

**MEME** Chain  
WHITEPAPER

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## Description

MEME Network is a Web 3.0-based Crypto project themed on Meme culture. It provides solutions for users to play, earn, and invest. The core members comprise worldwide experts specializing in different fields. MEME Network is a Web 3.0-based Crypto project themed on Meme culture. It provides solutions for users to play, earn, and invest. The core members comprise worldwide experts specializing in different fields.

## Products & Services

Initially, we plan to provide web content creation tools, an NFT-related platform, Web 3.0 communication tools, and an Incubator platform. On top of these services, we have built the MEME Network, a layer one blockchain, on the Cosmos Ecosystem. Since mid-2022, \$MEME coins have been trading at DApp of Cosmos - Osmosis Frontier. Initially, we plan to provide web content creation tools, an NFT-related platform, Web 3.0 communication tools, and an Incubator platform. On top of these services, we have built the MEME Network, a layer one blockchain, on the Cosmos Ecosystem. Since mid-2022, \$MEME coins have been trading at DApp of Cosmos - Osmosis Frontier.

## SWOT Analysis

Unlike the meme-themed projects widely spread in the crypto world, MEME Network itself isn't a MEME project but a platform for content creators to craft their products, such as NFTs, GIFs, Discord messages, Tweets, etc. Even though we may be relatively weak in the technological aspect amongst the fierce competition, we believe MEME is a powerful weapon that can influence the world and give rise to endless possibilities. The growth of the MEME Network is expected to be strong as the meme culture gains momentum in popularity. Unlike the meme-themed projects widely spread in the crypto world, MEME Network itself isn't a MEME project but a platform for content creators to craft their products, such as NFTs, GIFs, Discord messages, Tweets, etc. Even though we may be relatively weak in the technological aspect amongst the fierce competition, we believe MEME is a powerful weapon that can influence the world and give rise to endless possibilities. The growth of the MEME Network is expected to be strong as the meme culture gains momentum in popularity.

## Market Analysis

As one of the sizable crypto ecosystems, Cosmos has over 40 layer-one chains. After the Luna / UST incident, the Cosmos ecosystem consists of approximately USD\$250M (as of Nov 2022) liquidity in the liquidity pool for coin users to trade. As one of the sizable crypto ecosystems, Cosmos has over 40 layer-one chains. After the Luna / UST incident, the Cosmos ecosystem consists of approximately USD\$250M (as of Nov 2022) liquidity in the liquidity pool for coin users to trade.

## Marketing Plan

To introduce MEME Network to our users, we have spent a lot of efforts on social media and GitHub to share our ideas and motivations. From hundreds of posts and entries on social media to several major marketing events. To further develop the chain, marketing events became the focus to attract meme lovers and quality users to take part in our network.

NEXT

1. MARKET OVERVIEW

# 1.1 MEME CULTURE

## What Memes Do

If genes are the key to how the human body works, memes are the essence of the human brain - a tool of collective thinking and communication. Memes may be the main drive for inventions like our language systems, pens, phones, and, of course, the Internet. All these capable and convenient communication tools are invented to help memes self-replicate, allowing more people to take part in the reproduction and spreading of memes as the pinnacle form of sophisticated communication. If genes are the key to how the human body works, memes are the essence of the human brain - a tool of collective thinking and communication. Memes may be the main drive for inventions like our language systems, pens, phones, and, of course, the Internet. All these capable and convenient communication tools are invented to help memes self-replicate, allowing more people to take part in the reproduction and spreading of memes as the pinnacle form of sophisticated communication.

## The Internet Memes

Now-a-day when memes go viral on the Internet, it has a more significant meaning than what Mr. Dawkins thinks. Internet memes have become a new lingo online and taken over the internet social culture, from niche inside jokes for two people to major advertising campaigns, or even defining political moments. People create and share memes for the purpose of expressing opinions and emotions through pairing visual images with witty captions. Now-a-day when memes go viral on the Internet, it has a more significant meaning than what Mr. Dawkins thinks. Internet memes have become a new lingo online and taken over the internet social culture, from niche inside jokes for two people to major advertising campaigns, or even defining political moments. People create and share memes for the purpose of expressing opinions and emotions through pairing visual images with witty captions.

