MatchAwards White Paper (*Draft 06-08-2025*)

Transforming Small Business Economic Development through AI, Web 3.0 and Crypto Currency

"...the most common and durable source of factions has been the various and unequal distribution of property."

James Madison
The Federalist Papers

* Some details of this Draft Whitepaper are intentionally omitted or TBD based on Advisory & Community input.

1. Executive Summary

Advanced Internet Technologies, Inc. the **("Company")** or **("AIT")** is a privately held U.S. technology company and datacenter operating since 1995 by U.S veterans and an international team of entrepreneurs. In this **Whitepaper** for an **Initial Token Offering** (**ITO**), AIT introduces **MatchAwards.com**, a unique social-media, economic development platform that drives merit-based private sector growth by facilitating government & commercial contract, grant, investment and loan **opportunity transparency**. This is achieved by ensuring opportunity accessibility, ubiquity and accountability for all users, starting with the United States and expanding globally. **Economic health** is critically tied to the Debt-to-GDP ratio, which measures a nation's ability to manage its debt. With the U.S. ratio now at 123%—nearly double its historical average of 65%—a sustainable path forward requires boosting GDP rather than relying solely on spending cuts or increasing taxes. Even the creation and operation of **DOGE** or the **Department of Government Efficiency** in an effort to reduce this ratio will confront long-standing impediments to spending cuts. **We must both "cut" and "grow"** our way out of the

current status quo by transforming opportunities into **wealth creation based on merit**. Simply stated, "the pie" must grow, and the recent regulatory shift in the **U.S.** with respect to **Crypto sentiment** is encouraging in that regard. Small businesses, (99% of all businesses), the backbone of economic innovation and competition are essential to this solution. By creating higher-paying jobs and driving productivity, **small businesses** strengthen and expand the tax base, as well as the middle class, allowing more individuals and companies to contribute to economic growth and stability without raising the burden on current taxpayers. It is better to widen the tax base as opposed to making it deeper, so as to reduce dependency on a few large entities. MatchAwards empowers small businesses by streamlining access to **$2.3 trillion** in government contracts, grants, and interrelated private-sector, cascading opportunities, ensuring they thrive and drive growth.

The **MatchAwards Platform Utility Token** (**MAPU**), is the **"FIRST** and **ONLY" Government Spending Token** that is **tied, tracked and tokenized** to U.S. and eventually global government spending with respect to their fiat currencies. Although the MAPU Token has attributes of a Stablecoin, it is much more than a simple tethering mechanism. It bridges the older centralized financial paradigm with the emerging DeFi peer-to-peer paradigm. It is intrinsically tied to this transitional mission and serves as a mechanism to align economic activity with financial and national prosperity. Its supply and demand are linked directly to both platform performance metrics and GDP growth, and the success of small businesses by **increasing the number of AI- powered relevant opportunities (Matches)** available to them in real time. As the economy expands, both in the U.S. and globally, and small businesses flourish, token demand increases, reflecting the value of productivity-driven economic health. The token's distribution is calibrated to incentivize platform utilization, participation and competition in the MatchAwards ecosystem while tying its value to key economic indicators such as the ideal allocation of government resources, beginning with the U.S. stated government **mandate of 23%** of contracts and grants going to small businesses. The **MAPU Token** has several utilities such as access to and paying for premium platform features such as advertising, gamification, advanced matching, ecommerce and more. Moreover, it serves as a **derivative** of available and accessible **opportunity matches** for small business. The **value proposition** is **straightforward** for **MAPU token users.** Unlike many tokens where the business model is based on an artificially manipulated supply and demand, or even an outright fiction, MatchAwards is grounded in a **long term and viable business model**. The more MatchAwards opportunities accessible to small businesses in real time, the higher the probability they will be able to **leverage** those **opportunities into awards** increasing their business growth, revenue, infrastructure investment and job creation. Hence they are directly contributing to **GDP growth**, both in terms of expansion and source contribution, as well as the growth of the platform. While Google uses **searches** and Facebook uses **interests** to drive user engagement and revenue, MatchAwards combines an array of **AI synthesized** behaviors into relevant **matches** between users and opportunities.

The Tokenomics: Simply stated more platform users + more opportunity types = more overall relevant matches = more opportunities = more AI impressions users see = more AI matching ads served = more AI matching ads clicked = more platform growth = more token value. The MAPU token is a utility token that can be used extensively thorough out the MatchAwards Platform now and into the future for advanced features.

The Business Model and growth rate of the MatchAwards platform is exponential and poised to go viral. The user base and social media followers are global. Steadily growing and current platform user and follower data is available upon request. **AIT** has developed a proprietary **PPC** and **CPM** platform that is **self-service**, **many-to-many**, **real time**, **auction based**, **key term** and **NAICS** matching that it uses to **monetize** MatchAwards. External advertisers and platform users will be able to use the ad module to promote their organizations, products and services using both fiat currencies and MAPU tokens which will have premium discount advantages over fiat currencies hence encouraging its use in the platform.

Throughout **history**, economists, academics and politicians have emphasized and even debated the interplay between economic growth, monetary and fiscal policy, opportunity distribution, as well as the balance between government regulation and the free market.

This historical and academic speculation are perhaps what every gardener and farmer recognizes from practical experience. If you pile fertilizer up in one concentrated location, everything immediately beneath it dies and decomposes, and nothing around it grows either because the surrounding lawn or crops are unable to access the needed nutritional resources. Every ecosystem's distribution of resources, whether economic or organic, must be

balanced to prosper. The question has always been "what is the best way to achieve that balance" and the answer is that it must be the merit based distribution of opportunities.

This **underscores the need for transparent and accessible systems** to allocate and complete for opportunities and resources effectively and efficiently. Small businesses are vital to economic innovation, stability and growth, yet they face significant barriers in accessing the $2 plus trillion in U.S. federal discretionary spending. Federal mandates aim to allocate 23% of these resources to small businesses, but systemic inefficiencies, fraud, corruption, waste and opaque processes limit equal and merit based access to opportunities. MatchAwards provides a Web 3.0, AI powered Blockchain-based platform that levels the playing field for small businesses. By integrating advanced AI algorithms, Ethereum-based Proof of Stake (PoS) blockchain, and innovative economic tools, MatchAwards enhances visibility or **ubiquity**, **accessibility**, **transparency**, and **accountability** with respect to **opportunities** in federal, state and local procurement including **G2B** (Government to Business), **B2B** (Business to Business), **B2I** (Business to Investor) **B2E** (Business to Employee) interactions and more.

Furthermore, every user in MatchAwards is a **Stakeholder** in the platform based on the **Trifecta Value Proposition** of unfettered access to relevant opportunities, participating in a token referral program, and owning MAPU tokens that appreciate in value based on increased participation and usage by those very same users. The platform offers an unprecedented opportunity for small businesses to engage in procurement processes and to collaborate with one another on a mass yet precise scale while ensuring real-time accountability and sustainable development.

The Trifecta Value Proposition & the MatchAwards Community
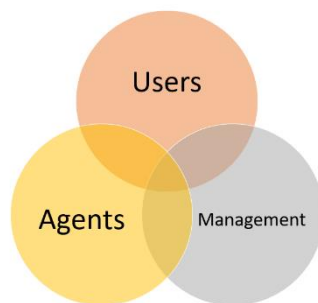
In the private sector, commercial organizations typically juggle three primary constituents: customers, employees, and management—each competing for the same limited resources. Customers demand better products and services at lower prices. Employees seek higher compensation and benefits. Management prioritize higher productivity. This inherent competition often creates tension as each group vies for its share of the organization's value.

MatchAwards disrupts this traditional model by uniting these groups into a single, cohesive **Community** of fully vested **Stakeholders** who embody **overlapping roles** as Users, Agents, and Management. This alignment eliminates the friction of competing interests, creating a synergistic **feedback loop** where each role reinforces the others. User-token-holders (Customers & Investors) benefit from superior opportunities and outcomes, Agents (Employees & B2B User Consultants) enjoy increased rewards tied to their B2B consultation engagements with other users and the platform's overall success, and Management increases productivity KPIs driven by a thriving ecosystem.

MAPU Token Valuation Model Overview

MatchAwards 3.0 has a long history of success. It is preceded by and a continuation of MatchForce.org which is a Web 2.0 version of the Platform adopted by the North Carolina Military Business Center or NCMBC.us on behalf of the state of North Carolina. It has been developed and funded by North Carolina for over 20 years and has a very specific focus. Instead for focusing on a wide range of matching opportunities, it focuses on match and winning Department of Defense Contracts for North Carolina Businesses and has processed $ Billions of dollars to that effect. Both MatchAwards and MatchForce are powered by GovTide technology developed and owned by AIT, the parent company. Let's take look at the MAPU token initial valuation model based on its real world utility as a measureable productivity token which is more than just an idea, but has actually hit first revenue with no outside funding assistance.

1. Development-Backed Value (Asset Basis)

$13.4 M to develop that MatchAwards platform to date (infrastructure, cash, dev, AI, data, etc.)

- 10M MAPU tokens to be initially issued prior to and during ICO/ ITO/ IEO
- Implied base value:
  → $13.4M / 10M tokens = $1.34 per MAPU token (minimum floor from base value)

2. User-Based Utility Demand

- 70,000+ registered users and growing
- MAPU token used for:
  - Ad bidding and placements
  - Referrals & reward redemption
  - Premium access / analytics
  - Marketplace transactions
  - Gamified incentives
  - Wrapping with other community tokens
- With even modest usage, MAPU tokens becomes a closed-loop digital currency with real exchange power in-platform

Example: If 10,000 users spend $10/month in MAPU tokens, that's $100,000/month in utility demand
→ $1.2M/year in transactional token velocity

3. Token Supply Management

- Circulating at initial token launch: ~30% (3M – 10M tokens)
- Locked/staked/reserved: ~ 60 to 70%
  - Community rewards
  - Team/Advisor vesting
  - Ecosystem expansion
- Optional buyback, burn, or staking rewards = compression of supply = price support

4. Projected Post-ICO/ITO/IEO Price Range

Model	Price Estimate
Base-value floor	$1.34
Platform utility + demand	$1.50 – $2.00
Scarcity-adjusted (vesting + staking)	$2.00 – $2.50
Speculative upside on listing (CEX/DEX)	$3.00+ (short-term volatility)

5. Exchange Strategy

Not listing immediately and being very selective regarding an exchange(s) avoids:

- Dumping by bots or speculators
- Volatile trading before utility is firmly established
- Dilution of our long-term vision

Listing after utility demand is proven = stronger sustained valuation narrative and token loyalty

The MAPU token derives its value from tangible, real-time platform utility, performance and productivity — not speculative market cycles or social media hype. With over $13.4M in sunk assets to include datacenter hosting infrastructure services, intellectual property and over $2 million in cash from the Founder, 70,000+ registered current users at the time of this Whitepaper and growing, and an average range of $1.00 to $1.40 MAPU token in-platform exchange rate, token demand is expected to reflect the platform's growth and usage. No **exchange listing** is planned until **platform velocity** reaches defined utility benchmarks **after first revenue**. First revenue been achieved by proof-of-concept ad delivery into the platform. Pre-launch token Airdrops and Community discounted sales will begin in June 2025. The **token launch** will follow once the platform reaches **100,000 users** that must be **both registered and verified** (KYC / KYB).

2. Problem Statement

The current **U.S. Federal Budget** is approximately **$6.75 trillion** in outflows and **$4.92 trillion** in inflows with a **$1.83 trillion** deficit. This highlights the importance of addressing inefficiencies in resource growth and distribution. Let's break down how the U.S. government spends money.

- **Mandatory Spending**: Social Security, Medicare, Medicaid, and other entitlements dominate outflows. There are inefficiencies, but also significant bureaucratic impediments to removing those inefficiencies.

- **Debt Service Spending:** In fiscal year 2024, the U.S. is projected to spend $892 billion on interest payments on its national debt. This is more than the government is expected to spend on defense and is almost a third higher than what the U.S. spent in 2023.

- **Discretionary Spending**: At **$2 trillion**, this category presents the greatest opportunity to influence equitable opportunity growth through **contracts** ($800 billion) and **grants** ($1.2 trillion).

- **Hidden Spending**: Tax subsidies are delivered through the tax code, rather than the budget. Tax subsidies and expenditures are so large that they now account for a larger share of the budget than discretionary spending. Some are legitimate and some are suspect.

    Instrument Granularity: Contracts are generally managed as: Firm Fixed, Time & Materials and Cost plus.   Grants are generally: Block, Categorical, Project, Earmark and Formula.

Despite the federal mandate that **23% of discretionary spending** goes to small businesses, systemic failures and corruption impede this goal, undermining economic development, opportunity access, transparency, innovation and accountability. The systemic inefficiencies and corruption prevent these funds from being optimally utilized, highlighting the need for an innovative approach to address this challenge. Transitioning from this macroeconomic view, we must explore the vital role of small businesses as the cornerstone of economic growth, innovation, and resilience.

Small businesses encounter systemic obstacles in both the federal and state procurement landscape, including the following:

- **Lack of Access:** Limited visibility into contract, grant and other opportunities in real time.

- **Corruption and Fraud:** Manipulative practices such as false front set-aside contracting, back-door subcontracting, sole source contracts, and post-award disqualifications.

- **Bureaucratic Complexity:** Red tape that disproportionately impacts small enterprises who simply don't have the time and resources to overcome these obstacles.

- **No Self-Investment:** Small businesses have no comprehensive investment instrument that appreciates because it is tied to their direct participation and success, until MatchAwards.

