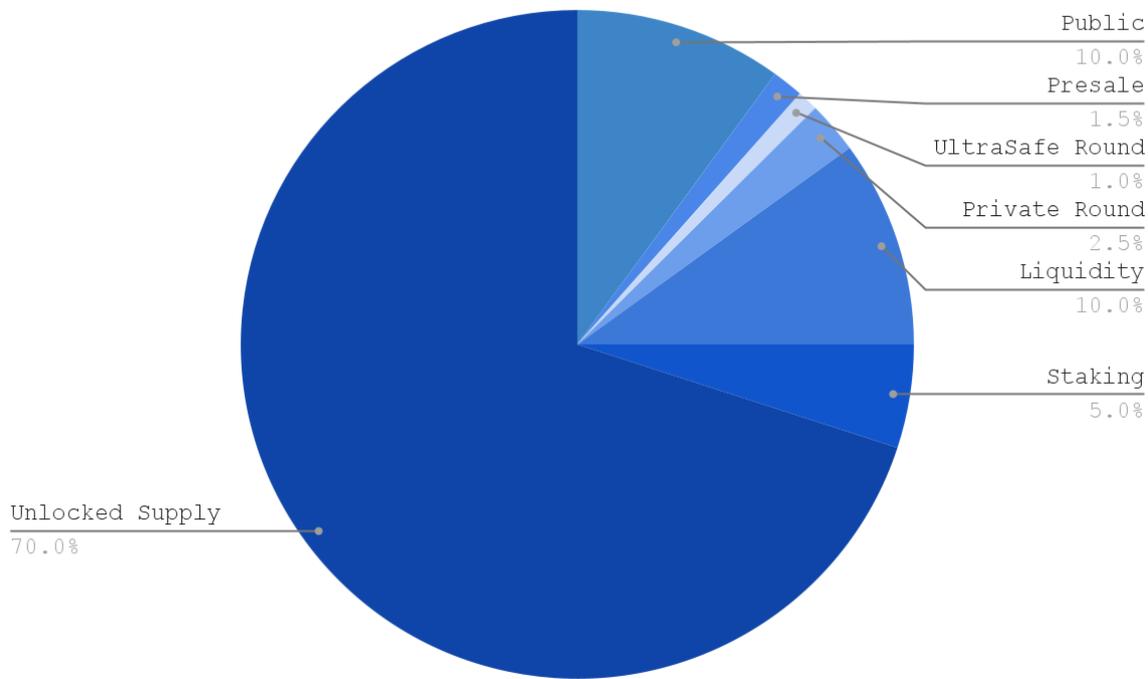
Tokenomics

Total Supply: 10,000,000,000

Decimal places: 8

Supply Split: 70/30

Distribution:



Unlocked Supply	Liquidity Pool	Private Round	UltraSafe Round	Presale Round	Public Sale	Company Stake
70%	10%	2.5%	1.0%	1.5%	10%	5%

Expenses won't impact price:

There is no marketing, team, or company wallet where company expenses will impact market capitalization during the operations of our company. However, unless otherwise stated partnerships may receive tokens from the Unlocked Supply as payment for goods or services.

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 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:

0.3%

Reward over 365 days:

109.5% (time)

$$x(\text{tokens}) \times y(\text{time}) = z(\text{rewards})$$

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 sales on 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 in the Meqa ecosystem.

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 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.

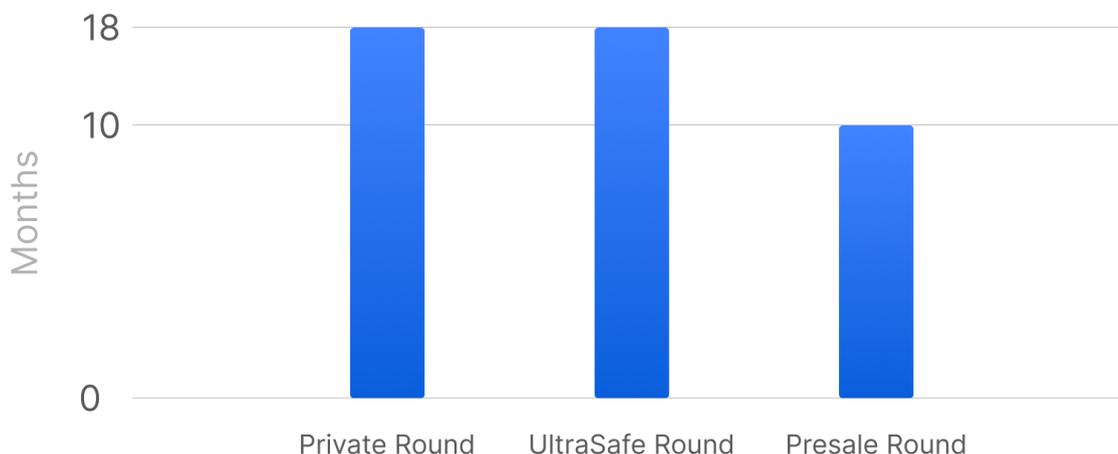
*Only holders of Ultrasafe tokens will be able to participate in the "swap round" and access the Ultrasafe Round.