## What Makes a Meme a Meme

Dawkins identified three key elements of a successful genetic variant: **copy-fidelity**, **fecundity**, and **longevity**. That also explained how memes work.

### Copy-fidelity & Fecundity

For a good organic viral, a meme must have the ability to replicate a simple, quick, and shareable formula accurately to turn a long story short for any message, be it a real-life behavior, an image, a text or a video. For a good organic viral, a meme must have the ability to replicate a simple, quick, and shareable formula accurately to turn a long story short for any message, be it a real-life behavior, an image, a text or a video.

### Longevity

Furthermore, a popular Internet Meme has a good staying power, it should be creative and fun in particular. Not only does a humorous, ironic emotional trigger improve our mood and mental health, but it is also a powerful social glue that helps people overcome cultural barriers. Memes offer a simple way to borrow the FUN or other emotions to inspire a sense of belonging and connectedness with the person who shared it with us

## Meme Future

We can't predict the future trends of memes but we know memes have become one of the main ways to keep up with trending topics, leading the vibe in almost all social platforms and communities online. The future of memes is expected to be strongly bound to the next-gen social media, new tech like VR, and the possibilities of the Web3. These environments have to be friendly for meme creators and users. That is why we focus on how to improve the way to create Memes throughout the product. We can't predict the future trends of memes but we know memes have become one of the main ways to keep up with trending topics, leading the vibe in almost all social platforms and communities online. The future of memes is expected to be strongly bound to the next-gen social media, new tech like VR, and the possibilities of the Web3. These environments have to be friendly for meme creators and users. That is why we focus on how to improve the way to create Memes throughout the product.

# NFT CREATION & TRADING

## NFT Market Overview

The market is so excited about NFT creation and trading. The global NFT market size is expected to grow from USD 3.0 billion in 2022 to USD 13.6 billion by 2027 at a Compound Annual Growth Rate (CAGR) of 35.0%. Major factors fueling the momentum of NFT growth include the increasing influence of celebrities on NFT adoption, revolutionization of the gaming industry, and the slow but continuous rise in demand for digital artworks.

NFTs have fundamentally changed the digital asset market. There used to be no way to distinguish between the “owner” of a digital artwork and someone who merely saves a copy to their desktop. Markets can't function without clear property rights: There has to be a seller who has the right to sell a good before another person buys it. Also, the ownership of a good has to be transferable from the seller to the buyer after the transaction. The invention of NFT has solved this problem by giving parties something they can agree to represent ownership. In doing so, they make it possible to build markets around new types of transactions — buying and selling products that could never be sold before, or enabling transactions to happen in more innovative ways that are more efficient and valuable.

- Each NFT is a unique, one-of-a-kind digital item. They're stored on public-facing digital ledgers called blockchains, which means it's possible to prove who owns a given NFT at any moment of time and trace the history of prior ownership. Moreover, it's easy to transfer NFTs from one person to another, just as a bank might move money across accounts. And it's tough to counterfeit because the NFT ownership is easy to certify and transfer.
- Blockchains are programmable, and it's possible to endow NFTs with features that enable them to expand their purposes over time. In other words, NFTs have their own functions and they can empower their owners to make better investments or even build and develop their communities in both the digital space and the physical world.
- Major companies such as Dapper Labs, Bored Ape Yacht Club, SupDucks, and the Gutter Cat Gang are active in the market. Such investments and creations motivate artists to become a part of this booming NFT world, propelling the growth of the NFT market.
- One of the best-known examples is the digital art market and collectibles platform Dapper Labs's NBA Top Shot. It enables users to collect and exchange NFTs of exciting videos from basketball games — digital trading cards called “moments.” Top Shot has been developing gamified challenges and persuading the potential buyers with reasons to own the cards other than their pure collectible value, even teasing that “moment” holders may eventually receive real-world benefits from the NBA.

## NFT Market Development

But what's emerged more recently is a model of active ecosystem-building around NFT-native properties — leading to novel organizations developed entirely within the NFT space. These products start merely with an NFT series but project forward a roadmap under which holders of the NFT can gain access to an expanding array of products, activities, and experiences. Revenue from initial and subsequent NFT sales is fed back into the brand, supporting increasingly ambitious projects — which in turn drive up the value of the NFTs themselves.

