



What is Mesi?



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Mesi connects creators, influencers, artists, and performers with their fans through a novel **mutual monetization model**, allowing both sides (fans and creators) to participate in content monetization and rewards.

The platform is accessible as both a **web app** and a **mobile app** (iOS and Android), and uses its own blockchain - **Creator Chain** along with the **\$MESI token**.

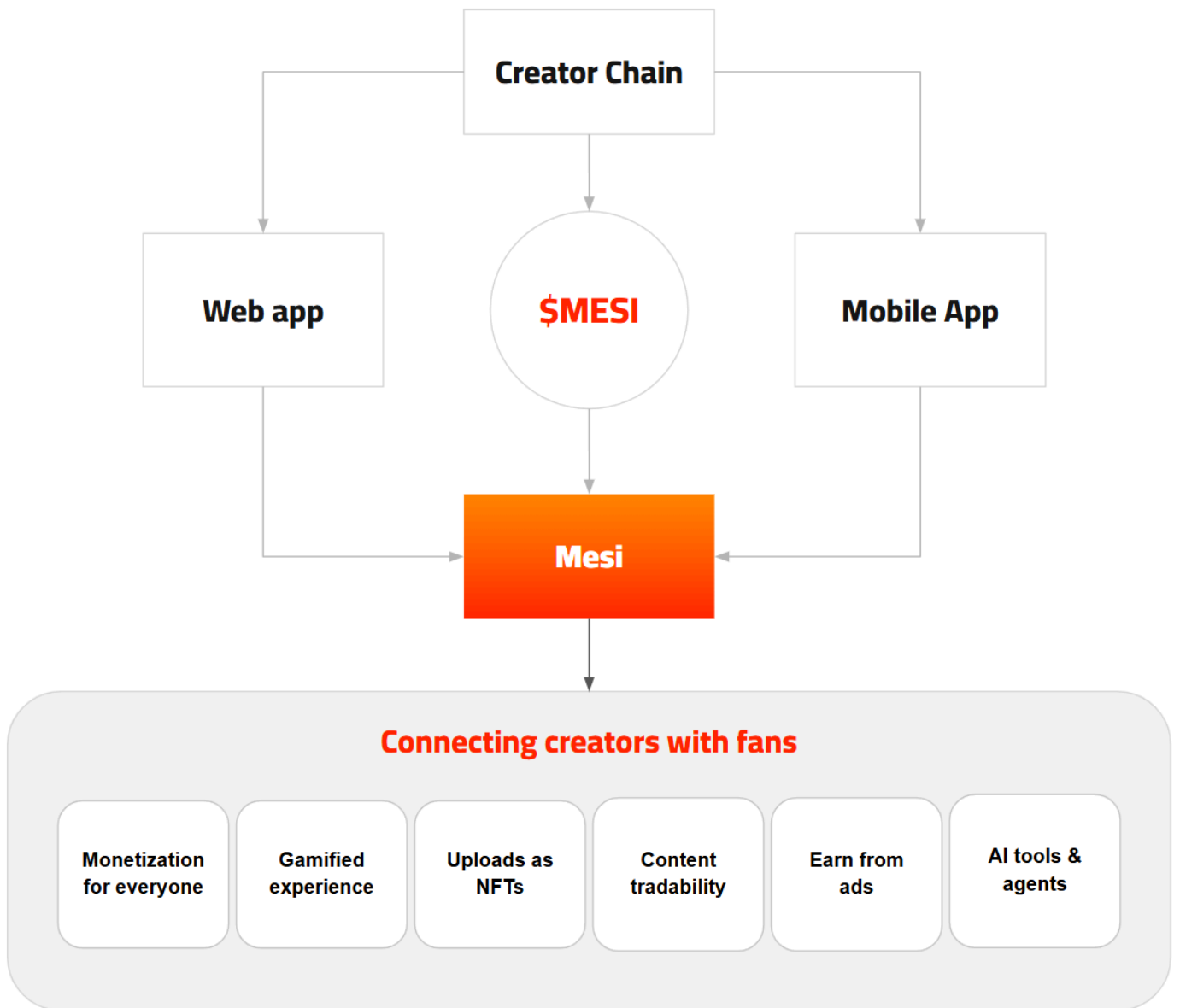
The more traffic (visits, comments, transactions etc.) creators generate the higher their **Engagement Rating** and subsequently - rewards received. Fans can boost their favorite creators' popularity (and hence - earnings) using Influence Points earned by holding \$MESI tokens.

With Mesi, creators can **sell their content**, enabling fans to trade and own pieces of their work. Owning specific content entitles fans to a share of its creator's gallery earnings and rewards

Unlike traditional platforms, Mesi allows **content trading**, meaning creators can put up their content for sale - owning a content piece entitles fans to participate a portion of creator's gallery earnings and rewards (based on engagement rating of that particular piece in the entire creator's gallery).

Creators can use features like **AI tools** for content creation and optimization, **micro-loans**, and **ad controls** that let them manage how often ads appear on their content.

Mesi also lets creators promote their content and profiles **outside the app** using an **affiliate marketing network**. They can bid for global ad traffic and pay with fiat, USDC, or \$MESI tokens. Affiliates go through a vetting process and are required to lock received payments as a guarantee. If they break advertising rules, their locked tokens may be penalized.





Mission & core values

Mission & core values

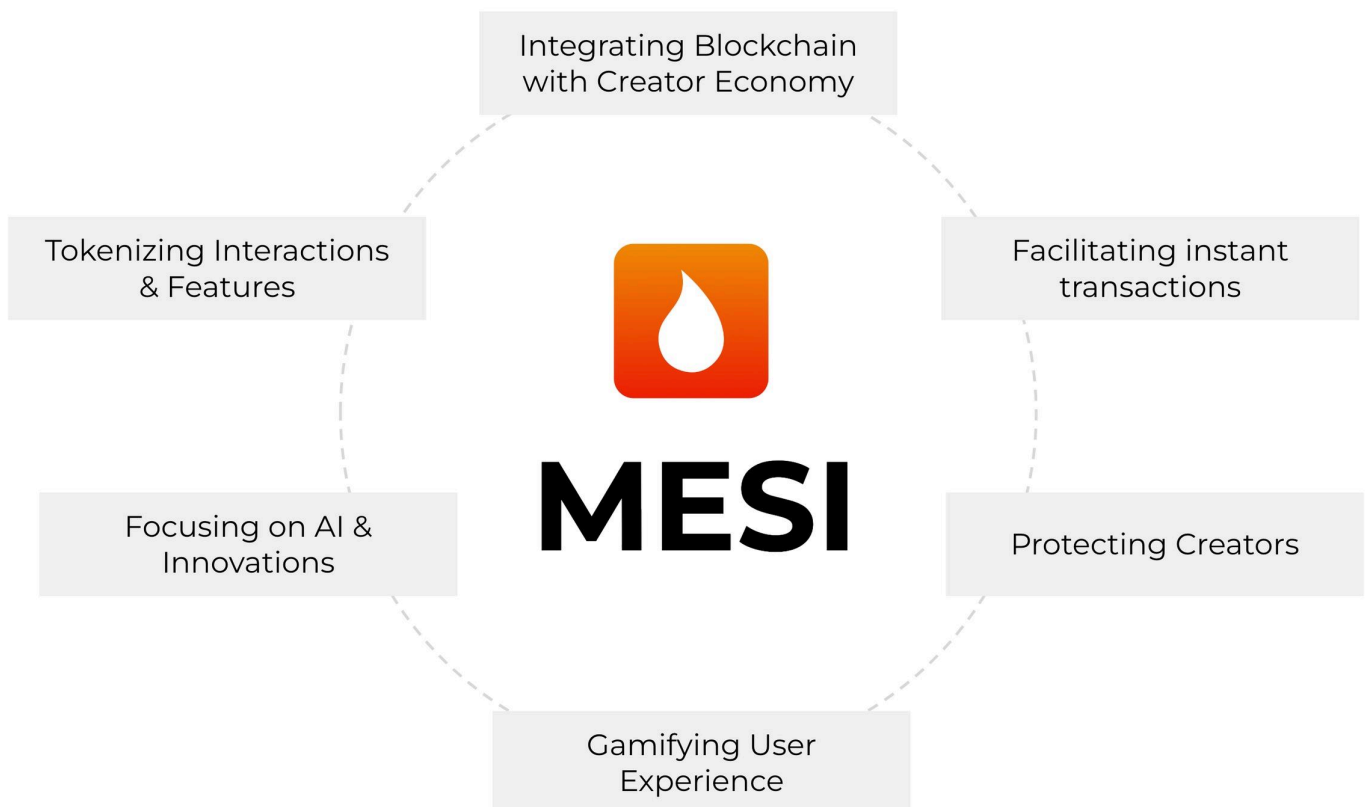
Mesi App envisions becoming the number one platform choice for content creators and the first truly mass-adopted crypto service offering a revolutionary Web3-powered platform tailored to the needs of artists, performers, and influencers.

We prioritize establishing deep, personal connections with our content creators to foster a strong sense of community and self-sovereignty and utilizing advanced AI technology to enrich user experiences and unlock innovative possibilities for content creation.

Operating on our own native blockchain, our platform will ensure a secure and efficient economy, especially through providing content creators with profitable opportunities and an easy off-ramp solution for utilizing their income in the traditional money world.

As an organization, Mesi envisions being the creative hub for talented individuals, providing opportunities for their creativity to flourish and reach a wider audience.

Our product is based on following core values, fueling development and the broader mission behind developing our product.



Mesi business model core values

Integrating Blockchain into the Creator Economy

One of Mesi's primary goals is the comprehensive integration of blockchain technology with the creator economy. This encompasses the use of NFTs for establishing clear rules for content monetization and ownership transfers. Additionally, our focus extends to the utilization of a native token, enhancing the platform's functionality through tokenization. This approach guarantees transparency and the permanence of records, spanning an array of activities such as transactions, deposits, withdrawals, and tipping.

Facilitating Instant Transactions

By utilizing our native token for withdrawals, Mesi offers instant payouts. Users can claim Mesi tokens at any time, with immediate coverage from a treasury smart contract. These tokens can then be converted to other cryptocurrencies, stablecoins, or fiat currencies using external platforms or Mesi's payment card.

Tokenizing Interactions and Features

We are committed to enhancing the user experience and the quality of social platforms through the tokenization of interactions and features, employing both fungible tokens and NFTs. Consequently, most features of the Mesi app will be tokenized or linked to our native Mesi token in some way.

Gamifying User Experience

We believe in making the user experience engaging and enjoyable. Therefore, all Mesi users, including creators and fans, will have opportunities to engage in competitive activities, strategize their interactions and behavior to gain better position and visibility within MESI ecosystem positioning, and optimize their benefits.

Focus on Innovation and AI

Innovation and AI are integral to our business strategy. Mesi is dedicated to incorporating the latest technological advancements, particularly generative AI, into our app, enhancing user engagement and content creation.

Safeguarding Creators' Interests

Creator's interests should be protected, and Mesi ensures that this is being done effectively. We ensure that whenever needed, fans need to go through the KYC process and that creators have control over the level of verification their fans must go through. They will even be able to request to know the identity of their fans first prior to allowing them to see the exclusive content they share. Our AI models will be also trained to detect potential content duplication and provide an extra layer of protection against copyrights infringement within our platform.

! Things you can share

Sharing Content on Mesi Platform

Introduction

On Mesi, **everyone can share their content**. You can be a creator and a fan at the same time with just one account.

When you upload content to Mesi, it **automatically turns into an NFT for free**. This is possible because of the [Creator Chain](#) - the blockchain technology behind the platform.

Mesi NFTs can **be bought, sold, and traded**. This creates a unique digital marketplace where everyone can take part and make money.

7 Content types

The Mesi platform lets you share seven different kinds of content:

- **Images:** Just like any pictures you'd share anywhere else.
- **Vibes:** Fun, short videos to share cool moments, creative ideas, or stories. Everyone on Mesi can see these.
- **Moments:** Quick photo or video updates that show highlights of your day. Only your fans can see these.
- **Music:** If you make music or are part of a record label, you can upload songs and albums to earn money. You can also use the Mesi Music Creator to produce and enhance your own music with ease.
- **Podcasts:** Share audio recordings about stories, interviews, lessons, or anything else you want to talk about. You can record, edit, and post episodes right on the platform.
- **Memes & Emojis:** Design your own funny memes or custom emojis.
- **Sound Clips:** Short sound clips like beats, tunes, or fun noises.

Mesi GIF Meme example (tradable as NFT)

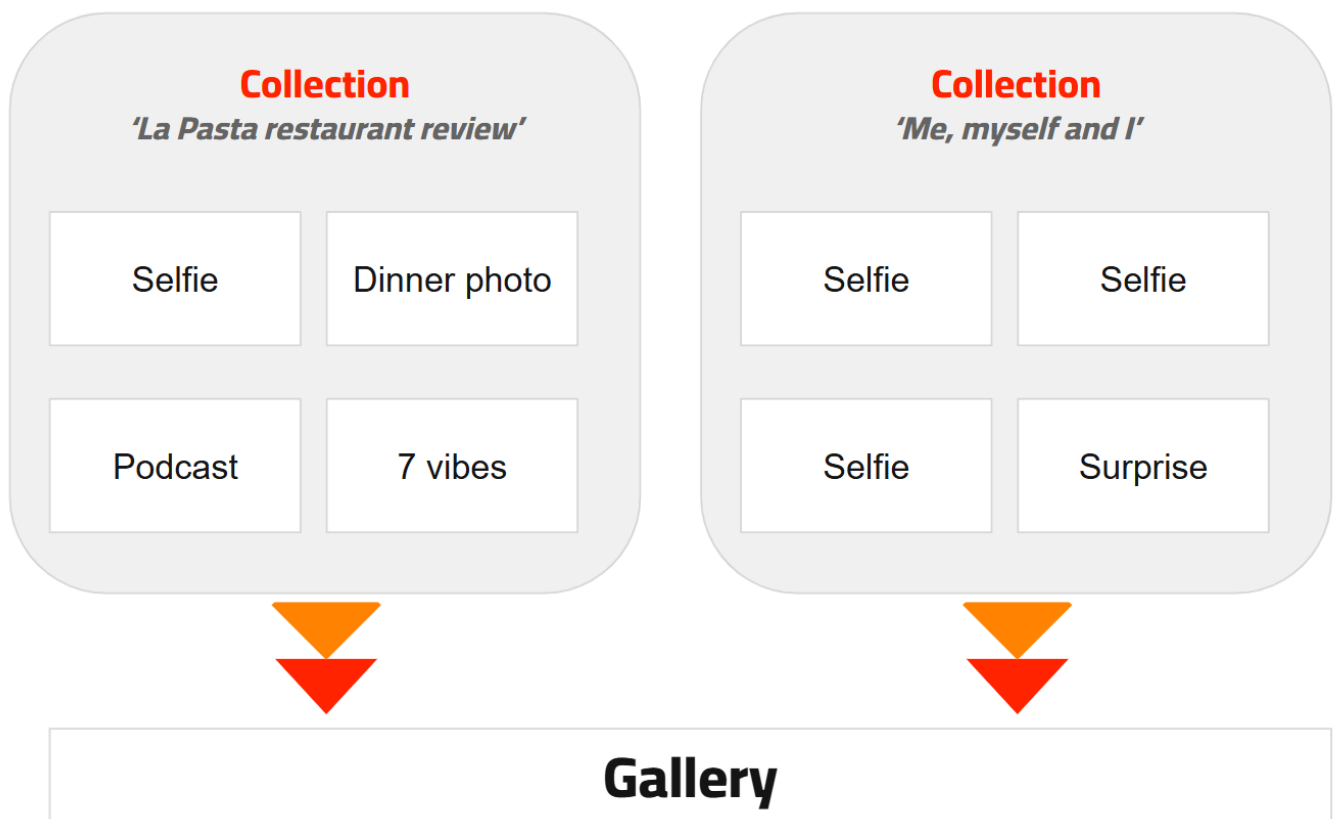


Collections

You can group your content into a collection that shows up as a separate section in your gallery (like "Top Picks from 2024"). Collections are a way to organize your work, but they aren't NFTs or single pieces of content.

Key Points:

- One piece of content can be part of more than one collection.
- Collections make it easier for people to find and enjoy related content.



Surprises

Surprises are special content shown in your gallery with a 'question mark' icon. They can be public or just for your fans, depending on what you choose. To see a surprise, people have to meet certain conditions that you set.

Surprises can still be traded while they are locked. But if the new owner doesn't meet the conditions, they won't be able to open it.

Surprises are **only unlocked once**. After being opened, they're no longer NFTs and can't be traded anymore. They'll stay in the 'unlocked surprises' section of the owner's account.



Task-Based Unlock Conditions

Here are some ways you can let people unlock your surprises:

- Assign a certain amount of influence points to your gallery.
- Make a payment.
- Subscribe to your account.
- Meet personal criteria, like age, location, or gender.
- A mix of the above.

Trigger-Based Unlock Conditions

You can also set events or triggers for surprises to stay hidden until certain things happen. For example:

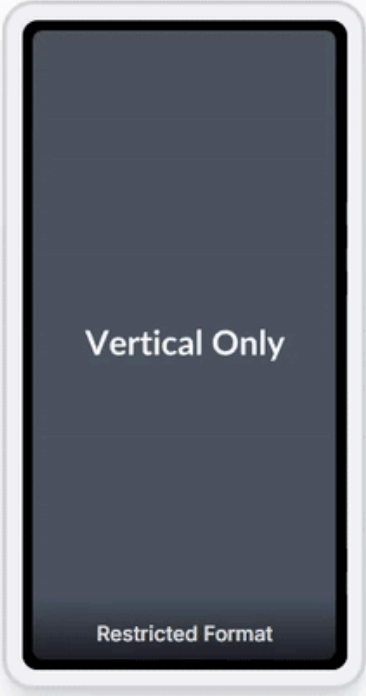
- **Future Date:** The surprise unlocks on a specific date, like one year later.
- **Follower Threshold:** It becomes available when you hit a certain number of followers (e.g., 1 million).
- **Purchase Milestone:** It reveals itself when someone spends a set amount (e.g., \$1,000).

You can adjust these conditions to fit your ideas.

Flexible Formats

Mesi supports both horizontal and vertical formats, unlike most platforms that only allow vertical. This gives creators more freedom in how they shoot and share content.

Other Platforms

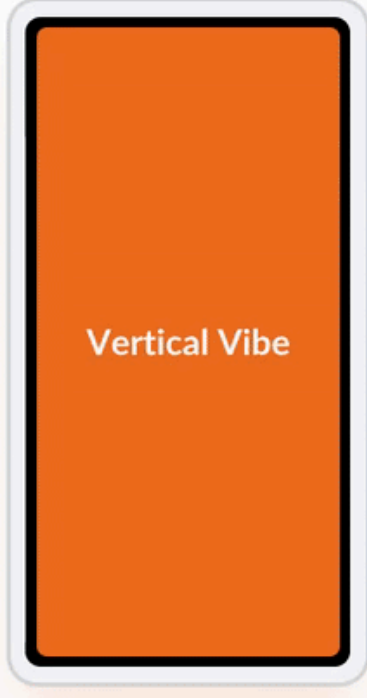


Vertical Only

Restricted Format

Most platforms restrict creators to a single, vertical format.

Mesi Platform



Vertical Vibe

Vertical Horizontal

Mesi empowers you to share your work exactly as you envision it.



Content Monetization & Rewards

Content Monetization & Rewards

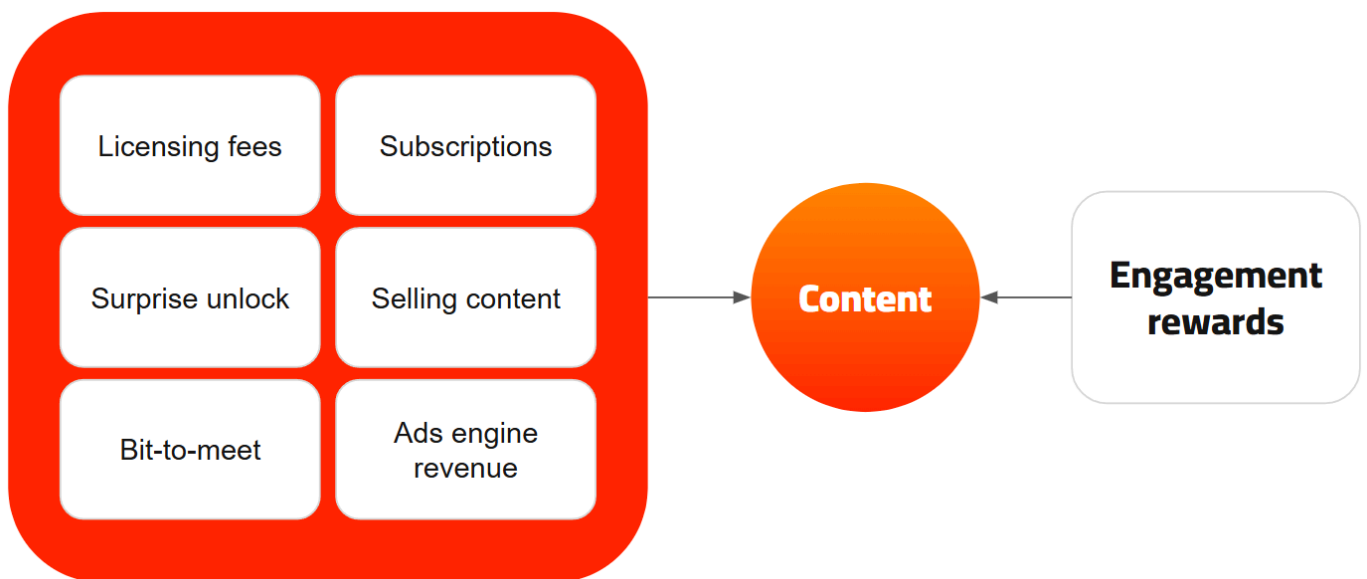
There are 2 incentives you can get from using Mesi platform:

- Your content can be monetized
- Content you own can earn \$MESI rewards

Monetization

Monetization options include:

- **Options for Creators Only:**
 - Licensing fees
 - Creating surprises and charging fees for unlocking them
 - Offering subscriptions for your fans
 - Accepting bid-to-meet proposals
- **Options for both Creators and Secondary Owners:**
 - Selling content NFTs
 - Revenue from [Ads engine](#) linked with the NFT



Rewards

Every piece of content uploaded on the platform gets \$MESI rewards depending on engagement and traffic it generates. For more details, check out the [Engagement Rating](#) section.

Licensing

Creators can upload content to be included in the Mesi platform's **public content library**.

Once added, these items become accessible for re-use by all other platform users and external partners. Creators can choose whether their content will be free or require a fee for use.

Public content can be used in various ways, like **adding background music to the stories**.

Regardless of whether an associated NFT is sold, all licensing fees earned by it are credited to the original creator.

For more details, please refer to: [Licensing Rights](#) section

! Music Artists on Mesi

Music Artists on Mesi

Mesi for Music Artists

Mesi is an all-in-one platform for music creators to **distribute, advertise, and monetize** their music—both inside the Mesi app and across major external platforms.

Here's how music artists can use Mesi:

- Upload existing songs or share never-before-heard tracks.
- Create new music using the Mesi Music Creator.
- Every uploaded track becomes an NFT by default, unlocking powerful monetization and engagement options.

Tradable music NFTs

All tracks become tradable NFTs, offering two key ways to generate value:

- **Engagement Rewards** Music NFTs earn \$Mesi token rewards based on how much fans interact with them. These rewards go to the current owner of the NFT.
- **Licensing Fees:** Uploaded tracks can be reused as background music or content. Artists choose whether to allow free access or charge a license fee- fees always go to the original creator, even after resale.
- **Secondary sales:** Creators or secondary owners can also sell their music NFTs at any time, transferring the right to earn engagement rewards to the new owner in exchange for additional revenue.

Licensing Fees (For Creator)

As explained in the [Content Monetization & Rewards](#), uploaded tracks can be used by others for creating content, like background music for stories.

Music artists can decide if their tracks should be free (to increase engagement) or if they should have a licensing fee. The license fees always go to the original creator (even if the NFT is sold)

One-click external distribution

To help artists maximize reach without added complexity, Mesi allows users to distribute tracks to major platforms beyond Mesi with one click. Mesi's backend handles metadata, audio formatting, and revenue logistics.

Earnings & Payouts

With a live dashboard, artists can easily monitor how their tracks are performing across platforms and see where their audience is most active.

Music earnings are paid out on a monthly basis - an exception to Mesi's standard model, where most other earnings can be claimed instantly. Creators can choose to receive their payouts in USDC or \$MESI. Those who select \$MESI receive a 10% bonus, offering extra value for supporting the platform's ecosystem.

Withdrawals are simple - funds can be sent directly to a linked bank account or used immediately through the Mesi debit card, giving artists quick and flexible access to their money.