Revolving Door Industries

These inequities are further exacerbated by the "Revolving Door" of elite players. Major sectors like **Defense, Pharmaceuticals, Energy, and Finance** are dominated by powerful elites who rotate between government and private industry roles. It is no coincidence that many elected officials become wealthy from the same industries

they presumably regulate. These entrenched practices lead to uneven and corrupt distribution of contract, grant and other opportunities undermining the spirit of federal mandates and state goals, thus restricting economic opportunity. This syndrome perpetuates fraud, waste and abuse. The Federal and State governments recognize the problem and need for fair, merit based opportunity distribution by classifying HUB Zones, Opportunity Zones, Tier 1 – 3 Counties and Communities that need resource infusion so they do not become or continue to be a burden on the fiscal system. The same applies to programs to deliver resources overseas to U.S. allies. However, initiatives to effectively address these massive inequities and corrupt practices fall flat at execution. The purpose of MatchAwards is to rectify these inequities by empowering small businesses with a transformative AI & blockchain powered, Web 3.0 economic digital platform that both exposes fraud, waste and abuse and provides a pathway to prosperity via access to relevant opportunities in real time.

Consequences for Economic Equity

The revolving door perpetuates systemic inequities, enabling large corporations to dominate federal spending and marginalize small businesses. This distortion undermines the **23% small business target** mandated by law, as well-connected firms monopolize resources meant to invest in small businesses and foster broader economic development.

The systemic diversion of government resources intended for small businesses is one of the most significant barriers to equitable economic growth. Again, to reiterate there are four primary mechanisms that contribute to the diversion of government contracts and grants from small businesses to large corporations and foreign entities, hence concentrating the opportunities and subsequent awards to large corporations and overseas parties that are not necessarily the most qualified.

1. **False Fronts**: Large businesses set up or co-opt small business fronts to secure set-aside contracts or grants. During the pre and post award periods, they sideline any other small businesses.
2. **Back Doors**: Shell small businesses using "who you know" repeatedly win the same contracts or grants, from the same awarding entity or government official, sometimes subcontracting to large corporations directly or indirectly, hence bypassing public oversight.
3. **Sole Source Cloaking**: a non-competitive contact awarded to a single vendor when no other vendor is supposedly qualified that often goes the same vendor using rotating shell LLCs and management, including renewals, to conceal the bias.
4. **Post-Mortem Disqualification**: Small businesses are deliberately disqualified during or after the selection process to favor pre-determined large corporations and their puppet small businesses.

Economic Consequences

The **American Small Business League (ASBL)** estimates that small businesses receive less than **5%** of the total value of federal contracts and opportunities despite claims of meeting or getting close to the 23% target. This diversion deprives small businesses of **$10s of billions annually** or more, hampering their growth and innovation. This systemic corruption undermines trust in federal, state and local government institutions and discourages small businesses from participating in the contracting and grant process, perpetuating economic corruption and reducing market competition.

3. Goals and Vision & Purpose

Purpose:

To **create economic liberty** for all and **democratize access** to government and business **opportunities** and drive **merit based economic growth** through the four mechanisms of **transparency**, **ubiquity**, **accessibility** and **accountability** of opportunities and awards, using the MatchAwards platform.

Goals:

1. **Equitable & Merit based Economic Development:** Ensure that all small businesses can access the resources and opportunities available for them in real time at no cost.

2. **AI Consulting and Networking:** Empower small businesses with the ability to instantly connect and team with other businesses with overlapping interests on Opportunities and Awards.

3. **Empowered Stakeholders:** Equip businesses with tools to band together and challenge unfair practices and advocate for equitable treatment, transparency and access.

4. **Global Reach:** Begin with U.S. federal and state procurement and scale the solution to international markets encouraging transnational platform engagement.

5. **Transparency and Accountability:** Utilize platform reporting of Award distribution and blockchain to provide an immutable record of procurement and award processes, partner/ teaming agreements, and the tools for small businesses to contact and hold elected officials accountable, as well as the legal resources to remedy corruption.

Vision:

Small Businesses: What is the Economic Engine that powers innovation? Small businesses are more than contributors to GDP; they are engines of innovation, resilience, and community development. With **34.8 million small businesses** representing **99% plus** of all businesses in the U.S. employing 61.7 million people**,** they represent nearly half of the private workforce and are responsible for 62.7% of net job growth since 1995. Small businesses have fewer than 500 employees are of the launch pad of the American Dream. That garage start-up could be the next big thing. Some small businesses that made it big include Walmart, KFC, Hewlett-Packard, Starbucks, Mattel, Subway, Facebook, Google, Walt Disney and many more. The vision and tenacity of the founders of these companies are the wellspring of economic growth and prosperity that drive the U.S. economy.

Small businesses form the backbone of the U.S. economy and are vital to job creation and innovation:

- Comprising **34.8 million entities**, the majority are one person enterprises that account for nearly **46.4% of private-sector employment**.

- From 1995 to 2021, they generated **62.7% of all net job growth**, solidifying their role as drivers of prosperity.

- Despite their small size, their collective contribution exceeds **$16.2 trillion in annual revenue**, representing a significant portion (over half) of U.S. GDP.

Startups and Economic Dynamism

The **Census Bureau** confirms that most new businesses are small startups, reinforcing their role as incubators for innovation and resilience. However, over **80% of small businesses** operate with fewer than **five employees**, underscoring their vulnerability to external challenges like resource access and systemic inefficiencies in federal funding.

**MarchAwards Irregular Spending Search Tool to Empower Users**

The MatchAwards Irregular Spending Search Tool is a platform module that allows anyone to search for government purchase orders, grant and contract awards, and more using a custom AI that identifies **"government spending irregularities"** such as obfuscated names and addresses, grant award anomalies, excessive dollar amounts, sole source contracts that are not "skill set limited" - and more. This **transparency** and **accountability feature** is important because it **empowers users** to use their niche expertise and experience to identify opportunities that they are eligible to receive but have not.

4. Technical Overview

The MatchAwards platform is built on a robust, scalable, and secure technical foundation that integrates blockchain technology, AI-driven analytics, and Web 3.0 innovations. The architecture is designed to address the unique challenges of government procurement and economic development while ensuring transparency, efficiency, and equitable access for all users. Below is brief overview of its core technical components, both current and on the roadmap.

System Architecture

The diagram below illustrates the overall architecture of the MatchAwards platform. The platform is designed as a modular and scalable system, integrating various technologies to provide a seamless and efficient user experience.
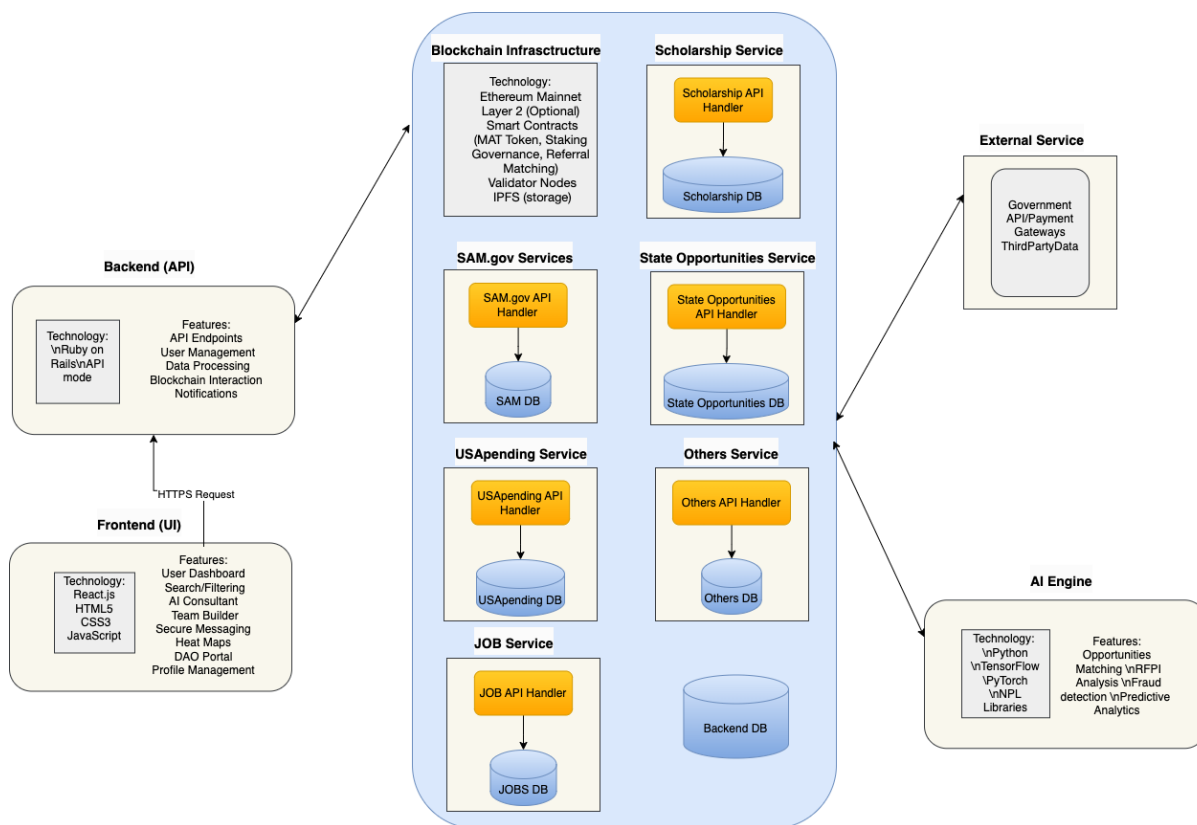
MatchAwards System Architecture

The MatchAwards platform integrates various technologies to deliver a seamless and efficient user experience. This architecture supports the platform's core functionalities, including user management, opportunity matching, data analysis, blockchain integration, and secure communication.

Key Components:

Key Technical Components:

1. **Ethereum PoS Integration**
   - **Energy Efficiency:** PoS replaces energy-intensive mining with validators who stake tokens to secure the network, consuming 99.95% less energy than Proof of Work (PoW).

- o **Validator Nodes:** MatchAwards operates a decentralized network of validator nodes to maintain the blockchain's integrity, ensuring data immutability and reducing risks of fraudulent central authority manipulation.
  - o **Scalability:** PoS enables faster block validation, supporting thousands of transactions per second (TPS), which is essential for real-time operations like matchmaking and token transfers.

2. **Sharding for Scalability**
   - o Ethereum's planned **sharding architecture** divides the blockchain into smaller, interconnected pieces called "shards."
   - o Each shard processes transactions independently, increasing throughput and enabling MatchAwards to handle the growing volume of contracts, grants, and user activity efficiently.

3. **Layer 2 Solutions**
   - o To further enhance scalability, MatchAwards may integrate **Layer 2 solutions** like rollups and sidechains. These offload transaction processing from the main Ethereum chain while maintaining the security of the mainnet.
   - o This ensures low-cost, high-speed transactions, critical for onboarding small businesses that may be deterred by high gas fees.

Smart Contracts for Procurement and Transparency

Smart contracts form the backbone of MatchAwards' operational transparency and automation. These self-executing agreements are coded with rules and conditions tied to this Whitepaper and other supporting documents that may facilitate future investment, market value increase, and also eliminate the need for intermediaries.

Applications of Smart Contracts in MatchAwards:

1. **Real-Time Opportunity Matching**
   - o Smart contracts automate the matchmaking process by analyzing user profiles, eligibility, and preferences.
   - o The system uses **AI-powered algorithms** to score contracts, grants, loans and more opportunities based on relevance and business/ user capabilities, interests and platform profiles dynamically assigning relevant opportunities to users in real time.

2. **Immutable Procurement Records**
   - o Every step of the matching and procurement process—from application submission to award allocation—is and/or will eventually be recorded on the blockchain.
   - o This creates a **tamper-proof ledger** that users can audit to ensure fairness and compliance with federal mandates.

3. **Token Rewards Automation**
   - o Smart contracts govern the distribution of MAPU tokens, ensuring that users, referrals, and EDO activities are rewarded transparently.
   - o Referral points are automatically tracked and converted to tokens once conversion rates and predefined thresholds, such as user verification levels, are established and met.

4. **Compliance Enforcement**
   - o Contracts, grants and other opportunities include built-in compliance checks to verify adherence to procurement laws and distribution requirements. External audits will be conducted regularly.
   - o For example, if a category of federal award does not meet the 23% small business target, or a Sole Source opportunity is repeatedly awarded to the same entity, by the same agency or department, the system flags the discrepancy for review.

o   Furthermore, the **MatchAwards** Platform has a **Search Engine** that identifies patterns of fraud, waste and abuse with respect to government spending. This Search Engine does not require a user login but can be used by any entity interested in exploring and exposing potential corruption.

o   If **Search Engine Users** become registered MatchAwards users, they can **"action"** their search results by connecting with the awarding agency or department with **RFI and FOIA** requests and copy their elected representatives. They can also search for and identify platform users who **practice law** in some capacity to assist them, e.g. qui tam.

Data Privacy and Encryption

MatchAwards prioritizes user data security through a combination of blockchain encryption and advanced privacy protocols.

1. **Zero-Knowledge Proofs (ZKPs):**

    o   ZKPs enable users to prove eligibility for contracts or grants without disclosing sensitive information, enhancing privacy and trust.

2. **Encrypted Messaging System:**

    o   A secure messaging system allows businesses to collaborate and negotiate privately, safeguarding sensitive data during discussions about opportunities and team-building.

3. **Decentralized Identity (DID):**

    o   Users are issued blockchain-based IDs that verify their authenticity for transactions while keeping personal information decentralized and secure.

AI-Powered Analytics and Decision-Making

MatchAwards incorporates advanced AI technologies to enhance decision-making, efficiency, and user experience.

