



MPROFY

WHITEPAPER

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MPROFY WHITEPAPER

Introduction

Mprofy is a visionary, blockchain-centered project that seeks to empower and liberate users of all groups, from all strata of society, and equip them for a powerful and profitable transition to the emerging world of Web3. It is designed as an accessible means to thrive and benefit in the new internet, and to enjoy frontrunner status through this unstoppable transition, even when possessing little technical knowhow or insider status in the tech community.

Mprofy recognizes the significance of two major disruptors impacting our connected world at an accelerated and ubiquitous level in this era of dynamic innovation.

1. Blockchain has already begun to serve as the underlying infrastructure of countless processes and functions at an unprecedented level, going way beyond crypto and fintech. We see blockchain as the central force empowering enhanced and liberated connectivity in the user-centric internet that is currently in formation.
2. Artificial Intelligence is the engine that simplifies and enhances all IT-based functions. Rather than replacing people, AI should empower any and all to excel and achieve, even without tech aptitude.

Mprofy leverages these key disruptors at an advanced level, to equip a community of independent users towards life-transforming benefit.

Crucially, Mprofy is not a tech-focused project, but a people-centric one. Technology is simply the advanced framework used to support our community, in accordance with our stated Mission – to Liberate and Empower Human Social Capital.

To this end, we maintain ongoing concerted efforts to develop cutting-edge tools and functionalities to assist our community in expeditious achievement of individual and collective goals.

What We Solve

Widely cited tech disruption is the central driver behind the unprecedented acquisition of wealth and breakaway success of all of the major “Big Tech” companies whose founders have enjoyed record-breaking mercurial ascension to the apex of top net worth status at matchless speed. Among the primary novelties of the online revolution is public access to free services that enhance experiences and offer convenience on multiple levels. This phenomenon has revolutionized a wide range of key areas, in particular social connection (with social media), media and entertainment (with video sharing platforms and audio/video

streaming), travel and leisure (with online marketplaces for tickets, accommodations and attractions), shopping (with ecommerce), and information and education (with online search and digital knowledge aggregation), to name just a few.

What underlies the seamless delivery of outstanding online experiences is the sinister reality of information control and the widely exposed specter of privacy infringement and unconstrained yet universal horse trading of personal data that drives supercharged profitability in the sector.

While many are disenchanted by this user data rip-off, what is more significant is the powerlessness of users to truly leverage the value of their own social capital. While they may have friends and followers in the thousands or more, true engagement remains elusive. And even with an explosive subscriber count, genuine impact seems to be reserved for the few. While some users are willing to pay for increased visibility and connection, such expenditure is often compensated by meaningless statistics that do not represent genuine impact of any kind, and even such bought visibility is at the mercy of centralized manipulation of ever-changing algorithms that benefit platforms first, big-spending corporations second, and individual users last. Having appropriated user data for their own benefit, tech companies also reserve the right to make abrupt, self-serving changes at any time, further hampering users' ability to benefit from their connections.

Every individual holds the inalienable right to ownership of personal connections as their social capital, but tools and platforms of engagement under current dominant models fail to provide the means to truly leverage this priceless asset. This underscores the need for alternative social engagement tools that bring authentic benefit to the user – not just to casually interact, but to actually mobilize their networks for shared benefit.

The inherent decentralized nature of blockchain facilitates user-controlled management of all forms of data. However, leveraging blockchain technology has generally been reserved for niche groups of tech-savvy people, keeping it out of reach of regular folks.

Mprofy is committed to harnessing the power of blockchain to empower and liberate users with a tech-supported, people-focused approach that supports free flow of connection, information-sharing, and even wealth, unfettered by centralized control.

How We Solve

The user-friendliness typified in Web2, and the decentralization that underlies Web3 have generally been separate from one another. Mprofy seeks to bridge both worlds through providing a user-friendly member-based system and interface supporting intuitive functions that anyone can understand (Web2), while interfacing or communicating with the decentralized blockchain (Web3). This allows an easy-to-understand frontend that users interact with, running in tandem with the total transparency of blockchain that they can access and audit, if so desired, through publicly accessible block explorers.