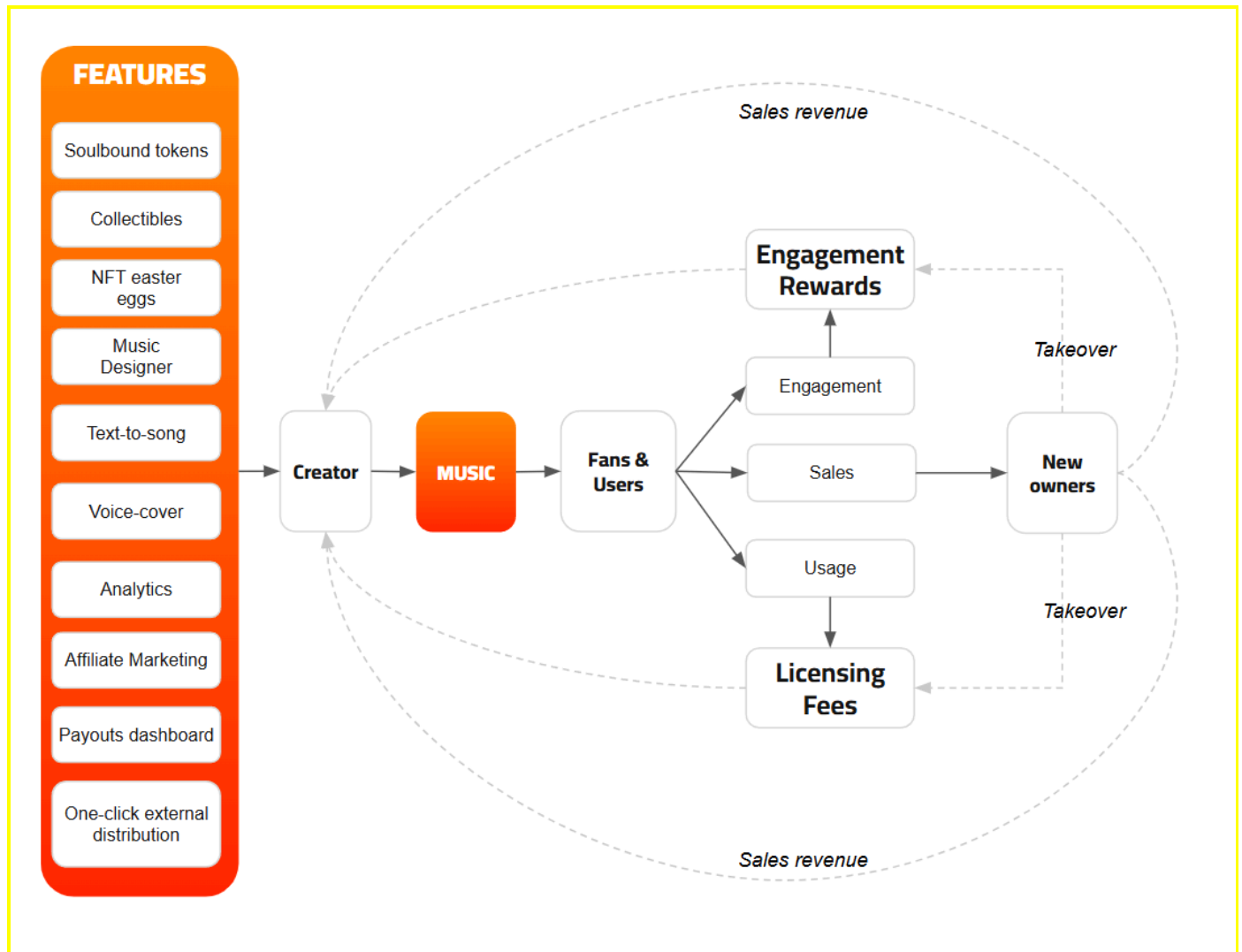
Exclusive Features for Music Artists

Mesi offers additional features tailored specifically for music creators:

- **Soulbound Tokens:** Permanent NFTs linked to a fan's wallet—ideal for VIP perks, exclusive content, and loyalty programs.
- **Collectible Series:** Let fans complete albums by collecting NFTs to unlock bonus tracks or behind-the-scenes content.
- **NFT Music Easter Eggs:** Hidden extras (remixes, messages, secret content) unlocked by conditions like location, time, or engagement.
- **Text-to-song:** Turn written lyrics into music using your own voice or AI voices. Control tempo, style, and tone.
- **Voice Cover Tool:** Use your recorded voice to generate original songs or create AI-powered

covers of known tracks.

- **Affiliate Marketing:** Built-in tools to promote music beyond Mesi.
- **Analytics Tools:** Advanced tracking for clicks, conversions, and campaign performance. Use your recorded voice to generate original songs or create AI-powered covers of known tracks.





Real & AI accounts

Real persona & AI accounts

Mesi offers two types of creator accounts:

1. Real Persona

Creators with real human accounts must adhere to specific rules regarding AI usage:

- **Prohibited AI Usage:**
 - Creating Artificial personas
 - Using AI Pilot or AI Agents (internal or external)
 - Using AI agents for private messaging or other direct interactions.
- **Allowed AI Usage:**
 - Enhancing content.
 - Optimizing account performance.
 - Generating non-persona content, such as emojis, memes, or music.

Note: creating AI generated podcasts is considered artificial persona as well.

2. AI Accounts

AI accounts allow users to manage either semi-AI or fully AI-generated personas and are not subject to the restrictions applied to real human accounts.

- **Labelling:** AI accounts feature an "AI" tag on their profile to indicate they are AI-driven.
- **Unlimited AI usage:** These accounts can be partially or fully managed by AI, depending on the user's preference.
- **Capabilities:** AI accounts provide full unrestricted access to Mesi tools designed for automated account management. Refer to the [Mesi AI section](#) for further details.

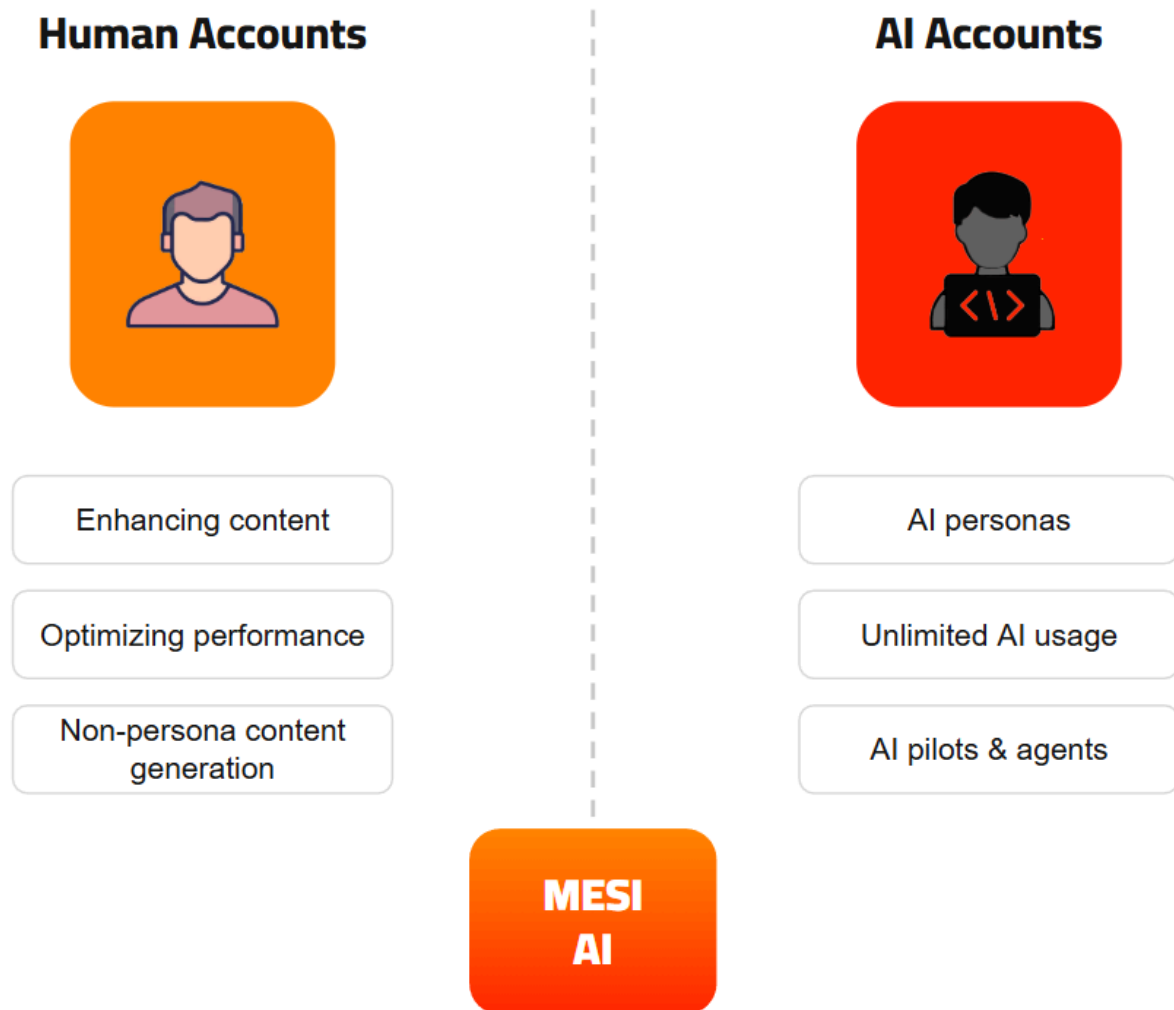


Account owners can fully customize their AI persona's appearance - including attributes like ethnicity, gender, hairstyle, and voice - and define behavioral traits such as tone, communication style, and role. These personas can be entirely fictional or modeled after the owner, effectively creating a "digital twin." Each user is limited to one AI persona per account.

For more details on our policy on usage of AI technologies on MESI platform please refer to: [AI usage policy](#) section.

3. Changing accounts

Please note that it is not possible to change the account type once it is set as either human or AI. If you've already created one account type and want to use another type, you need to create another account for this purpose.



Bots Prohibition

Mesi does not support generic bots or automation without a specific purpose.

! Brand Accounts & Communities

Brand Accounts & Communities

Mesi platform features Brand Accounts and Communities - features designed for brands and users to engage on the platform in structured and purposeful ways.

Brand Accounts

Brand Accounts are a specialized account type for verified organizations, companies, studios, product lines, and agencies.

These accounts offer businesses a way to participate in the Mesi ecosystem with tailored permissions:

- Cannot receive engagement rewards or participate in Train2Earn.
- Cannot upload personal content or surprises.
- Can run ads via Mesi's central ad engine.
- Can post content, open public communities, and host quizzes or polls.
- Must pass Know-Your-Business (KYB) verification to operate.

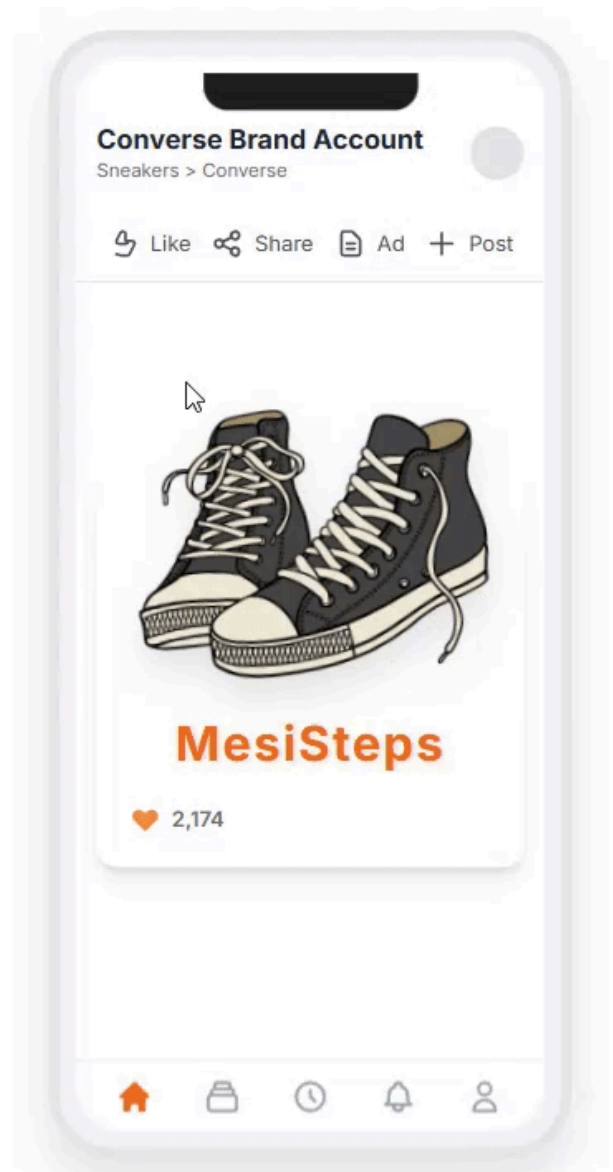
Brand Accounts are primarily designed for advertisers and organizational participation without compromising the user-driven nature of the platform.

Communities (Like Discord Groups, but Tokenized)

Communities on Mesi function similarly to Discord groups. They are user-led thematic spaces where fans and creators gather around shared interests — such as Lo-fi Beats Radio, AI Girl Cosplay, or Underground Techno Europe.

Key features of Communities:

- Can be created by **any user**, not just creators.
- Each community has one or more admin roles with flexible permissions.
- Communities include dedicated pages with timelines, featured content, polls, and reward campaigns.
- Admins can define KYF access thresholds and engagement criteria for participation.



Communities

The central hub for all users to connect and engage.

Shared Interests

Tokenized Rewards

Polls & Quizzes

User-Led Groups

Brand Engagement

Token-Gated Access



Creators



Brand Accounts



AI Accounts



Human Accounts



Fans

Community Rewards Mechanics

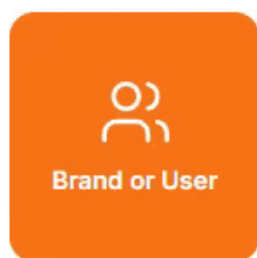
Community members can earn \$MESI tokens through:

- Liking, commenting, and sharing community posts
- Participating in quizzes, surveys, or games
- Locking \$MESI to boost their community influence

Rewards come from the **Community Pool**, built from member's deposits. Admins (or any member) can launch mini-campaigns via the Mesi-native dashboard:

- Trivia contests
- Surveys/market research
- Giveaways

All community members must meet basic KYF and activity thresholds to receive payouts.



Brand or User



Creator
Community



Members
Engage



Earn Rewards

Ad-Free Mode (Powered by \$MESI Token Burn)

Users can burn \$MESI tokens to disable ads within specific communities:

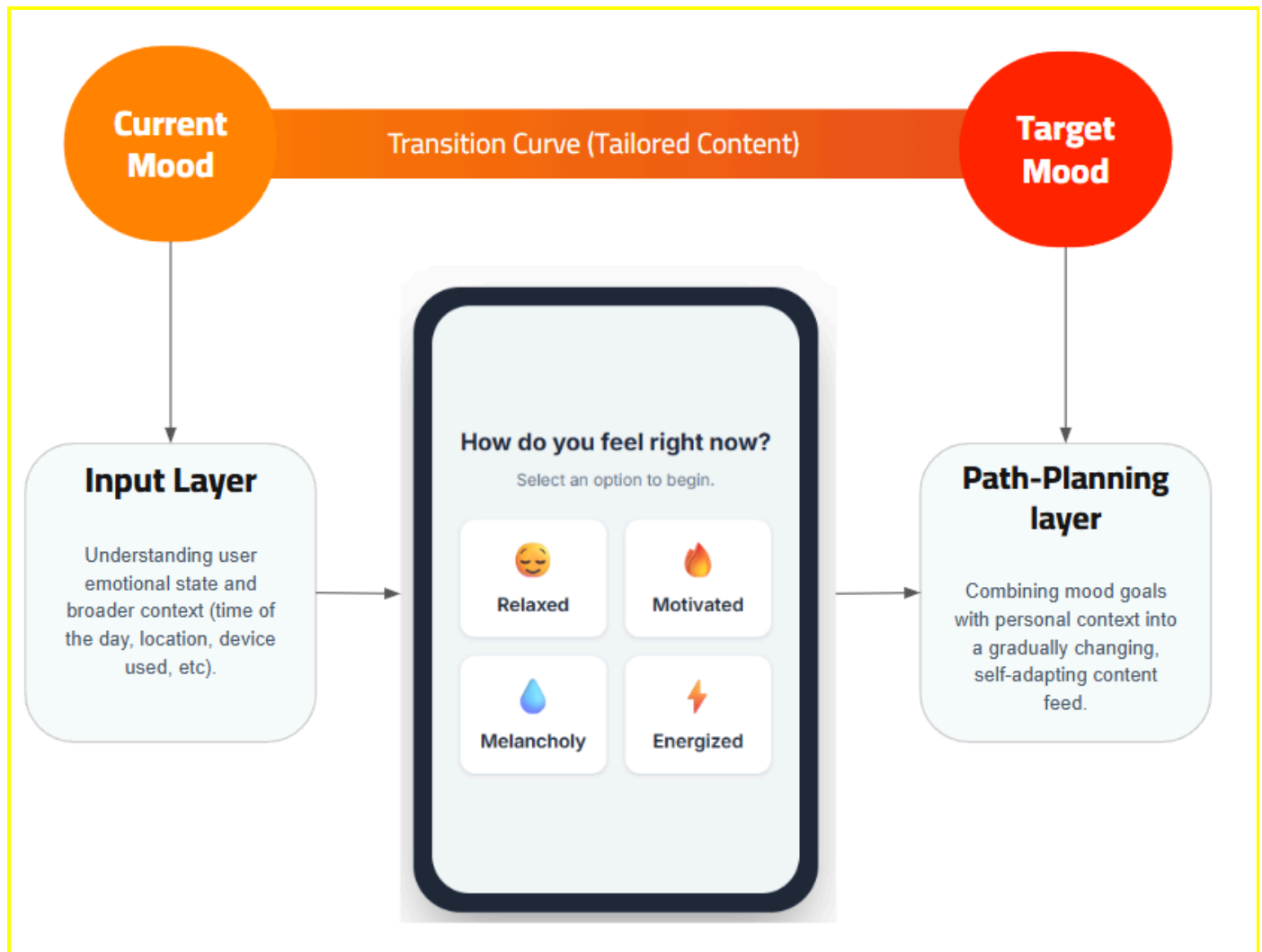
- Ad-free for 30 days per community
- Can be burned by any community member, admin, or sponsor
- Burning slightly boosts the user's engagement weight in that community for 7 days

This mechanism applies to individual user galleries as well.

! Smart content

Mesi FeelFlow system

In simple words, FeelFlow lets you choose your **current mood** and the **target mood** you want. The system shows content that helps guide you from one to the other.



How it works

1. **Current Mood** – The user selects (or the system detects) how they feel at the start.
2. **Target Mood** – The user picks the mood they want to reach.
3. **Transition Plan** – The system selects content that matches both the user's interests and this emotional journey.
4. **Live Adjustments** – The mood path adapts in real time based on user behavior like skips, pauses, or replays.

Emotional Safety

To protect users, the system includes psychological guardrails:

- No sharp mood changes (e.g., from sad to party)
- Smooth transitions only
- Context-aware adjustments (e.g., time of day, device type)

Mood Discovery Options

Users can:

- Select mood manually using emoji-based choices (e.g., 😊 Happy, 😞 Sad, 🎉 Party)
- Let the system infer mood from behavior (e.g., scroll speed, pause time)
- Optionally add emoji moods to their profile to shape content passively

This feature can be turned off anytime for a neutral browsing experience.



MESI AI

Mesi AI

Mesi AI is a smart assistant that helps make difficult or time-consuming tasks much easier.

It shows up on your contacts list, and you can message it like you would any friend. It works with all the other platform features, like creating pictures, videos, or music. You can use text or voice to communicate with it.

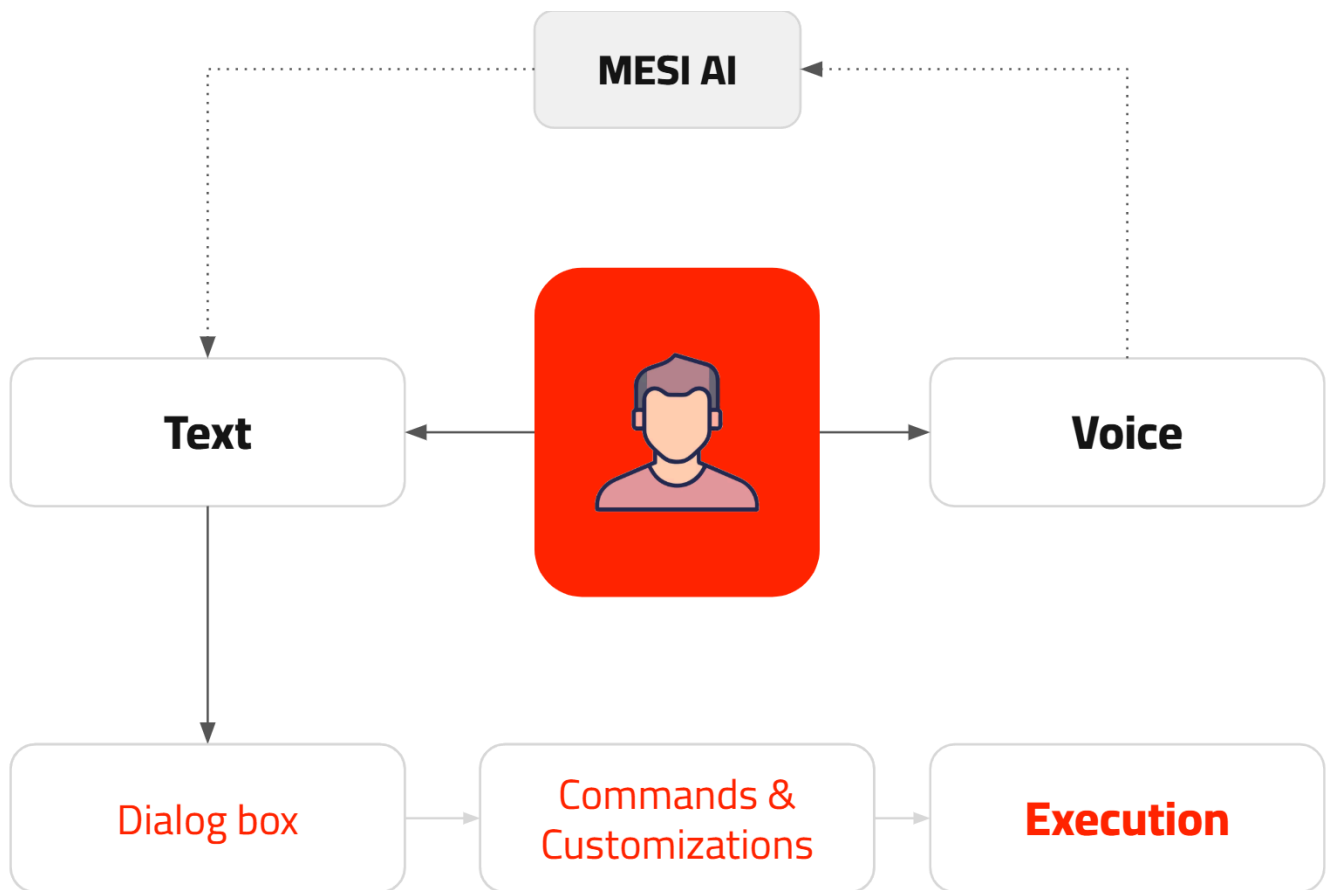
Text Input

You can type to talk to Mesi AI. It's designed to understand what you mean, even if you make mistakes or aren't very clear. It can suggest helpful corrections, finish your sentences, and works in many different languages.

Voice recognition

Talking to Mesi AI with your voice makes using the platform faster and easier. This is especially helpful if you're busy, like driving a car, or just find talking easier than typing. Mesi's voice recognition stands out with:

- **Voice Recognition:**
 - The AI understands your voice, even if there's background noise or you have an accent.
 - It can figure out what you mean, even if you use slang or leave sentences unfinished.
 - It also supports many languages.
- **Voice Shortcuts:**
 - You can save time by creating voice-shortcuts for tasks you do often.
 - For example, you can give one-word commands to perform a series of actions.
 - If there's a mistake, you can just say "*undo*" or "*repeat*" to fix it. If it's unsure, it will ask questions like "*Did you mean bold or italic?*"
- **Live Executions:**
 - When you give a voice command, changes happen right away.
 - For example, you could say, "*Make the header bold and red,*" and it will update instantly.
 - You can also use your **voice and touch together**, like tapping a section and saying, "Make this bigger."



Free vs paid AI usage

Access to AI features is primarily paid by default.

However, upgrading your **Mesi User Tier** unlocks limited free monthly usage. To upgrade, simply purchase and lock \$MESI tokens in your account. The higher your tier, the more free usage you'll receive. For more details, please see [Holding, staking and locking \\$MESI tokens](#)

Advanced Persona Customization

Users can enhance their AI personas by linking additional AI agents, each offering specialized capabilities such as emotional intelligence, creative output, or conversation style. These agents are powered by connected wallets or credit-based APIs and evolve based on user interactions. Mesi will offer unique persona templates - like digital friends, mentors, or advisors - that can be adapted or trained for more personal and engaging interactions.



Content creation

AI Generators

Mesi AI Content Creation offers tools to help users turn ideas into creations. This includes generating or enhancing images, emojis, memes, music, and sound clips.

MESI AI

Generators

Optimizers

Agents



Images



Music & sounds



Memes



Emojis

Images generator

You can use AI to create images from:

- your voice or text prompts
- other images saved in your gallery.

For example, you might say:

"Make a selfie using the pose and expression from these photos in my phone gallery. I want to wear winter clothes, with a mountain background (I'm uploading the exact image for it). Then, make it look like a Game of Thrones poster and add the text 'Winter is Coming.'"