1. **Natural Language Processing (NLP):**

    o   NLP algorithms scan federal RFPs (Requests for Proposals), grant descriptions and other opportunity types, extracting key details and matching them to user profiles.

2. **Machine Learning Models:**

    o   Continuously learn from user interactions, refining opportunity recommendations over time to improve accuracy, relevance, user engagement and even team building among users.

3. **Predictive Analytics:**

    o   Forecast award outcomes based on historical data and current trends, helping businesses prioritize their efforts and tailor their applications increasing success rates.

4. **Fraud Detection:**

    o   AI systems monitor blockchain activity to identify anomalies and flag potential fraudulent behaviors, such as shell companies or revolving-door conflicts of interest.

Integration with Economic Heat Maps

Economic heat maps are a critical visualization tool for tracking the geographic and industry distribution of federal and state funds and ensuring compliance and accountability. These heat maps can be overlays depicting political districts, HUB Zones, Tier 1 – 3 Counties, Historical and Opportunity Zones for example.

Tokenization and Decentralized Governance

1. **MAPU Token Mechanics**

    o   MAPU tokens serve as the platform's primary utility token, enabling access to premium features, governance participation, and staking rewards.

2. **Governance through Decentralized Autonomous Organization (DAO):**
   o Token users/ holders participate in decision-making through a DAO structure, voting on DAO representation, platform upgrades, funding allocations, and policy changes.
   o The DAO is combined with a centralized Board of Advisors that represent different segments of the Platform to facilitate both rapid and effective decision making coupled with decentralize representation that is discussed in more detail below.
   o This ensures that MatchAwards evolves in alignment with its community's needs, as well as provides checks and balances so both the "many or the few" cannot exploit one another.

3. **Staking and Liquidity Rewards:**
   o Users can stake MAPU tokens to earn passive rewards while contributing to the network's security, stability and liquidity.
   o Users are encourage to take a "long position" because MAPU is designed to appreciate the more the platform is used.

5. Core Feature Details

The **MatchAwards platform** is designed around a set of **core features** that **work cohesively to provide users** with a transparent, efficient, and equitable ecosystem **for accessing resources** such as federal & state contracts, grants, loans, private venture capital as well as B2Business, B2Employee and B2Investor opportunities. The B2I investors are investors who "match" to existing business users in the platform and are free to connect with them to explore opportunities. They are not investors in the MatchAwards platform. These features leverage advanced AI, Blockchain and Web 3.0 technologies to address systemic challenges, empower users, and foster sustainable economic development by providing users with matching opportunities to their user profiles.

a. Ubiquity of Opportunities

Overview:
MatchAwards aggregates all available federal, state, and local contracts, grants, loans and other opportunities into a centralized database, using best efforts to ensure no opportunity is missed. It also includes many opportunities and AI generated sub-opportunities vital to small businesses to include employment, loans and scholarship opportunities. This comprehensive approach levels the playing field for small businesses, non-profits, and other stakeholders by making all opportunities universally accessible. Small businesses users do not need to search and sift for relevant opportunities in dozens of disparate places. Rather MatchAwards brings the opportunities and awards in real time to the users.

How It Works:
- **Aggregated Data Sources:** The platform, like a search engine, pulls and crawls data from government procurement systems, contract and grant portals, loan aggregators, Job boards, local economic development organizations (EDOs) and more.
- **Intelligent Categorization:** Opportunities are sorted by industry, size, geographic location, and eligibility criteria, making it easier for users to find relevant opportunities.
- **Dynamic Updates:** Real-time syncing ensures the database is always current, eliminating the risk of outdated or expired listings.
- **Monetization Strategies:** The platform uses a proprietary, real-time bidding, many-to-many, self-service PPC advertising module that serves precision ads to users based on exact "matches" to their profile and "search selections" in their user dashboards. There is also a marketplace and gamification mechanism to drive user engagement with the platform, and a Marketplace for ecommerce transactions using both the MAPU token and fiat currencies.

b. Real-Time Access

Overview:
Timing is critical in government procurement. MatchAwards ensures users receive immediate notifications about opportunities that match their profiles, enabling them to act quickly and decisively.

How It Works:

- **AI-Powered Matchmaking:** Machine learning algorithms analyze user profiles, past performance, and stated preferences to deliver highly relevant matches.
- **Instant Notifications:** Users receive alerts via email, SMS, and in-platform notifications the moment new opportunities align with their interests.
- **Continuous Learning:** The system refines its recommendations based on user behavior, such as the types of opportunities they pursue or decline.

c. Transparency

Overview:
MatchAwards uses proprietary matching, AI and blockchain technology to create a transparent and tamper-proof record of the entire procurement lifecycle, from opportunity listing to award and execution. This transparency builds trust and accountability among all stakeholders.

How It Works:

- **Immutable Records:** Every transaction, award, and action is or will be recorded on the Ethereum blockchain, ensuring data cannot be altered retroactively.
- **Award Visibility:** Users can see who has competed for and won awards, providing valuable insights into competition, teaming and subcontracting opportunities and trends.
- **Public and Private Views:** While some data remains public for transparency, sensitive user data is protected through encrypted access controls.

d. Accountability

Overview:
MatchAwards provides tools for users to challenge discrepancies in the procurement process and hold decision-makers accountable. By combining user AI advocacy features with data-driven insights, the platform empowers businesses to demand equal and fair treatment.

How It Works:

- **Auditing Tools:** Users can generate reports on award trends, competition statistics, and regional fund allocations, using the built-in
- **Discrepancy Reporting:** Built-in functionality allows users to flag irregularities, such as suspected fraud or failure, repetitive sole source contracts and more, to meet the 23% small business mandate.
- **Feedback Mechanisms:** The platform integrates user feedback such as legitimate complaints into its analytics to improve recommendations and ensure fairness.

6. MatchAwards Solution Overview

MatchAwards is more than a platform and a **Matching Engine** — it's a transformative ecosystem designed to empower Economic Development Organizations (EDOs), small businesses, and other stakeholders by addressing systemic barriers in government procurement and resource distribution back to the private sector. By leveraging advanced technology, MatchAwards provides a comprehensive set of tools and features that directly address the needs of both private sector EDOs and end users, creating a dynamic, **fair and merit based** economic ecosystem.

Empowering Economic Development Organizations (EDOs)

Economic Development Organizations (EDOs) such as Chambers of Commerce, Trade Organizations, Other Token Communities, Brand Ambassadors and Social Media Influencers play a critical role in supporting local and vertical economies, attracting investments, and fostering small business growth. MatchAwards offers tailored solutions to enhance their impact, improve their operational capabilities, and empower them to better serve their respective digital and geographic communities. EDOs are MatchAwards channel partners which continue to grow in numbers and engagement.

Key Features for EDOs:

1. **Co-Branded Instances of MatchAwards:**
   o EDOs can operate their own branded versions of the MatchAwards platform.
   o These co-branded platforms allow EDOs to personalize their engagement with local businesses and other users while leveraging MatchAwards' advanced technology.
   o Other Crypto/ Token communities that become EDOs have the option to wrap their tokens with MAPU tokens that can then be used in the platform for advertising as an example, hence tying their token to real world assets and opportunities.

2. **Referral Incentives for EDOs:**
   o EDOs receive referral credit points for every new user they sign up under their instance.
   o These points can eventually be converted into MatchAwards Tokens (MAPU), creating a financial incentive for EDOs to expand their networks and drive adoption.

3. **Local Economic Monitoring and Insights:**
   o EDOs can track government and private sector spending in their regions using MatchAwards' economic heat maps.
   o Data analytics tools provide insights into funding trends, helping EDOs advocate for more equitable resource distribution based on merit and law.

4. **Streamlined Support for Local Businesses:**
   o EDOs can use MatchAwards to identify opportunities for businesses in their regions and provide targeted assistance.
   o Tools like AI-powered recommendations and RFP analysis help EDOs guide businesses through the application process.

Benefits to EDOs:

- Increased visibility credibility by creating tangible opportunities for their communities.
- Earn operational, investment and staking (interest) income.
- Enhanced capacity to attract private sector and government funding and investments.
- A measurable impact on regional economic growth and job creation.

Benefits to End Users

MatchAwards is designed with end users— small businesses, independent contractors, investors, employees, college students, entrepreneurs, and non-profits—in mind. These **stakeholders** often lack the resources, connections, or tools to navigate complex procurement systems and available opportunities. MatchAwards simplifies the process, enhances their capabilities, and empowers them to compete effectively.

Key Features & Benefits for End Users:

1. **Comprehensive Access to Opportunities:**

- o Small businesses and other user types gain access to billions of dollars in opportunities to include contracts, grants and loans through a centralized database.
- o Opportunities are filtered and personalized based on user profiles, making it easier to find relevant listings through AI matching.

2. **User Incentives and Rewards:**
   - o Verified users receive credit points that convert into MAPU tokens, rewarding participation in the platform.
   - o Users also earn referral credit points for bringing new users to the platform, encouraging organic growth.

3. **AI-Powered Guidance:**
   - o Tools like the AI Customer Service provide advice tailored to specific platform features and how to use them to maximize customized opportunities.
   - o The AI Team Builder connects users with complementary partners to bid on larger opportunities collaboratively.
   - o The Search Engine uses AI Fraud Finder to look for fraud, waste and abuse with respect to government spending.

4. **Secure Collaboration and Negotiation:**
   - o Encrypted messaging ensures that businesses can communicate privately and securely.
   - o Teams can share documents, negotiate terms, and finalize agreements within the platform.

5. **Advocacy and Compliance Tools:**
   - o Users can track their applications, monitor federal spending, and report discrepancies through built-in auditing features.
   - o Advocacy tools help users address systemic inequities and influence policy decisions.

Addressing Systemic Challenges

MatchAwards directly addresses the systemic barriers that have traditionally limited small business participation in federal and state procurement. By integrating innovative technology with a user-focused approach, MatchAwards tackles these challenges head-on.

1. Overcoming Corruption and Fraud:

- ● **Immutable Blockchain Records:** Every matching transaction and award is recorded on the blockchain, preventing tampering and ensuring transparency.
- ● **Fraud Detection:** AI-powered search and analytics identify patterns of fraud, such as shell companies or backdoor subcontracting, and flag them for review.

2. Increasing Access to Opportunities:

- ● **Centralized Platform:** Aggregates opportunities from federal, state, and local sources, making them accessible in one place.
- ● **Real-Time Notifications:** Ensures users are immediately informed about relevant opportunities, eliminating delays that often disadvantage small businesses.

3. Promoting Fairness in Opportunity and Resource Transparency & Access:

- ● **Economic Heat Maps:** Highlight regional disparities in funding allocation, enabling EDOs and users to advocate for more access to opportunities.

- **Data Transparency:** Provides stakeholders with clear insights into who is receiving federal funds, how and why.

4. Enhancing Collaboration:

- **AI Team Builders:** Foster partnerships among businesses to pursue larger, more complex contracts.
- **Encrypted Messaging:** Enables secure, private communication for negotiations and collaboration.

7. Tokenization of Growth & Distribution (See Appendix #1: Technical Paper for more details)

The MatchAwards Platform Utility Token (MAPU) is the cornerstone of the platform's economic model, incentivizing user engagement, ensuring transparency, and driving equitable growth. By integrating a tokenized ecosystem into MatchAwards, the platform aligns economic success with its mission to democratize access to opportunities, utilities and foster accountability in procurement. This section delves into how MAPU tokens function, their utility role in the platform's ecosystem, and the innovative strategies surrounding their distribution and adoption. **MatchAwards Token (MAPU).**

