



Maker Empower Token

WHITEPAPER

STATE OF THE MARKET



“We believe that when someone forces you to do something, he needs to pay you.”

In traditional media, users are bombarded with annoying ads. The majority of the profit goes to the media, and a small portion goes to the content maker. Take Instagram, TikTok or CNN or any media for example. They don't care for content makers, and users are just a number for them. If the media doesn't have users, it won't exist.

Our solution empowers the content makers, and gives back a fair share to the users. In the upcoming era of AI labor replacement, we decide to work in favor of the people and just use the AI as a tool.

Imagine every time you are using the internet, or playing a game, or watching a video, you get paid. We call this Have Fun and Earn.

We have 15+ years of experience in the web publishing industry, working on leading entertainment and news media. That's why we know every aspect of it.

ECOSYSTEM

Utility / Key Features

Maker Empower Ecosystem is a bridge between Web2 users and Web3 world.

MPOW is the currency of our AI powered online advertising platform. Maker Empower Platform offers solutions for publishers, game developers, video creators, bloggers, podcasters, marketing professionals and users.

Maker Empower Platform consists of 5 main solutions:



FOR PUBLISHERS



FOR CONTENT
CREATORS



FOR GAME
DEVELOPERS



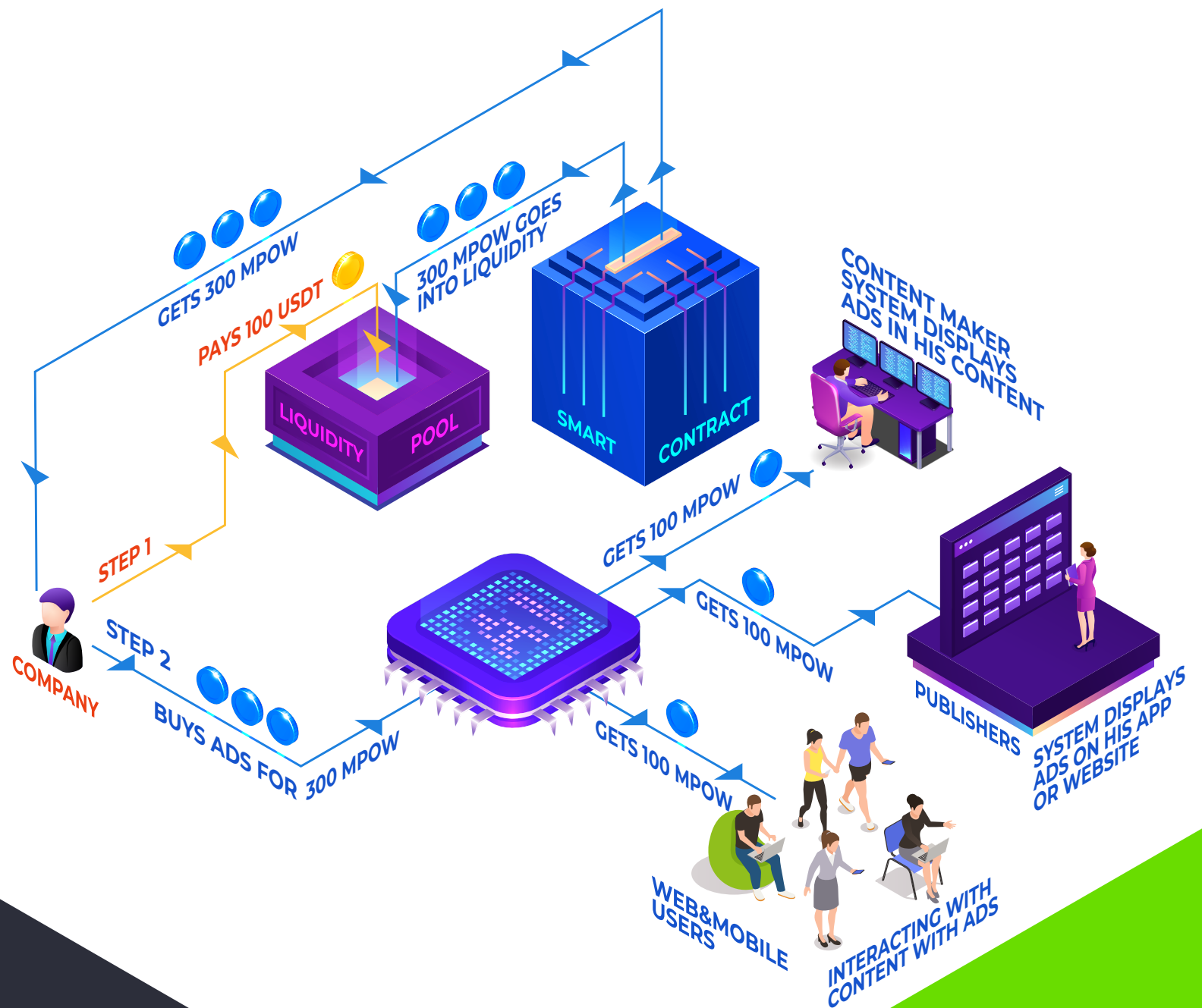
FOR MARKETING
SPECIALISTS



FOR USERS

ECOSYSTEM

How It Works



“Innovation is the ability to see change as an opportunity – not a threat.”