Vesting Period:

Prior to public launch, all rounds before the public sale will feature a mandatory vesting period.

Private Round	*UltraSafe Round	Presale Round
18 Months	18 Months	10 Months

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 MEQA can have a runway of 18 months.



Ecosystem and Products

Mega will have multiple products and services to utilise within our ecosystem starting with a DEX and staking to build up liquidity and launch our token.

Network: Avalanche

Consensus: Proof of Stake

Software: Mobile Application, Desktop Application, Web Application, MetaMask, WEB3 Wallet

Product and Ecosystem Fees:

Max Fee: \$3.00

Min Fee: \$2.00

$$\text{Investor Money} \times \text{Cost of Token} = A$$

$$A - \text{fee max} = B$$

$$A - \text{fee min} = C$$

$$B = \text{Total Tokens user receives after max fee}$$

$$C = \text{Total Tokens user receives after min fee}$$

Max Fee is \$3.00 (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 for Users:

a) Beginner

\$50 or equiv staked

30, 60, 80, 180, 365 Days

b) Skilled

\$500 or equiv staked

30, 60, 80, 180, 365 Days

c) Experienced

\$1,000 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

80, 180, 365 Days

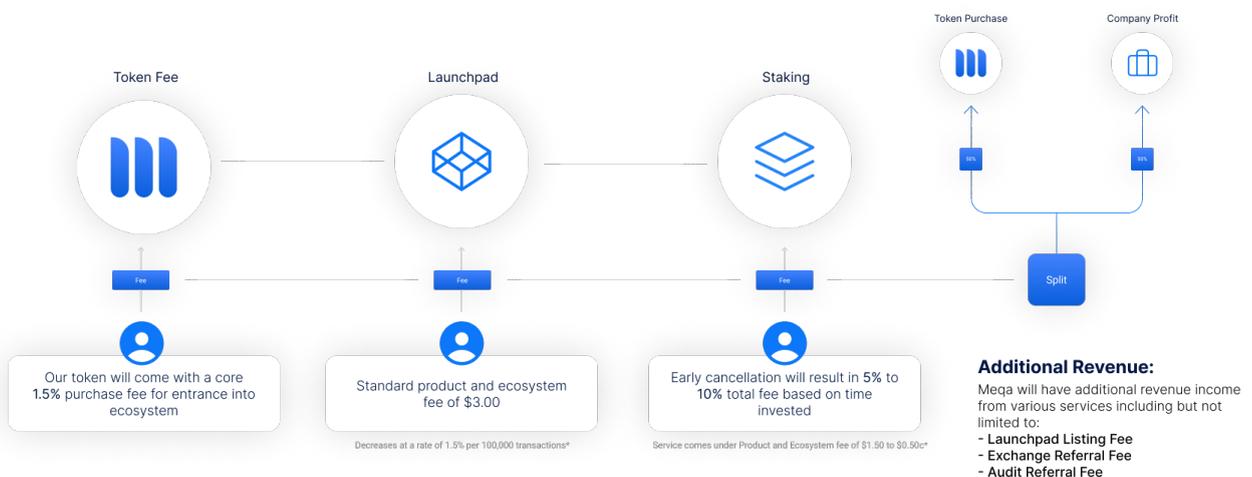
f) Private Label

\$1,000,000+ staked

80, 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 from our unlocked supply to add into public liquidity and token circulation. 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:

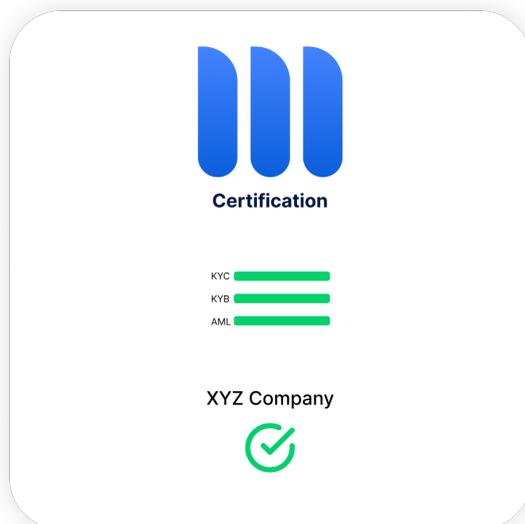
Through the use of smart contracts, we'll be able to utilise the current Avalanche network to build out our ecosystem. Our ecosystem will operate on a Staking concept to add liquidity to our core token, with a perpetual liquidity buy-back function each time a fee is paid and whenever a sell occurs. This is why we have 70% additional unlocked supply upon launch which is used to issue rewards, purchase for liquidity buy-back and partnership agreements.



Launchpad Features

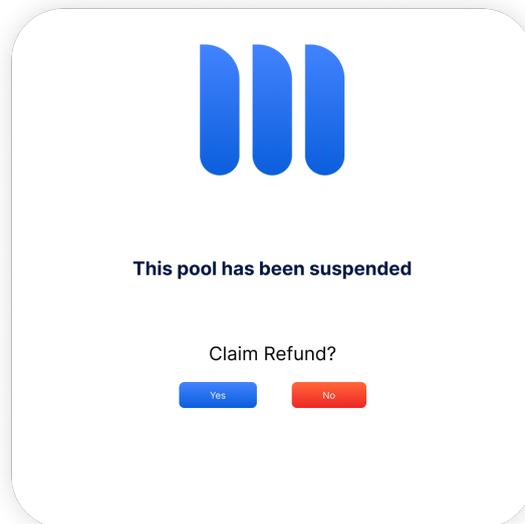
Certificate of Authenticity:

As a standard within our ecosystem, any user has access to see a unique certificate generated by Mega which will display metadata information containing: Know Your Customer, Know Your Business and Anti-Money Laundering information.



Pool Refund Function:

Prior to launch or project reaching hard cap, 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:

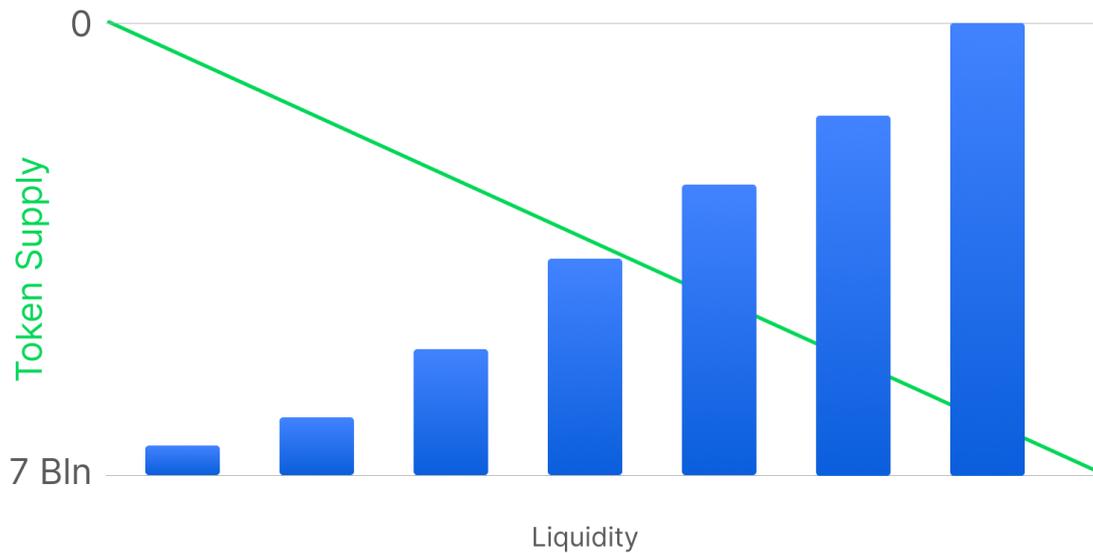
Users and New Companies that want to launch on the platform will need to stake Meqa Tokens. This forms a utility and locks liquidity in the ecosystem. Staking tokens will be automatically calculated for the user and show the minimum required. Staking will also have different tiers for cheaper fees and 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 a fixed % supply 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.