In addition to generating new images, the AI **can enhance or edit existing photos**. It can:

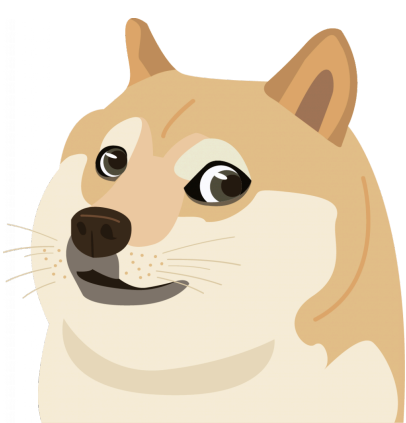
- Adjust the background
- Refine selfies
- Modify outfit details
- Apply stylish visual effects
- And more

Please note that if you generate photos of yourself (or basically any human / face) using images creator, you need to label your account as an AI account first, otherwise your generation prompt will be rejected or you might be exposed to sanctions for misleading your user. Please refer to [Real vs AI accounts](#) for more details.

Emojis & Memes generator

Similarly to the Image Creator, this feature allows you to use AI to create custom memes and emojis. You can generate content from:

- Saying or typing what you want.
- Using pictures from your phone.
- Starting with existing memes and emojis.



Music Designer

Music Designer is a fun and easy tool for making, editing, and improving music. It integrates with the **Mesi Sound Clips Library**, allowing you to add unique sounds and effects to your songs, such as beats, waves, or other audio effects.

Features

Feature	Details
AI Assistant	Type or speak to the tool to generate any music.
Write Your Own Song	Add your lyrics, choose a style (pop, jazz, rock, etc.), and select the type of vocals.
Turn Pictures into Music	Upload a photo, and the tool will create music inspired by the mood and visuals of the image.
Mood-Based Music Creation	Choose a mood (e.g., happy, calm, energetic) to generate music that aligns with your vibe.
Add Sounds	Use the Mesi Sound Clips Library to personalize music with beats, ambient soundscapes, etc.
AI-Generated Chord Progressions	Automatically generate chord progressions and melodies based on your chosen style.
Build Layers of Sound	Construct and refine layers of instruments, like basslines, lead synths, and percussion.
Generate Soundscapes and Atmospheres	Create ambient soundscapes for relaxation or background use.
Drum Pattern Generator	Automatically create drum patterns tailored to the style or mood of your song.
Enhance Vocals with AI	Add harmonies, correct pitch, and refine vocal recordings with professional effects.
Fix Your Mix	Let the AI analyze and polish your tracks for a smooth, professional sound.
Export Options	Save your work in formats like WAV, MP3, or stems for each instrument.

Example Use Case

Susan sees a peaceful mountain view and wants to create music that feels like that moment. She uploads a picture of the mountains, writes that it's "calm and peaceful with soft winds," and picks the "serene" mood. The tool makes a track with soft sounds and gentle melodies that match her memory. She saves the clip as an MP4 called "Relaxing mountain sound (meditation, study, sleep) - 1h" and uploads it to Mesi as an NFT.

Sound clips generator

Creators can use AI prompts to make simple audio samples, for example:

- the sound of falling rocks, singing birds, wind, car engine etc.
- bass beats, sound waves, specific frequency sound etc.
- instrument sounds
- custom audio effects

Once generated, they can work with Mesi AI or manually to adjust and improve the sounds and use them for their own purpose or upload to Mesi Sound Clips Library linked music creator, and set licensing fees for usage (or make them free)



Optimizers

AI Optimizers

Mesi AI optimizers provide insights on how creators can tweak their account setup, content, marketing and overall strategy.

Account Optimizer

Account Optimizer is a smart tool that looks at your account, settings, and content to give you simple tips on how to do better on the Mesi App. Here's what it can do:

- **Learn What Fans Like:** Find out what your fans enjoy and get ideas for new content they'll love.
- **Improve Your Content:** Get easy-to-follow advice to make your current uploads better so more fans will follow you and you can earn more money.
- **Fix Account Settings:** Get tips on changing settings like your subscription price to make your account work even better.
- **Make a Plan:** Create a simple, long-term strategy based on your goals to help you grow and succeed over time.

Marketing Optimizer

Marketing Optimizer supports two key areas:

- **Personal Brand Marketing:** Helps you promote your brand both within the Mesi app and on external platforms.
- **Ads Performance:** Provides tips to improve ad engine stats, such as increasing reach and impressions on ads displayed with NFTs. For more details, see the [Ads Engine](#) section.

Perception Optimizer

An AI algorithm analyzes your voice and appearance, offering tips to improve perception and achieve goals. For instance, ask, "How do my fans view my expressions?" or "How can I appear more open-minded?"

What It Does:

- **Voice Tips:** Offers simple ways to adjust your voice to achieve your desired tone.
- **Looks Feedback:** Provides advice to align your appearance with how you want to be perceived.
- **Ideas:** Recommends impactful changes to help you meet your goals.
- **Music Analyzer:** Analyzes your music to identify your target audience and best engagement strategies.

MESI AI

Generators

Optimizers

Agents



**Account
Management**



**Marketing &
Ads**



Perception



Pilots and Agents

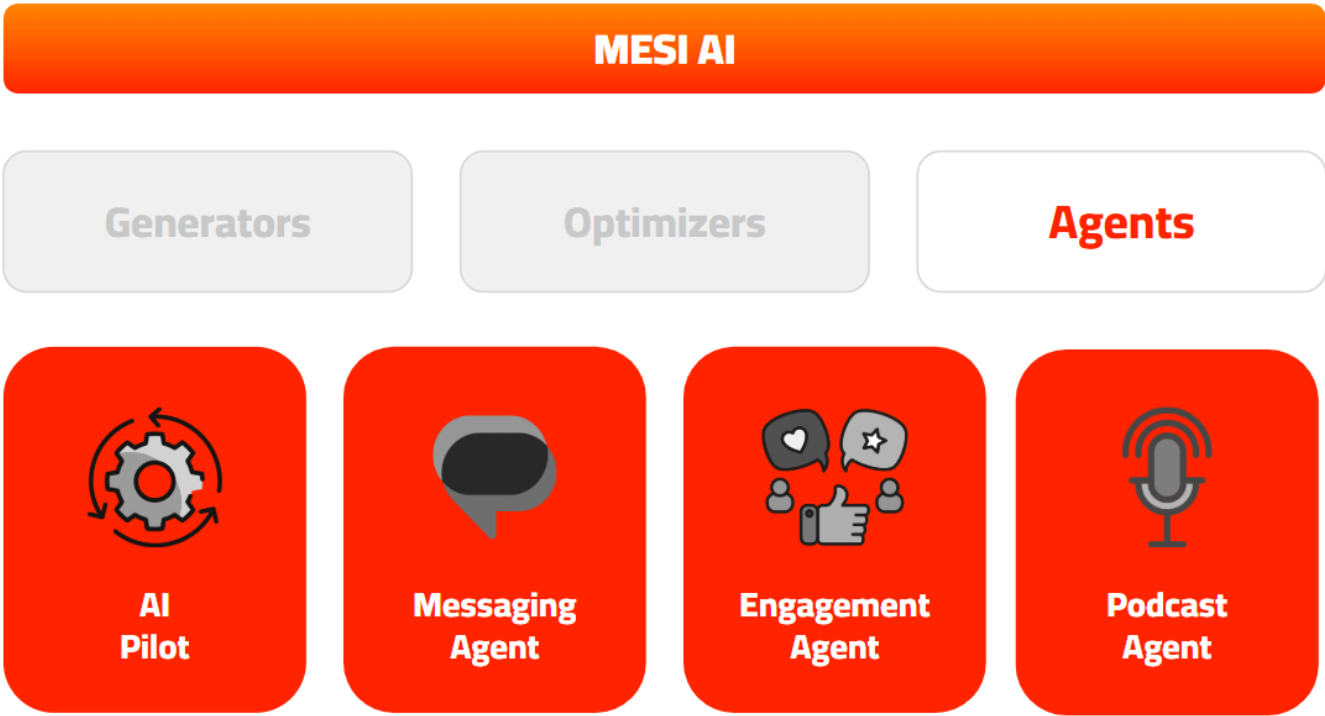
AI Agents

Overview

MESI provides a comprehensive portfolio of AI Pilots and Agents designed to automate and enhance AI account operations.

Key Tools

Agent	Functionality
AI Pilot	Automates account operations with adjustable control levels, enabling full or partial automation based on user preferences.
Messaging Agent	Manages communication by handling incoming and outgoing messages.
Engagement Agent	Performs actions like commenting, liking, and sharing based on predefined settings to increase activity.
Podcast Agent	Creates and distributes podcast content, including scripting, recording, and promotional activities.



Customization

Both AI pilot and all of the agents can be further customized by 2 methods:

- **Prompt based customization** - Adjust and modify the functionality of the AI pilot and agents using tailored prompts for specific tasks or behaviors.

- **Advanced customization** - You can design your own custom codes, protocols, or complete project files and import these into our AI console as executable instructions. This includes logical trees, workflows, events, triggers, or database integrations.

Connectivity Endpoint

MESI supports integration with external, pre-approved AI tools, extending functionality beyond its native offerings. These tools can communicate with MESI AI tools to exchange data and information or function as complementary, assistive AIs.

! Train2Earn

Mesi Train2Earn

Train2Earn is Mesi’s opt-in program that lets users (creators and fans) contribute to training the platform’s AI systems. In return, participants earn rewards such as \$MESI tokens and exclusive access to rewards and perks.

The system is built around **consent, transparency, quality control, and fairness** - ensuring that both data contribution and reward distribution happen in a secure and gamified way.

Key Principles

Principle	Implementation	Outcome
Informed Consent	Users choose whether to join via in-app prompt; all scopes are clearly described.	User trust & legal compliance.
Reward Incentives	Earn \$MESI and perks tied to contribution quality.	Higher-quality data, more engagement.
Anti-Abuse Filters	KYC, anomaly filters, human audits.	Protection from spam, Sybil, or poisoned inputs.
Transparency	Training stats, public audits, flagged behavior logic.	Platform accountability.

Built on a Foundation of Trust

Informed Consent
You are always in control of your data.

Fair Rewards
Your contributions are valued and rewarded.

Anti-Abuse
We protect the system from bad actors.

Transparency
Our processes are clear and accountable.

How It Works

Once users opt in, the app may ask for their help in several ways:

- Answering questions from the AI (via message-style prompts).
- Rating pictures or their current mood.
- Completing short questionnaires or polls.

Each time there’s a new *Train2Earn campaign*, a limited group of users is selected. Everyone who completes their tasks properly receives a “**Ticket**”, which acts as proof of participation and gateway to the next phase: rewards.

Mesi Train2Earn



1. You Choose to Join

Opt-in with a single tap. Your consent is key.



2. Receive a Campaign Invite

Get a notification for a new training task.

3. Complete Simple Tasks

Help the AI by providing your input.



Answer AI Questions

Chat with the AI to improve its responses.



Rate Pictures

Give your opinion on images to teach the AI.



Fill Polls

Complete short questionnaires.

4. Earn Your Ticket

Completing a task gets you a placeholder ticket.



Placeholder Ticket

Awaiting quality check



Verified NFT Ticket

Ready for rewards!

5. Pass the Quality Check

Our system verifies your contribution is helpful. Validated tickets become tradable NFTs.

6. Unlock Your Rewards

Your NFT Ticket is your key to prizes and trading.



Enter Exclusive Lotteries

Win \$MESI tokens, merchandise, promo credits, and more.



Trade on the Marketplace

Sell or trade your NFT Ticket to other users on the Mesi marketplace.

Earning Tickets & Rewards

Ticket is first issued as a placeholder. Once a user's input passes quality checks, it becomes a **tradeable NFT ticket**.

- These NFT tickets allow users to **join exclusive rewards**.
- Prices vary per campaign: \$MESI token packs (including long-term vesting prizes), promo credits, real-world items, and more.
- The better users' **Training Quality Score**, the more campaigns they can enter and the better their chances of winning.

If preferred, they can **sell or trade their Ticket NFT** to other users on the Mesi marketplace - especially if the campaign offers high-tier rewards like 100k \$MESI, merchandise, or even rare promotional slots.

Training Quality Score (TQS)

Consistent, high-quality contributions increase your score. A higher TQS gives you access to more campaigns and better rewards., this is ensured by:

- **Automatic Filters** - These detect suspicious behavior (e.g., copy-paste patterns, bot-like timing, mass uploads).
- **Manual Reviews (HITL)** - Human staff periodically review samples, flag edge cases, and remove harmful or misleading entries.
- **Trust Score Decay** - If their account triggers too many flags or breaks the rules, their score drops and they may be excluded from future campaigns or lose reward eligibility.

Compliance Safeguards

Train2Earn was designed with privacy and legal safety in mind:

- **Opt-in model** meets global data regulations (e.g. GDPR, PDPA).
- **All participants complete KYC**, reducing risk of Sybil and spam.
- **Tickets are NFTs**, not lottery entries, for regulatory flexibility.
- **Rewards are merit-based**, not purely chance-based.



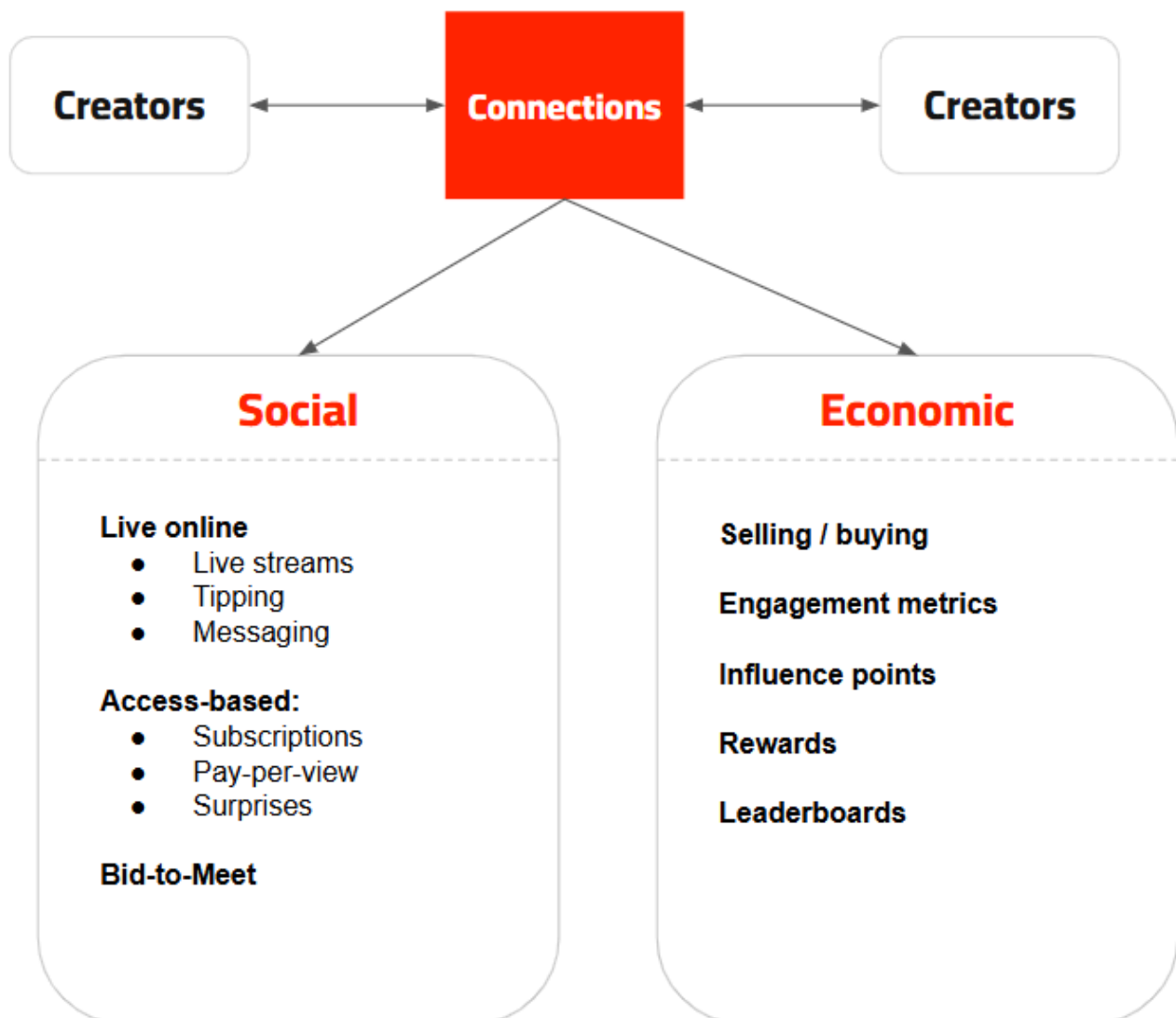
Fans & Creators interactions

Fans & Creators Interactions

2 Types of Relations

On the Mesi platform, fans and creators connect in two main ways:

1. **Economic Interactions:** Involve NFT ownership, rewards, perks, and monetization; refer to the "[Galleries and NFTs](#)" section for detailed information.
2. **Social Interactions:** These focus on building relationships and engaging with each other through fun and interactive features.



Social Interaction Types

Live Online Interactions

- **Digital Live Streams:**
 - Creators can go live with video or audio to talk with their fans in real-time.
 - Fans can join in, leave comments, and interact during the stream to stay connected.
- **Tipping:**
 - Fans can send tips (fiat, stablecoins, MESI) to creators:
 - During live streams.
 - Through direct chat.
 - Via the "Tip" button on the creator's profile.
- **Messaging (Chat):**
 - Creators and fans can chat using a built-in messenger that lets them stay connected, and build closer relationships through private messages.
 - Creators can decide who can message them through chat. For example allow only people who subscribe, send a certain amount of tips, or meet other rules the creator sets.

Access-Based Interactions

- **Subscriptions:** Fans can subscribe to creators for exclusive access to content and benefits.
- **Pay-Per-View (PPV):** Specific content can be set as PPV, requiring fans to pay to view it.
- **Surprises:** Content can be turned into a surprise, which stays tradable until someone unlocks it. Fans can guess what's inside based on hints from the creator, making the surprise more exciting and appealing to potential buyers.

Live Personal Interactions

- **Bid-to-Meet (BtM):** Allow fans to bid for personal meetings with creators, facilitated through an escrow system and an integrated calendar.



Dynamic interactions

Dynamic Interactions

Live Streams

You host live video or audio streams on the Mesi platform in four different ways:

Public Session	• The Mesi platform has a section where you can find all the public streams currently happening. • Anyone with a Mesi account can join these streams, and there's no time limit unless the streamer sets one.
Private Session	• Private streams can only be joined by subscribers, followers, or people with a special invite link from the streamer. • Streamers can set specific rules for who can join, like having a certain subscription level or donating a set amount of tips.
One-2-One Mode	• During a stream (either public or private), streamers can switch to a one-to-one session with a single viewer. ◦ Viewers can request this by giving a big tip or meeting the conditions set by the streamer. ◦ Streamers can also mention the required tip amount in the stream description to make it clear. • Streamer sets the time-limit of One-2-One session - from 5 to 30 minutes. • Both the streamer and the viewer can see and hear each other in a private video call. • The streamer stays listed as active, so others know they are still live. • Viewers see a message saying the streamer is in a one-to-one session, with an estimated time for when it will end.
Paid Session	• While streaming, streamers can limit access to users holding "tickets." • Tickets are sold during the steam in limited quantities at a price set by the streamer. • Streamers can switch to "ticket-only" mode at any time, once confirmed, non-ticket holders are removed from the session.

Note: All live streams are subject to [KYF \(Know Your Fan\) policies](#).

Tipping System

The tipping system allows users to send tips to each other at any time.

Tips can be sent in fiat currency, stablecoins, or \$MESI tokens (available exclusively through the web app). For creators, if a tip is deposited in fiat or any cryptocurrency other than \$MESI, the final amount received is converted into \$MESI tokens.

Tipping Features:

- **No Upper Limit:** There is no maximum limit on the size of tips
- **Tipping buttons** available on:
 - Creator's profile
 - Messenger
 - Live stream window
- Creators can generate **tipping URLs** inviting anyone to access their profile and make a tip.

Messenger

Mesi's Messenger is a communication tool, designed to mimic the functionalities of other well known and widely used apps like Facebook Messenger, Whatsapp, Telegram and others.

Key Features

- **Message Box:** Lets users send messages to each other quickly and easily.
- **Media Sharing:** Allows users to send pictures, videos, and other files in chats.
- **Voice and Video Calls:** Gives users a way to talk face-to-face or voice-to-voice for a more personal connection.
- **Tipping Button:** Fans can send tips to creators directly during their chats.
- **Group Chats:** Lets multiple people join the same chat to talk and share ideas together.
- **Switch to live stream** - private or group conversation can be easily switched to live stream with single click

Creator Moderation and User Rights

- **Blocking Users:** Creators can stop users from messaging them if needed.
- **Abuse Prevention:** If a user feels they were blocked unfairly, like being blocked right after paying for a private chat, they can report it. These reports are reviewed to make sure everyone is treated fairly.



Access-based interactions

Access-based interactions

Subscriptions

Creators can make different subscription plans for their fans, like Bronze, Silver, or Gold. Each plan gives fans different perks and costs different amounts.

Main Things About Subscriptions:

- **Price and Billing:** Creators choose how much the subscription costs and how often fans are charged (like every month or year).
- **What's Included:** Creators can pick which NFTs fans get to see with each plan.
- **Extra Benefits:**
 - Discounts based on fan levels (like 50% off for higher-level accounts).
 - Full access to extra features (like private chats or live streams).
 - Limited access to things like 100 private messages or 5 live streams.
- **Free Trial:** Fans can try the subscription free for up to 7 days.

Pay-Per-View (PPV)

When creators upload content as NFTs, they can set it up as Pay-Per-View. This means fans have to pay to watch or see that content.

How PPV Works:

- **Pay to Watch:** Fans pay the price set by the creator to unlock the content. Once unlocked, it remains visible and accessible.
- **If It's Sold:** If the NFT is sold to someone else, the new owner also gets the PPV access. Users who already unlocked the content are unaffected by ownership change.
- **Creator Controls:**
 - Creators can turn off PPV at any time, even if the content has been sold to someone else.
 - Creators can't turn on PPV for NFTs they've already sold unless they buy them back.

Who Gets the Money?

All the money fans spend on PPV goes straight to the creator, even if the NFT is owned by someone else.



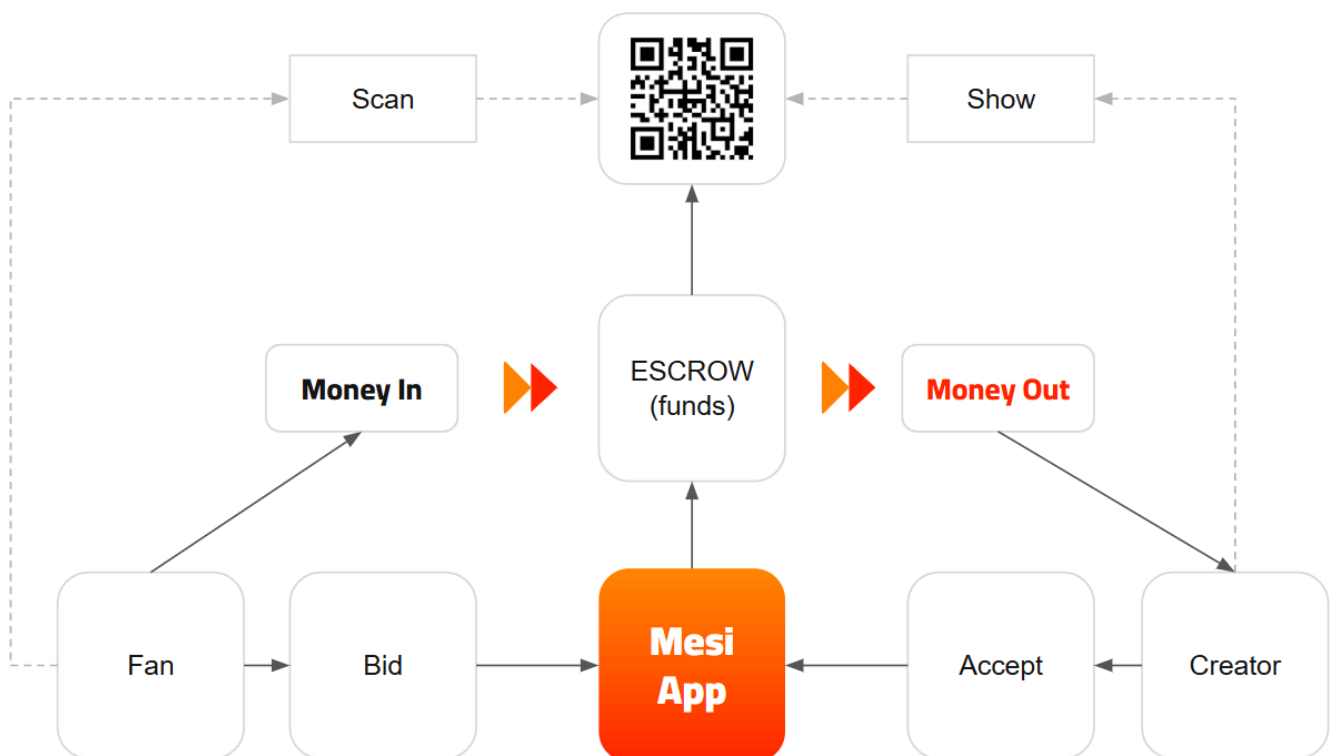
Bid-to-meet

Bid-to-Meet (BtM)

Bid-to-Meet (BtM) is a concept that lets fans connect with creators using a safe and simple bidding process. It helps set up and manage personal meetings through the Mesi platform.