Tokenomics Architecture
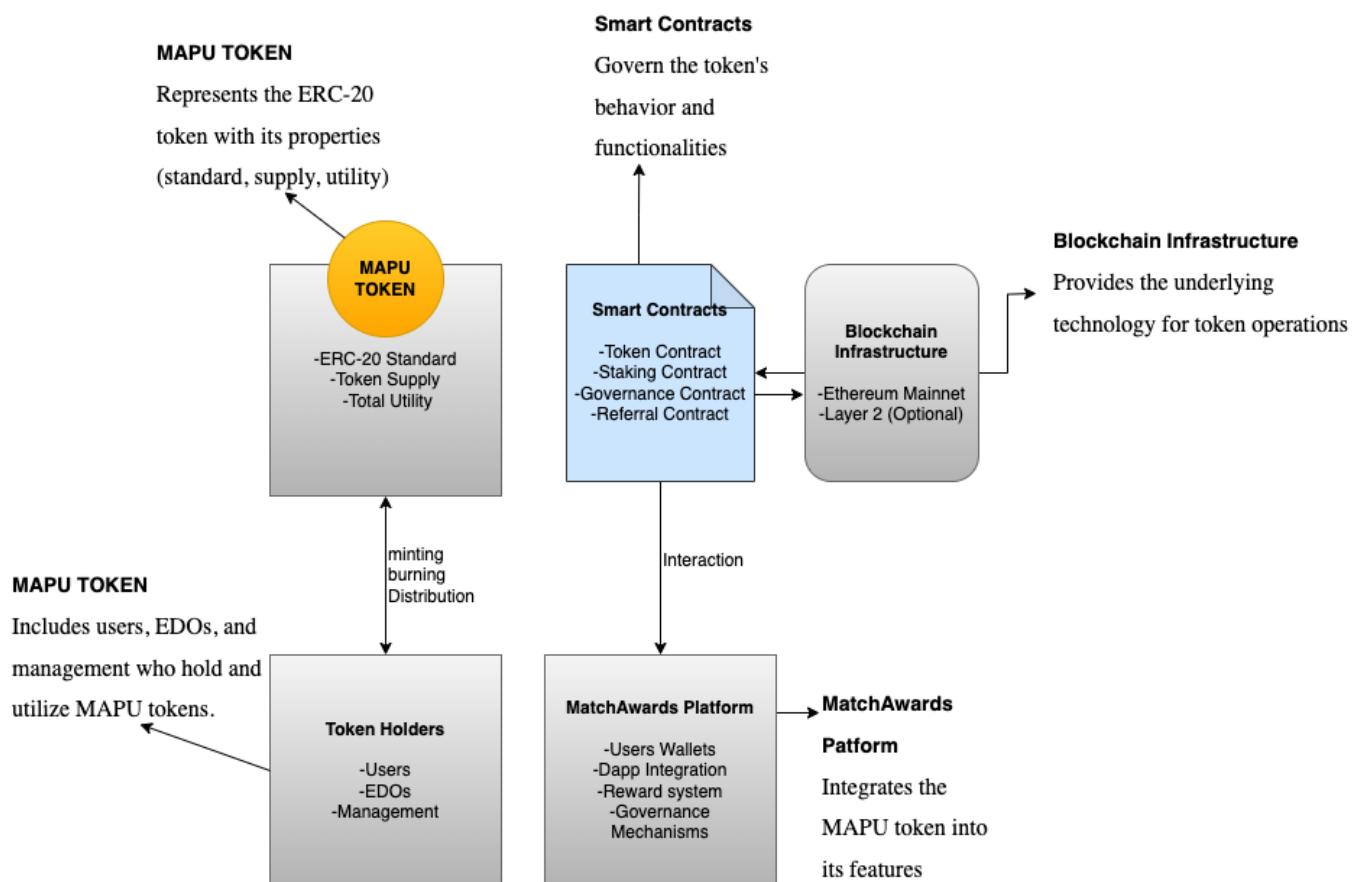
Core Value

Proposition: MatchAwards does not attempt to curtail government spending. Rather, it actually requires government spending on small businesses that is transferred back via Blockchain to the private sector via the MAPU token. There are three user classes in MatchAwards: Potential users & social media followers (who may claim their profiles), Registered & active users (who have signed up for Matchawards, created a profile and are at 10% engagement or higher), and Verified Users (who go through a rigorous KYC/ KYB process). The value of the MAPU token is tied to tangible and measurable matching opportunities critical to small business success and prosperity. The roadmap and smart contracts subject the Founding Team, Platform Users, and pre-launch

discounted sales to the Community to two to four year vesting schedules, This will create stability and imbue token users/ holders with confidence that MatchAwards is a long term project.

There are 5 core Valuation Drivers and Metrics for the MAPU:

The MatchAwards Token (MAPU) is designed to appreciate in value as it aligns with the platform's goals of economic empowerment, opportunity creation, utilization, matching, distribution, and stakeholder engagement. The **Token Holder Panel** provides key metrics that drive the MAPU tokenomics, offering a clear framework for understanding how token value is influenced by supply, demand, utilization and platform performance. These metrics include five primary ratios that guide decisions on minting, burning, escrow, and buybacks, ensuring token stability, liquidity, confidence and growth over time.

1. Valuation Ratio:

- **Formula:** The number of Matches / The number of Opportunities
- **Purpose:** Measures the platform's effectiveness in facilitating successful Opportunity Matches. A higher ratio indicates greater value creation and potentially drives higher demand for MAPU.
- **Clarification:** If there are Zero Opportunity Matches no Users, it holds no value. If an Opportunity matches 2 Users, its value doubles. If it matches 10 Users, it has a 10x value multiplier.

- **Monetization:** The more Active Users in the Platform, and the more Opportunity Matches to those users, the more CPM and PPC **ad revenue** can be generated. To reiterate, the platform uses a **proprietary**, real-time bidding, many-to-many, self-service **PPC advertising module** that serves precision ads to users based on exact "matches" to their profiles, behavior and search selections in their user dashboards. This is reinforced with a **CPM ad backfill** module based on available ad inventory. This technology represents a **significant differentiator** and **competitive advantage** from other **Crypto Projects** and will be further discussed in the **Use of Proceeds** section of this Whitepaper. The **ad module** can process **fiat and crypto currencies** to pay for ads, as well as MAPU which are imbued with a favorable exchange rate. So for example, a 3x MAPU to USD exchange rate might entail that an advertiser can spend $3 per ad click or 1 MAPU token for the same ad click in the MatchAwards ad module, even if the market exchange rate of valuation is 1:1 between the two. This provides a significant incentive and utility advantage to use the MAPU token for advertising in the platform. The ad module blends CPM & PPC models. This is explained in more detail in Section 12.
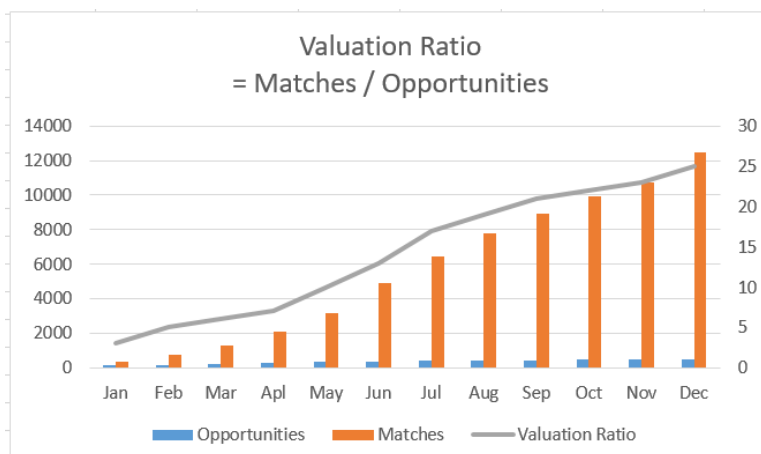
2. Distribution Ratio:

- **Formula**: $ Value of Small Business Set-Aside Awards / $ Value of Total Awards and # of Set-Aside Awards / # Total Awards.
- **Purpose:** Tracks progress towards the U.S. government's goal of awarding 23% of contracts to small businesses in terms of both dollars and numbers. A higher ratio indicates greater equity and alignment with the stated government goal of 23% of Awards to small businesses.
- **Clarification:** "Set-Aside Awards" refers to awards specifically designated for small businesses.
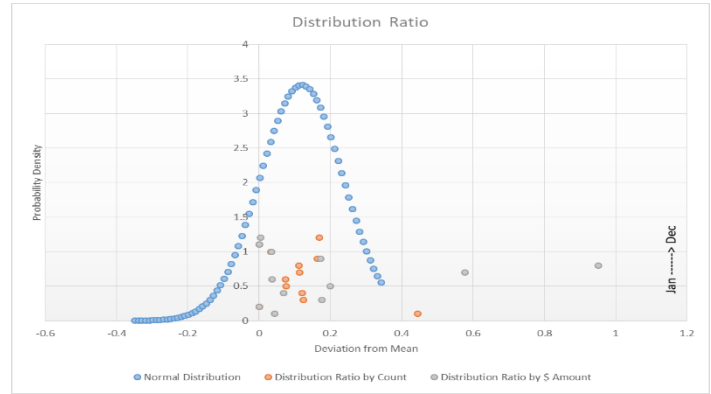

3. Liquidity Ratio:

- **Formula:** Total Tokens in circulation / Payable Obligations, Fees and Staked Token liabilities.
- **Purpose:** Balances token scarcity and availability. Higher staking reduces circulating supply, potentially increasing token value.
- **Trigger Mechanism:**
  - Minting: Triggered when the ratio falls below a defined threshold, increasing token supply. Optimal range between 1 to 3 months of token obligations.
  - Burning: Triggered when the ratio exceeds a defined threshold, decreasing token supply. Optimal range between 1 to 3 months of token obligations.
- **Dynamic Adjustment:** Thresholds and triggers can be adjusted based on platform growth, market conditions and managerial discretion based on the overall benefit to token users/ holders.
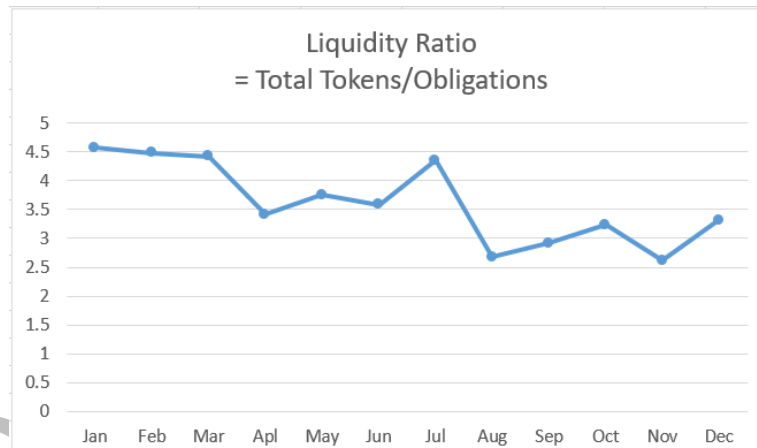
## 4. Staking Ratio (Yield-to-Maturity Ratio):

- **Formula:** Staked Tokens / Total Tokens in circulation.
- **Purpose:** Evaluates the platform's ability to meet its staking obligations.
- **Connection to Staking:** A high Staking Ratio generally indicates strong staking participation, but it needs to be balanced with sufficient liquidity to handle potential withdrawals.


17

Draft
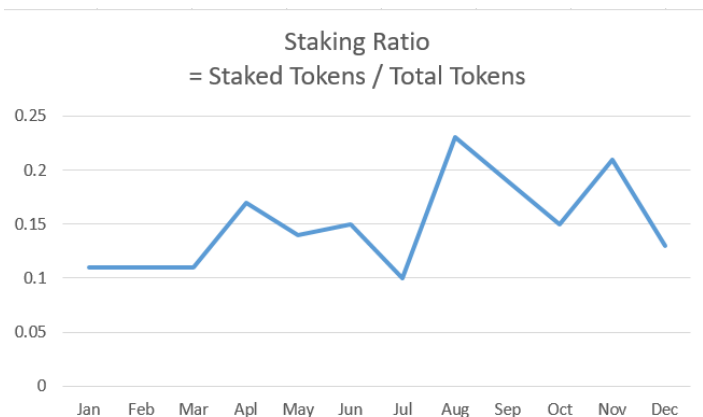
5. Volatility Ratio:

- **Formula:** Periodic – e.g. (Daily) High Price – (Daily) Low Price / Daily Average Price.
- **Purpose:** Analyzes volatility price trends to gauge token stability and user behavior.
- **Interpretation:**
  - High Volatility: May indicate either rapid upward or downward pressure to buy or sell.
  - Low Volatility: May suggest stability or low trading volume for a number of reasons.

Volatility Ratio
= (High Price - Low Price)/Average Price
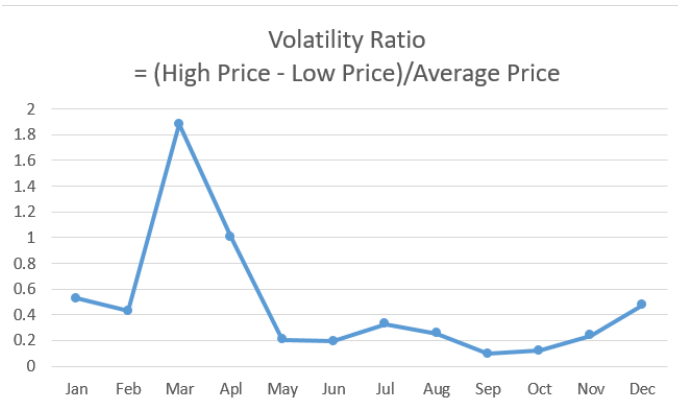
6. Exchange Ratio

- **Formula:** Base value of assets funded and contributed to the platform such as data center infrastructure hosting, tech stack R&D and priority tech stacks / the number of tokens released.
- **Purpose:** The comparative value of the MAPU token to fiat currencies such as USD used for utility purposes inside the MatchAwards platform such as paid advertising, premium features and gamification.
- **Interpretation:** This makes MAPU more like a **closed-loop utility token** with native demand before ever hitting a DEX or CEX with deeper economic integration and scalability tied to real world performance and productivity.

Exchange Ratio
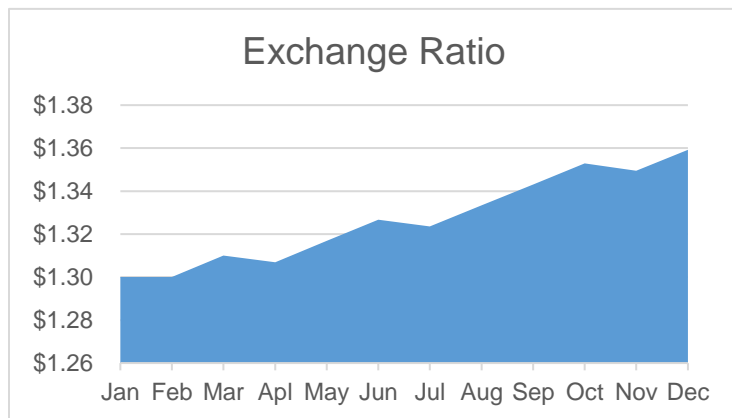
How Tokenomics Drives MAPU Appreciation

The interplay of these ratios ensures that MAPU appreciates as the platform grows. By incentivizing Users, Agents, Stakeholders, etc., to engage with the platform and stake their tokens, MatchAwards creates a positive feedback loop. Increased opportunity matches, equitable awards distribution, and thoughtful liquidity management align MAPU token value with the platform's success, utilization, fostering long-term growth and stability for all stakeholders.