Trajectory

Perpetual Liquidity Floor

Throughout a user's journey within the ecosystem, utilising products and services incurs a product and/or ecosystem fee. 50% of the fee total is used to purchase unlocked tokens from the 70% supply and is permanently locked to the company stake, supporting a stronger ecosystem and bringing more tokens into circulation without affecting market capital price to the effect of not having such a function.



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 referral programs that will incentivize community members to propagate the functions of this organic avenue of marketing utilising all aspects of word of mouth.

Growing with the Market

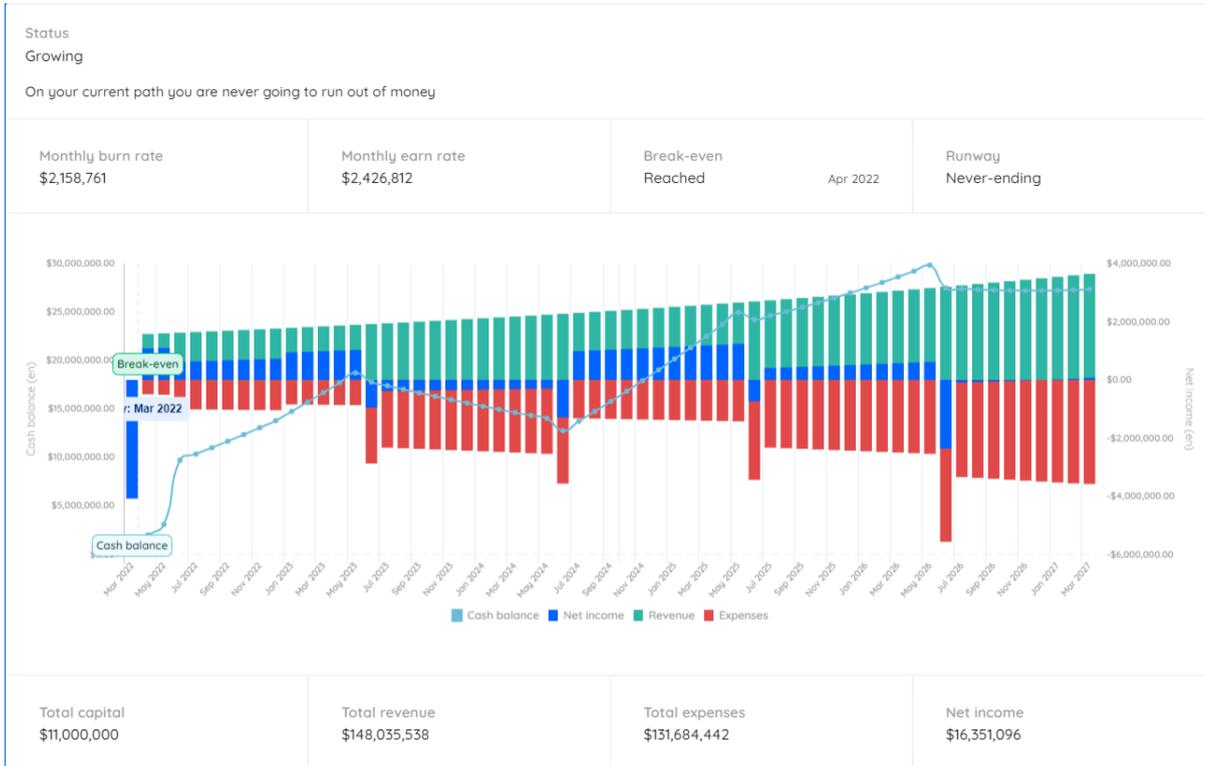
As the overall cryptocurrency market continues to grow, positioning ourselves as an attractive and viable option for new retail investors is a large contribution to success on top of a quality product. As detailed in the other sections of this paper, we have plans for aggressive marketing campaigns, 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 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 fintech products and solutions both decentralised and centralised. These include, but are not limited to debit cards, our very own blockchain, stablecoin unwrapping, referral programmes, our own stable coin, decentralised exchange / swap platform, staking protocol and launchpad.