The Bored Ape Yacht Club, for example, comprises a series of NFT ape images conferring membership in an online community. The project started with a series of private chat rooms and a graffiti board. It has grown to include high-end merchandise, social events, and even yacht parties. Similarly, SupDucks and the Gutter Cat Gang began similarly by building communities around NFT image series and associated online spaces. The former has bridged into a boardwalk-themed metaverse game, and the latter has focused on real-world benefits like extravagant in-person events.

People often take on membership in these collectives as part of their personal identity — even using their favorite NFT images as their public profile images on social media. Every NFT community has different characteristics and purposes, and there are so many by now. In a way, NFT ownership provides an immediately shared text that people can use to connect with one another.

In many of these communities, ownership also conveys partial or full commercial rights, or even some degree of governance in how the community is run, meaning that members can build properties on top of their NFTs that add value to the brand. Crucially, this creates a channel by which engaged fandom can feed back into the brand itself. “Jenkins the Valet” is a Bored Ape member-created project that has effectively become its own sub-brand. Individual SupDucks members have created art and character identities around their NFTs that have been absorbed into the SupDucks metaverse. And community-created fan projects have built out parts of the Gutter Cat Gang story arc.

All of these benefits make owning the associated NFTs more valuable and, almost paradoxically, increase the value of ownership in a form that helps separate the value of ownership from the purely financial opportunity of reselling.

Building on this phenomenon, a few well-known brands have recently introduced NFT series that serve to identify, reinforce, and expand their existing communities of brand enthusiasts. For example, the popular streetwear brand The Hundreds has built an NFT project around their mascot, the “Adam Bomb,” directly rewarding their community of NFT holders with improved access to the brand through connections with the founders and early access to new product releases.

Meanwhile, many emerging NFT applications are seeking to blend online NFT ownership with offline use cases more explicitly. A few restaurants, like Crypto Street Restaurant in Florida and Doge Burger in Dubai, have started using NFTs for reservations. And the ticketing industry has a significant opportunity here: By issuing tickets as NFTs, venues can give a variety of benefits to purchasers, creating more of an incentive to buy, as well as providing the venues an opportunity to collect royalties on secondary sales.

Other companies are exploring how NFTs could be used in establishing and recording people's identities and reputations online. In the meantime, both established players like Facebook (now Meta) and new ventures like POAP and koodos are providing ways for individuals to create and share NFTs around activities, affinities, and interests.

There are lots of opportunities for NFT creations and trading, including but not limited to:

- Increasing use cases of NFT in supply chain management, retail, and fashion
- Efforts of industry giants toward making the Metaverse a reality and building communities
- Personalization of NFTs

# 1.3 SOCIAL-FI

## Web 3.0 Social Media Platform - Example and Successful Case

### What is Social-Fi ?

Social-Fi integrates a financial layer into social media platforms, allowing them to behave in a decentralized manner without relying on a centralized authority. Social-Fi adopts the blockchain to incentivize content creation and secure the network. No single entity has control over the revenue, user data, or moderation. These social media platforms have no intermediaries to target or profit from information normally stored on centralized servers.

Social-Fi allows users to demonstrate that their content supports the social platform; thus, they are rewarded with tokens from the protocol, which can be used to unlock advanced features or pay for services.

Incentivizing content creation with cryptocurrencies native to the platform eliminates unnecessary parties, encourages new content to be created more easily, and assists in attracting new users by making the community user-owned.

### Why does Social-Fi exist ?

Although people have long been accustomed to traditional social platforms, as they expand gradually, various problems arise, including:

- **Different review benchmarks:** These platforms often delete certain content that is not a problem at will but retains speech that promotes discrimination and hate
- **Bad Algorithm:** You can't see what you're looking for but forced to watch a bunch of ads and sponsored content
- **Uneven profit distribution:** The high-quality content people create brings traffic to the platform, but they do not necessarily get corresponding profits from it (for example, even if you get numerous likes on Facebook and Twitter, the official will not give you rewards - you are likely required to rely on external earnings)
- **Information Security Issues:** User data leakage often occurs.

Out of dissatisfaction with the above problems, some people thought the issues of traditional community platforms could be solved through the blockchain, which gave birth to Social-Fi.

Social-Fi returns the ownership and governance rights of the platform to users through a decentralized mechanism. The entire community can formulate a review mechanism while avoiding annoying algorithms. Users can only see the people they track without being harassed by advertisements.