To reiterate the Tokenomics is very **straightforward** with tracking mechanisms for several **KPIs** and ratios as stated above**.** Again, **the more platform users** + **more opportunity types** = **more overall matches** = **more opportunities** = **more AI impressions users see** = **more AI matching ads served** = **more AI matching ads clicked** = **more platform growth** = **more token value**. MAPU is a **utility token** that can be used extensively thorough out the MatchAwards Platform to include premium features, matching, advertising, gamification and more. The MAPU tokens does not convey equity, dividends of ownership rights in the platform. There is no investment intent for the MAPU token, common enterprise, managerial reliance or expectation of profits.

MatchAwards Token (MAPU) Utility & MatchAwards Token (MAPUG) Governance

MAPU is a utility token built on the Ethereum blockchain using the **ERC-20 standard**, ensuring compatibility with a wide range of wallets, exchanges, and decentralized applications. MAPU is integral to the MatchAwards platform, enabling a seamless and transparent user experience while driving platform growth and compliance with

regulatory mandates. Pre token issue, all MatchAward platform users are issued and can accumulate one or more 'Convertible MAPU Credit' points or CMCs stored in their user account. Now that the MAPU token has had its external security audit and legal opinion, users have the option to convert CMCs into MAPU token(s) at an exchange rate to be determined. Users must possess either CMCs or MAPU tokens to use the MatchAwards platform. While users transition from CMCs to MAPU token(s) the platform has a temporary custodial wallet contingency as users become more familiar with digital currencies. The MatchAwards Platform Utility Governance **(MAPUG)** token is designed to allow for centralized but representative governance and decision making by it super voting attributes. It is anticipated that an eventual DAO and Trifecta / Employee group may each be allocated a MAPUG token, along with strategic partners who will collectively make the MatchAwards Board of Advisors.

Key Use Cases for MAPU:

1. *Incentivizing Participation:*
   - Registered and Verified users earn MAPU tokens for actively engaging with the platform, such as exploring opportunities, advertising, networking, interacting, gamification, submitting applications, or using AI tools.
   - Users are rewarded for reporting discrepancies or contributing to transparency in procurement.

2. *Referrals and Community Growth:*
   - Users earn tokens for referring others to the platform, creating a powerful viral network effect.
   - Economic Development Organizations (EDOs) also earn referral tokens for signing up businesses under their co-branded MatchAwards instance.

3. *Access to Premium Features:*
   - Tokens are used to unlock advanced platform features, such as detailed analytics, the proprietary ad module, enhanced AI insights, enhanced B2B posts and premium collaboration and anti-corruption tools.
   - Businesses can stake tokens to access prioritized matchmaking or promotional benefits.

4. *Governance:* Then total number of Authorized MAPU tokens is 1 Billion for the lifetime of the platform. However, token issues and sales up to and including the ITO are currently set at 10 million tokens issued that will be carefully managed using incremental issues as described below to optimize token holder and platform value. The initial issuance of up to 10 million MAPU Utility Tokens covers the allocations for the Original Founder, Founding Team, Community/Users, Soft Launch, Institutional Partners, and ITO Token Buyers / Holders. The remaining 990 million tokens of the 1 billion authorized supply, including allocations for After Market Token Buyers / Holders and the Reserve Treasury, will be managed post – ITO based on Management and eventually DAO governance decisions.
   - Initial allocation, sequence and vesting. Allocation may be modified based on market conditions, benefits to the platform and its token users/ holders.
     1. Original Founder – 5% - 1 month cliff, 4 years vesting 1x MAPU Token, 100% (11) of MAPUG (∞) x token 0 years vesting
     2. Founding Team Issue Distribution – 15% - 1 month cliff, 4 years vesting 1x MAPU Token, with an initial issuance of up to 5% of the 15% (500,000 tokens) and the remaining 10% (1M tokens) reserved for recruiting additional Founding Team members, subject to a monthly vesting interval.
     3. Community / Users Issue Distribution – 15% - 1 month cliff, 2 years vesting 1x MAPU Token
     4. Soft Launch - AdVar or Crypto EDO Partner Issue and Distribution – 5% to drive token holder value and liquidity with 1 month cliff, 0 years vesting

5. Institutional/ Strategic Partners Sale Distribution – 30% - 1 month cliff, 2 years vesting 1 x MAPU Token. Possible use of a Simplified Agreement for Future Tokens (SAFT) or straight TPA. Additionally, MAPUG token(s) are negotiable in a separate agreement with this pool of token buyers/holders.

6. ITO/ TGE MAPU onto a CEX/ DEX Token Buyers/ Users/ Holders Sale Distribution – 30% - 1 month cliff, 0 year vesting

7. After market Buyers

8. Reserve Treasury

- Utility Token Vesting Internals

   1. Original Founder – Linear, Monthly Vesting Interval

   2. Founding Team – Linear, Monthly Vesting Interval

   3. Community / User – Linear, Monthly Vesting Interval

   4. Soft launch – Immediately Vested

   5. Institutional/ Strategic Partners – Linear, Monthly Vesting Interval

   6. ITO Sale – Immediately Vested

   7. After market Buyers

   8. Reserve Treasury

- Governance Tokens

   1. Ten (10) of the 11 Governance tokens (MAPUG) must be issued to persons and/or entities that bring significant strategic and utility value to the platform. These tokens must be issued from the Original Founder by the end of his four year MAPU Utility Token vesting.

   2. The Governance Tokens are not a Security and do not convey equity. They are reserved for future entities that bring the most utility value to the platform and represent a seat on the platform's Board of Advisors where each Governance Token has one Super Vote that is equal to all the other Governance Tokens.

   3. Additional details with respect to the Governance Tokens are explained below and in the DAO Agreement attached as an Appendix.

MatchAwards Token Offering & Supply Management Strategy

A Strong Foundation, Raising Funds for Growth – Not Survival

MatchAwards is a **fully built, operational platform with an existing user base** and a proven business model. Unlike many Crypto startups seeking funding to develop a Project, MatchAwards is a **going concern** with a clear path to monetization. The purpose of this token offering is not to **fund development** but to **accelerate growth** and reach our first major milestone: **100,000 registered and verified users**. At this point, platform will be driven by:

- **Pay-Per-Click (PPC) & CPM Advertising** from high-intent B2B and procurement-related searches.
- **E-commerce transactions** from businesses purchasing enhanced visibility, bidding tools, and premium services.
- **Other revenue streams**, including partnerships, data analytics, Gamification, and premium matching.

To further **reinforce Token buyer** and **holder confidence**, MatchAwards is by Advanced Internet Technologies, Inc. a Web Hosting Company, ICANN Accredited Domain Registrar and Data Center located in state of North Carolina located in the United States. AIT has been operational and profitable for over 30 years.

Dual-Class Token Structure: Ensuring Governance While Maintaining Utility

To **maintain platform stability and strategic direction**, MatchAwards will implement a **dual-class token structure**:

1. **MAPU Utility Token (1x Voting Power)**
   - The **primary token** used for **matching, transactions, advertising, staking, governance voting, and rewards** within the MatchAwards platform.
   - **MAPU Token Users/ Holders can vote on platform governance decisions** but with standard 1:1 voting power.
   - Not a security—**utility-focused with no direct profit-sharing or ownership rights**. Users must possess a CMC or MAPU token(s) to use the platform.

2. **(MAPUG) Governance Token ((∞)x Voting Power)**

- Reserved for the **Original Single Founder** to ensure **initial platform stability** and **strategic continuity**.
- Has infinite **(∞) x the voting power** of standard MAPU tokens, dynamically linked to the circulating and fully diluted MAPU supply to maintain governance control without market value or equity.
- If 1,000,000 (one Million) MAPU Utility Tokens are issued and fully diluted, then the 11 MAPUG Governance Tokens voting power increases to 100,000 votes for a total of 1,100,000 or (one million and one hundred thousand votes.
- This structure prevents early-stage governance takeovers while allowing future **decentralization and representation as the ecosystem matures**.
- Governance tokens do **not provide financial dividends, profit-sharing, or equity**, ensuring MAPUG remains a **utility token** under regulatory guidelines.
- As the platform matures, certain Segments of the **DAO** and **strategic partner groups** will emerge and merit Governance Tokens which will command a **Board seat** on the MatchAwards **Board of Advisors**.
- Within **four years** of issue to the Original Founder, **ten (10) of the eleven (11) governance toke**ns must be **issued to strategic advisors** that bring the most utility value and representation to the platform. This structure will achieve platform checks and balances, allow for quick centralized decision making while maintaining representative decentralization.
- While the Original Founder holds the majority of the 11 Governance Tokens, there will not be any additional Governance Tokens minted.

This model **protects the vision of the platform** in its early stages, enables rapid decision making while allowing **community-driven governance** and **value** as adoption grows.

Initial Issue Total Token Supply: 10 Million MAPU Tokens

We have determined that an initial **10 million token supply** is the optimal structure to support **growth, liquidity, and ecosystem incentives** while maintaining **long-term value**. However, the release of these tokens will be carefully managed to **prevent dilution and market oversupply**.

Token Distribution & Supply Management

1. Token Distribution up to and including the Initial Token Offering (ITO) – 1-10 Million Tokens

- A **controlled release** of **1-10 million tokens** in the initial issue and/or sale to establish liquidity and market value.
- Token AirDrops are at no cost. Discounted sales Pre ITO will use only accept **USDT** or **USDC** to process the transaction, unless otherwise agreed to by the parties.
- All other token sales will be on reputable Exchanges that possess an **MSB license** in the U.S. and are registered at FinCEN.gov in good standing.

2. Reserve for Future Ecosystem Growth

- **Staking & Rewards:** Tokens allocated for **staking incentives**, encouraging long-term holding and participation.
- **Partnerships & Incentives:** Tokens reserved for **strategic partnerships, developer grants, and user acquisition**.
- **Liquidity Support:** A portion of tokens will be allocated for **exchange liquidity** to ensure smooth trading.

3. Controlled Supply Release & Deflationary Mechanisms

- **Milestone-Based Unlocks:** Additional token releases will be tied to **user growth milestones**, preventing oversupply.
- **Token Burning:** A portion of **fees from transactions, staking, and platform services** will be **burned** to reduce supply, increasing scarcity and token value over time.

How We Maintain Value & Prevent Dilution

- **Only 1-10 million tokens enter the market initially**, preventing oversupply.
- **Token-burning mechanisms** ensure long-term deflationary pressure.
- **Strategic partnerships & staking rewards** drive long-term engagement and platform utility.
- **Dual-token governance structure** ensures stability while allowing decentralized participation over time.

Conclusion: A Balanced, Scalable Approach for Long-Term Growth

Community Token Distribution Strategy and Pre-ITO Engagement

MatchAwards will distribute a portion of MAPU tokens to registered and verified users and community members before the ITO launch through Community Token Distribution. This strategy ensures early user adoption, builds a robust community, and increases awareness of the platform's value proposition. As the **number** of the platform's **Stakeholders** and users **increase**, so too will the **value** of the **MAPU** which can be used to pay for the **MatchAwards proprietary**, self-service, many-to-many, real time "matching" **PPC ad module**. The ad module will directly increase the number of relevant opportunities presented to users in the platform by paying advertisers using MAPU tokens and/or a variety of currencies. Additionally, the more **Daily Active Users** (DAU) in the Platform, the more opportunity matches will occur based on relevant ads served and clicked. The **PPC and CPM revenue** from the ad module will help pay for the platform's sustained **operations**, **growth** and **development**. The average CPC using a PPC matching or searching model **(B2B)** is approximately $3.00 per click. It should be noted the average B2C PPC ad revenue per click is substantially less at .30 cents per click. MatchAwards is primarily a B2B platform, and has selected a standard blended CPM and CPC. So for example, if there are 100,000 PPC clicks per day at $1 per click, the total would be $100,000 per day. MatchAwards is currently adding 250 to 450 new users per day, and thousands of new social media followers regularly pre-ITO.

Additionally, MatchAwards is adding opportunity types such as scholarships, jobs and AI generated sub-opportunities extrapolated from G2B Contracts. Both users and opportunities are expected to increase significantly once the full marketing plan is implemented by May 15th 2025 prior to the ITO with a target of June – July 2025.

1. Community Token Details:

- All community members, registered and verified users who pass the KYC or Know Your Customer requirements will receive a one-time token distribution directly into their crypto wallets, or they may choose to keep their CMC points so they can continue to use the platform. All community members are responsible for connecting their own wallets correctly and verifying transactions.

- The number of tokens awarded to users who choose to take advantage of the community MAPU token free incentive issue will depend on opportunity and award matches, user activity, referral credits, and platform engagement during the pre-ITO period.

2. Encouraging Early Adoption:

- Community issued tokens give users immediate access to premium features, fostering deeper engagement with the platform, such as using the PPC ad module, gamification and preferred matching.

- By creating a financial stake in the platform's success, the Community token issue incentivizes users to actively engage with and promote MatchAwards, and contribute to its growth.

3. Community Building before ITO:

- The Community token issue ensures a broad initial distribution of tokens, creating a strong, decentralized community ahead of the token sale.

- Early adopters are likely to become advocates for the platform, driving organic growth and participation.