How It Works

1. **Bidding Process:** Fans can place bids through a creator's profile for a chance to meet them. The bid amount is stored safely in an escrow smart contract. (**Note:** Fans can only bid creators who allow this option.)
2. **Creator's Acceptance:** The creator looks at the bids and, if they agree, a private chat opens so both sides can set up the meeting details (like time, place, or an online meeting platform).
3. **Escrow Management:** The bid money stays locked in the escrow until the meeting happens.
4. **Confirmation and Release:** During the meeting, the fan scans a QR code the creator gives them. This confirms the meeting happened and releases the funds from escrow to the creator.



Additional Features

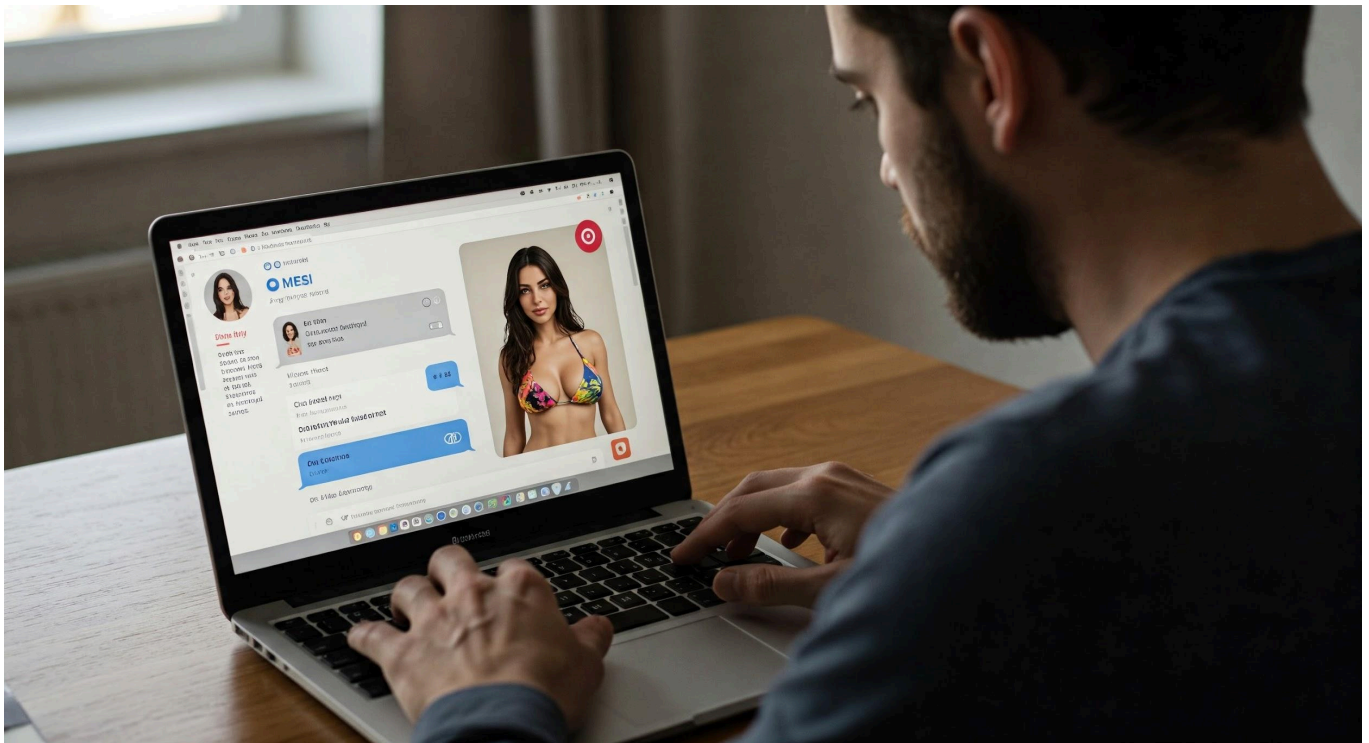
- **Integrated Calendar:** Creators can use a built-in calendar to keep track of all their planned meetings and make sure they don't miss anything.

- **KYF Policy:** Creators can require fans to accept a KYF (Know Your Fan) data-sharing request, which involves consent to access specific information about the bidder from the Mesi KYC form they've completed as part of account registration. (For more details, please see the [KYF section](#).) The KYF request is initiated after the creator approves the bid (step 2). If the bidder does not accept this requirement within 48 hours, the bid is canceled, and the funds held in the escrow contract are released back to the bidder.

AI-Powered Meetings

For AI accounts, BtM offers virtual interactions with AI personas instead of real-life meetings. When a fan wins the bid, they gain access to a private virtual room where they can interact in real-time with the AI character.

These sessions are powered by Mesi's AI engine, and the personality, voice, and behavior of the AI can be enhanced through linked AI agents purchased by the account owner.



Note: For AI accounts, bid-to-meet proposals function as virtual interaction offers rather than in-person meetings. AI creators can define tiered pricing levels for different formats, such as text chat, voice calls, or immersive video avatar sessions. These pricing tiers can vary depending on the account's user tier and the complexity or upgrades applied to the AI persona.



Know Your Fans (KYF) Policy

Creators on the Mesi platform can set rules, called a **KYF policy**, to control who sees their content.

These rules let creators ask for certain information to be shared from KYC data that fans have submitted while registration, before they can subscribe, view pay-per-view content, join live streams, or even send tips. This helps make sure everything stays secure and personal.

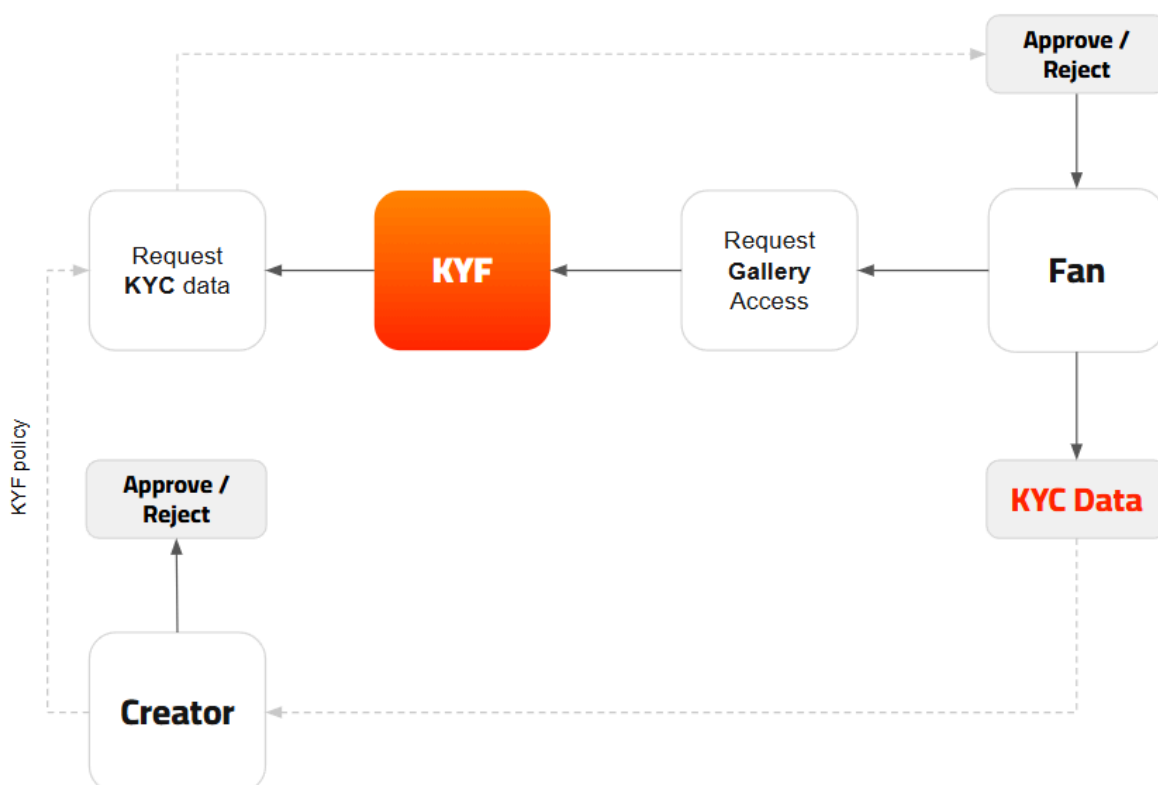
What Is the KYF Policy?

- The KYF policy is **flexible**. Creators can decide what information fans need to provide for things like:
 - Different subscription plans
 - Special content like private photos or videos
 - Any interaction where fan identity matters

What Information Can Be Requested?

Creators can ask for fan information in three levels:

- **Level 1:**
 - Name
 - Age
 - Gender
- **Level 2:**
 - Country
- **Level 3:**
 - A photo of their face



How Does It Work?

- Fans must agree to the KYF request; otherwise, their information will not be shared.
- If the KYF request level is higher than the user's current KYC level, the user must upgrade their KYC level to accept the KYF request.
- Fans who already have the highest level of **KYC verification** don't need to provide additional information. They only need to agree to the creator's KYF request.
- Fans who haven't met the required level will receive a prompt to update their information.

When a fan agrees to the KYF request, Mesi securely shares the verified information with the creator. The creator then decides if the fan can access their content.

Special Rules for Exceptions

Creators can make **exceptions** to their KYF rules. For example, they can:

- Allow certain accounts to skip the general rules.
- Require less information from specific fans.

These options let creators make the rules fit their needs while still connecting with their fans in a way that feels right.

! Challenges

Challenges

Mesi introduces a new way for creators to monetize their fan engagement through *Challenges* - purpose-driven micro-fundraisers that blend spontaneous dares with escrow-backed tipping.

This feature is designed for simplicity, excitement, and accountability - replacing rigid crowdfunding mechanics with interactive "If X, then Y" challenges that work in both static and live-stream formats.

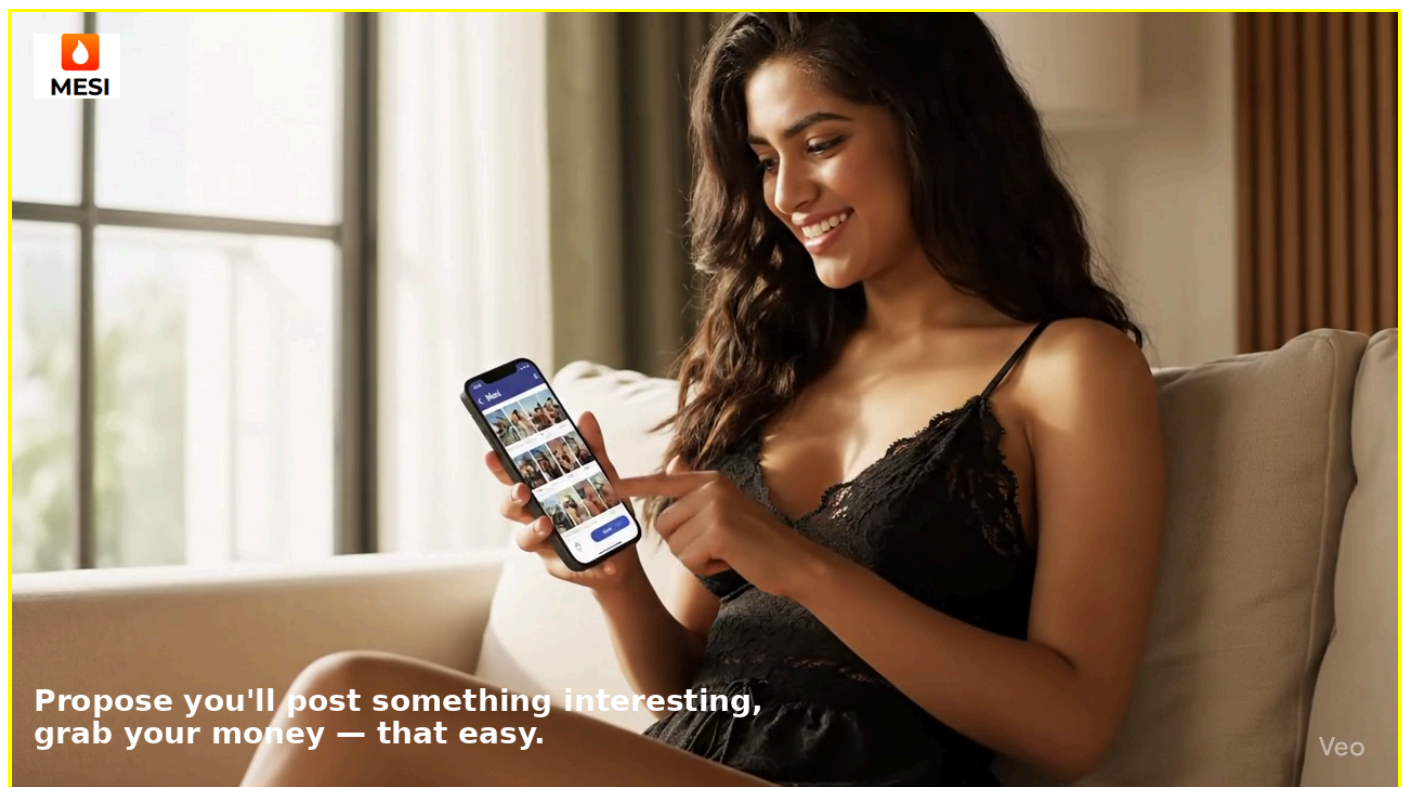
How It Works

Creators launch a **Challenge** - a public commitment to do something specific, if a target amount of **purpose-tagged tips** (called *bid-tips*) is reached.

Example:

"If I raise 1,000 USDC, I'll make a new song for my followers by 01.02.2026."

Fans tip toward the goal. If the funding target is reached within the deadline, the creator either delivers the promise or refunds are issued based on clear conditions.



Challenge Completion & Payout Logic

There are three possible outcomes for a Challenge:

1. Target Met – Creator Delivers

- Creator has defined the time window in which the challenge will be completed after fundraising target is hit, or fundraising deadline crossed (max 30 days)
- Once the challenge is completed, they must click “Mark Challenge as Completed.”
- A 24h dispute window opens - anyone who tipped the minimum threshold can file a complaint if the promised content was not delivered as described.
- If no valid complaints are submitted, funds are released.
- If a complaint is filed, Mesi moderators pause the payout and manually review.

2. Target Met – No Action by Creator

- If the creator does not click “Completed” within the previously defined time window, the challenge is marked as expired, and all bid-tips are automatically refunded.

3. Target Not Met

Creators can choose whether to deliver the challenge anyway.

- If they accept, the same process as a fully funded challenge applies (see point 1).
- If they reject, all funds are refunded immediately.
- If they take no action within the previously defined time window, funds are automatically refunded.

Additional notes

- **Platform Fee:** Mesi charges a 10% commission on successfully completed challenges.
If the challenge is funded in \$MESI tokens, the fee is reduced to 5% as a token utility incentive.
- **Engagement Rewards:**
Users who participate in successfully completed challenges (as tippers) receive Engagement Score bonuses.
Note: Only finalized challenges qualify - incomplete or refunded ones do not trigger score boosts, preventing abuse.
- **Funding Currencies:**
Challenges can be funded in USDC or \$MESI tokens, depending on the creator's settings.
- **Challenge Caps & Limits:**
 - **The fundraising goal** is set by the creator.
 - **The maximum goal** is linked to the creator's account tier and monetization limits.
 - **Minimum contribution:** \$1 (in either USDC or MESI).
 - **Timeframe:** Each challenge can run for a maximum of 7 days.



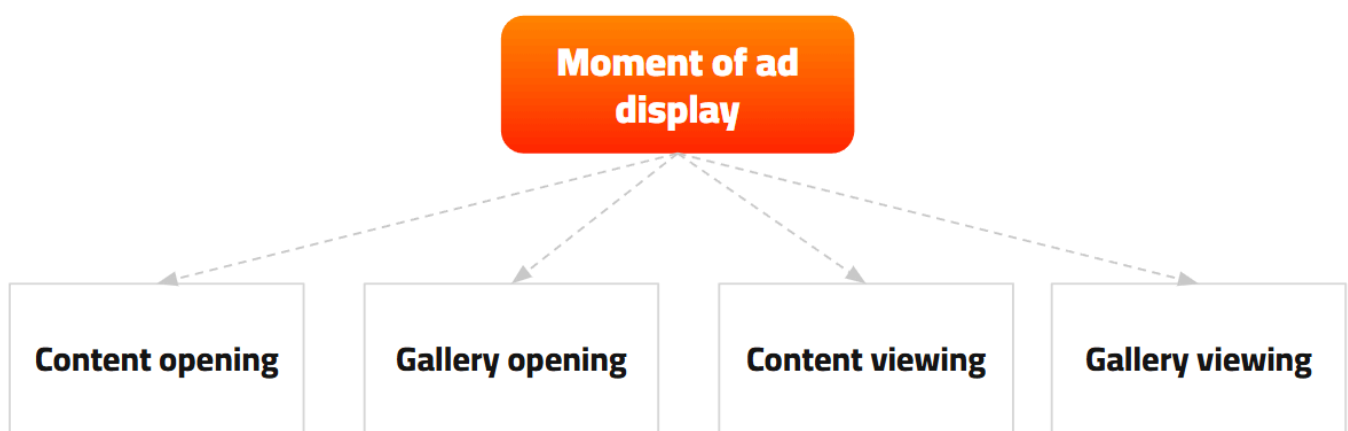
Ads engine

Ads Engine Overview

Mesi enables creators to set up three types of ads:

1. **Content** - Ads are displayed when users open specific content.
2. **Gallery** - Ads appear when a user's creator profile is accessed.
3. **In-Content** - Currently available for Music and Podcasts (and planned for videos once longer uploads are supported). These ads play during content consumption, such as listening to audio or watching videos in the future.

Mesi Ads engine is similar to Google AdSense and help creators earn extra income



Ads Parametrization

Creators can adjust the frequency and length of the ads that their fans are exposed to:

For **Content** and **Gallery** ads:

- A 1:1 setting means an ad shows **every time** the content / gallery is opened.
- A 1:2 setting means an ad shows **every other time**
- A 2:1 setting means **two ads show every time**
- A 1:5 setting means an **ad shows once for every five times**

For in **Content** ads:

- **Max length** - allow to limit the max tam fans are disrupted with single add
- **Max count** - max amount of ads that can be played per content. **Min distance** - minimum time distance between one add and another.

The settings can't conflict with each other.

Note: to preserve high quality user experience, total max length of the advertisement material (max length x max count) can't exceed **15% of the content length**.

These rules are built into the NFT and can only be modified as long as the creator keeps ownership. Once the NFT is sold, the ad settings remain locked unless the NFT is repurchased by the original creator.

Ways to Earn Money

Creators can earn from ads in three ways:

1. **Royalty Model:** The creator always keeps the money from the ads, even if they sell the NFT.
2. **Ownership Model:** The person who owns the NFT at the time gets all the ad money.
3. **Hybrid Model:** The ad money is split between the creator and the NFT owner based on policy defined by the creator and built into the NFT.

Why Ads settings matter

If an NFT is listed for sale, users can view its estimated value.

- Additional earnings from ads - as long as it is distributed to NFT owners (whether through full ownership or the hybrid model) will increase its value.
- However, content overloaded with ads may lose value due to reduced interest to fully interact with it.
- It is up to the creator to find a balance between increasing value through shared profits and decreased value from ads interference with the content.

Example 1: Sarah, a creator, decided to run ads every 10 seconds in her videos. While she earned all the profits, her viewers found the constant ads frustrating and often stopped watching. This also discouraged them from engaging with Sarah's other content. As a result, the value of her NFTs and her entire gallery dropped due to reduced viewer interest.

Example 2: Mike, another creator, decided to show one ad every five views of his video content, with ads taking up only 2% of the total video time. This balanced approach kept viewers' engagement unaffected, and the interaction rate with his content remained high. Additionally, Mike shared the entire ad revenue with the current NFT owner. Ads revenue from this NFT turned out to be decent, hence as a result, value of that NFT significantly increased.



Affiliates

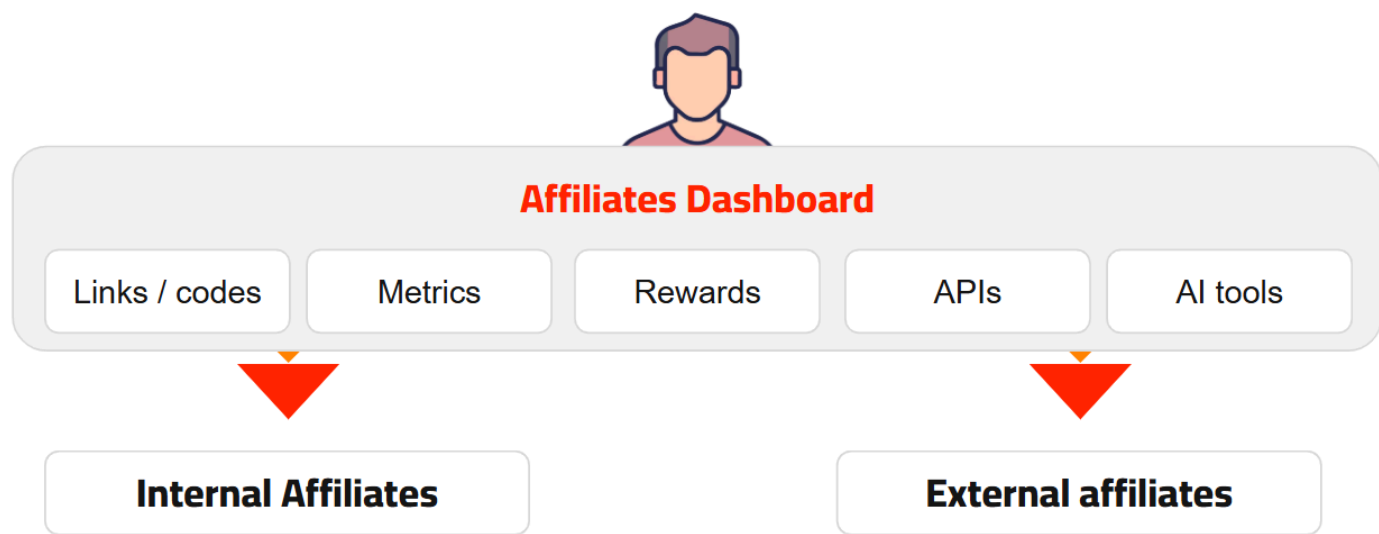
Affiliates Network

Mesi gives creators access to a dedicated set of solutions designed to help them manage and expand their affiliate networks.

Dashboard

The Affiliates Network Dashboard allows creators to:

- Create and track unique affiliate **links** or **codes**
- Configure **rewards** for affiliates, such as Mesi tokens, NFTs, or exclusive content.
- Access real-time **performance data** - clicks, conversions, and revenue.
- Use whitelisted **API endpoints** to connect and integrate with external platforms.
- Use **Mesi AI Messaging Agent**, which automates affiliate communication, including updates and offers.
- Collect insights from **Mesi AI Engagement Agent**, which provides data-based recommendations to improve campaign performance, such as targeting demographics or determining promotion timing.



Internal and External Affiliate Collaboration

Creators can collaborate with two types of affiliates:

Internal Affiliates	External Affiliates
Other users within the Mesi platform, including fans or smaller creators.	Anyone outside the platform, recruited via personalized affiliate links or codes. These affiliates may operate on platforms like Instagram, YouTube, or TikTok.

Collateral

Affiliates are required to provide MESI tokens as collateral for ad promotions. If they violate advertising rules, penalties are deducted from their locked tokens,



Galleries and NFTs

Galleries and NFTs

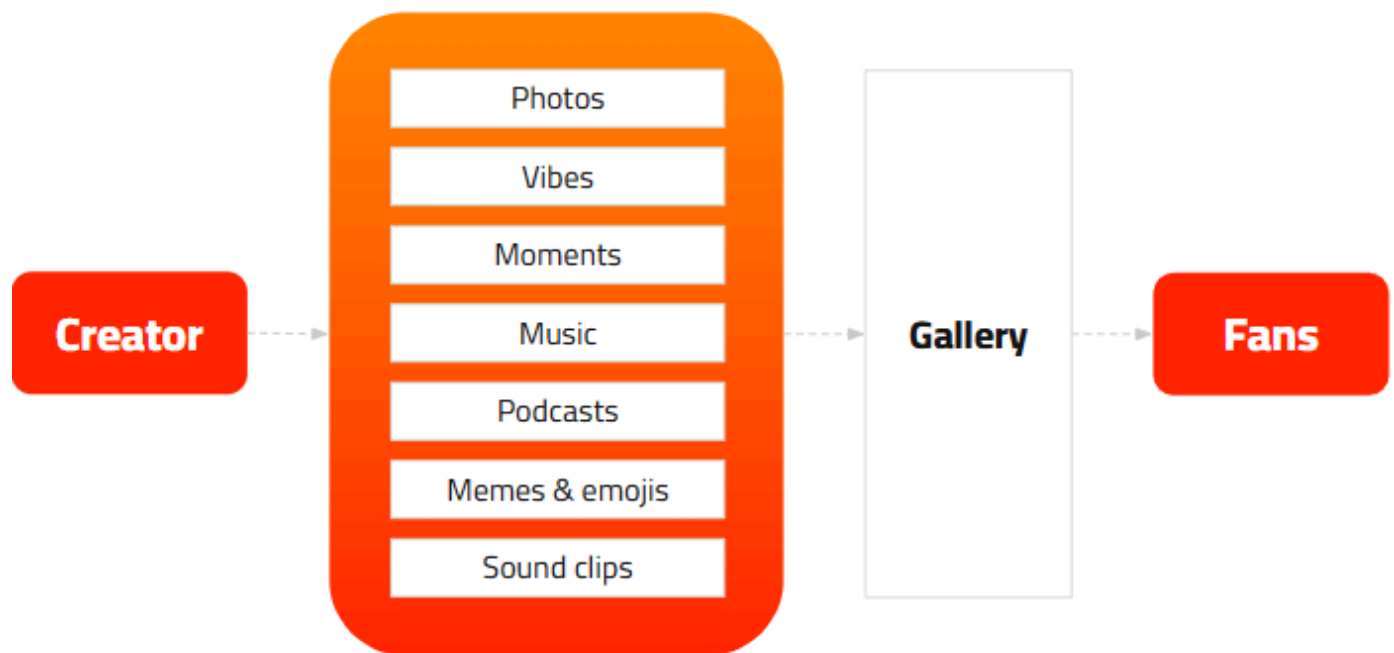


Galleries

Galleries Overview

What is a Mesi Gallery?