Mprofy functions at the vanguard of people-centric Web3 development, leveraging blockchain technology towards truly accessible people-enhancing utility, with the aim of serving as the gateway to the user-owned web, equipping users to thrive in the imminent era of Web3.

Utility NFTs

At the heart of the Mprofy solution is NFT technology which allows transparent, decentralized and immutable storage of data on blockchain. Once acquired, these units of data storage are held and controlled by users in their own decentralized digital asset wallets – giving absolute control of the asset.

Non-Fungible Token technology rose to notoriety with robust trade of art NFTs whose unique authenticity was verified through blockchain. However, long-term application of NFT innovation will most certainly broaden to serve as a mechanism for unique storage of value for any forms of data. Specifically, utility NFTs have virtually infinite usage implications due to their ability to secure authenticity and ownership of all kinds of digital data, or even to serve as digital certificates of authenticity for physical items and assets registered on them. An element of ensured rarity is essential in many cases, but with utility NFTs, the emphasis is on inherent value, unique ownership and functionality.

With proprietary claims made on all sorts of assets, why would we not want to secure ownership of one of the most precious assets we each possess – our social capital. This, along with enhancing human connection, is the core purpose for Mprofy’s utility NFTs.

Tech Infrastructure

All of Mprofy’s blockchain-based components are built on the Polygon Network. Polygon has emerged as a frontrunner in utility-based Web3 infrastructure, offering the flexibility and functionality of Ethereum, alongside the crucial advantages of greatly accelerated transaction times, and considerably lower gas fees.

DEED NFTs – the Centerpiece of the Mprofy Ecosystem

DEED NFTs are a principal component of Mprofy’s value proposition. DEED NFTs verify ownership of your identity and social capital in all engagements and interactions on the Mprofy user portal and member platform. DEED NFTs represent so much more than art or other digital assets. They epitomize the concept of utility NFTs and unlock the full range of what Mprofy has to offer. DEEDs signify the inherent value of the individual that extends to the infinite worth of human associations and connections, ownership of which is each person’s inalienable right and privilege. DEED NFTs are an immutable claim to this property, immortalized on blockchain – hence the name “DEED,” which also stands for words that describe essential components of Mprofy’s core objectives – offering Dominance (ownership), Engagement (connection), Education, and Decentralization.

As users engage with the Mprofy platform through their DEED NFTs, valuable engagement and personal network data is stored on the NFT. This increases its value and most importantly, serves as a consolidated validation of users' social capital. At last, you have concrete proof of your inherent social worth, giving you outstanding leverage in multiple forms of transaction.

Mprofy DEED NFTs provide access to all the rights and privileges of Mprofy membership, including attractive products and services, powerful functionalities, and significantly, shared ownership in the Mprofy DAO that is under formation.

In addition, DEED NFT holders earn the benefit of a powerful affiliate system that rewards users for connecting others to Mprofy.

With a focus on enhancing human connection and true utility implementation, there is no total max supply of DEED NFTs; however, to incorporate an element of rarity, DEEDs are released in four collections, with varied levels of rarity, as follows:

- ◆ The Conquest Collection: 5,000 Tokens
- ◆ The Discovery Collection: 15,000 Tokens
- ◆ The Pioneer Collection: 30,000 Tokens
- ◆ The Expansion Collection: Unlimited

NFT Title: DEED NFT

NFT Symbol: DNFT

Listed Price/NFT: 98 DAI/USDT

Network: Polygon

SEED NFTs

Growth and prosperity start with a seed. Mprofy SEED NFTs are the most accessible utility NFTs offered by Mprofy. Securing a SEED NFT affords users the rite of passage to enjoy, explore, and engage in the Mprofy Ecosystem. With a SEED, users begin the journey of ownership of social capital built by documenting your network on-chain.

SEED NFTs' purpose is to provide low-barrier access to our platform and a seamless transition to our flagship DEED NFT Collections. Thus, SEEDs secure a position within the Mprofy Ecosystem. Once users secure a DEED NFT, all data is transferred over to the DEED and the SEED is burned. Users are also welcome to bypass purchase of a SEED and go directly to securing a DEED NFT.