4. Tokenomics and Stakeholder Rewards
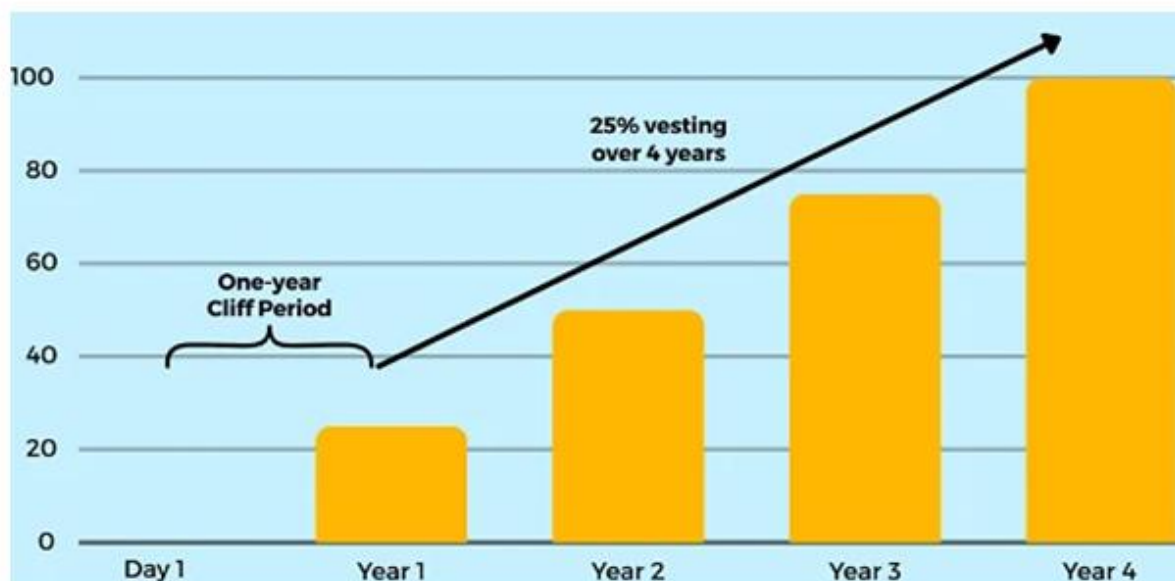
Example 4 year vesting schedule with one year Cliff. Y Axis = % of Tokens. Y Axis = Time.
Source: © 2023 Vega Equity. All rights reserved.

5. Staking and Rewards:

- Users can stake their MAPU tokens to earn passive income while contributing to the platform's security and liquidity.
- Higher staking levels unlock additional benefits, such as enhanced matchmaking or premium visibility of new features and applications.

6. Liquidity Incentives:

- Liquidity providers are rewarded with MAPU tokens for supporting decentralized exchanges where the token will be traded post-ITO.

8. Marketing Strategy

The success of MatchAwards relies on building a strong registered user base, community, forging strategic partnerships, and driving awareness through innovative campaigns. The platform's marketing strategy is designed to achieve rapid adoption, educate stakeholders, and position MatchAwards as the go-to solution for **lead generation** and **government procurement** that impacts private sector **economic development**.

The primary focus for the last 36 months has been on platform development and testing. During the ITO ramp up period significant resources will be shifted to marketing based on the Marketing Strategy as enumerated in this Whitepaper. Both channel partner and end user marketing initiatives will be pursued. The overall objective is to achieve **"viral" growth** where the **biggest source of new users are existing users** and **organic** word-of-mouth. There is **no marketing substitute** for a **growing base of registered platform users** with a built-in referral system. The following graphs are a few of the initial marketing KPIs, which are being updated to reflect current reality.

*The following graphs are as of **December 2024**. New Users and Engagements are steadily increasing, and now approaching 500 sign-ups a day and 10% user engagement. Social Media followers are also increasing. This is prior to the implementation of the primary marketing launch which will occur after the MAPU token completes a 3rd parth external audit and legal review.

New User Sign-ups last 6 months
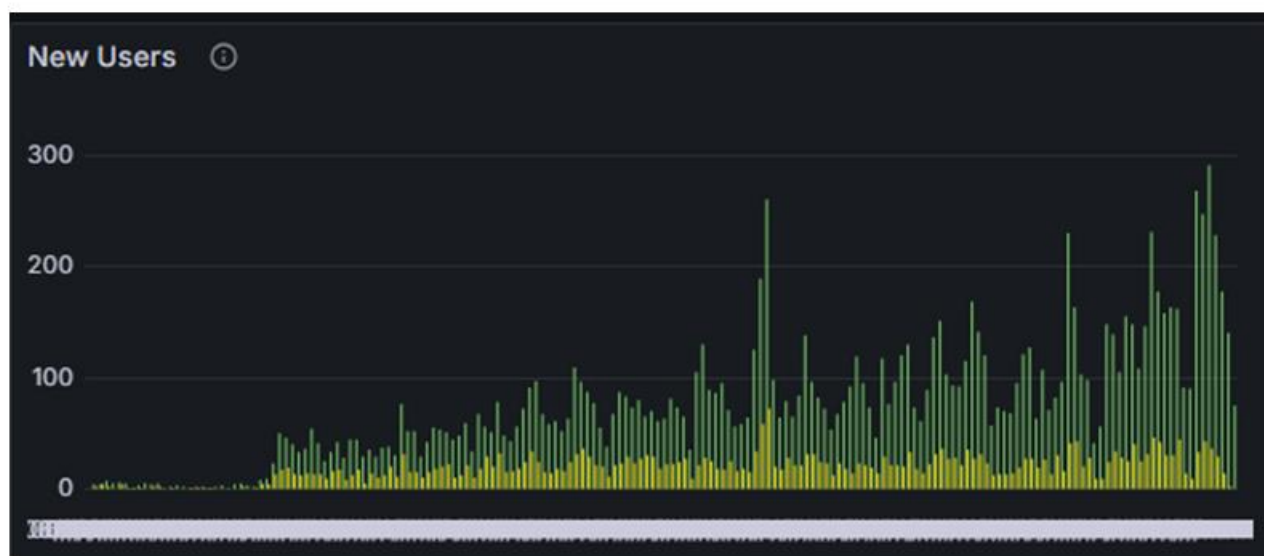
==New Users Daily Sign-ups for last 6 months. == Daily Sign-ins by Existing Verified Users.

==

Daily User Referrals

Referral page stats (Referral button) ⓘ
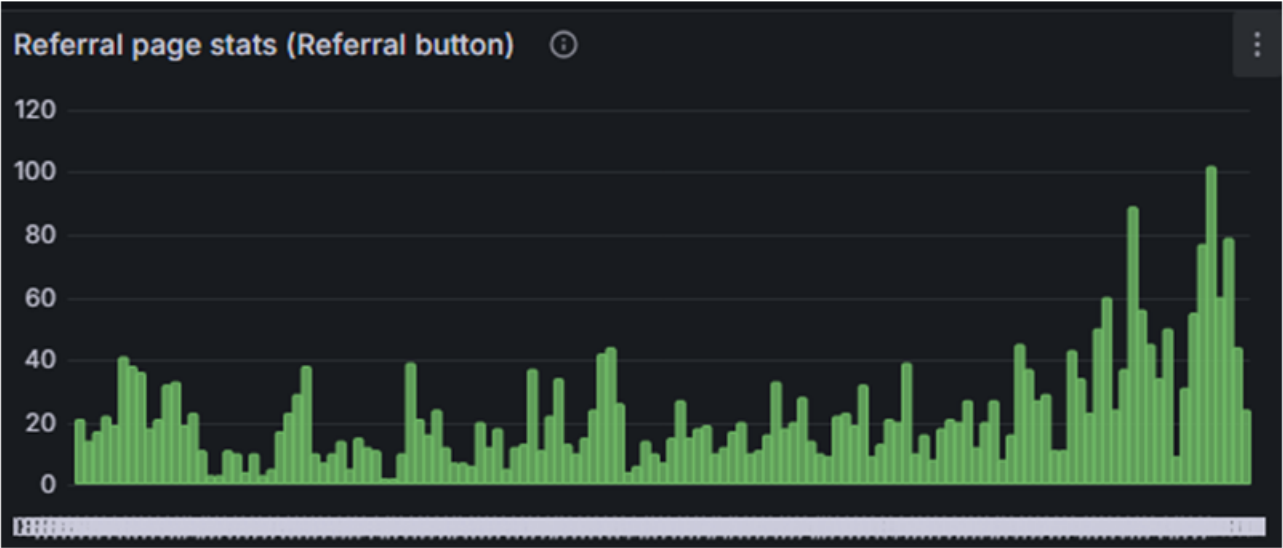
- - **Daily Referral Sign-ups for last 6 months.**

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Sign-ups by UTM Code Key Terms & Campaigns

Sign UPs by UTM campaign (Logs)

- 6635968378473 — Contracts — Grants — Loans — MA%20Advertising
- MatchAwards_GovContract101_Guide — Microloans — NIC-list — Organic
- SBA%20Loans — angies-list — angis-list-direct-marketing — daily_matches
- edo referral points email — end-users — end-users-asia — end-users-latin-america

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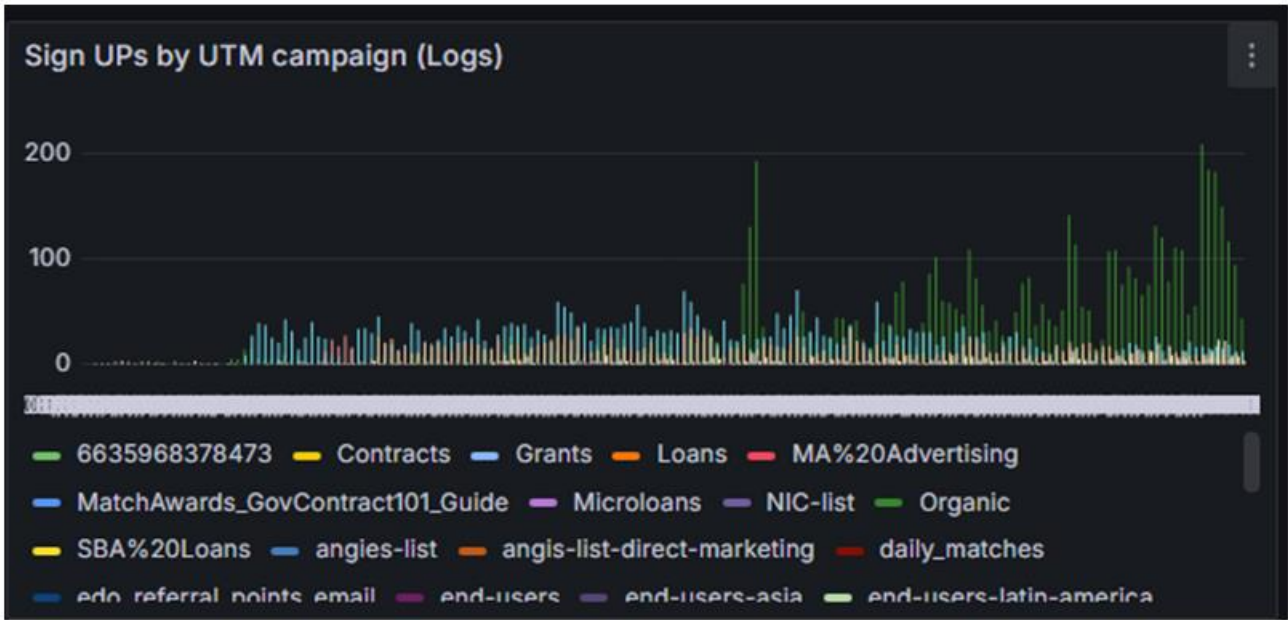
1. Community Building and Advocacy

Overview:
Creating a robust community of users, advocates, and organizations is at the heart of MatchAwards' marketing strategy. By engaging small business networks, chambers of commerce, and advocacy groups, MatchAwards

builds grassroots momentum that amplifies its reach and credibility. MatchAwards biggest marketing differentiator is an existing platform that brings so much benefit to its current users that they are the organic source of new users, who automatically become CMC point or MAPU token users/ holders.

Key Tactics:

1. **Engaging Small Business Networks:**
   - Collaborate with small business associations like the Small Business Administration (SBA) and National Federation of Independent Businesses (NFIB).
   - Host localized events and webinars tailored to the needs of small businesses and EDOs in different regions.

2. **Leveraging Chambers of Commerce:**
   - Partner with regional and local chambers of commerce to educate their members about the benefits of MatchAwards.
   - Offer co-branded initiatives with chambers and revenue sharing to promote the platform as a resource for members.

3. **Advocacy Group Collaboration:**
   - Work with organizations advocating for small businesses, minority-owned enterprises, and underrepresented communities to expand reach.
   - Provide advocacy groups with tools and data from MatchAwards (e.g., economic heat maps) to support their causes.

Community Initiatives:

- Launch an **Ambassador Program** and an **Influencer Program** where active users can promote the platform and earn referral tokens, as well as qualify for their own co-branded EDO Instance of MatchAwards.
- Develop a **Community Advisory Board** to gather feedback from users and align platform developments with community needs.
- Encourage **User-driven forums** and discussions to create a vibrant ecosystem of shared knowledge and collaboration.
- Invite **Global users** to join the platform to partner with U.S. companies as part of the supply chain ecosystem and prelude for taking the platform global.

2. Strategic Partnerships and Outreach

Overview:
Building relationships with key stakeholders in government, technology, and industry ensures MatchAwards gains credibility and scales effectively. Strategic partnerships amplify MatchAwards' impact by aligning with established leaders and leveraging their networks.

Key Partnerships:

1. **Government Agencies:**
   - Collaborate with procurement-focused agencies like the General Services Administration (GSA) to integrate MatchAwards into their workflows.
   - Engage with state and local governments to expand opportunities listed on the platform.

2. **Blockchain Innovators:**
   - Partner with blockchain technology companies to enhance MatchAwards' infrastructure and improve platform scalability.