Creators can also financialize their social influence on the platform and earn income through sponsorship, content mining, and other mechanisms, without the staggering fees charged by the platform in the middle.

In addition, due to the high intrusion cost of the blockchain and the anonymity of users, it also responds to the problem of personal information leakage. *(Although it does not mean that it will never be invaded, the threshold is nevertheless much higher where users are less at risk)*

### Type of Social-Fi

However, Social-Fi is currently in the early stage of development, and its applications are mainly based on social tokens. Technology extensions and project innovation are carried out in four directions: **distribution model, asset storage, token model, and community management**. In terms of functionality, it can be divided into three types: personal tokens, community tokens, and social platform tokens.

#### Personal Token

Personal tokens are issued purely by individuals. Buying this token means supporting that person or what they want to do. It is suitable for Internet celebrities, live broadcasters, and KOLs who are thinking about how to monetize their traffic. Personal tokens also give influencers various modes of operation. For example, when they hold parties and events in the future, users with a certain amount of fan tokens can enjoy different services *(similar to the VIP system for fans)*.

### **Social DAO Token**

People who hold common community tokens can form a DAO organization. They are likely to share the same goals, such as raising funds to buy NFTs, exchanging ideas, or sharing experiences, creating a solid centripetal force in the organization. People who hold common community tokens can form a DAO organization. They are likely to share the same goals, such as raising funds to buy NFTs, exchanging ideas, or sharing experiences, creating a solid centripetal force in the organization.

### **Decentralized Platform Token**

Community platform tokens are issued by the Social-Fi platform. Users who hold the token can make proposals for future development, including amendments to profit sharing, introductions of new functions, etc. Community platform tokens are issued by the Social-Fi platform. Users who hold the token can make proposals for future development, including amendments to profit sharing, introductions of new functions, etc.

## **The successful case of Social-Fi**

### **Mirror: The Creation Platform that Lasts Forever**

Mirror is a decentralized content publishing platform built on Arweave (a decentralized data storage protocol that can store data permanently and extensively). Once a user publishes an article on the platform, it will be stored in Arweave for free, and it can be minted into NFT to transfer, sell, or even initiate NFT crowdfunding.

Web: <https://mirror.xyz/>

### **LikeCoin: Like to Earn**

LikeCoin was established by renowned blockchain writer Gao Reconstruction. It attempts to provide Web2 creators with an entry into the Web3 ecosystem. Creators can register as CivicLiker at LikeCoin and add LikeCoin plugins on traditional Web2 pages or platforms.

Web: <https://about.like.co/>

### **ShowMe: Social like doing Game Tasks**

ShowMe uses NFT technology to build its community and proves the eligibility of its subscribers, allowing creators to control subscription models flexibly. ShowMe proposed the concept of PONA (Proof of NFT Achievements). All users' social behaviors on the platform are recorded and saved as NFTs in an effort to help creators reach users more precisely through gamified social NFTs.