TOKENOMICS

What is MPOW Token

MPOW is the native token of the Maker Empower Ecosystem, with a fixed supply of 10b tokens. MPOW is a tool for third-party developers or publishers to participate in the ecosystem by incorporating it into videos, games, apps and other projects.



TOTAL SUPPLY
10.000.000.000



INDIVIDUAL
PURCHASE CAP
50.000 USD



PRESALE
STARTING PRICE
0.02
LISTING PRICE
0.3

*“If a window
of opportunity appears,
don't pull down the shade.”*

TOKENOMICS

Distribution

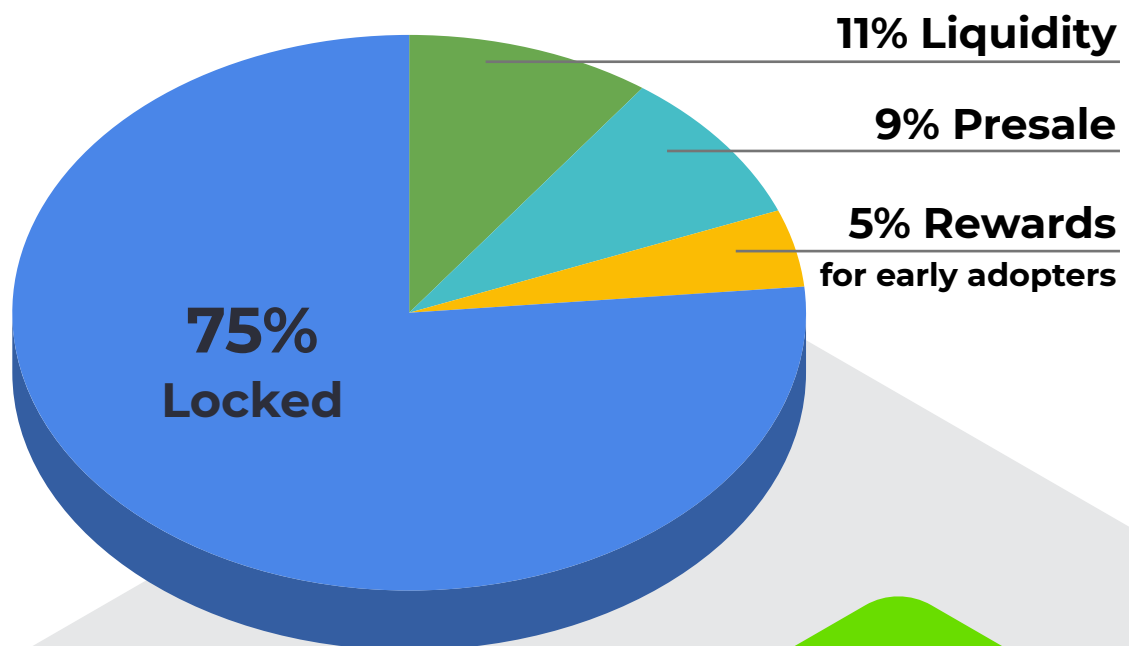
Unlocked:

- Up to **9%** of tokens (900mil) will be sold in the presale to raise funds to launch the project.
- Up to **5%** of tokens (450mil) will be given in rewards to early purchasers of MPOW
- **11%** of tokens (1.1bn) will be reserved for exchange liquidity.

Any remaining tokens will be added to a 76.5% token lock.

Locked:

- **75%** of tokens will be locked. The locked tokens are released into circulation ONLY when somebody buys ads and puts money into Liquidity Pool.