A Mesi Gallery is a place where creators can show off all their work. Galleries are digital portfolios, organized into sections for photos, video and audio galleries.



Key Features

- Creators always confirm their own rights to anything they upload.
- Uploaded content is shown in the order it was added.
- Users sort and filter the content using criteria such as type, year, or other.

Gallery completeness

Galleries always show all the content a creator has uploaded, **even if they sell it to someone else.**

Unlimited size

Creators can add **as much content as they want** to their gallery.

Creator gallery

```
graph TD; A[Creator gallery] --> B[Authentic]; A --> C[Complete]; A --> D[Unlimited];
```

Authentic

Complete

Unlimited



NFTs

NFT Content Management

NFTs

When you upload content to the Mesi platform, it becomes an NFT (non-fungible token) - thanks to this

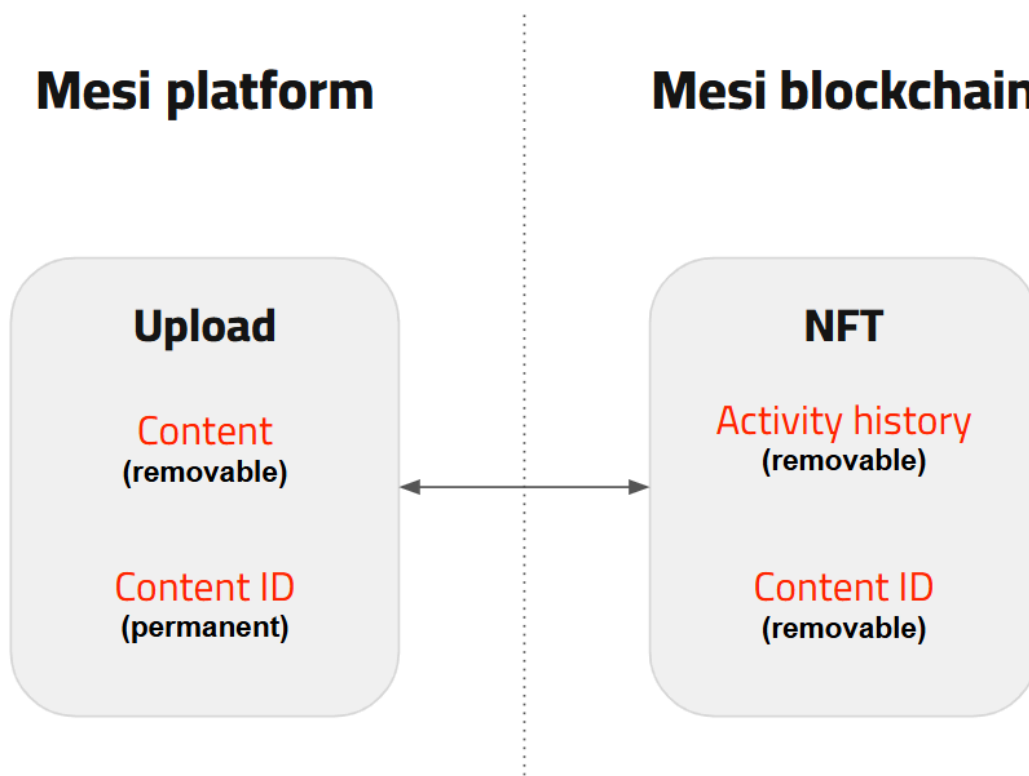
- each content piece becomes tradable
- we can track who the current owner is
- we can keep immutable account records of the historical activity related to it

Unique IDs That Stick

Each piece of content you upload gets a **special ID** that can't be changed. This ID is stored on the blockchain and keeps a detailed record of every action related to your NFT, such as uploads, sales, and deletions. The ID can't change, but the content itself isn't stored on the blockchain, so you can be able to remove it.

Removing Content

You can take content down from your gallery anytime as long as you still own it. Once someone else buys your content, you can't remove it from your gallery



Content vs Account Deletion

- **Content Transfer:** If you choose to close your account any of your content owned by other users will be transferred to their galleries.

- content owned by you will be removed
- **Account Deletion:** To delete your account, there's a 48-hour waiting period. After this time, you'll need to confirm that you want to proceed with deletion. People who own your content will be notified about the upcoming account deletion.
- **Recent Purchases:** If someone bought your NFT within 48 hours of you starting the account deletion process, they can get a full refund, and the NFT will return to you. If you then confirm deletion, such content will be removed from the platform.

Keeping Track of Changes

Even if you remove content, all the actions taken with your NFT - like uploads, sales, or deletions - will stay recorded on the blockchain.

AI Personas as NFTs

In addition to regular content, AI personas - except for personal digital twins - can be minted as unique NFTs. These identity-based NFTs can be owned, licensed, or traded, and contain metadata that captures personality settings, training history, and visual configurations. This ensures verifiable ownership of virtual characters and enables new forms of monetizable artistic expressions

Additional Notes

- Account deletion **will not remove memes, emojis, or sound clips** added to the public Mesi Media Library. If the license for using them was paid, it will be converted to free access.
- **Music tracks** added to the open media library will be **removed**. However, content created by other users that incorporates these tracks will remain unaffected.
- If NFTs you sold were generating **ad revenue**, you will no longer receive that income. That revenue stream will be fully transferred to the current owner of the NFT.



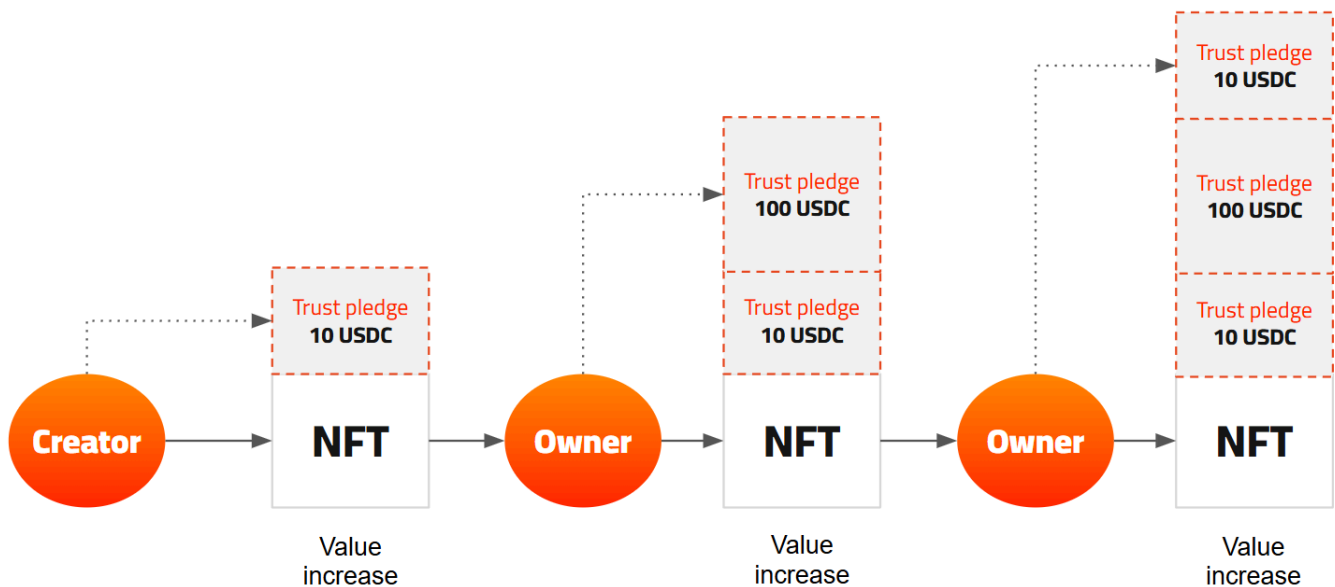
Trust Pledge

Trust Pledge

Trust Pledges are **FIAT** or **stablecoins** commitments **permanently attached** to the content by Creator or NFT owner. They serve as a **guarantee** of the content's **authenticity** and **ownership**.

If the validity of the content is compromised - for example, if it is proven to be unauthentic or not owned by Creators - Trust Pledge is used to compensate any legal claims or damages caused to others.

Trust pledges **increase the NFT value**.



NFT Value & Price

NFT Value and Price

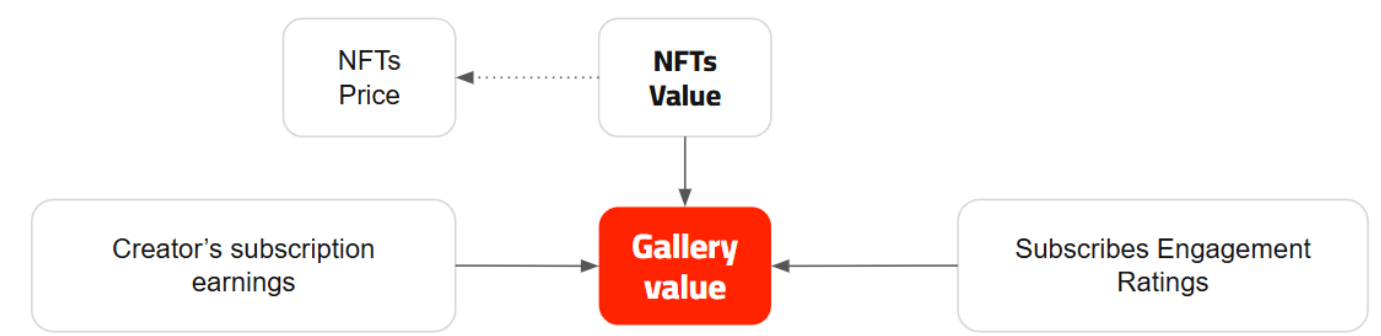
Mesi NFTs are digital items with **value** and **price** attributes.

Normally, all digital goods are shown only with the price their owner wants to sell them for. This price might be fair, but it could also be much higher than what the item is actually worth.

To fix this, Mesi shows both the **real value of an NFT** and its **price**. This helps people see what they're paying for and makes the buying process simpler and more trustworthy.

Valuation metrics

Metric name	Explanation
NFT value	It's calculated and refreshed daily based on several factors including: - Engagement score - Estimated earnings potential of the NFT - Historical transactions related to the NFT (times traded, average price paid etc) - Size of its Trust Pledge - Other relevant metrics.
Creator's gallery's value	Its to sum of - the total worth of all its NFTs (both sold and unsold) - value derived from creators' subscription earnings weighted by subscribers score The gallery value is a purely informational metric with no direct impact on the valuation mechanics of individual NFTs.



NFT Earnings Percentage

This metric shows the percentage of total gallery revenue that can be attributed to a specific NFT.

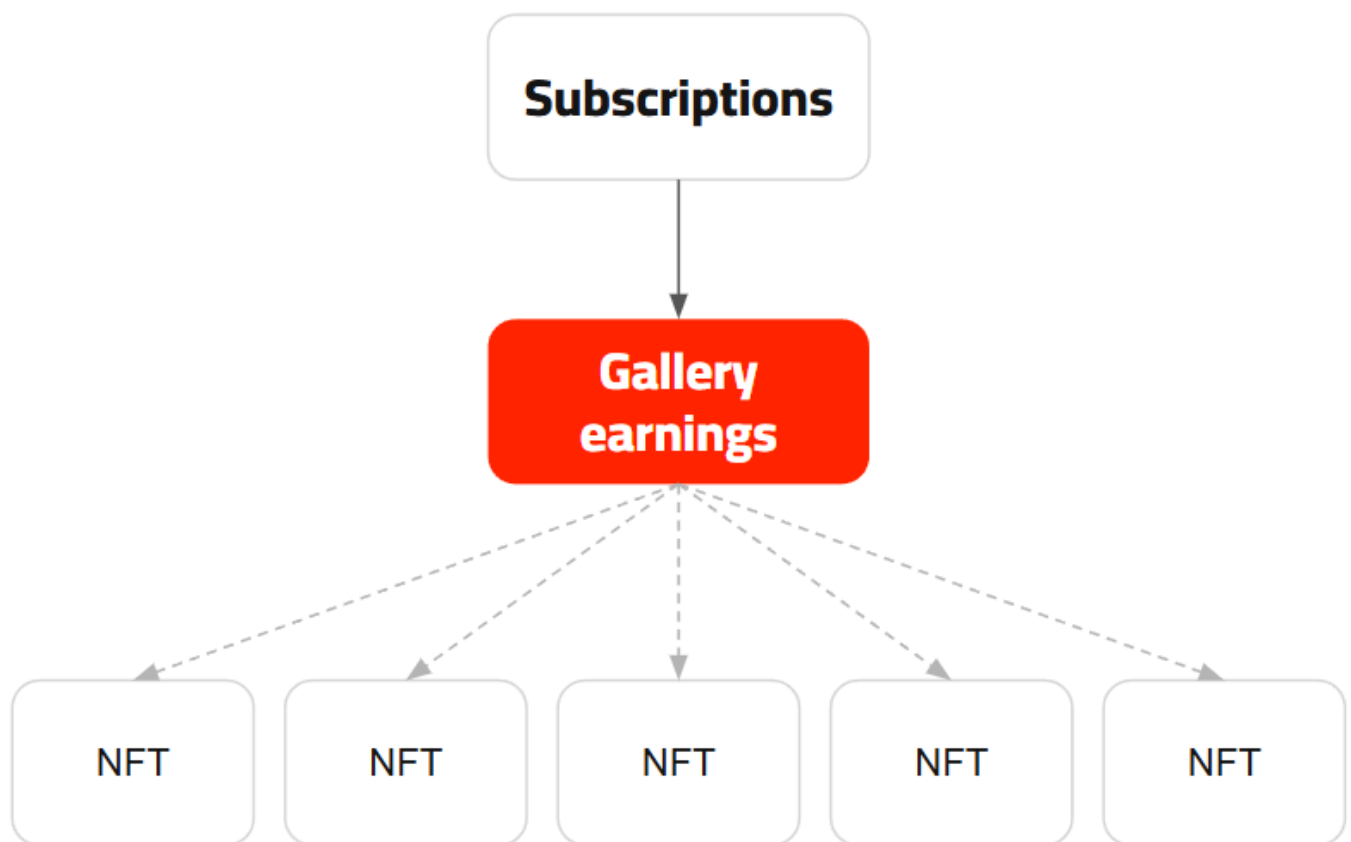
This value represents the contribution of the NFT to the overall earnings generated by the entire gallery it belongs to.

The percentage is publicly visible alongside the NFT value and is calculated based on:

- **Direct earnings from the NFT itself**
- **Assumed equal participation of NFTs in subscription revenues** (e.g., if there are 50 NFTs in the gallery, each is allocated a 1/50 share of the subscription revenues).

Example: A gallery contains 10 NFTs. One NFT has generated direct revenue of \$100 in 2024. The gallery's yearly subscription earnings amount to \$5,000. The revenue percentage attributable to the standout NFT is calculated as: $(\$500 + \$100) / \$5100 = 11.7\%$. All other NFTs in the gallery would receive an equal share of the remaining revenue, resulting in **9.8% per NFT**.

This metric enables users to clearly see how much revenue a specific NFT contributes relative to the entire gallery's earnings.



NFT Pricing System

Price of the NFT is related with following events and interactions occurring within Mesi ecosystem:

1. The owner has listed the item for sale using the 'buy-now' option with a fixed price.
2. The owner has created an auction for that NFT
3. A buyer sends a private bid for an NFT marked as 'open for bid.'

Maximum Price Formula

The highest price an NFT can be sold for follows this formula:

$$\text{Max Price} = \text{NFT Value} \times [n]$$

[n] starts at 0.5 and gets higher as the seller's account tier increases.

Example: If [n] is 0.75 and the NFT Value is \$1,000, the seller can set a 'buy-now' price for up to \$750.

Maximum Price Limitations

The maximum price limitation affects the following selling methods:

- **Buy-Now**
 - The maximum price sets how much the NFT can be listed for.
- **Auction**
 - If someone bids more than the maximum price, the seller will only get the maximum allowed price.
 - The extra money is held in the Mesi Escrow until the seller reaches a sufficient account tier.
- **Private Bid**
 - If a private offer is higher than the maximum price and the seller accepts it, the extra money goes into escrow, just like in auctions.



Selling and buying NFTs

Selling and Buying Content

Ways to Sell

On the Mesi platform, you can sell your NFTs in **3 ways**:

1. Buy-Now

- You set a price for your NFT, and buyers can purchase it instantly.
- There's no need for bidding or negotiating.

2. Auction

- You start a bidding process where people compete to buy your NFT.
- The auction lasts between **7 and 14 days** (longer times are available if you have a higher [account tier](#)).
- The person with the highest bid at the end wins.
- If last bid has been made in **last 5 minutes**, auction is extended by **another 15 minutes**
- Mesi uses an **escrow system** to make sure the settlement of the transaction is safe. Funds are held in custody and released only until the NFT is successfully transferred to the buyer (please also see [Post-sale cooldown period](#) for additional escrow release rules)

3. Private Bidding

- Buyers can send private offers for NFTs that have been labelled by the owner as **'opened for bidding'**
- As the owner, you can **accept**, **reject**, or make a **counteroffer**.

Sales thresholds

There are 3 thresholds related to NFT sales, which change proportionally to your account tier.

Monthly turnover threshold

Applies to the effective sales volume *s* during a given month. If you go over that threshold, the extra revenue is put into an escrow vault and is gradually released back to you, at a rate of **1/30 per day**¹
Money from subscriptions isn't part of this limit.

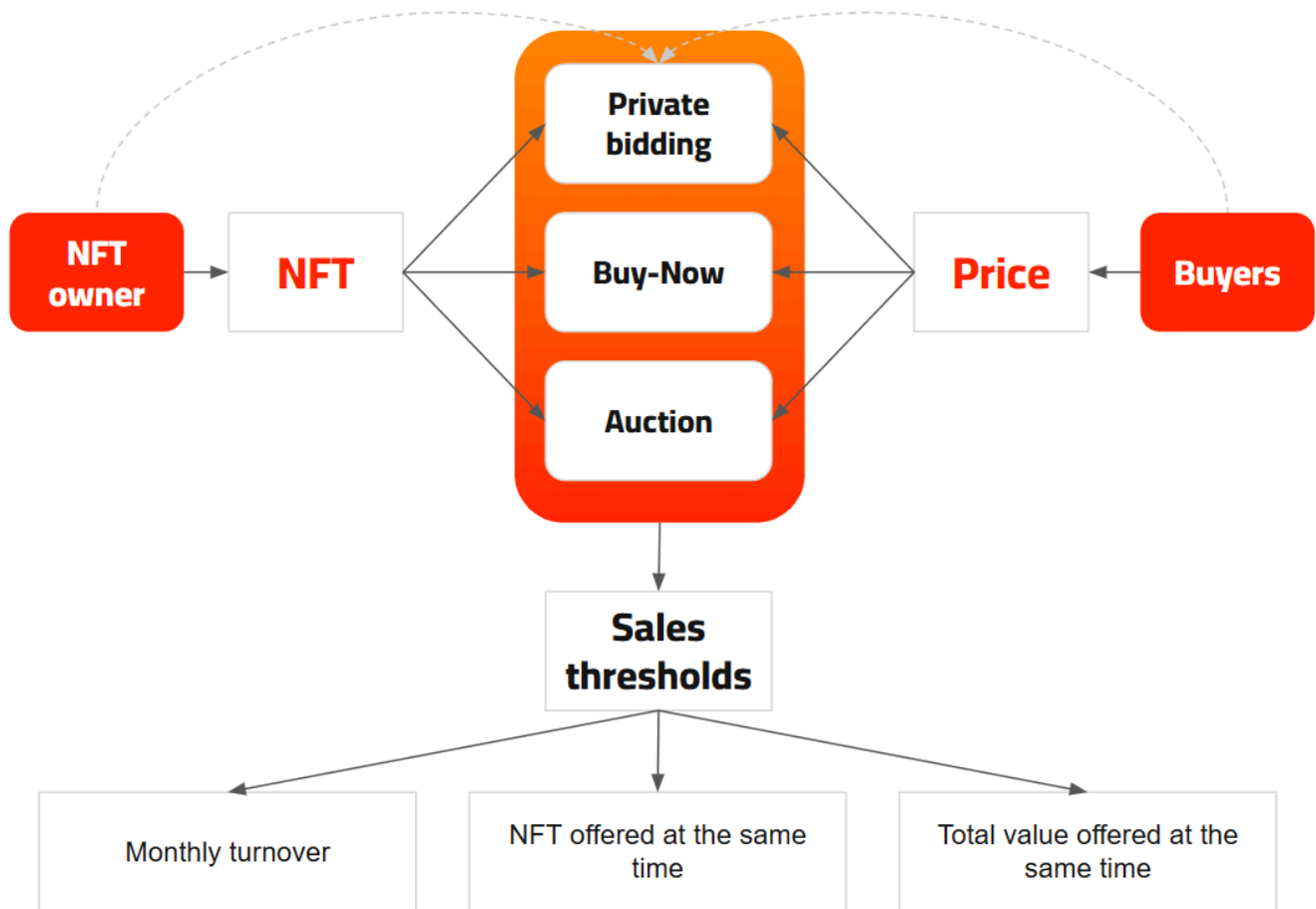
Maximum Number of NFTs You Can Offer for Sale at Once

This applies to all the ways to sell NFTs, like Buy-Now, Auction, or Private Bid, in case of the latter, it applies to all NFTs that are marked as "For Sale" by the owner.

¹ Depending on how many days are in that month It can be 1/31, 1/28 or 1/29

Total Value of NFTs You Can Offer for Sale at Once

This limit is about the total value of all the NFTs you're offering for sale at the same time, no matter how many you list.



Max sell price implications

The maximum sell price is the highest amount you can sell an NFT for. This price is based on a multiplier of the NFT's value, e.g. 0.75x or 2x the value. For more details, check out the "NFT Value & Price" section.

In case of Private Bids and Auction if you sell an NFT for more than the maximum sell price, the surplus will be put in a Mesi escrow vault.

You can get the surplus back when your account tier reaches the level that would have been required not to generate that surplus in the first place.

Post-sale Cooldown Period

When an NFT is sold, ownership is transferred to the buyer immediately. However, the purchase amount is held in a temporary vault for 48 hours.

During this time, the platform verifies compliance with the content policy, including checks for copyright infringement, identity theft, or inappropriate content.

- **If no issues are detected within 48 hours**, the funds are released to the seller.
- **If violations are confirmed**, the transaction is canceled, and the funds are returned to the buyer.

Post-sale Violations

If violations related to the sold NFT are found after the post-sale cooldown period, refund might no longer be possible.

Mesi will attempt to freeze the amount needed for a refund in the violator's Mesi app account and associated Mesi wallets. However, their balances might not be enough to cover the loss.

If this is a case, a 'debt' will be assigned to the account, and if any revenue is being generated from this account in future, it will be automatically redirected to Mesi treasury, from which all aggrieved parties will be compensated (using FIFO order of debts registration).

Violating NFT

Depending on the situation and the nature of the violation, the violating NFT can either be destroyed or transferred to the rightful owner who has Mesi App account. The choice is made by the aggrieved rightful owner.

Regardless of the NFT's final destination, the rightful owner is entitled to receive all revenues generated by the violating NFT (if recoverable). This amount is added as a debt to the violator's account.

Account Suspension Policy

The violator's account may be suspended during the investigation and reimbursement process, depending on the severity of the violation. However, suspensions must be handled carefully to avoid further unintentional harm to the affected parties.

For example, suspending an account could stop revenue streams from subscriptions, which might otherwise be used to compensate affected parties. Hence, the Mesi team decides on suspensions on a case-by-case basis

Upcoming Selling Methods

The following selling methods are also considered as potential extensions of NFT sales models.

Selling Method	Description
Blind Auction	The seller sets a hidden price. Buyers submit bids without seeing others' offers. The highest bid wins when the auction ends.
Dutch Auction	Prices decrease over time until a buyer makes a purchase.
NFT Swaps	Allows users to swap NFTs.
Silent Sale	The seller sets a fixed, hidden price. The first proposal meeting or exceeding this price wins.



Engagement Rating

Engagement Rating System

The Engagement Rating System measures an NFT or gallery's ability to drive desired activity on the Mesi Platform and the value users bring to the app. It drives **fair rewards & revenue distribution among the galleries and NFTs**.