Web: <https://showme.fan/>

# MEME NETWORK

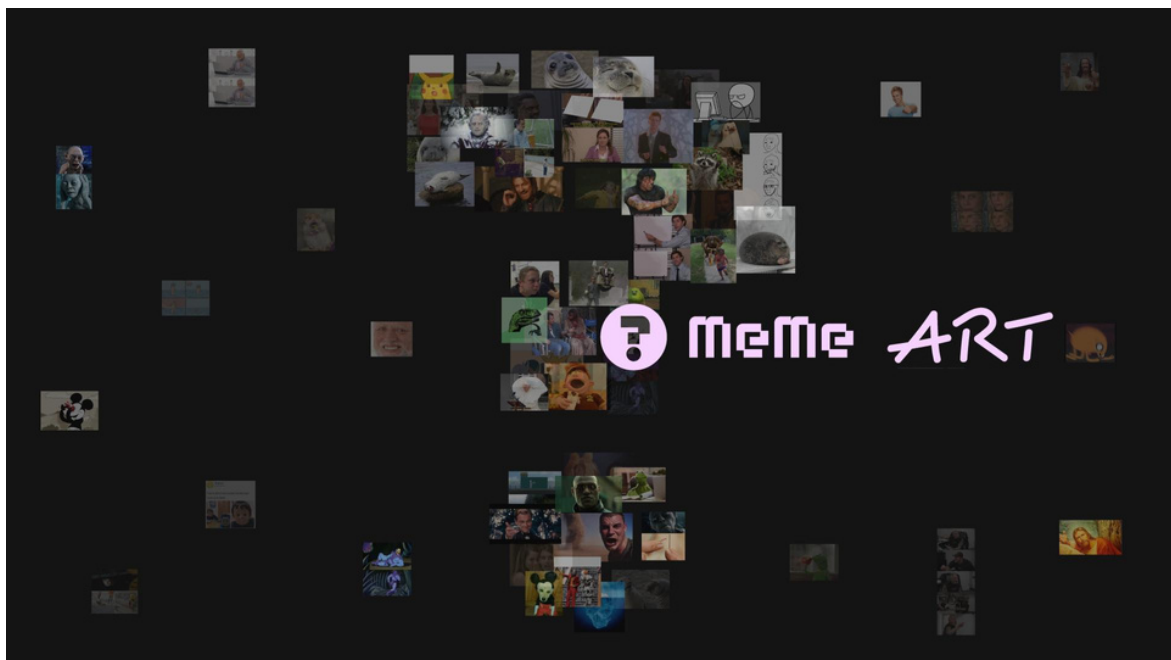
## 2.1 Mission

Memes are like transformative and renewable energy that stands the test of time. Through adaptations of text, images, video clips, sound, or the combination of these elements, memes are humorous manifestations that convey cultural ideas, symbols, or practices.

We believe a successful meme may even be powerful enough to prevent a war or save a country. Also, memes are the best weapon in our language arsenal in the digital social world that drives our communication forward in the digital era.

The internet widens the possibilities of memes, and we foresee that blockchain technology will empower memes to a new height. With the MEME Network, we aim to become the most successful Web3 project that provides a platform for users to create memes to influence the world.

## 2.2 MEME Art



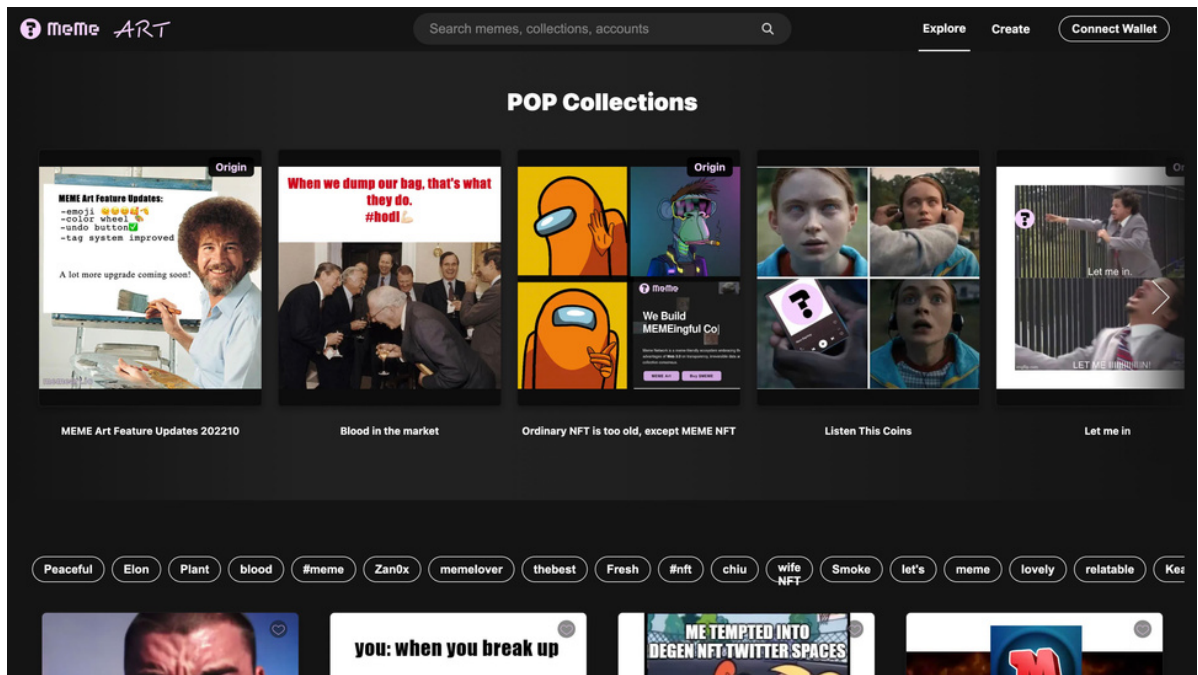
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## Memes & NFTs