- o Align with organizations like Ethereum Foundation to ensure best practices in blockchain development.

3. **Industry Leaders:**
   - o Collaborate with Fortune 1000 companies and major federal contractors to introduce small businesses into their supply chains.
   - o Build alliances with consulting firms and RFP advisors to extend MatchAwards' reach into established procurement networks.

4. **EDO Partnerships:**
   - o Work directly with Economic Development Organizations (EDOs) to promote co-branded platform instances. Create partnerships with Crypto EDOs that have their own community of token holders and wrap their tokens with MAPU tokens to use in the MatchAwards platform for advertising, and other utility functions grounded in real world intrinsic assets and opportunities.
   - o Offer specialized training for EDO staff to maximize their effectiveness in using MatchAwards to serve their communities.
   - o Eventually, work with managed services hosting providers and integrate MatchAwards with their web hosting and domain registration platforms as a massive lead generation and identification tool for their hosted clients.

5. **Strategic Partners/ Buyers:**

Cloption: Crypto Loan Option. This instrument is intended to encourage large private buyers to take long positions anticipating the MAPU token will yield increased utility over time. Example: A private buyer purchases $2 million in MAPU tokens for $1 million from the Project at a 50% discount. The full purchase price is displayed on chain and in Middleware dashboard but no tokens transfer yet. The buyer only needs to put down 10% or $100k and receives an internal loan for $900,000 similar to a payment plan. Buyer has one year to pay this loan off including 7% interest payable in MAPU tokens. At the end of the year, Buyer has made all payments and can exercise option to purchase the actual tokens at the massive 50% discount. Tokens now transfer to Buyer whose utility of MAPU increases 4 ways out of 5 possible outcomes. 1. Buyer can sell Cloption any time prior to exercising it at a premium as long as loan payments are current. 2. If token utility value increases Buyer benefits. 3. If token value stays same Buyer still benefits because of the 50% discount. 4. If token utility value decreases less than the 50% discount Buyer still benefits. If token utility value decreases more than the 50% discount, Buyer holds or loses the MAPU token utility value unless Buyer rolls over the Option because Project provides insurance that issues additional tokens that have declined in value to Buyer to break even with Buyer's starting position. Buyer has option to stake or trade at this point.

3. Awareness Campaigns through Digital Channels

Overview:
Digital marketing is a cornerstone of MatchAwards' strategy for reaching its target audience of small businesses, EDOs, and policymakers. By leveraging the latest digital tools and platforms, MatchAwards ensures widespread awareness and engagement.

Key Digital Campaign Tactics:

1. **Targeted Advertising:**
   - o Use PPC and/or CPM campaigns on platforms like Google, X, Facebook, Bing, and industry-specific networks to target small business owners, EDOs, and procurement professionals.
   - o Employ geo-targeted ads to focus on regions with underrepresented small business participation in federal procurement.

2. **Webinars and Educational Content:**
   - o Host webinars on topics like "How to Succeed in Federal Procurement" and "Leveraging Blockchain for Economic Development."
   - o Develop in-depth guides, whitepapers, and case studies showcasing successful MatchAwards users and EDOs.

3. **Thought Leadership:**
   - o Publish articles and op-eds in influential industry publications to position MatchAwards as a thought leader in economic development and blockchain.
   - o Create a blog series covering procurement trends, success stories, and updates on the platform's roadmap.

4. **Social Media Engagement:**
   - o Build active communities on Linkedin, X-Twitter, Youtube and Facebook to share updates, opportunities, and success stories.
   - o Use video content on platforms like YouTube and TikTok to explain MatchAwards' features in an engaging way.

5. **Influencer Collaboration:**
   - o Partner with industry influencers, brand ambassadors, business consultants, and government procurement experts to promote MatchAwards through their networks.

Expected Outcomes:
- Rapid growth in user base through grassroots engagement and referral incentives.
- Increased platform credibility and adoption through partnerships with government and industry leaders.
- Broader awareness of MatchAwards as a transformative solution for equitable economic development.

9. Risk Factors

While MatchAwards is uniquely positioned as a transformative platform for federal procurement and economic development, potential risks must be carefully considered and addressed to ensure the platform's success. This section outlines the primary risks MatchAwards faces and the strategies in place to mitigate them.

1. Market Risks and Competition

Overview:
The blockchain, AI and procurement technology markets are rapidly evolving. While MatchAwards leverages its unique features and strong focus on small businesses and EDOs, emerging competitors and shifting market dynamics could pose challenges to growth and adoption.

Potential Risks:
- **Competition from Blockchain Platforms:** Other blockchain-based platforms targeting procurement or economic development may compete for the same user base.
- **Traditional Technology Providers:** Established procurement platforms (not based on blockchain) may integrate blockchain or AI capabilities to remain competitive.
- **Market Saturation:** Rapid growth in blockchain and AI applications across various sectors may make it harder for MatchAwards to stand out.

Mitigation Strategies:

- **Differentiation:** MatchAwards/ AIT have over 30 years in business experience, 20 years of matching technologies experience such as Matchforce.org, and recently blockchain, AI, and Web 3.0 with a unique focus on AI driven economic development, giving it a significant competitive edge.

- **First-Mover Advantage:** By targeting a specific niche (small businesses, EDOs, and procurement into the private sector), MatchAwards establishes itself as a leader in this space early on. There is no other comparable platform model on the market as of now.

- **Continual Innovation:** Ongoing investment in platform features, such as AI-driven team builders, proprietary PPC ad module, and AI driven political advocacy tools, ensures MatchAwards remains ahead of competitors.

- **Strategic Partnerships:** Collaborating with government agencies, chambers of commerce, blockchain exchanges, influencers and advocacy groups strengthens MatchAwards' market position.

2. Regulatory and Compliance Challenges

Overview:
Blockchain technology operates in a new and dynamic regulatory environment. Legal and compliance challenges could affect MatchAwards' operations, especially in sectors involving government procurement and financial transactions.

Potential Risks:

- **Evolving Blockchain Regulations:** Governments worldwide are still defining policies for blockchain-based platforms, which could result in stricter compliance requirements, securities regulation or operational limitations.

- **Cryptocurrency Policies:** Regulatory frameworks for cryptocurrencies, including the MatchAwards Token (MAPU), could impact its usability and trading.

- **Procurement-Specific Compliance:** Federal and state procurement laws may evolve, requiring the platform to adapt quickly to maintain compliance.

- **Cross-Border Regulations:** As MatchAwards expands internationally, differences in regulatory environments across countries may pose challenges.

Mitigation Strategies:

- **Proactive Compliance Monitoring:** MatchAwards has retained a top notch legal firm to provide a written **legal opinion** regarding its MAPU token. MatchAwards will continue to use legal experts to monitor regulatory developments and ensure the platform remains compliant.

- **Adaptive Architecture:** The platform is designed to quickly adapt to new regulations, ensuring uninterrupted service.

- **Engagement with Policymakers:** MatchAwards engages with regulators and industry bodies to advocate for fair and balanced policies that support blockchain adoption.

- **Geo-Specific Strategies:** Tailoring platform features and token offerings to comply with the regulatory environment in each region.

3. Technology and Adoption Barriers

Overview:
Matching, Blockchain and AI technologies, while increasingly popular, are still unfamiliar to many users. Resistance to adopting new technologies could slow MatchAwards' growth, particularly among small businesses that lack technical expertise.

Potential Risks:

- **User Resistance:** Businesses unfamiliar with blockchain or AI may hesitate to adopt the platform, perceiving it as too complex or unnecessary.

- **Onboarding Challenges:** The learning curve associated with using blockchain wallets, token staking, and AI-driven tools could discourage some users.

- **Infrastructure Limitations:** In regions with limited access to high-speed internet or modern devices, users may struggle to access the platform.

Mitigation Strategies:

- **Simplified User Interface:** MatchAwards prioritizes user experience, ensuring the platform is intuitive and easy to use, even for those new to social media, matching, blockchain and AI.

- **Educational Initiatives:**
  - o Offer webinars, tutorials, and guides to educate users on blockchain technology, AI tools, and procurement processes.
  - o Partner with EDOs and chambers of commerce to provide localized training sessions for small businesses.

- **Incentivized Onboarding with what's familiar:** Reward users with MAPU tokens for completing onboarding and referral activities, such as setting up user profiles, wallets or exploring platform features. Associate the "known" such as Bank Accounts with the "unfamiliar" such as Wallets. Or associate DAO with traditional Corporate Articles of Incorporation, By-Laws and Shareholder Agreements.

- **Localized Support:** Establish regional support teams to assist users with onboarding, troubleshooting, and maximizing platform benefits. Reward them with a Trifecta role.

Additional Risks and Considerations

Economic and Political Risks:

- Federal and state budget cuts or shifts in spending priorities could reduce the number of available procurement opportunities.

- Political instability or changes in leadership could affect government adoption of blockchain-based solutions.

Mitigation Strategies:

- Diversify the platform's user base by expanding into state, local, and international procurement markets.

- Engage policymakers with the AI political advocacy tools to build support for equitable spending.

Cybersecurity Risks:

- As a blockchain-based platform, MatchAwards could be targeted by cyberattacks, such as phishing or hacking attempts on wallets.

Mitigation Strategies:

- Employ advanced cybersecurity measures, including multi-signature wallets, end-to-end encryption, and regular security audits.

- Educate users on best practices for securing their accounts and wallets.

Internal Vulnerabilities

While external threats such as market competition, regulatory changes, and technological barriers pose significant challenges, **internal vulnerabilities** from employees, contractors, and hired consultants represent a critical risk to the integrity and success of MatchAwards. These internal threats include risks of theft, sabotage, and other forms of insider misconduct. This section identifies these potential vulnerabilities and outlines the proactive measures MatchAwards will implement to prevent and mitigate them.

Identified Internal Threats

1. **Data Theft:**

   o Employees or consultants with access to sensitive data, such as smart contract code, platform algorithms, or user information, could attempt to steal and misuse this information.

   o Theft of intellectual property, such as the proprietary Matching Microservices, Algorithms, AI, PPC ad module, or blockchain codebase, could harm the platform's competitive edge.

2. **Sabotage:**

   o Insider attacks, such as deliberately inserting vulnerabilities or bugs into the system, could compromise the platform's operations and user trust.

   o Attempts to manipulate tokenomics, referral systems, or platform rewards to unfairly benefit insiders or third parties.

3. **Unauthorized Token Distribution:**

   o Employees or contractors with access to the MatchAwards Token (MAPU) smart contracts might attempt to issue or divert unauthorized tokens.

4. **Collusion:**

   o Insiders could collaborate with external actors to exploit platform vulnerabilities, damage the platform's reputation or manipulate procurement opportunities for personal gain.

Measures to Prevent and Mitigate Internal Threats

1. Technical Safeguards:

- **Access Control:** Limited to a single "Owner" Role assigned to the multi-sig wallet.

- **Other Role-Based Access Control (RBAC) Practices:**

   o Limit access to sensitive systems and data based on an individual's role and responsibilities.

   o Use "least privilege" principles to ensure employees and contractors have only the minimum access necessary to perform their duties.

- **Multi-Signature Protocols:**

   o Implement multi-signature (multi-sig) requirements for critical actions, such as smart contract deployment, token distribution, and platform updates.

   o Ensure that no single individual has unilateral control over critical systems.

- **Audit Trails and Monitoring:**

   o Maintain comprehensive logs of all system activities and monitor them for anomalies in real time.

   o Use blockchain's inherent transparency to track and verify transactions, preventing unauthorized token transfers or modifications.

- **Data Encryption and Security:**

   o Encrypt sensitive data, both in transit and at rest, to prevent unauthorized access.

   o Regularly update and patch all systems to close security vulnerabilities.

2. Legal Safeguards:

- **Comprehensive Contracts:**

- o Require employees, consultants, and contractors to sign robust employment or service agreements with explicit clauses addressing confidentiality, intellectual property ownership, and data protection.
- o Include non-compete and non-disclosure agreements (NDAs) to protect MatchAwards' proprietary technology and competitive position.

- **Legal Recourse for Misconduct:**
  - o Establish clear policies for addressing insider misconduct, including termination, legal action, and financial penalties for breaches of contract.
  - o Collaborate with law enforcement and legal authorities to pursue civil or criminal charges against individuals involved in sabotage, theft, or fraud.
  - o Relentless Pursuit and Prosecution: Implement a policy that exposes insiders to all Stakeholders & the blockchain community in the event of misconduct.

3. Organizational Safeguards:

- **Background Checks:**
  - o Conduct thorough background checks on all employees, contractors, and consultants before granting access to sensitive systems.
  - o Vet vendors and partners to ensure their credibility and reputation.

- **Internal Audits:**
  - o Perform regular internal audits of systems, processes, and personnel to detect vulnerabilities and potential misconduct.
  - o Use third-party security firms to conduct independent assessments of the platform and organizational practices.

- **Whistleblower Protections:**
  - o Establish a secure and anonymous channel for employees and partners to report suspicious activities or policy violations. Reward them for coming forward.
  - o Protect whistleblowers from retaliation to encourage proactive reporting.

4. Insurance Coverage:

- **Insurance:**
  - o Obtain insurance coverage to protect against losses caused by insider threats, data center destruction, breaches, intellectual property theft, and sabotage.
  - o Ensure the policy includes coverage for legal expenses, recovery costs, and reputational damage.

- **Directors and Officers (D&O) Insurance:**
  - o Secure D&O insurance to safeguard the company's leadership from legal and financial liabilities arising from internal vulnerabilities.

Response Plan for Internal Incidents

1. Incident Detection and Response:

- Use real-time monitoring systems to detect unusual activities or security breaches.
- Immediately revoke access for individuals identified as potential threats to prevent further harm.