Please note that Engagement Ratings and [Valuation Mechanics](#) are independent but may share overlapping variables.

How Engagement Rating Works

Each day, the system assigns points based on measurable activities and behaviors associated with individual NFTs or galleries, such as:

- **Viewing Time:** How long users spend viewing the content.
- **Interactions:** Likes, shares, comments, and other engagement metrics.
- **Spending Behavior:** Purchases or tips associated with the content.
- **Influence Points:** Owned or received points via delegation.
- **Community and Social Metrics:** Contributions to the broader Mesi ecosystem.

These ratings are internal backend metrics and are not visible to Mesi App users. They directly influence revenue and rewards allocation for galleries and NFTs.

Types of Engagement Ratings

1. User Score

The **User Score** evaluates individual user activity and engagement within the app. It distinguishes between low-value and high-value users based on variables such as:

- The value of NFTs held by the user.
- Amount of staked or locked Mesi tokens.
- Other relevant behaviors and metrics.

Example:

John: A high-value user who spends significant time viewing content, interacts frequently, spends on NFTs, and holds a large amount of staked tokens. John receives **200 Engagement Rating points**, reflecting his active engagement and investment.

Paul: A low-value user who occasionally views content, rarely interacts, and holds minimal tokens. Paul's score is significantly lower - he receives **5 Engagement Rating points**.

2. NFT Score

The **NFT Score** measures the activity an individual NFT attracts, weighted by the User Scores of those interacting with it.

Example: Alice has an NFT in her gallery. John spends 2 minutes viewing it, and Paul spends 20 minutes. Assuming 1 point per minute:

- John's engagement contributes 400 points (2 minutes × 200 User Score).
- Paul's engagement contributes 100 points (20 minutes × 5 User Score).

The total NFT Score is **500 points**.

3. Gallery Score

The **Gallery Score** is the sum of:

- Total scores of all NFTs within the gallery.
- Activity generated by the gallery as a whole (not individual NFTs) weighted by the User Scores of those interacting with it.

Example: Alice's gallery contains several NFTs, with interactions from John and Paul:

- John spends 2 minutes viewing one NFT and 5 minutes browsing the gallery, bio, and profile details.
- Paul spends 20, 10, 5, and 1 minute on different NFTs.

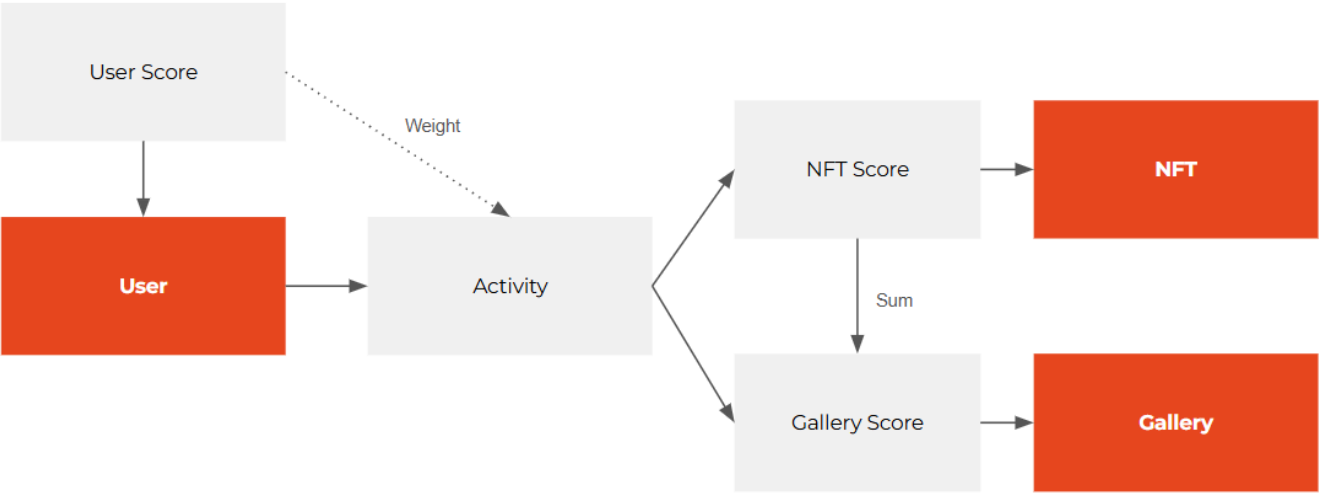
Calculations:

- Total NFT Scores: $(2 \times 200) + (20 + 10 + 5 + 1 \times 5) = 580$ points.
- Gallery Activity Score: $5 \text{ minutes} \times 200 = 1,000$ points.

Total Gallery Score: **1,580 points**.

Engagement rating - visual summary

Please refer to the chart below explaining the Engagement Rating mechanics





Revenue & Rewards

Revenue Contribution and Distribution

Revenue Contribution

As a creator, you can allocate a percentage of your revenue to your gallery. This contribution means that the designated portion of your revenue will be distributed among all NFTs in your gallery (both owned and previously sold).

You can adjust your revenue contribution at any time. However, the revenue share calculation uses a moving average based on the last 12 months of contributions. The value of your current revenue contribution is publicly visible in your gallery description.

Example 1: Adam has been contributing 100% of his revenue to his gallery for the past six months. In the seventh month, he reduced his contribution to 50%. In the twelfth month, he received a private bid of \$1,000 for one of his NFTs and accepted it. At the time of this transaction, his revenue contribution was calculated as: $(6 \times 100\% + 5 \times 50\%) / 11 = 77\%$. He will receive \$330, while the remaining \$770 will be allocated to his gallery.

Revenue Distribution to NFTs

Revenue contributed to the gallery is distributed among the NFTs based on their engagement ratings - a measure of their ability to generate desired activity on the Mesi platform. The higher an NFT's engagement rating, the greater its share of the gallery revenue.

Note: The buyer of an NFT does not receive a share of the amount they paid for that NFT.

Formula for Revenue Share among gallery NFTs is:

$$\text{Revenue Share (NFT)} = \frac{\text{Engagement Rating (NFT)}}{\text{Total Engagement Rating of All NFTs}} \times \text{Gallery Contribution}$$

Example 2: Adam owns 10 NFTs. After selling one NFT and contributing \$770 to his gallery, the remaining revenue was distributed among the other nine NFTs. Since Adam still owns all of them, he received the entire gallery contribution.

Example 3: Adam consistently contributes 50% of his revenue to his gallery. He sells one NFT for \$2,000, allocating \$1,000 to the gallery. His gallery contains 10 NFTs, four owned by him and six by others. The \$1,000 contribution is distributed as follows:

NFT	Owner	Engagement Rating	Revenue Share
NFT 1	Adam	40	\$200
NFT 2	Adam	30	\$150
NFT 3	Adam	20	\$100

NFT 4	Adam	10	\$50
NFT 5	Owner 2	50	\$250
NFT 6	Owner 3	20	\$100
NFT 7	Owner 4	15	\$75
NFT 8	Owner 5	10	\$50
NFT 9	Owner 6	5	\$25

For more details on engagement ratings, see the [Engagement Rating](#) section.

Engagement Rewards Distribution

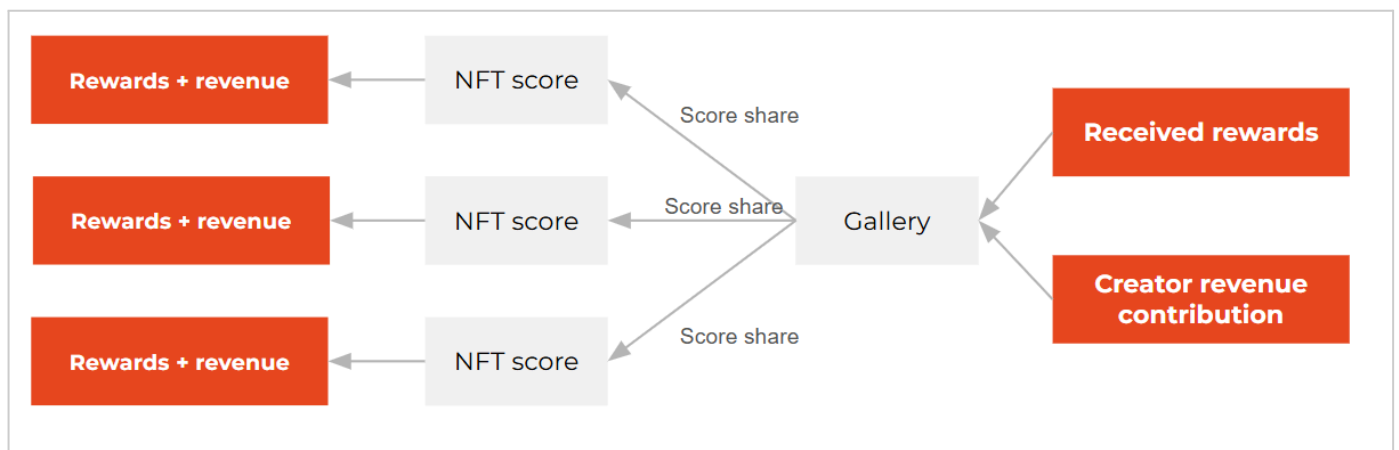
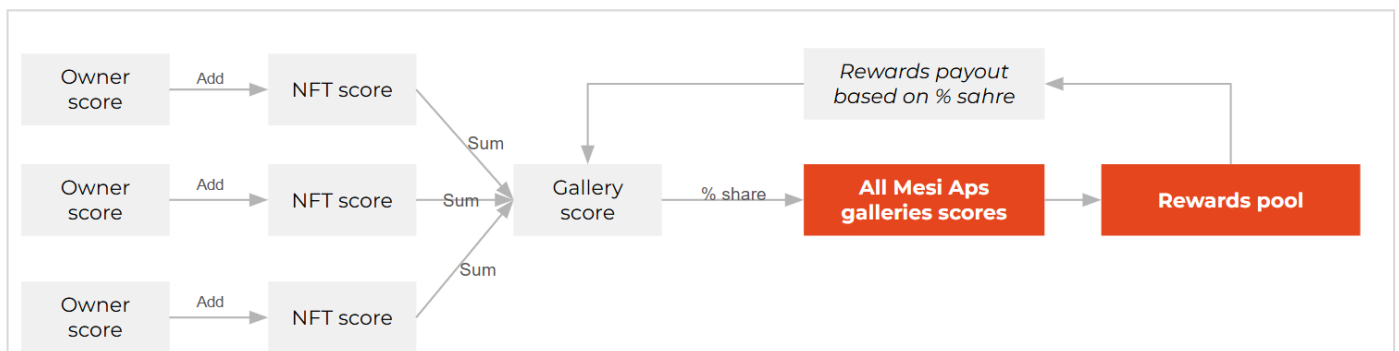
\$MESI token rewards incentivize engagement and usage of the Mesi app. Initially, these rewards are funded by the Mesi treasury. Over time, app fees will sustain the reward pools to ensure long-term economic attractiveness of these rewards.

Separate reward pools exist for the mobile and web apps, with distributions occurring every week.

Distribution Process:

1. **Gallery Level:** Rewards are allocated to each gallery based on its share of the combined engagement scores of all galleries in the app.
2. **NFT Level:** Rewards allocated to the gallery are divided among its NFTs according to their individual engagement scores, using the same logic as the revenue split formula.

Please refer to the charts below for a visual explanation of revenue and rewards distribution.



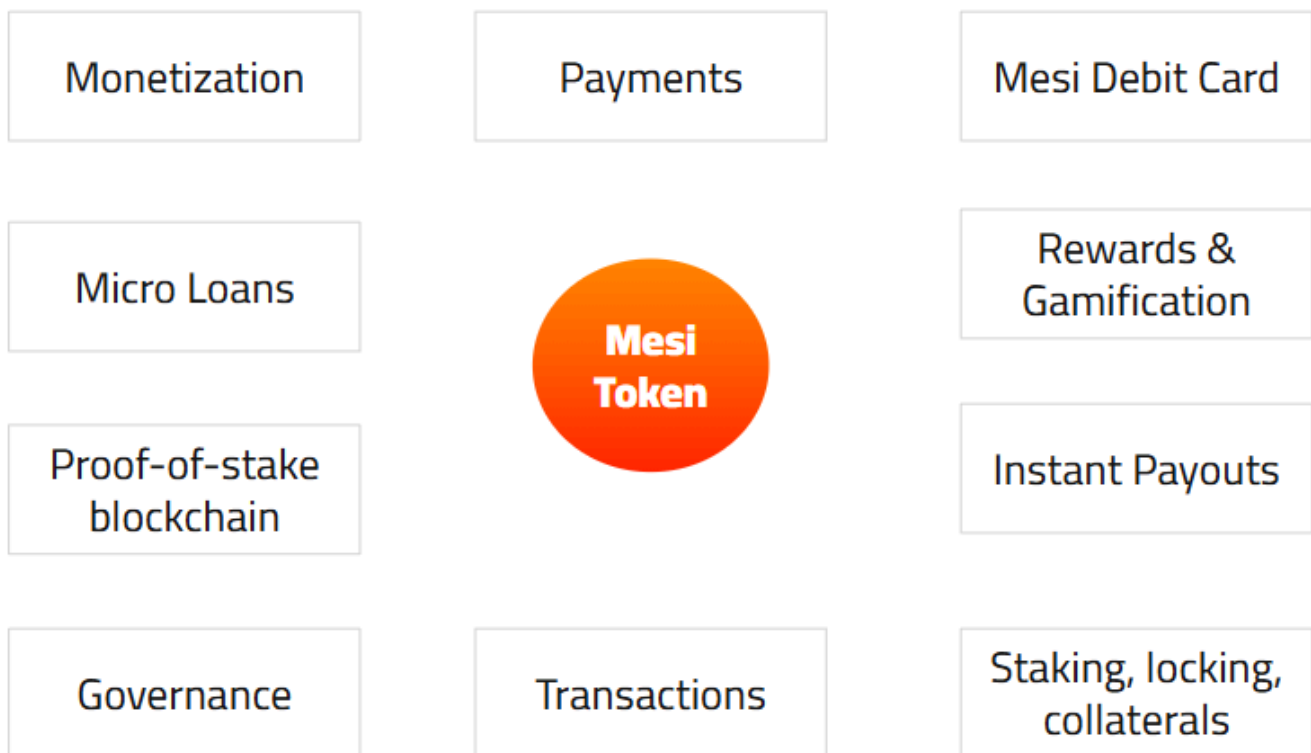


MESI token

MESI token

The MESI token serves as the backbone of transactions and interactions on the platform, particularly on the web app. Its role includes payment processing, instant settlement with creators, rewards, governance, and gamification.

While the web app fully integrates MESI token functionality, the mobile app focuses more on fiat transactions due to App Store restrictions that require pricing and payments in fiat currency.



MESI Token Utilities

1. **Transactional Currency:** Facilitates buying, selling, and trading of NFTs. Covers transaction fees on the Creator Chain, and in-app fees for transactions and payments executed in MESI tokens. Functions as the default payment method for: Subscriptions. Private messages and Tipping.
2. **Incentives and Rewards:** Users earn MESI tokens indirectly through engagement metrics such as likes, shares, and purchases. This indirect mechanism distributes rewards first at the gallery and NFT levels, determined by their engagement ratings.
3. **Staking and Locking:** Users earn Influence Points by staking and locking MESI tokens. which allows them to unlock platform benefits and higher account tiers.
4. **Micro-Loans** MESI tokens act as collateral for platform-based micro-loans. Loan eligibility requires locking MESI tokens worth 300% of the loan value.
5. **Gamification:** The MESI token is central to the platform's gamified experience, playing a key role in account tier progression and boosting user, NFT, and gallery engagement scores. These factors

directly influence uploads positioning on the platform and their monetization potential.

6. **Content Monetization:** Creators can set licensing fees for content usage, which are paid in MESI tokens. Additionally, ad revenue generated from NFTs is facilitated through the MESI token.
7. **Payment Gateway:** Mesi web app supports different payment methods, including MESI tokens.
8. **Governance:** Users can submit proposals for platform improvements, number of which is directly tied to account tier (resulting from the amount of MESI tokens staked/ locked). Future plans may integrate MESI tokens as part of direct governance and decision making process around the platform.
9. **Affiliates Collateral:** Affiliates provide MESI tokens as collateral for ad promotions. Breaking advertising rules results in penalties deducted from locked tokens.
10. **Banking as a Service** BaaS Layers links MESI tokens to a payment card for both online and offline transactions.
11. **Instant settlement:** Thanks to MESI tokens, Mesi platform is the only one that supports instant settlements with creators.
12. **Proof-of-stake utility:** MESI tokens enable a Proof-of-Stake (PoS) feature that allows users to stake specific amount of tokens to become validator and connect their own nodes (servers) to Mesi network, and contribute to the Creator Chain's security and transaction validation in exchange for rewards.

Token Launch

The MESI token will be distributed in two stages:

1st Distribution

- To be performed on Ethereum as an ERC-20 token.
- Distribution exclusively to early investors.
- Trading pairs will be created and supported only on Ethereum, with no support for other blockchains.

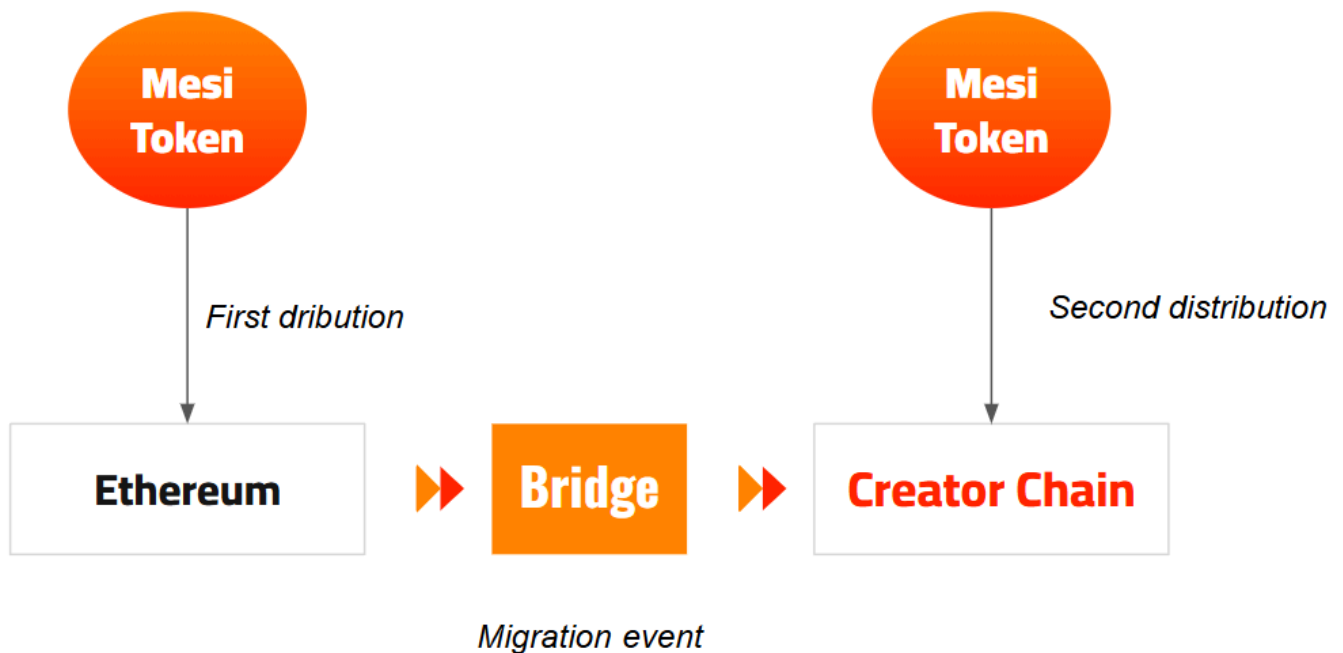
2nd Distribution

- To be performed on the Creator Chain (see [Technology and Backend](#)).
- Distribution to public investors and all other entitled parties.
- Trading pairs will be created and supported on the Creator Chain with continued support to Ethereum trading pairs.

Token Bridge

An Ethereum ↔ Creator Chain bridge will be launched alongside the second token distribution.

- **Token Migration:** Ethereum token holders will be encouraged to transfer their tokens to the Creator Chain.
- **Liquidity Concentration:** Over time, MESI will facilitate the migration of tokens from Ethereum (and other chains if they will be supported mid-through) back to the Creator Chain, aiming to consolidate token liquidity depth (see [Economy of MESI](#)).



Getting \$MESI tokens

To obtain and hold Mesi tokens, you need a blockchain wallet. Options include:

- **Ethereum Wallet:** For tokens distributed in a first round
- **Creator Chain Wallet:** For tokens distributed in a second round and migrated from Ethereum to Creator Chain.

MESI tokens can be acquired via following channels:

Distribution	Secondary Market	Mesi App Users	Welcome Bonus
As per details above and Tokenomics section	Tokens available through potential future trading pairs	Purchase directly from other users / token holders.	Please refer to Welcome Bonus Rewards



Gamification

Gamification



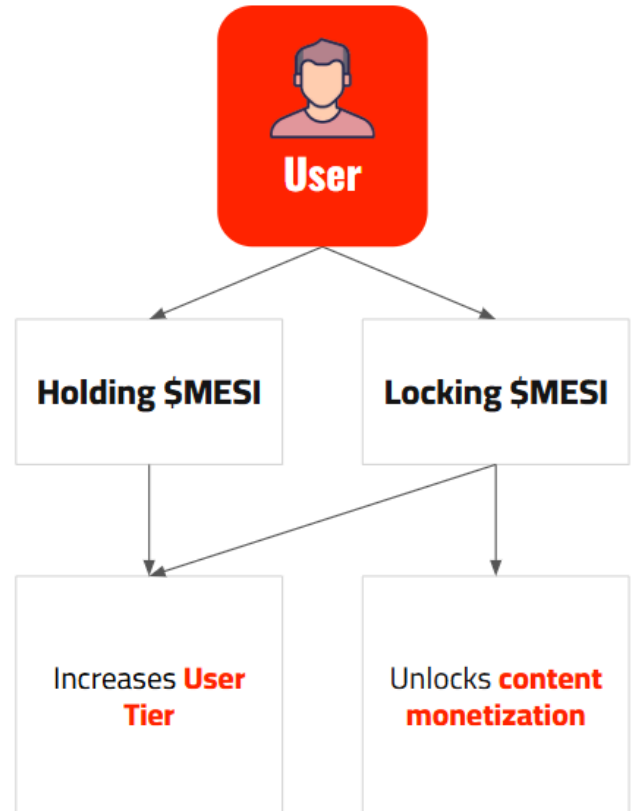
User Tiers & Monetization Limits

User Tiers & Creators limits

Two Progression systems

Mesi introduces two progression systems

- **Content Monetization Limits:** The amounts of \$MESI tokens required to unlock content monetization features and increase sales limits.
- **User Tiers:** Amount of [influence points](#) required to unlock and increase the size of benefits available for all users. They are assigned to every user - regardless of fans or creators. They are earned through
 - Holding mesi tokens and getting **holding score**
 - Locking \$MESI tokens as part of unlocking monetization and increasing its limits.



For a complete overview of user tiers and content monetization limits, see the [Incentives & Limits](#) section.

Holding score

Holding score is the average \$MESI token balance in the user wallet over the past 7 days.

Example: Mark's \$MESI token balance in his Mesi wallet over the last 7 days:

- Days 1-5: **25,000**
- Day 6: **10,000**
- Day 7: **50,000**

His holding score **26,429**

Every wallet balance change is taken into consideration in calculation of the holding score. Since Mesi uses its own native chain, it doesn't require any snapshot based system and can monitor these changes in real-time.

Lockups

To lock \$MESI tokens, users just need to set a token withdrawal limit in their profile settings.

This can be done at any time, even if their wallet balance is zero - however a specific account tier is unlocked only when they start holding the required amount of tokens in their wallet.

Increasing Withdrawal Limit

Creators can increase their withdrawal limit to any amount, even beyond what's required for the highest tier. This may be beneficial to maximize rewards or improve their engagement score.

Decreasing Withdrawal Limit

If a creator wants to decrease their withdrawal limit and regain the ability to transact or transfer tokens above that limit, they must adjust their account setup. This includes aligning their active sales, listed NFTs, and other tier-based settings with the tier they would qualify for after the withdrawal.

Example: A creator holding **5,000** \$MESI tokens has a withdrawal limit set at **4,500** tokens.

If they wish to lower their limit to **2,500** tokens, they must adjust their account by reducing active sales volume and NFT listings to match the requirements of the lower tier.

Once their account aligns with the new tier, the withdrawal limit can be decreased, and they regain flexibility over the tokens above the new threshold.

While tokens stay in users' wallets, they **can't be spent or transferred** below the locked threshold. This system provides several key benefits:

- **Authenticity** – Creators must maintain a minimum \$MESI balance, proving credibility. Fake accounts are unlikely to lock tokens.
- **Collateral** – Locked tokens act as **collateral** against policy violations or misuse, ensuring compensations for fans, other creators and 3rd parties when justified.
- **Responsibility** – Higher sales limits require **more tokens locked**. With more at stake, users are less likely to break Mesi's rules, promoting responsible monetization.

NOTE: Locking \$MESI is not required to publish content - only to monetize it.

Non-Custodial Approach

As explained above, you don't need to transfer your tokens anywhere to increase holding scores or \$MESI token lockups size. They will remain in your wallet.