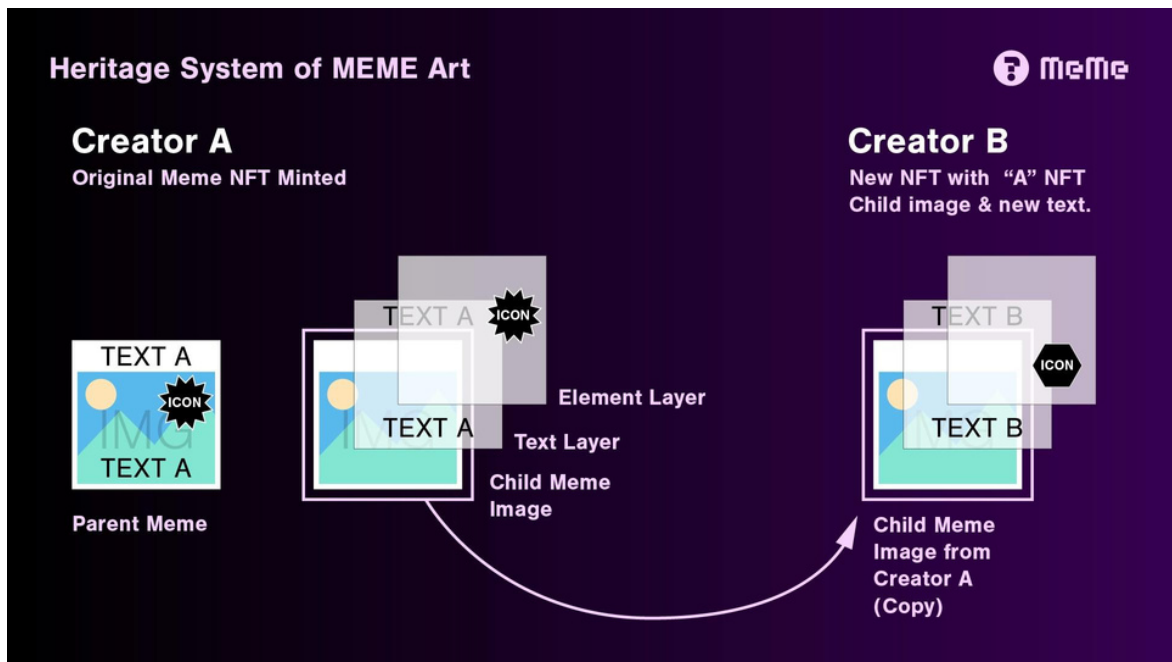
MEME Art, is a creative application that offers essential features to create memes. All creations produced in MEME Art can be minted as NFTs (non-fungible tokens) and are capable to be stored and exchanged in our MEME NFT Marketplace, where memers are all granted true ownership of their works as well as freedom to maximize creativity. In addition, use cases and subsequent sales in the secondary market could bring memers royalty income.

Meme economy has been a controversial topic. As memes become an internet commodity, a good meme can even be positioned as a creative asset or a new form of currency across social media. We believe that there should be a better way to monetize memes. Meme Art fixes it and aims to explore various solutions to incentivize memers and end users to create and utilize memes on a daily basis.



## Heritage System

The core of the economy is driven by a scheme named Heritage System that can be associated as a family tree in the production process of a meme. For example, a Parent Meme can be an original image or design element (e.g. a comic strip), and someone can transform it into a Child Meme by adding text or drawing. All memers, including **creators**, **collectors**, and **regular users**, will own a portfolio to showcase their collections. Creators will receive incentive in \$MEME when the assets are utilized, the more popular an assets is, the more profit it will generate.



## Gallery Mode

In Gallery mode, most of the features will be available without the requirement of a wallet connection. Users can **view**, **like**, **bookmark**, and **share any asset**. The curated shop-window landing page will showcase the top trending assets, plus various collections curated by our team or top-tier memers. As the library grows, an advanced filter will be added in the search function.