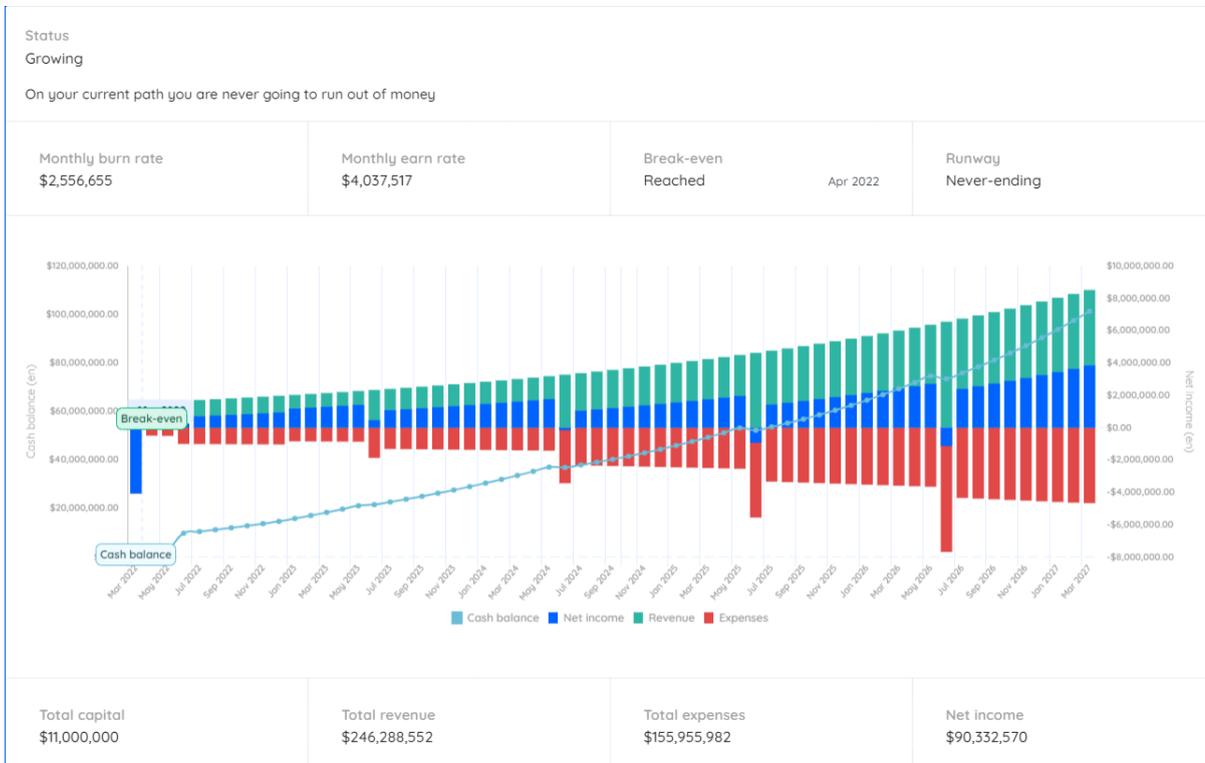
5 Year Runway: Worst Case Scenario

Based on 50,000 users, including token fee, product fee at 0.5% growth per month



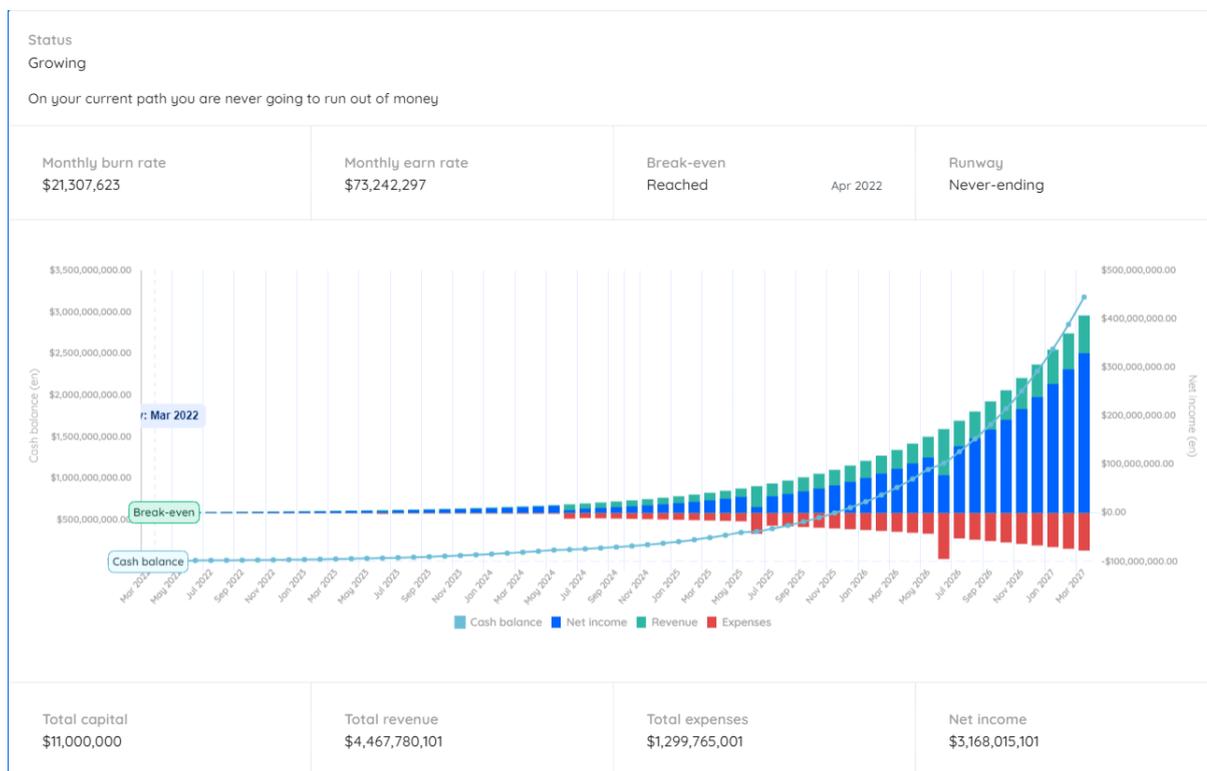
5 Year Runway: Realistic Case Scenario

Based from 50,000 users, including token fee, product fee at 3% growth per month



5 Year Runway: Best Case Scenario

Based from 50,000 users, including token fee, product fee at 10% growth per month



Our Philosophy

What We Value

Mega 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. 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 its 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 and Zachari Saltmer took it upon themselves to build an ethical platform that 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

“Meqa was formed to reset, rebuild and re-write the rule book! We’re motivated to make Crypto easy & accessible to everyone, prove it can be traded safely and with great rewards. This is the next generation platform which will help shape the industry” -Daniel Clegg, COO

Conclusion

Mega 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 Mega 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)
<https://www.statista.com/statistics/730876/cryptocurrency-maket-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/>
- Fraud dominates the cryptocurrency industry
<https://ciphertrace.com/2020-year-end-cryptocurrency-crime-and-anti-money-laundering-report/>
- Range of cryptocurrencies
<https://currency.com/how-many-cryptocurrencies-are-there>
- Age range of population
[Regional population by age and sex, 2020 | Australian Bureau of Statistics \(abs.gov.au\)](https://abs.gov.au/regions/population-by-age-and-sex-2020)
- Global population statistics
[Global population in 2020, by age group | Statista](https://www.statista.com/statistics/1111111/global-population-in-2020-by-age-group/)
- Cryptocurrency becomes popular
<https://www.guidemetrading.com>
- Age generations
[Age Range by Generation - Beresford Research](https://www.beresfordresearch.com/age-range-by-generation/)
- Functional use for cryptocurrency
[10 Awesome Uses of Cryptocurrency » Brave New Coin](https://bravenewcoin.com/10-awesome-uses-of-cryptocurrency/)
- % of crypto users by age group
<https://www.stilt.com/blog/2021/03/vast-majority-crypto-buyers-millennials-gen-z/>