This approach is referred to as '**non-custodial**', and sets Mesi apart from other platforms that require transferring tokens to separate staking or lockup vaults, taking away user's control and ownership over the tokens.

Lockups vs AI Persona Enhancements

Locking \$MESI tokens doesn't just unlock monetization tiers - it also improves the quality and capabilities of your AI persona. Higher tiers grant access to advanced features such as emotional range, deeper conversation logic, and enhanced visual fidelity. The more tokens you lock, the more intelligent, expressive, and realistic your AI companion becomes.



Influence points

Influence Points

Influence points are used to provide means for users to support their favourite creators. They are calculated by combining

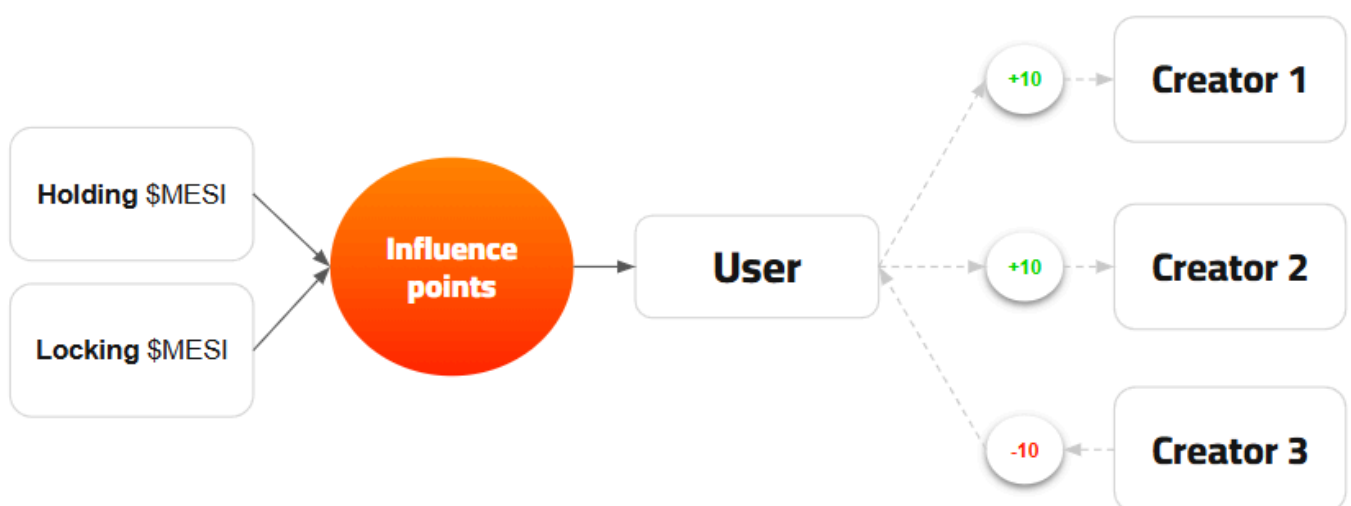
- **Mesi holding score** (7-day average \$MESI balance of the user's wallet)
- **Amount of \$MESI tokens locked** (required to unlock content monetization and increase its limits)

Users can assign these points to any gallery, boosting its engagement and showing support for a specific creator.

Allocation and Adjustments

- Influence points can be freely allocated, reallocated, or withdrawn at any time.
- Their total changes whenever the user's holding score or locked \$MESI amount shifts.
- Allocations to specific creators adjust proportionally when the total amount of user influence points goes up or down.

Example: If you have **10,000 influence points** – with **4,000 assigned to one gallery** and **6,000 to another** - and your total drops to **5,000**, each gallery's allocation is proportionally reduced to **2,000** and **3,000**, respectively.





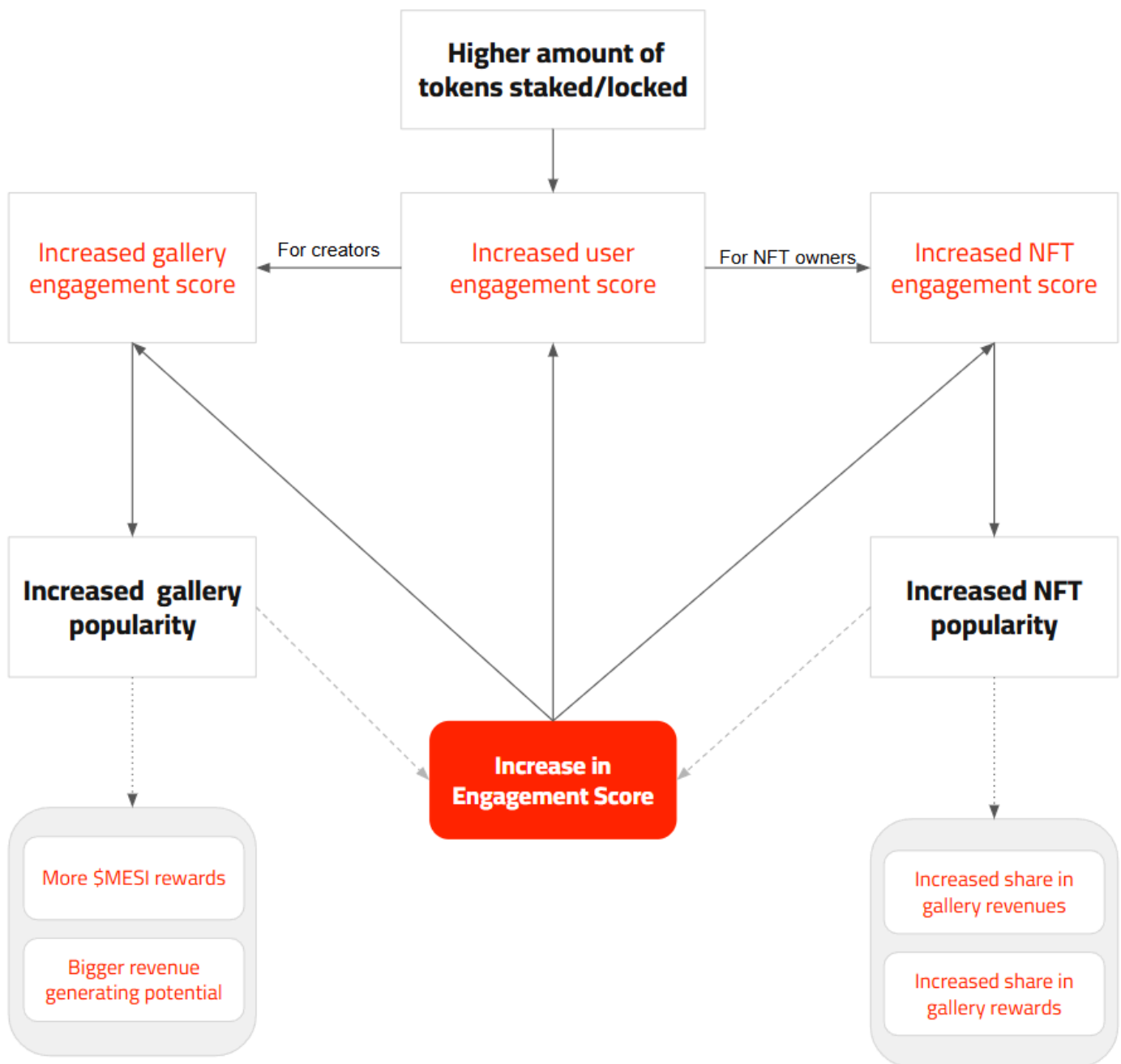
Rewards

Rewards

Indirect rewards

Mesi in general doesn't provide direct \$MESI token rewards just for holding a certain average balance or locking them as a creator. Such a system often leads to increased sell pressure over time, hurting the token's value.

Instead, higher average balances and token lockups are rewarded through an **indirect approach** - please see below:



Active user bonus

This is the only exception to Mesi's indirect rewards policy. It is designed to promote active engagement rather than passive holding.

Active user bonus incentivizes users to allocate influence points and decide which creators deserve greater support and visibility.

All users who allocate their points, periodically share the pool of \$MESI rewards (proportionally to the amount of allocated points they have to all allocated points within Mesi platform).

Note: exact amount of \$MESI rewards designated to active user bonus and frequency of its distribution is at Mesi discretion.



Tiers breakdown

Tiers & incentives

User tiers

#	Influence points required	Platform transaction fees ² reduction	Free AI features access	Max Mesi MicroLoan size	Referral bonus ³	ATM withdrawals limit	Cashback
0	0	<i>no change</i>	0 credits	\$0	Not available	N/A	N/A
1	20,000	<i>no change</i>	10 credits	\$5	Base bonus	N/A	0.1%
2	40,000	10%	20 credits	\$10	Base x2	N/A	0.5%
3	80,000	12.5%	50 credits	\$25	Base x3	N/A	1%
4	150,000	15%	100 credits	\$50	Base x4	\$10	2%
5	300,000	17.5%	200 credits	\$100	Base x5	\$25	3%
6	500,000	20%	350 credits	\$175	Base x6	\$50	4%
7	1,250,000	22.5%	550 credits	\$275	Base x7	\$100	5%
8	2,500,000	25%	850 credits	\$425	Base x8	\$150	6%
9	5,000,000	27.5%	1200 credits	\$600	Base x9	\$200	7%
10	10,000,000	30%	1600 credits	\$750	Base x15	\$300	9%

Note: Tier 1 unlocks user referral link and referral code

Monetization limits

#	Lockup size required (\$MESI)	Monthly sales limit	NFTs listing ⁴ limit - quantity	NFTs listing limit - value	Max subscription price	Max auction period	NFT max sell price ⁵
0	0	Monetization blocked					
1	40,000	\$50	2	\$250	\$25	7 days	x0.5
2	80,000	\$100	5	\$500	\$50	14 days	x0.75
3	160,000	\$200	10	\$1,000	\$100	16 days	x1.00
4	300,000	\$500	20	\$2,500	\$250	18 days	x1.25
5	600,000	\$1,000	35	\$5,000	\$500	18 days	x1.50
6	1,000,000	\$2,000	55	\$10,000	\$1,000	20 days	x1.75

² Transaction fees are micro-fees collected per every transaction occurring between two Mesi Users.

³ One-time Mesi token bonus for each qualifying referral.

⁴ Listed means offered for sale (open for bidding or actively sold via auction). There are 2 listing limits - **quantitative** (NFT listing limit) - total amount of NFTs that can be sold at the same time, and **value-based** (Listed NFT total value)

⁵ Maximum price at which NFT can be sold in relation to its value, Please refer to [NFT value & Price](#). It is also the max price at which NFT can be offered for sale via buy-now model, and max value of the auction opening price

7	2,500,000	\$3,000	80	\$15,000	\$1,500	22 days	x2.00
8	5,000,000	\$5,000	110	\$25,000	\$2,500	24 days	x2.25
9	10,000,000	\$9,000	150	\$45,000	\$4,500	26 days	x2.50
10	20,000,000	\$12,000	200	\$60,000	\$6,000	28 days	x2.75
11	40,000,000 +	No limit	No limit	No limit	No limit	45 days	No limit



Welcome Bonus

Welcome Bonus

Mesi plans to run campaigns offering free \$MESI tokens to new accounts, referred to as the "Welcome Bonus." These bonuses are designed to help users quickly get started and explore the Mesi ecosystem before purchasing their first \$MESI tokens.

Overview

- The tokens from Welcome Bonus and are intended to:
 - Promote app usage.
 - Provide token-based discounts for fans.
 - Help creators upgrade their accounts more easily.
- They are off-chain tokens, 'acting as' MESI tokens, yet they are separated from them at a backend level, so they could be traceable.

Purpose

Welcome Bonus tokens can only be used within the app for:

- Payments to creators.
- Accessing premium features.
- Other payments

Payments to Creators

To be eligible to receive payments with Welcome Bonus tokens

- The creator must be at least Tier 5.
- The creator's account should demonstrate:
 - Consistent content uploads.
 - Active interaction with fans.
 - High engagement within the app.
- Mesi keeps the details and exact list of above criteria undisclosed and reserves the right to adjust them at own discretion.

Withdrawal Rules

- Eligible creator can withdraw Welcome Bonus tokens as standard \$MESI tokens
- Withdrawals are permitted 365 days after the Welcome Bonus tokens first enter circulation (i.e., are received by an eligible user).
- To ensure the supply does not exceed the maximum limit, MESI tokens used to cover the withdrawal of Welcome Bonus tokens will be burned from Mesi reserves.



Leaderboard

Leaderboards

The Mesi App features three leaderboards:

- **Gallery of the Month**
- **NFT of the Month**
- **Creator of the Month**

Each leaderboard is based on [Engagement Ratings](#) (Gallery score, NFT score, or User score). Since Engagement Rating values aren't visible to users, the leaderboard displays only positions.

Mechanics

- **Daily Snapshots:** Engagement Ratings are recorded at random times each day.
- **Ranking:** Positions are determined by the average of all daily snapshots taken during the competition period.

Rewards

The top 3 in each leaderboard receive rewards, which may include:

- \$MESI tokens
- Free, limited access to premium features
- Temporary account tier upgrades
- Premium positioning on the website
- Other exclusive benefits



Referral program

Referral program

Once you reach Tier 1, you'll unlock access to your personal referral link and code.

For each valid referral, you'll earn a bonus in MESI tokens. The bonus amount depends on your account tier:

- **Tier 1:** Eligible for the "Base Bonus," equivalent to \$10 in MESI tokens.
- **Tier 2 and above:** Receive larger bonuses, calculated as a multiple of the Base Bonus (from 2x to 15x for the highest tier).

Important: The referral program is active until its budget is depleted or the program ends.

Specific details such as mechanics, budget, or timeline are part of Mesi's internal strategy and may not be disclosed publicly.



Economy of Mesi

Economy of Mesi

Economy & revenues

Mesi revenue streams

Mesi generates revenue through a diverse range of channels, encompassing fees, subscriptions, content sales, and more. Below is a detailed breakdown of the company's revenue streams:

Commission fees	Service / product fees	Other
• 10% fee on user-to-user transactions • 10% on revenues made by the users ◦ Subscriptions ◦ Content / tickets sale ◦ Pay per view ◦ Tipping • License rights use (by other users within mesi, or externally) • 10% on revenues made on ads	• Bundle sales (e.g. acquisition of custom emojis/ memes packs from Mesi) • AI tools access / usage • Payments for creating ads campaign (CPM budgets)	• Advertising platforms revenues (e.g. through Ad-sense or other engines) • On/off-ramp conversion fees. • Blockchain / web3 / DEFI transaction fees • Micro Loans

Users revenues

Creators' revenues	NFT owners	All Users
• Subscriptions • Content sale • Pay per view • Tipping • License rights use (by other users within mesi, or externally) • Engagement rewards • Live streaming revenue (paid tickets and live tips)	• Share in revenue contributed by creator to the gallery • Engagement rewards • Content resale	• Staking rewards • Referral bonuses • Welcome bonuses

Mesi Fiscal Policy

Mesi's fiscal policy is built to keep the Mesi App growing stronger. Here's how it works:

:

- **Liquidity Support:** Mesi will use its funds to facilitate creation and increasing liquidity of USDC / \$MESI trading pair to make MESI tokens easier to trade.
- **Incentives Refresh:** Periodically updating reward budgets to keep incentives attractive.
- **Anti-Inflation Measures:** Supporting long term economic value of the Mesi ecosystem
- **Sustainable Economy:** Making sure rewards and spending don't go over the yearly budget, which is based on how much money the company expects to make.
- **Gradual Reverse Migration:** Slowly shifting all tokens and trading from other blockchains like Ethereum to the Creator Chain. This helps keep everything organized and focused on one system. The goal is to make liquidity even deeper and use the Creator Chain as the primary blockchain for Mesi tokens.



Tokenomics

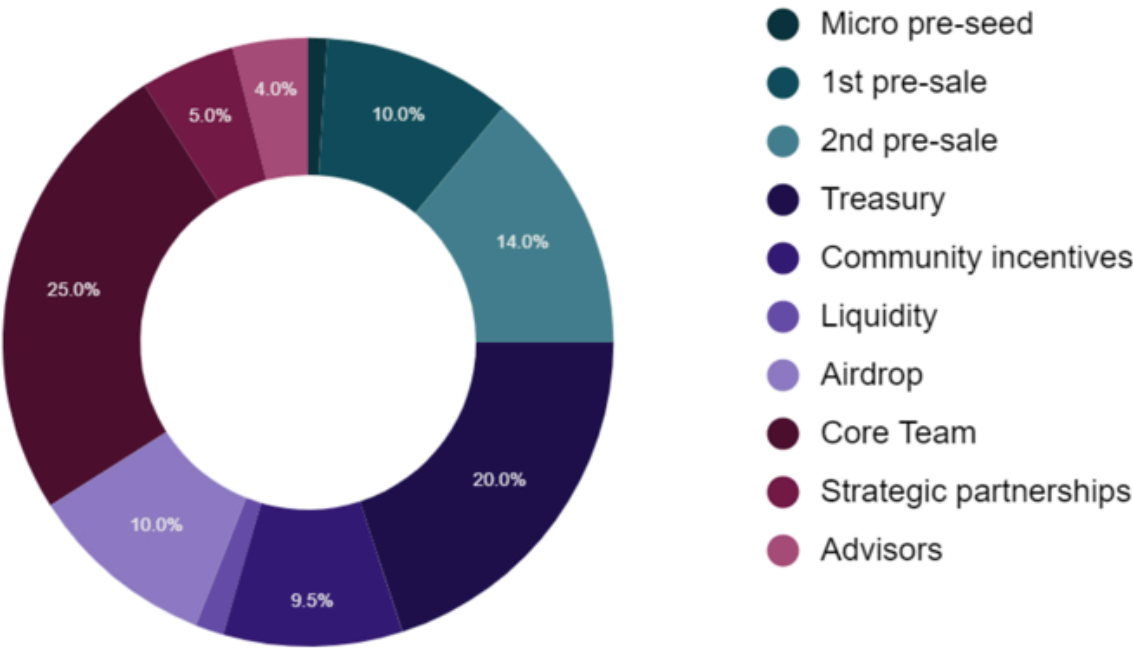
Mesi tokenomics

This section explains the plan for Mesi App tokens (\$MESI) allocation. The tokens will be shared between:

- Investors
- Ecosystem funds and supporting initiatives
- Internal stakeholders

Category	Group	Token allocation (%)	Token allocation (\$TOKEN)	Vesting period (Weeks)	Lockup (weeks)	TGE unlock (%)	Price (\$)
Investors	Micro pre-seed	1.0%	1,000,000,000	260	8	0.00%	\$0.0010
	1st pre-sale	10.0%	10,000,000,000	260	0	0.00%	\$0.0020
	2nd pre-sale	14.0%	14,000,000,000	260	0	0.00%	\$0.0030
Assets under management	Treasury	20.0%	20,000,000,000	260	0	100.00%	-
	Community incentives	9.5%	9,500,000,000	260	104	5.00%	-
	Liquidity	1.50%	1,500,000,000	1	0	100.00%	-
	Airdrop	10.0%	10,000,000,000	260	104	0.00%	-
Internal	Core Team	25.0%	25,000,000,000	260	104	0.00%	-
	Strategic partnerships	5.0%	5,000,000,000	260	104	0.00%	-
	Advisors	4.0%	4,000,000,000	260	104	0.00%	-

MESI - TOKEN ALLOCATION



Investors

- **Pre-seed Group:** Allocated 1.0% (1,000,000,000), vesting period of 260 weeks, lockup of 8 weeks, no TGE unlock, price \$0.0010 per token.
- **1st presale Group:** Receives 10.0% (10,000,000,000), vesting period of 260 weeks, no lockup, no TGE unlock, price \$0.0020 per token.
- **2nd pre-sale Group:** Assigned 14.0% (14,000,000,000), vesting period of 260 weeks, no lockup, no TGE unlock, price \$0.0030 per token.

Ecosystem

- **Treasury:** Holds 20.0% (20,000,000,000), vesting period of 260 weeks, no lockup, 100% TGE unlock.
- **Community incentives:** Comprises 9.5% (9,500,000,000), vesting period of 260 weeks, lockup until Cosmos Mainnet (approx. 104 weeks), 5% TGE unlock.
- **Liquidity:** Allocated 1.50% (1,500,000,000), vesting period of 1 week, no lockup, 100% TGE unlock.
- **Airdrop:** Has 10.0% (10,000,000,000), vesting period of 260 weeks, lockup until Cosmos Mainnet (approx. 104 weeks), no TGE unlock.

Internal stakeholders

- **Core Team:** Receives 25.0% (25,000,000,000), vesting period of 260 weeks, lockup until Cosmos Mainnet (approx. 104 weeks), no TGE unlock.
- **Strategic partnerships:** Assigned 5.0% (5,000,000,000), vesting period of 260 weeks, lockup until Cosmos Mainnet (approx. 104 weeks), no TGE unlock.
- **Advisors:** Allocated 4.0% (4,000,000,000), vesting period of 260 weeks, lockup until Cosmos Mainnet (approx. 104 weeks), no TGE unlock.



Technology and backend

Technology and backend



Payment methods

Payment Methods

Depending on the platform environment (web or mobile app), users can complete transactions using \$MESI tokens or through in-app payment options.

Available Payment Methods

The table below outlines the payment methods for various app functions:

App Functions	Browser Payments	App Payments
Bid to Meet	Token	In-app
Buy/Sell NFT	Token	In-app (seller receives tokens)
Mint NFT	Token	Token
Mesi Live Tipping	Token	In-app
Private Message	Token	In-app
Subscribe	Token	In-app
Affiliate Marketing	Token	Google Pay/Apple Pay
AI Premium Functions	Token	In-app
Buy \$MESI	Token	In-app

Despite of payment methods, any withdrawals from Mesi platform are always done on \$MESI tokens.

Price vs payment

Price and Payment Options

On the Mesi App, you can pay for things in two main methods:

Same Format Payments

This means the price and payment match. For example:

- **Fiat money** (like dollars) = Paid with fiat money
- **Stablecoins** = Paid with stablecoins
- **MESI tokens** = Paid with MESI tokens

Mixed Format Payments

This means the price and payment are in different currencies. For example:

- Fiat money → Stablecoins
- Fiat money → MESI tokens
- Stablecoins → MESI tokens
- MESI tokens → Fiat money
- MESI tokens → Stablecoins
- Stablecoins → Fiat money

! Payment Processing

Payment Processing

How Payments Are Managed

Payments within the Mesi platform are processed through two primary systems:

- **Native Infrastructure:** Used for all web-app transactions, and dedicated to support \$MESI transactions and blockchain-based activities.
- **Google Pay / Apple Pay:** Used for all mobile app transactions, where payments are processed only in fiat.

Regardless of payment method, all withdrawals from the platform are completed either in USDC or \$MESI tokens. Artists who choose \$MESI receive a 10% bonus on their earnings, adding extra value for those invested in the platform.

Payment Deductions

Payments and listed base prices may include the following automatic deductions:

- **Mesi Commission Fees**
- **Licensing Rights Fees**
- **Blockchain Transaction Fees**

These fees are transparently applied at the transaction layer.

Instant Settlements for Creators

Creators benefit from instant payouts for any withdrawal (except from music creators, who receive their payments monthly)

It means that unlike on other similar portals with long withdrawal processing times and delays, on Mesi, all earnings are converted to \$MESI / USDC tokens and credited to the creator's wallet immediately.

If reserves for making such payout are insufficient, additional \$MESI tokens are minted temporarily. Any token supply surplus (temporary inflation) is neutralized by burning reserves or executing token buybacks to protect the ecosystem economy.

Once withdrawn, creators can use the tokens for whatever purpose they want e.g. trade them, add them to liquidity pools or transfer them to other blockchain wallets.