NFT Title: SEED NFT

NFT Symbol: SNFT

Listed Price/NFT: 25 DAI/USDT

Network: Polygon

Total Supply: Unlimited

Securing an Mprofy NFT

Emphasizing usability and ease of access, we invite members to engage with Mprofy through our user-friendly Web2-based portal from where you can place orders in an intuitive and familiar space. The system then immediately interfaces with the blockchain to execute the transaction on-chain, allowing users to verify the transaction via the independent block explorer.

Mprofy Use Cases

In a tech environment saturated by a plethora of free services driven by the “freemium” business model, many users have become desensitized to tech companies harvesting and profiteering from their personal information, freely relinquished in exchange for platform access. With a wide range of services for interaction, entertainment, media, travel, shopping, and more, users may be swept along by the unprecedented conveniences of the digital age, while being indifferent to the idea of pervasive monetizing of personal data, at least prior to exposure of the more sinister aspects of data harvesting leading to manipulation, political malpractice and intrusive marketing. Inappropriate overreach and excessive sale of our personal data has driven widespread dissatisfaction and distrust towards “Big Tech,” leading to the need to explore alternative models.

The underlying premise upon which Mprofy is founded is the intrinsic value of identity and human connection. While Big Tech companies are likely here to stay, Mprofy believes that we have a unique role to play to empower individuals to “hold your own” with the infrastructure to document social capital, and thus possess the opportunity to properly leverage this asset; and to enhance user experiences with powerful tools of engagement. Such functionality benefits businesses and individuals alike – all of whom rely upon digital connectivity.

For Businesses

Imagine if you could actually categorize, mobilize and engage the 15,000 followers of your Official Business Page, rather than lamenting the mere 12 likes you get on posts. Current digital engagement models have proven time and again to be deficient, even when investment is made to “boost” impressions and engagement. This is because of a lack of ownership of social networks.

If businesses could actually truly own their human networks, this would greatly increase potential income, and allow for much more effective and streamlined engagement and communication.

Additionally, secure and verified documentation of social networks stored on decentralized, tamper-free blockchain would serve as an invaluable asset that greatly bolsters company valuation.

For Influencers

Even though numerous online celebrities and influencers launched their careers through social media, many have struggled to gain true traction with fan bases, and more than a few have faced cataclysmic endings to their dynamic careers, having to transition to much less glamorous professions after falling victim to arbitrary changes on the part of self-serving platforms whose algorithmic control dictates visibility and recommendations, and whose abrupt policy changes can disrupt or erase entire communities. Once again, the issue is ownership, leaving creators at the mercy of platforms which are primarily answerable to shareholders ultra-focused on the “bottom line”.

Mprofy provides the means to connect on your terms, in your way. Opinion leaders have complete ownership and control of the social capital data stored in their NFTs. More remarkable still is the power of engagement you hold without any centralized manipulation or control. You can fully and completely interact with your fanbase, the only limitation being the recipients of your engagement that also retain the right of choice whether to remain connected or not. This contrasts popular social media models where audiences are virtually force-fed whatever creator content that most benefits the platform.

For Individuals

In today’s digital world it is not uncommon to hear the saying, “if you’re not paying for a product, then you are the product.” In fact, even in cases of paid services, companies still profiteer off of users’ data, making them the product just the same. A [New York Times article](#) cited research estimating that each American’s personal data is worth \$20 a month, or \$240 per year! And that is just the value of each individual’s personal information; it does not take into account those people’s networks or circles of influence. The evidence is clear that there is real, tangible value to our personal data. That being the case, shouldn’t individuals get to benefit from their own social capital?

Any individual that is engaged in any form of relational marketing or sales can benefit greatly from the ability to document and secure their connection networks, as this provides tangible leverage supported by unique verification of ownership. In an industry that is literally built upon interconnectivity, the value lies in the ability to effectively connect and leverage personal connections towards collective benefit.

Beyond that, however, the value of connections is majorly on the rise because of the widespread disruption that AI has brought to skill-based or technology-oriented sectors. More than ever, we must effectively engage in order to profit and thrive.