## Creator Mode

There are two different ways to access the Creator tool.

The default Easy mode offers the most essential features, where users can create meme assets in just a few simple steps: Choose an image, add text, a title, tag, and then mint it into a NFT (wallet connection required).

All features will be unlocked in the Pro mode, including the Painter tool, which empowers memers to apply creativity in their works with the various drawing functionalities, filters, and effects. The system will automatically engage in Pro mode when altering or importing an existing meme NFT (parent or child meme) for recreation.

## 2.2.1 MEME Art Mainnet

### **MEME Art - The world's first highly creative and instantly rewarding app for creators**

MEME Art is the world's first NFT (non-fungible token) platform that allows users to create and publish memes without any coding knowledge. All memes created on the platform are minted as NFTs and stored permanently in the MEME Network blockchain, providing creators with true ownership and monetization opportunities for their works.

The Heritage System is a unique feature of MEME Art. It works as a family tree with a royalty structure, where the original creator and the derivative work creator are both incentivized in \$MEME. The creation fee for MEME Art is 2000 \$MEME, and the tokenomic distribution formula is designed to reward both the creators and the MEME Art Fund.

40% of the creation fee will be distributed to the creators, broken down as: Parent Reward 30%: When a MEME is recreated by another person, the previous parent will receive 30% of the creation fee. Origin Reward 10%: If the creator is the original creator, they will receive 10% of the creation fee as a reward.

## 2.2.2 MEME Art DAO (coming soon)

**COMING SOON --**

## 2.2.3 MEME Art Profile (coming soon)

*MEME Art Profile is a self-presentation platform for creators to publish, trade and promote their work.*

MEME Art Profile can be used to showcase the creator's work, to compile information about the creator's earnings and contributions, and to serve as a platform for communication with other users. MEME Art Profile will be a digital image of the creator in the MEME Network, showcasing their creative abilities and achievements. MEME Art Profile can be used to showcase the creator's work, to compile information about the creator's earnings and contributions, and to serve as a platform for communication with other users. MEME Art Profile will be a digital image of the creator in the MEME Network, showcasing their creative abilities and achievements.

## 2.3. MEME Festival

Our community is united by the memers, who are a great mix of individuals including meme lovers, meme creators, validators, developers, bloggers, and influencers in the crypto space. We believe that the future of the Internet is driven by the community, so facilitating an engaging environment will always be one of our key missions. In the beginning, we started an official Discord channel and organized a number of events in various formats, including:

### Memer Fest

Memer Fest is an occasional campaign led by some major achievements of the project. Memer Fest is an occasional campaign led by some major achievements of the project.



The first Memer Fest was organized as a celebration of the milestone of 4,000 Twitter followers, in which a 48-hour live event offered an array of activities dedicated to the internet meme culture including meme creator contest, games, music and video channel, and time-limited airdrop, creating a ritual to reunite memers and have fun.

### Memer Daily

Memer Daily has been running as an ad-hoc initiative in daily or weekly format. Memer Daily has been running as an ad-hoc initiative in daily or weekly format.



We completed our first 2-week iteration of Memer Daily as an experiment. On a daily basis, we initiated 2 main programs: Meme TV and Meme Puzzle. Meme TV was a combination of a meme-video showcase and a photo-hunt game. Meme Puzzle was a meme creator contest based on various themes. Memer Daily will be resumed after our on-chain meme creator tool, MEME Art, is officially released, and we foresee that the hype and excitement will be multiplied.

In future events, we aim to design more amusing programs to engage with developers and validators.

3

# ROADMAP

## Q2 2023

- Introduce MEME Art Phase 2
- Listing on Coingecko
- Official launch of MEME Art
- Listing on Coinmarketcap

## Q3 2023

- Introduce MEME Gift Card
- Official launch of MEME Art Profile

## Q4 2023

- Introduce MEME Art Name Services
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## Q1 2024

- Introduce MEME Art Ranking and Feeding System
- Introduce MEME Art Marketplace

## Q2 2024

- Introduce MEME Wallet
- Introduce MEME Art DAO

## Q3 2024

- Introduce MEME Social Media Platform

## 4.1. Initial Tokenomic

### \$MEME Genesis supply

Meme Network starts with an initial supply of 50,000,000,000 MEME tokens. The 5 billion \$MEME initial supply commemorates the milestone of the milestone global digital population and the internet users reaching 5 billion while Meme Network is on-chain in April 2022. Meme Network starts with an initial supply of 50,000,000,000 MEME tokens. The 50 billion \$MEME initial supply commemorates the milestone of the milestone global digital population and the internet users reaching 50 billion while Meme Network is on-chain in May 2023.