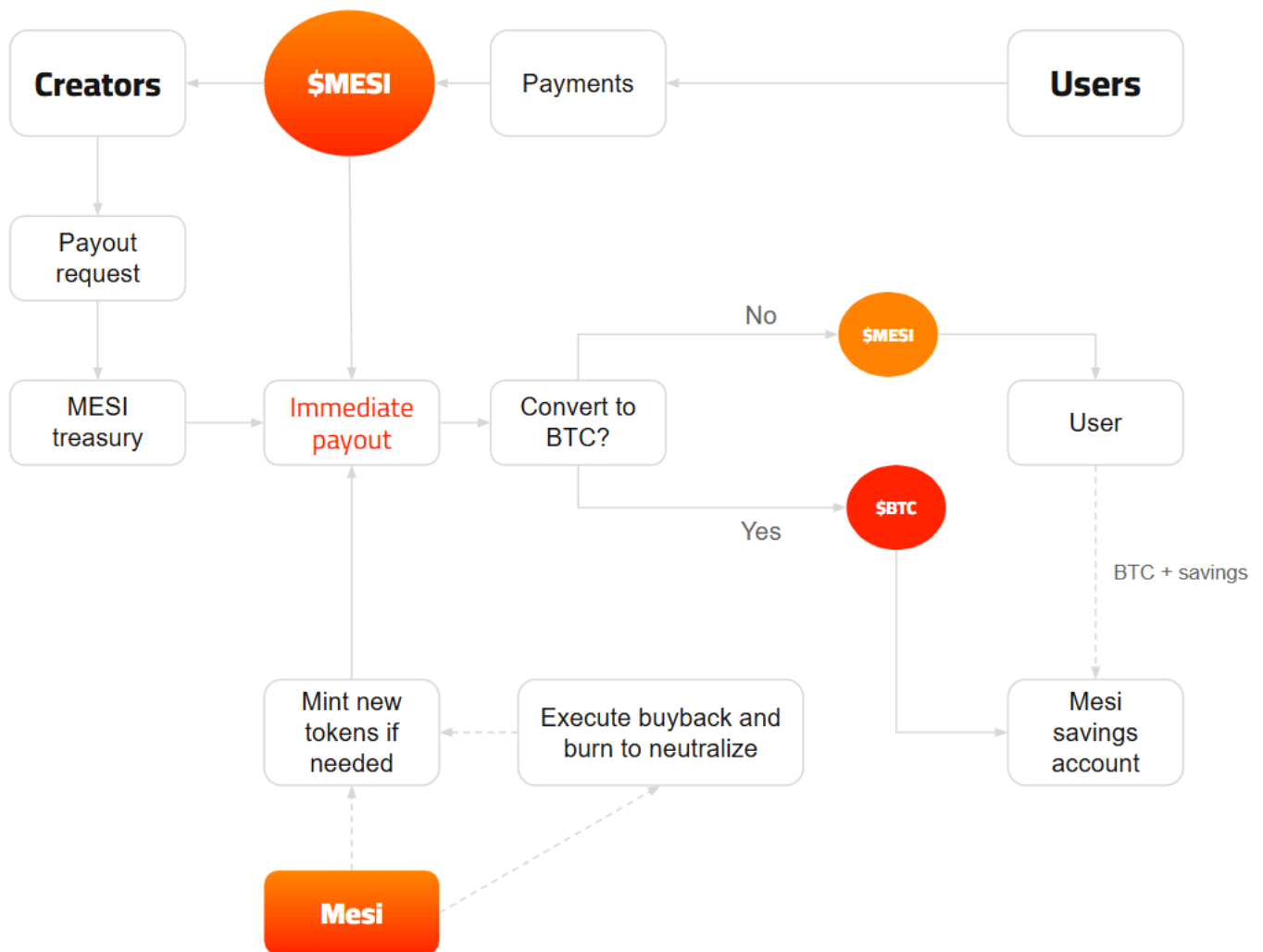
Creators can also connect their bank account to Mesi as well, and receive payouts in FIAT currency, or use funds instantly via the Mesi debit card - which gives creators fast and direct access to their assets.

Bitcoin savings accounts

Creators can open free Bitcoin savings accounts; if they do, a portion of their earned tokens will be converted to BTC tokens upon withdrawal and moved to a dedicated, secure custodial account hosted by Mesi.

Thanks to that approach, users can keep accumulating BTC reserves over time, and additionally benefit from their potential long-term growth in the future.

Creators also have the option to convert a portion of their \$MESI withdrawals into Bitcoin (BTC).





Banking as a service

Banking as a Service (BaaS)

Mesi integrates a full **Banking as a Service (BaaS)** solution to create a seamless bridge between the Web3 ecosystem and traditional financial systems.

Thanks to BaaS service, users can easily transfer funds into and out of the Mesi platform, use \$MESI tokens for everyday payments, and access variety of value-added financial features.

On-Ramp Gateway

Users can fund their Mesi wallets by purchasing \$MESI tokens using a **payment card** or **bank transfers** via the app.

Mesi Payment Card

The Mesi Payment Card is directly linked to users' Mesi wallets. It enables:

- **Online and in-store transactions** using \$MESI tokens.
- **Cashback rewards** based on account tier (higher tiers = higher cashback).
- **ATM withdrawals**, with withdrawal limits determined by user tier.

Off-Ramp Gateway

Currently users can perform direct conversion of \$MESI tokens into fiat or stablecoins only through the Mesi Payment Card. This option is only available to KYC-verified creators. Such direct conversion is instant and based on current token value (inherent value impact that such a sell transaction would cause is also taken into account).

Direct bank transfers are not currently supported.



Mesi chain & PoS

Creator Chain and Proof of Stake (PoS)

Creator Chain is a blockchain created using a framework called **Cosmos SDK**. Thanks to this, it can be easily integrated with all other blockchains.

Proof of Stake (PoS)

Creator Chain uses a dedicated PoS engine for network validation, accessible only to **Validators**. They must stake a required amount of \$MESI tokens to validate transactions and, in return, earn rewards from a separate budget pool.

Users who stake at **least 0.25% of the total token supply** (threshold can change at Mesi team discretion) can apply to be whitelisted as so-called validators, and contribute to Creator Chain by setting up their own nodes and assisting in validating (approving) transactions.

In return, they earn \$MESI rewards from a special rewards pool, called '*Validators rewards*'. Funded from the Mesi treasury.

Moving Toward Decentralization

In the beginning, Mesi will manage the network to ensure everything runs safely and smoothly. Over time, control will be shared with third-party validators and contributors.

This is part of a larger plan to make Mesi more decentralized and community-driven. The system will run on a hybrid infrastructure that combines centralized servers with decentralized support from users, partners, and external partners, such as third-party GPU-compute providers (e.g. Golem Network or similar).

Contributions can range from high-performance computers to everyday devices with the Mesi app running in the background.

Participants will earn \$MESI tokens based on how much work they contribute - whether it's validating transactions or helping with AI processing. Tasks will be shared dynamically based on demand and availability. Some limits may apply due to mobile system or app store restrictions.

Incentivized Testnet & Migration to Mainnet

Incentivized Testnet & Migration to Mainnet

Before launching the Mesi Chain mainnet and mobile app, Mesi will roll out an **incentivized testnet** along with a **test version of the Mesi App**, accessible via web browser. The purpose of the test app is to involve our community early in the platform's development—by encouraging early content creation, rewarding participation, and gathering valuable feedback for the Mesi team.

This test phase invites early adopters to explore the platform, test blockchain functionality, and provide feedback critical to the final release.

Participants can create both **fan and creator accounts**, and engage in real-use activities including:

- Creating and interacting with content
- Testing NFT creation and trading
- Performing transactions and smart contract interactions
- Holding, staking, and locking \$MESI tokens
- Completing social and platform-specific tasks
- Reporting improvement ideas, bugs or vulnerabilities

To join, users will:

1. Create a Mesi browser extension wallet
2. Connect their social media accounts via the testnet dashboard
3. Choose a role - **fan** or **creator** - which will shape their tasks and rewards

The testnet app will launch with core features and evolve over time. Throughout the process, users will earn **Nectar Points** based on engagement, task completion, and content quality. These points will:

- Be **converted into \$MESI tokens**
- Be **airdropped to mainnet wallets** upon migration
- Represent early participation and contribution to the Mesi ecosystem

Content Quality & Compliance

Creators are expected to publish meaningful, original content. Accounts that post spam, plagiarized, or no-value material - or that violate copyright or platform guidelines - will be **disqualified from rewards** and **subject to suspension**.

Migration to Mainnet & Rewards Distribution

At the end of the testnet phase, compliant accounts will **migrate to the Mesi mainnet**, preserving:

- Profiles and roles
- Galleries and content
Activity history and reputation

All eligible users will receive their **converted \$MESI rewards via airdrop** directly to their mainnet wallets, enabling a seamless transition to the full platform with recognition of their early involvement.



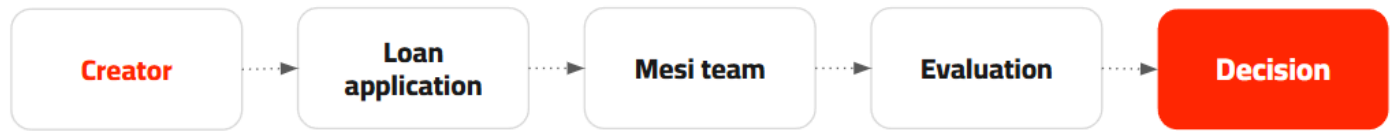
Mesi Finance



Micro Loans

Micro Loans

Mesi offers a simple loan program to help creators get money for their projects.



How to Apply

- Creators need to fill out loan application form
- Each month, Mesi sets a budget that platform can spend on the loans
- The amount creators can borrow depends on their [account tier](#).
- Applications are reviewed in the order they are submitted. If the budget runs out before your application is reviewed, it will be rejected. The process operates on a first-come, first-served basis.
- To apply, creators must offer collateral in \$MESI tokens, worth at least three times (300%) the loan amount.

Application review process

- Creators choose how much they want to borrow and how long they need to pay it back (between 2 and 12 months). Longer payback times mean higher interest rates.
- Offering more collateral than required can increase the chances of approval.

What Mesi Looks At

Mesi checks these things when reviewing applications:

- How trustworthy the creator is.
- How active their gallery is on Mesi.
- Their past earnings.
- Their plan to pay back the loan.
- How much collateral they are offering.
- Why they need the loan and how they plan to use it.

What Could Happen

- **Rejection**
- **Conditional Approval:** The loan application is pre-approved, but the creator must increase the collateral to the amount specified by Mesi, or shorten the payback period. Otherwise the application is rejected.
- **Approval:** The loan application is accepted as is.

Paying Back the Loan

Creators can pay back the loan manually using a repayment tool on the platform, or they can allocate a portion of their profits and rewards for automatic loan repayment in their profile settings.

What Happens if You Don't Pay

If the loan isn't paid back on time, Mesi can liquidate provided collateral fully or partially. This can also happen if:

- The collateral value drops below 200% of the loan amount.
- The creator loses the account tier that has been needed for the loan.
- The creator breaks rules, like:
 - Uploading copyrighted content without permission.
 - Not using the platform for a long time.
 - Getting their account suspended.

Mesi has full discretion in deciding the portion of collateral required to be liquidated and the process of liquidation in cases where rules are broken.



BTC savings

BTC Savings Accounts

As mentioned in [Payment and Processing](#), instead of instant payouts, users can convert a portion of their \$MESI profits into **BTC**, which is then deposited into a dedicated savings account.

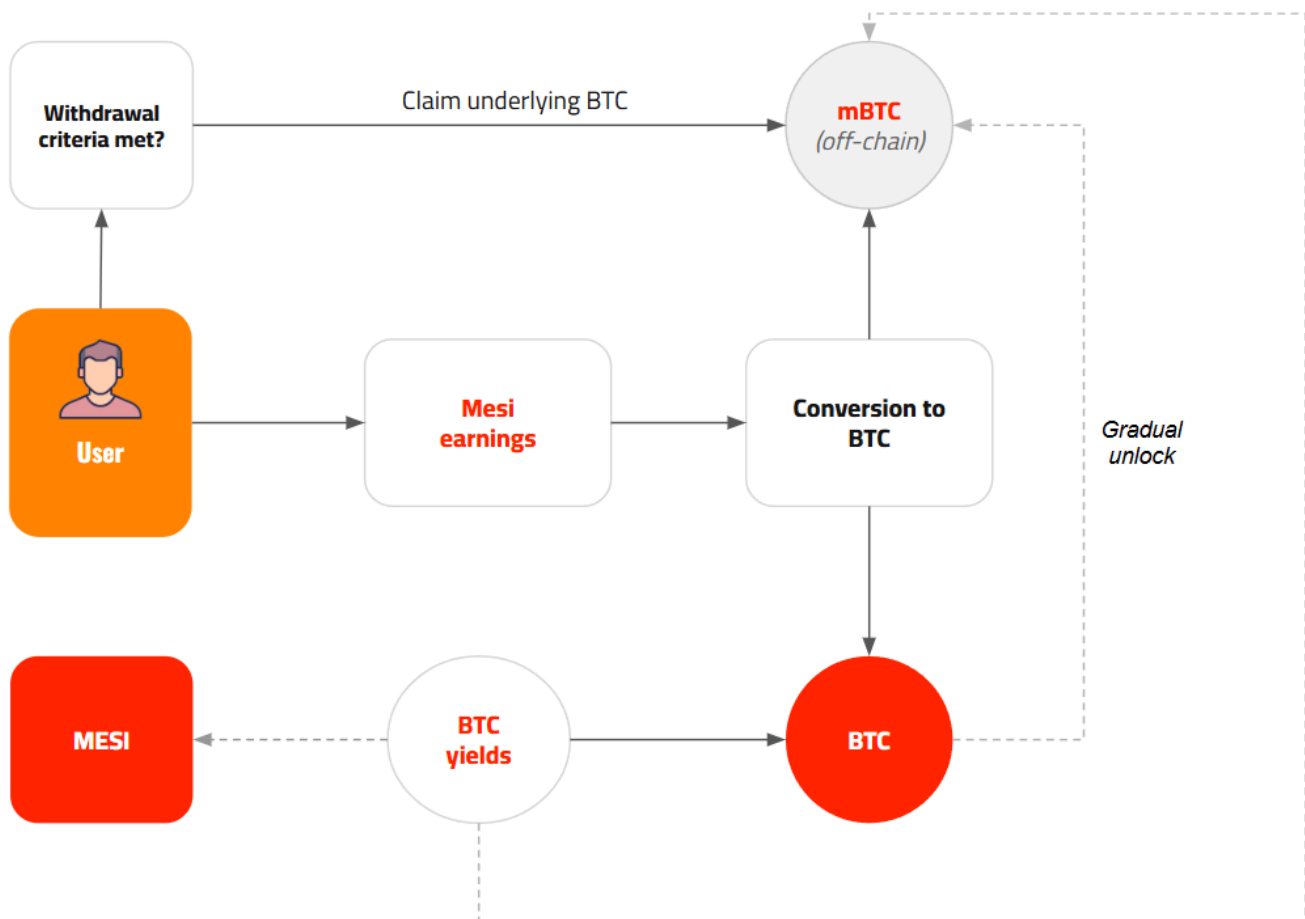
How It Works

How BTC Savings Work

Users can allocate a portion of their \$MESI token payouts to a BTC savings account.

- After an instant payout in \$MESI tokens, users can choose to convert a portion into BTC.
- BTC is purchased automatically via an external exchange.
- Acquired BTC is held securely in off-chain savings accounts managed by Mesi.

Users then gradually unlock their Bitcoin holdings over time.



Conversion Limits

BTC conversions are subject to two important limits:

- **Monthly Limit:** Up to 5% of last month's earnings can be converted into BTC. (During the first month after launch, a fixed conversion limit applies for all users.)
- **Tier-Based Maximums:** Higher user tiers allow for larger BTC savings allocations, based on USDC-equivalent values.

Unlocking BTC Balances

BTC saved in the Mesi savings system is **unlocked gradually**. Claimable balances increase by 1/60 each day. Full BTC withdrawal rights are obtained after 60 days of accumulation.

Yield Generation and Additional Profits

While held by Mesi, the BTC savings pool is **actively managed** to generate yield through:

- Staking,
- Lending,
- Web3 liquidity provisioning, and other decentralized finance (DeFi) opportunities.

A portion of this yield is returned to users by increasing their BTC savings balances over time.

Note: Mesi does not guarantee fixed interest rates. Returns vary based on market conditions and available Web3 opportunities.

Spending with Off-Chain BTC (mBTC)

Users can also spend unlocked portions of their BTC within the Mesi app:

- Payments made with mBTC (off-chain Bitcoin equivalent) are based on the proportion of unlocked balance.
- This enables flexible in-app spending while savings continue to grow.



Other

Other



Content Policy

Content Policy and Flagging System

Content Rules

Mesi App does not allow:

- Illegal content.
- Content that breaks copyright laws.
- Inappropriate or unethical material.
- Content that is very low-quality or off-topic.
- Materials that goes against [Mesi Content Policy](#)
- Any other content that is against any applicable Mesi Rules or purpose of the Platform.

How Mesi Filters Content

Mesi uses an AI system to find and remove disallowed content. The filtering happens when:

- Content is uploaded.
- AI-generated input or prompts are submitted.

Flagging System

Mesi manages rule-breaking content using three types of flags: **Yellow**, **Red**, and **Black Flags**.

How Flags Work

Automatic Detection

- The AI system spots content that breaks the rules (like inappropriate language or copyright problems).
- Moderators check flagged content to confirm if the rules were broken.

User Reports

- Users can report content they think breaks the rules.
- Moderators review these reports and decide if a flag is needed.

Moderator Checks

- Moderators also look at content during regular or surprise checks.
- They focus on accounts with flags or suspicious behavior.

Types of Flags

Yellow Flags

- Given for small rule-breaking actions (e.g., several violations in a few days).
- Getting two yellow flags (in total or in one month) leads to a red flag.

Red Flags

- You get a red flag after two yellow flags.
- It can lead to extra rules for uploading content, like needing to provide more information based on file size.
- Red flags disappear over time, but getting new ones resets the timer.

Black Flags

- Given for serious rule-breaking, such as:
 - Uploading illegal content.
 - Breaking copyright laws in a way that causes big problems.
- These cases are sent to Mesi Admin for review.

What Happens Next:

- Your account might be permanently banned.
- Mesi will do a deep review of your account.
- Mesi may contact law enforcement if needed.

Misusing the Report Button

If someone misuses the "report content" button often, for example:

- Reporting content they dislike just to bother someone.
- Filing reports as a joke or without any real reason.
- Repeatedly reporting the same content after it has already been reviewed and cleared by moderators.

Consequences are:

1. Initial warning
2. If the behavior continues - suspension of reporting feature for 1 month



AI usage policy

AI Accounts Policy

Real vs. AI Accounts

Users must label their accounts as either Real Human or AI-Managed.

Concern: Undisclosed AI Use

The undisclosed use of AI agents in managing real human accounts (e.g., AI-generated messages or responses) poses risks, including:

- Loss of user trust
- Devaluation of paid interactions
- Compromised user experience

Policy for Real Human Accounts

Accounts labeled as Real Human must not use AI for messaging or content generation without disclosure. This policy ensures authentic interactions and maintains user trust.

The Black Wall (Anti-AI detection system) monitors compliance by identifying AI-generated patterns and behaviors.

AI-Managed Accounts

Fully or partially AI-managed accounts are allowed but must be clearly labeled as AI-Managed. This ensures:

- Fans are aware of AI involvement
- Expectations are properly set
- Transparent payment decisions
- Accurate engagement metrics

AI Tools for Creators

Creators using AI assistance have access to:

- **Built-in paid AI tools** (classified as Creators and Optimizers)
- **External whitelisted AI tools** for content creation (subject to approval)

Note:

- **For Real Human Accounts:** AI tools cannot generate human faces or images from scratch.
- **For AI-Managed Accounts:** Full or semi-automation is allowed using AI Pilots and Messaging/Engagement Agents

AI Usage Flags

Accounts utilizing AI must apply the appropriate disclosure flags:

- **Full AI** – Entire account is AI-managed
- **AI Messaging** – AI used for direct messages
- **AI Content** – AI used for content generation

Black Wall: Anti-AI Detection

Our **Black Wall** feature safeguards against unauthorized AI usage by:

- Analyzing replies, behavioral patterns, and engagement
- Issuing warnings or bans for policy violations
- Confiscating earnings and compensating affected users in severe cases

This ensures a fair and transparent user experience across the platform.



Decentralization

Mesi Decentralization

Overview

Mesi is a centrally managed platform, operating without decentralized governance or a DAO. However, users of the Mesi App are encouraged to participate in shaping the platform by submitting proposals for the Mesi App team to review. These proposals can include suggestions for platform improvements, new features, or reporting detected bugs.

Proposal Rewards

If your idea gets approved, you could earn a thank-you reward. The Mesi Team decides how much to give based on what they think is fair and how it fits their plans for the platform.

Submission Limits

The number of proposals you can submit per month depends on your account tier:

- **Tiers 1-3:** One proposal per month.
- **Tiers 4-6:** Two proposals per month.
- **Tiers 7-9:** Three proposals per month.
- **Tier 10:** Five proposals per month.



Licensing rights

Licensing Rights

When you create and upload content to the Mesi App, you still own all the rights to it, even if you sell it as an NFT.

Options for Sharing Your Content

You can send your content to Mesi Public Media Library. Once added, everyone on the Mesi Platform will be able to access and reuse it. You'll need to choose one of these options:

- **Free License:** Anyone can use your content without paying.
- **Paid License:** You set a price and decide how the license works (e.g. for a certain amount of time, views, or forever).

If you've already put your content in the library, you can't make it private again unless you remove it completely from there. However, selling the content as an NFT is still allowed.

Revenue split

If someone buys a paid license for your content, you get 90% of the money, and Mesi takes 10%. External companies can also buy licenses for your content. Mesi handles the payment and sends you 90% of the fee.

Making changes

Change	Possibility
Removing Content from the Library	Not possible, unless there are no NFTs reusing your content yet.
Switching from Paid to Free License	You can make such a change anytime. Existing paid licenses won't be affected, and when they expire, the content becomes free to use.
Switching from Free to Paid License	Not possible, unless there are no NFTs reusing your content yet.



Product map



MESI

SOCIAL PLATFORM

Content uploads

Content galleries

Content Monetization

Real & AI accounts

Social platform & interactions

Ads engine

Affiliates network

AI

Content Generators & Enhancers

Music Designer

Account Optimizer

AI pilots

AI agents

NFTS

Tradable content NFTs

Engagement ratings

Valuation and Pricing engine

NFT Owners

Owner - Creator rev share

Owner - Creator rewards share

FANS & CREATORS

KYC & KYF

Social interactions

Messenger

Live streams

Tipping

Subscriptions

Pay-per-view

Bid-to-meet

TECHNOLOGY

MESI token

Creator Chain

MESI wallet

MESI smart contracts

Token & FIAT payments

Banking as a service

Proof of stake

Platform off-chain backend

Content reporting system

GAMIFICATION

User tiers

Influence points

Welcome bonus

Leaderboards

Referral program

Leaderboards

MESI FINANCE

Instant payouts

Google Pay and Apple pay integration

Mesi card

Micro loans



Disclaimer

Disclaimer

Purpose and limitation of document

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This disclaimer is dynamic and may be updated periodically. The most current version will be available in this document or as provided by Mesi.

Exclusive Licensing Agreement with Mesi

Upon completing the registration process, you hereby acknowledge and agree to designate Mesi as your exclusive agent for the licensing of any content you upload to the platform and designate as available for reuse by other users or third parties. All licensing-related matters concerning such content must be handled exclusively through Mesi. This designation shall remain in effect indefinitely, including in the event of account suspension or deletion.

NOTES/ / REMARKS



Removed/Skipped

Our Mission

<https://mesi-1.gitbook.io/whitepaper/introduction/mission-and-core-values>

[To the pitch](#)

Market Overview

<https://mesi-1.gitbook.io/whitepaper/introduction/market-overview>

[To the pitch](#)

Competition Landscape:

<https://mesi-1.gitbook.io/whitepaper/appendix-a-competitive-assessment/competition-landscape>

[To the pitch](#)

Feature Comparison:

<https://mesi-1.gitbook.io/whitepaper/appendix-a-competitive-assessment/feature-comparison>

[To the pitch](#)

Buying in bundles

- Should we add a description of purchasing logic for features in the App as single purchases or in bundles such as tipping, AI features, etc, and how the creator or fans user tier allows free use of these or discount rates in the fan user case? - **I don't think that's needed, we can just implement it. Seems too detailed for WP.**

Premium AI prompts

- **Concept is to risky, no matter how good AI prompt is, it might work differently on each input. Can generate a lot of pushback and refund requests.**
- Voice typing

AI voice typing & commands

Thanks to AI implementation, Mesi users can benefit from voice typing and voice commands to manage their account and content.

- **something new, we must first refine the idea before putting in the wp. From user perspective, it's not something they would be willing to pay for, so unless you feel it's needed, i wouldn't mention that.**

Staked or locked tokens as collateral for violation

- **I think this can be replaced by the optional collateral that can be wrapped inside the NFT, that increases its value**
- **From our perspective, we can still freeze all assets of any user any time if we suspect violation of copyrights - we will put that in terms of service, but not in WP, otherwise we can scare users off.**



Internal notes

Model for account tiers and tier-benefits:

https://docs.google.com/spreadsheets/d/1PDfhpQ5E3mg6TIPYITmJ_38z0Olu77tGvrYTQjd8-6M/edit?gid=0#gid=0

To be added to terms & services:

By completing the registration process, you acknowledge and agree to appoint Mesi as your sole agent for licensing rights related to the content you upload on the platform for which you've chosen that it can be reused by other users and 3rd parties. All licensing-related queries concerning such content shall be directed exclusively through Mesi. This appointment is indefinite and remains in effect even in the event of account suspension or deletion.

! Additional notes to Darius

In the original whitepaper, we have the following pages that are not included in the new WP tabs. Could you please check whether the content has been moved to another tab, or if the content is still relevant but missing, add it to the new WP?

Market Overview

Mission and core values

Competition Landscape

Feature comparison

Product map

Mesi as a social platform

Visual summary of the payment processing logic

Fiscal model

Mesi decentralization

New pages

Affiliate marketing

The Mesi affiliate marketing feature offers creators the opportunity to bid for quality ad traffic for their content and profile outside of the Mesi App, with the convenience of just a few clicks. This is made possible through a global, vetted affiliate advertising network available on the app.

Creators can make payments for affiliate promotion by fiat currency, USDC stablecoin or the \$Mesi token.

To onboard affiliates as advertisers on the Mesi App, they must undergo a vetting process and lock \$Mesi tokens as collateral to prevent bad behavior and promotions that violate the Mesi affiliate advertising policy. The locked collateral is subject to penalty slashing in the event of policy violations.

Incentivized testnet and test app

Before the public launch of the Mesi App, users will have the opportunity to participate in our incentivized testnet and web test app.

The test app will be available on the web browser version of the Mesi App. Users can create both fan and creator accounts, and engage in activities to help test the app's features and the Mesi testnet blockchain. Completing these activities will earn users nectar points, which can later be converted into \$Mesi tokens during the Mesi mainnet airdrop.