Personalized AI

Recognizing the transformative impact of artificial intelligence, Mprofy has commissioned a team to develop large language model functionality that is optimized for our community. Despite the fact that there is a wide range of AI solutions available on the market, led by

ChatGPT and Google's Gemini, such services have not been trained to respond to the nuances and intricacies of individuals' professional needs. Considering this unique demand, we offer a "Personal AI Companion" named the Mprofyer, that is trained in more personalized professional AI solutions, as we state informally, "ChatGPT brings the world to you; the Mprofyer brings you to the world!"

Even though the Mprofyer project is relatively new, our teams are actively feeding it specialized information in order for it to be uniquely valuable to any community members that subscribe to the service.

A Genuine Web3 Journey

Minting and deployment of our SEED and DEED NFT Collections is only the start of a comprehensive plan to enact initiatives that truly emulate the essence of Web3. Mprofy will be publishing a detailed policy document and roadmap of the specifics of that process, the general components of which are:

Ownership

The founding objective of Mprofy is to secure true ownership for our community through NFTs. This phase is in the process of advanced implementation as explained throughout this document.

Empowerment

By mobilizing specialized tools of machine learning and artificial intelligence, we are able to enhance the personal and professional lives of our community – equipping them towards greater success.

Connection

The true value of every facet of Mprofy's products and services is connection. All efforts combine to support this central theme. We even incentivize connection through an intricate, but easy to follow affiliate system that rewards members for expanding our community.

Partnership

The true realization of genuine Web3 ethos lies in applying blockchain technology towards governance structure in the form of the Decentralized Autonomous Organization or DAO. Rather than seeking more control through corporate structure, the Founders of Mprofy aspire to genuine decentralization and shared ownership in the project, not solely in voting rights, but also in distribution of revenue and benefit.

Early enthusiasts of the Mprofy Vision have the opportunity to secure Genesis NFTs which afford them advance, pre-launch access to the DAO, to be activated once it is officially established.

Value Exchange

Part of Mprofy's transition to being a DAO involves deployment and implementation of our Utility and Governance Token, the DEED Token. Mprofy separates itself from many blockchain-based projects in that we have never placed emphasis on cryptocurrency as a central focus of the project, and certainly do not induce speculation or seek to manipulate token value. However, full realization of a DAO concept does involve tokenization in order to facilitate fractional ownership and value exchange within the Ecosystem. Such strong fundamentals are then likely to reward token holders as well.

Social Sharing

Mprofy maintains a clear objective to bring disruption in the online social interaction space. While we have no interest in competing with the premier players of Web2, we do seek to offer viable alternatives that encourage exchange, sharing and enhanced connection in Web3-friendly ways. To that end we are developing a social sharing platform that incentivizes spreading of positive messages across all major social platforms both external and internal.

Wealth Distribution

For Mprofy, a win for the individual is a win for the community, as well as the platform. Mprofy does not seek exclusivity in providing a space for individuals to profit and thrive. Conversely, we will incentivize individual members' launching of their own campaigns through the social and connection tools we provide. In fact, we deem "Mprofy" to be both a noun and a verb. It is our hope that our community will "Mprofy" individual campaigns, opportunities and offerings, powered by the tools we provide. Mprofy is an enabler and enhancer. We are not in competition with member ventures.

We will also facilitate enhanced distribution and sales offered by organizations. Consumer brands can "Mprofy" their products throughout our ecosystem. Non-profits can "Mprofy" their charity drives. Any ventures or projects in harmony with our core values can be "Mprofied" to great success. We don't simply tolerate this. We celebrate and encourage it.

Conclusion

Mprofy functions through cutting-edge technology, but thrives in community. Our founding principles fuel all initiatives to empower people with the use of Web3 tools and AI that work for THEM. That is why our slogan is "We're Made to Connect" as in human beings are predisposed to engage in community, and Mprofy was made to enhance connection. Mprofy is best enjoyed collectively. It is fueled by connection. It enhances camaraderie. It supports exchange. It rewards engagement.

All are welcome to Mprofy. All can find a place to achieve and succeed with our tools and functions. And your opportunity is our opportunity; your triumph is a win for all!