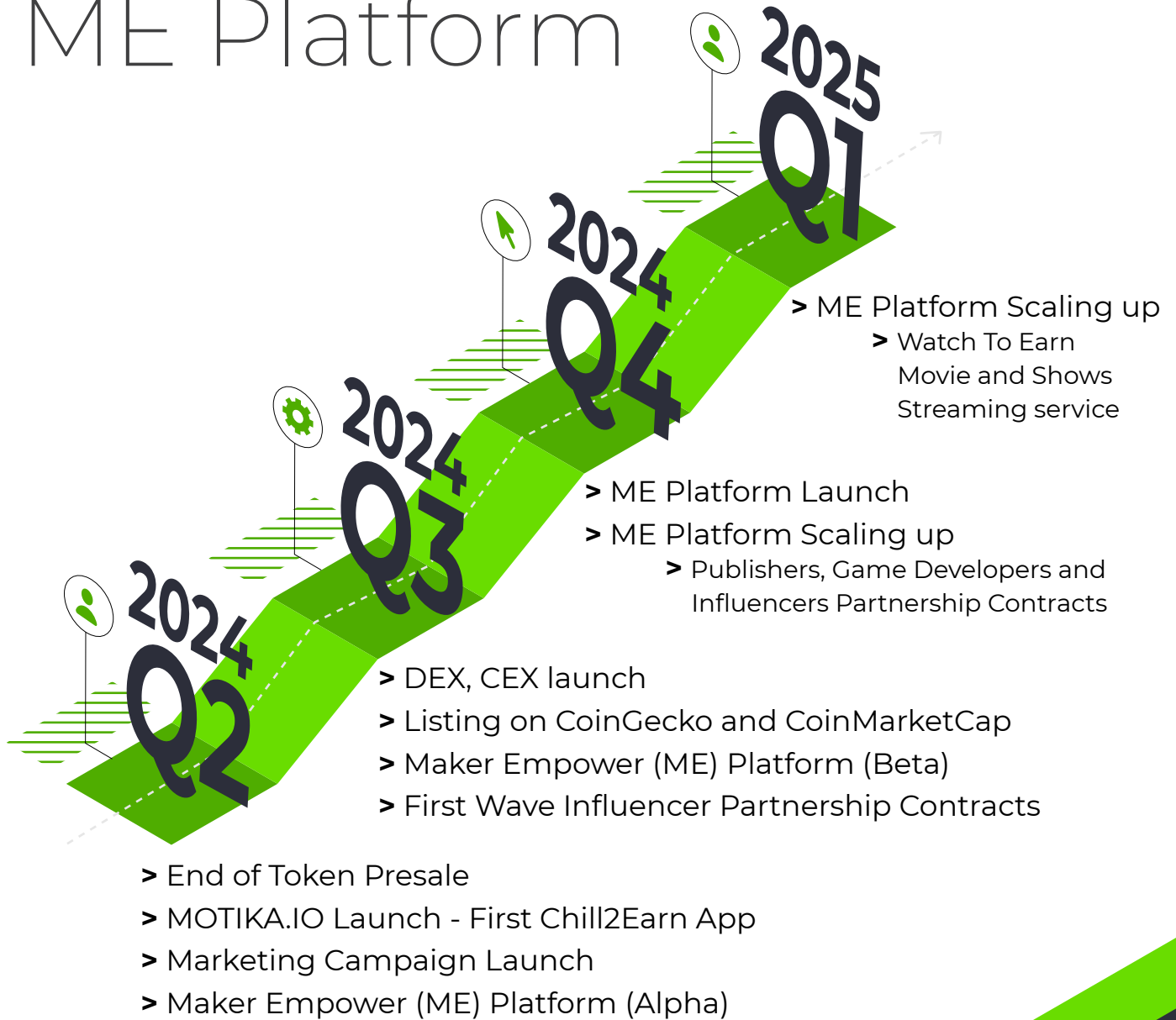


“When you see an opportunity, you should be prepared to seize it without hesitation.”

- Thomas Edison

ROADMAP

The way to the ME Platform



DISCLAIMER

Purchasing \$MPOW tokens involves an element of risk and may lead to the loss of a substantial part or the entirety of the principal monies advanced. Before purchasing \$MPOW tokens, diligently and thoroughly assess and take into account the risks identified in this whitepaper, as well as others risks not included or anticipated in this document. Only purchase \$MPOW tokens if you fully understand the tokenomics of \$MPOW supply and issuance and the \$MPOW economy. Crypto assets can be subject to expropriation and/or theft. Computer hackers or other malicious groups or organisations may attempt to interfere with the \$MPOW platform in a number of different ways – these may include malware attacks, distributed denial of service attacks and consensus-based exploits such as a 51% attack that could result in the loss of \$MPOW tokens or the loss of the ability to access \$MPOW tokens. Because of the immutable nature of blockchain transactions, there may be no remedy if a successful attack by malicious actors were to take place against the Ethereum chain that the \$MPOW platform is built on. Crypto assets are not regulated as financial instruments and there is no refund or compensation available from regulatory bodies such as the UK's Financial Services Compensation Scheme and similar bodies in other jurisdictions. The regulatory status of crypto assets remains in flux and varies from jurisdiction to jurisdiction, presenting owners of crypto assets with a level of legal uncertainty. It is possible that in the future, certain laws, regulations, policies or rules relating to crypto assets, blockchain technology or decentralised applications may be implemented that affect or restrict token holders' acquisition, ownership rights, and ability to buy, sell, convert or use crypto assets such as the \$MPOW token. Uncertainties regarding tax legislation relating to crypto assets could leave token holders exposed to unforeseen consequences such as taxable events retrospectively applied, or to be applied in the future. Each prospective \$MPOW purchaser should weigh up their own individual appetite for risk and consider consulting an independent financial adviser before making any decisions. Readers of this whitepaper may also need to consult a tax professional, accountant, lawyer or other professionals in order to fully satisfy themselves regarding any outstanding matters related to how the Fight Out platform is designed and operated, before deciding whether a purchase of \$MPOW tokens would be in line with their risk profile.