2. Forensic Investigation:

- Conduct a thorough forensic analysis to identify the scope and impact of the incident.

- Document findings to support legal action and future prevention efforts.

3. Communication:

- Notify affected users, stakeholders, and insurance providers promptly, in compliance with regulatory requirements.
- Issue transparent communications to maintain user trust and confidence.

4. Recovery and Remediation:

- Restore affected systems and data using secure backups.
- Implement additional safeguards to prevent similar incidents in the future.

Commitment to Transparency and Security

MatchAwards recognizes that internal vulnerabilities pose significant risks to the platform's operations, user trust, and overall mission. By implementing a multi-layered approach combining technical, legal, and organizational safeguards, we are committed to mitigating these risks effectively. Insurance coverage provides an additional safety net, ensuring that the platform and its stakeholders are protected against financial exposure.

Our proactive approach to addressing internal vulnerabilities not only protects MatchAwards but also reinforces our dedication to creating a secure, decentralized, and sustainable ecosystem for all users. Bottom line is there is zero toleration for bad internal actors,

10. Roadmap

The MatchAwards roadmap outlines a phased approach to achieving its vision of transforming government procurement and economic development through blockchain, AI, Matching and Web 3.0 technologies. Each phase builds on the previous one, ensuring a seamless rollout of platform features, advanced capabilities, and global expansion. Many of these features are already at different stages of implementation. This is not just a concept or idea, it's an existing reality already funded by $ millions from AIT and governmental budget line items.

Phase 1: Platform Development Completion

Objective: Finalize the core platform infrastructure and integrate foundational blockchain and AI functionalities. This phase focuses on ensuring a robust and scalable ecosystem for early adopters.

Key Deliverables:

- **Blockchain Integration:**
    - o Complete Ethereum Proof of Stake (PoS) integration for secure and energy-efficient operations.
    - o Deploy smart contracts for opportunity matching, token distribution, DAO governance, liquidity and staking management and compliance tracking.

- **AI Integration:**
    - o Refine the first iteration of AI-powered tools, including the **AI Customer Service** for opportunity analysis and the **AI Team Builder** for collaboration support. Introduce **AI Advocate** to lobby on behalf of platform Stakeholders.
    - o Develop and refine the machine learning algorithms for predictive analytics and opportunity recommendations.

- **Testing and Feedback:**
    - o Continue to roll out iterative versions of the platform to users, including small businesses, EDOs, and advocacy groups.

- o Continue to collect feedback to refine user experience, performance, and system functionalities.
- **Co-Branded Instances for EDOs:**
  - o Continue deploying co-branded instances of MatchAwards for EDOs, enabling them to support their local and digital communities effectively.

  Timeline: Q1, 2025

Phase 2: Launch of MAPU Token and ITO

Objective: Launch the MatchAwards Token (MAPU) and conduct the Initial Token Offering (ITO) to secure funding for platform growth, marketing, and global expansion.

Key Deliverables:

- **MAPU Token Deployment:**
  - o Launch MAPU as an ERC-20 token on Ethereum, integrating it with the platform's features.
  - o Enable token wallets for all verified users to facilitate participation in platform rewards and governance.
- **Original Founder & Founding Team Token Issue:**
  - o Issue Original Founder (MAPU & MAPUG) tokens and Founding Team (MAPU) tokens in accordance with initial allocation.
  - o Founding Team to receive 5% of the 15 % reserved for their allocation/ distribution.
  - o The remaining 10% is to be issued based on adding new Founding Team members to attract top talent.
- **Community Participation Incentive Issue:**
  - o Distribute MAPU tokens to registered and verified users, community members, and early adopters as part of the pre-ITO strategy to build community and encourage platform engagement.
  - o Award referral tokens to users and EDOs for growing the user base and increasing platform engagement.
- **Institutional/ Strategic Partner & ITO Execution:**
  - o Offer MAPU tokens to Institutional / Strategic Partners that bring the most utility to advance platform acceleration and global operations, followed by an ITO.
  - o Utilize ITO proceeds for platform acceleration to 100,000 registered and verified users and beyond, scaling infrastructure, expanding marketing campaigns, and developing advanced features like political advocacy tools.
- **Public Education Campaigns:**
  - o Launch webinars, tutorials, and workshops to educate users about MAPU tokens, blockchain technology, and the platform's benefits.

Timeline: Q2, 2025

Phase 3: Deployment of Economic Heat Maps and Fraud Detection Tools

Objective: Introduce advanced data visualization and fraud detection tools to enhance transparency, equity, and trust in government procurement.

Key Deliverables:

- **Economic Heat Maps:**
  - Launch real-time, blockchain-driven heat maps that visualize the distribution of federal, state, and local funds.
  - Include customizable filters for industries, regions, and contract types, allowing users to analyze trends and disparities.
- **Fraud Detection Tools:**
  - Implement more advanced AI-powered systems to identify anomalies in procurement data, such as repetitive awards to the same entities or shell companies.
  - Integrate automated alerts for flagged activities, enabling proactive resolution.
- **Advanced AI Capabilities:**
  - Expand the AI Consultant and Team Builder functionalities to include predictive analytics for success rates and advanced team coordination tools.
  - Roll out the AI Political Advocacy feature to help users and EDOs engage policymakers with data-backed arguments for equitable funding.
- **Encrypted Messaging System:**
  - Launch the platform's encrypted messaging feature to enable secure communication and negotiation among businesses and teams.
- **Enhanced Referral Program:**
  - Integrate automated tracking and token conversion for user and EDO referrals, incentivizing further growth.

Timeline: Q3, 2025

Phase 4: Expansion into International Markets

Objective: Scale MatchAwards to support procurement and economic development in global markets, starting with allied economies.

Key Deliverables:
- **Localization:**
  - Adapt the platform for use in international markets, including compliance with local procurement laws and regulatory environments.
  - Translate the platform into multiple languages to ensure accessibility.
- **Global Partnerships:**
  - Collaborate with international economic development organizations, government agencies, and advocacy groups to drive adoption.
  - Build partnerships with blockchain developers and procurement technology firms in key regions.
- **Cross-Border Procurement:**
  - Enable users to access cross-border procurement opportunities, expanding the scope of contracts, grants, and loans available on the platform.
  - Include tools for currency conversion, cross-border compliance tracking, and multilingual collaboration.

- **Global Advocacy Tools:**
  - o Extend the AI Political Advocacy feature to support international users in lobbying for equitable policies in their regions.
  - o Expand economic heat maps to visualize global funding trends and disparities.

Timeline: Q4, 2025

Phase 5: Continuous Improvement and Innovation (Beyond 2025)

Objective: Ensure long-term platform sustainability and relevance through ongoing development, user engagement, and technological innovation.

Key Deliverables:
- **Iterative Platform Updates:**
  - o Regularly update the platform based on user feedback and emerging technological advancements.
  - o Consider integration of cutting-edge blockchain solutions, such as Ethereum Layer 2 scaling improvements or cross-chain interoperability features.
- **Advanced AI Evolution:**
  - o Enhance AI tools to provide even deeper insights, including real-time collaboration suggestions and advanced fraud detection algorithms.
  - o Introduce AI-powered financial modeling tools to help users optimize budgets and forecasts.
- **Community Engagement:**
  - o Expand user education programs to ensure continuous onboarding of new businesses and organizations.
  - o Foster community-driven governance through the platform's Decentralized Autonomous Organization (DAO) or DAOs if more than one.
- **Global Expansion:**
  - o Scale to additional markets, focusing on regions with high procurement disparities or underrepresented small business participation.

11. Conclusion

MatchAwards represents a revolutionary approach to creating a broad range of economic opportunities, addressing systemic challenges in government procurement and economic development by combining blockchain technology, AI-driven processes, and Web 3.0 principles. The platform empowers small businesses, Economic Development Organizations (EDOs), and other stakeholders to participate in a transparent, collaborative and accountable ecosystem.

A Proven Model with Proven Success

Unlike many blockchain projects that launch based on ideas or prototypes, MatchAwards is a fully operational platform with a proven track record of success. To date:

1. **Self-Funded Growth:**
   - o MatchAwards has been self-funded, with millions of dollars used for platform development and expansion by AIT and AIT's Founder and CEO, Clarence E. Briggs.

- o This financial commitment demonstrates the Original Founder's confidence in the platform's long-term viability and mission.

2. **Built and Revenue-Generating Platform:**

  - o The platform is already operational, serving real users and matching billions of dollars in contract, grant, loan and other opportunities.

  - o MatchAwards has a revenue-generating model in place, driven by its proprietary Pay-Per-Click (PPC) advertising and blended CPM module and other monetization tools such as a marketplace for B2B transactions and opportunity consulting between the platform's users.

3. **Proven Management Team & Value:**

  - o The MatchAwards management team comes from Advanced Internet Technologies, Inc. which has been in business and profitable for over 30 years with no outside funding. Performance results are the only meaningful basis for CVs.

  - o MatchAwards is not a concept or theoretical project; it is a proven platform delivering measurable results.

  - o The success of MatchAwards to date significantly reduces risk for stakeholders, as it demonstrates that the platform's model works in practice.

Why This Matters:

- • Stakeholders can feel confident that they are supporting a growing platform with demonstrated success and a sustainable business model.

- • The operational status of MatchAwards minimizes execution risks, ensuring that resources can be directed toward accelerating, scaling and innovation rather than untested development.

Capital Raise and ITO Mechanics

ITO Objectives:
The Initial Token Offering (ITO) for the MatchAwards Token (MAT) is designed to raise the capital needed to accelerate and scale the platform globally, develop advanced features, and drive user adoption. To maximize participation and confidence, MatchAwards will follow a structured, phased approach.

Key Metrics:

- • **Soft Cap Target:** $10 million

- • **Hard Cap Target:** $15 million

- • **Pre-ITO MatchAwards.com User Target:** 70,000 registered users and token referral point users/ holders

- • **Pre-ITO Followers Target**: 150,000 + Social Media Followers

ITO Phases and Mechanics

1. **Presale Phase:**

  - o **Objective:** Build early momentum and reward early adopters with free then discounted token prices.

  - o **Target Audience:** strategic partners, community supporters, and active users of the platform.

  - o **Token Price:** Pricing with no initial cost then discounted below the opening public ITO price to incentivize investment participation.

2. **Public ITO/ ICO:**

  - o Hosted on one or more **Centralized Exchanges (CEX)** with MSB licenses to ensure accessibility, compliance, security, and visibility. Qualified **DEXs to follow.**

- o Designed to attract stakeholders, users, small business owners, and blockchain enthusiasts.
- o MAPU tokens will be paired with major cryptocurrencies (e.g., USDT, USDC, ETH) to provide liquidity.

3. **Aftermarket Trading:**
- o Following the ITO, MAPU tokens will be listed on additional exchanges to increase liquidity and market accessibility.
- o Strategic partnerships with decentralized exchanges (DEXs) will ensure trading options for all user preferences.

12. Revenue Projections (Pro Forma) Sources & Use of Proceeds

The proceeds from the ITO will be strategically allocated to ensure long-term sustainability, scalability, and impact. All three have a payroll component with #1 and #2 being weighted most heavily.

1. **Platform Acceleration and Development:**
- o Accelerate platform adoption of 100,000 or more registered and verified users in order to begin driving PPC, CPM and blended advertising revenue from the ad module.
- o Enhance AI tools, including advanced fraud detection, economic heat maps, and the political advocacy system.
- o Expand blockchain integration, possibly ensuring scalability through Layer 2 solutions and cross-chain interoperability.
- o Develop and extend user-focused features, such as encrypted messaging and financial modeling tools.

2. **Marketing and User Acquisition:**
- o Drive awareness and adoption through targeted digital campaigns, community-building initiatives, and strategic partnerships.
- o Engage EDOs and advocacy groups to expand co-branded platform instances and regional adoption.

3. **Liquidity and Staking Pools:**
- o Provide liquidity for token trading on exchanges.
- o Support staking rewards to incentivize long-term holding and network participation.

4. **Operational Costs and Reserves:**
- o Fund ongoing platform operations, including hosting, development, and customer support.
- o Maintain a reserve for unforeseen expenses or regulatory changes.

5. **Revenue Projections and (Pro Forma) & Use of Proceeds:**
- o Currently at first Revenue based on third party advertising backfill.
- o Revenue Projections based upon proprietary PPC Ad Module & Marketplace.
- o Ad Module accepts MAPU Token & rewards Advertisers with a Rebate.
- o Request NDA to review financial projections.
- o This model stimulates the steady asset appreciation & value of the MAPU Token.

Execution

IN WITNESS WHEREOF, the undersigned have executed this Agreement as of March 7, 2025.

Clarence E. Briggs III

By: Clarence E. Briggs III, Founder, CEO, President
Advanced Internet Technologies, Inc.
MatchAwards

Exhibit A: Initial Token Holders

Name	MAPU Utility Tokens (Initial Allocation)	MAPUG Governance Tokens	Address
Clarence E. Briggs III	500,000 (Founder)	11	NA
Founding Team	1,500,000	0	Global
Community/Users	1,500,000	0	NA
Soft Launch	500,000	0	NA
Strategic Partners	3,000,000	0	TBD
Public ITO	3,000,000	0	NA

Exhibit B: Instrument of Accession

"By accepting CMC points and/or MAPU token(s), I agree to be bound by the DAO MatchAwards Token Holder Agreement as a CMC point or Token Holder of MAPU Utility Tokens and/or MAPUG Governance Tokens."

Appendix 4: Legal Review
Appendix 5: Smart Contract Security Audit – by CERTIK
Appendix 6: Cloption Agreement