#### Airdrop 55%

Meme Network offers Airdrop of 2.75 billion \$MEME tokens, 55% of the genesis token share to ATOM and OSMO holders. The goal of the \$MEME Airdrop is to encourage internet users to actively participate in memetics through social media. All of the internet information and resources are owned by the contributors, no matter creators, users, and readers. We believe in creating long-term value throughout the interchange and aim to reflect that with MEME airdrop.

#### Ecosystem 15%

The ecosystem reserves 15% of the genesis token share, which is 750 million \$MEME \$MEME, to offer incentives to MEME contributors and hold Meme Network marketing promotions. At least 50% of the share (375 million \$MEME) will be locked out of any sale until more than 75% of the more than 75% of the \$MEME token distribution is owned by the public participants.

#### Community 10%

Meme Network reserves 10% of the genesis supply, which is 500 million \$MEME,, for the community pool. The pool will be used to improve and enhance the ecosystem and governance of the MEME Network. The purpose of the community pool is for the Meme Network community to efficiently leverage the available tooling, infrastructure, educational content, and other resources during the bootstrapping phase.

#### Foundation 10%

The foundation retains 10% of the genesis supply, , which is 500 million \$MEME. This pool is used for Meme Network infrastructure development. The majority of the share will be locked out of any sale until 75% of the \$MEME token distribution is owned by the public participants.

#### Team fund 10%

10% of the genesis supply, that is, that is 500 million \$MEME,, is reserved for the development team, and the founder team will have the right to participate in the project's governance. Our development team has agreed to comply with the "lock-up period" rules for holding the majority of the share until Phase one application and tools are used comprehensively in the market.

## 4.2. MEME's Liquidity Pool

A liquidity pool is a vault into which participants deposit their assets to form a market (trading pair) and make it liquid for those wishing to trade in that pair. Technically speaking, the vault is a smart contract that securely enables users to store their tokens. Liquidity mining may result in impermanent loss, and please assess the risk before diving into the ecosystem. A liquidity pool is a vault into which participants deposit their assets to form a market (trading pair) and make it liquid for those wishing to trade in that pair. Technically speaking, the vault is a smart contract that securely enables users to store their tokens. Liquidity mining may result in impermanent loss, and please assess the risk before diving into the ecosystem.

### Meme Network liquidity pool

The OSMOSIS Frontier allows Memers to participate in incentivized \$MEME liquidity pools for liquidity mining to earn incentives and swap fees.

- Pool Liquidity : The total amount in the pool
- My Liquidity : The liquidity amount that you own in this pool
- Bonded : The liquidity that you bonded with this pool
- Swap Fee : The fee that people have to pay if they swap in the liquidity pool

## 4.3. MEME's Staking

Staking is a term referring to how much holdings are being staked and the length of time they're being staked. It is the process of locking up tokens to support a network that generates rewards in return (which can be increased network utility, monetary compensation, etc.) – a staker can earn a proportion of the rewards. Staking is a way of earning interest on your cryptocurrency by depositing it for a fixed period. Staking works in a similar way to interest accounts with traditional banks.

Traditional banks pay interest because the bank uses your funds for things like loans and other investments. In staking, your cryptocurrency is put to use as well: your deposited coins are used to verify transactions on the blockchain, and you will receive rewards in return (rewards can be increased network utility, monetary compensation, etc.).

### Proof-of-stake crypto about \$MEME

\$MEME is a proof-of-stake crypto. Every time a block is added to the blockchain, new cryptocurrency coins are minted and distributed as staking rewards to that block's validator. In most cases, the rewards are the same type of cryptocurrency participants are staking. Staking involves validators locking up their coins so they can be selected randomly by the protocol to create a block.

When participants pledge their coins to the cryptocurrency protocol, the protocol chooses validators from these participants to confirm blocks of transactions. Your coins are still in your possession when you stake them; you're essentially putting those staked coins to work, and you're free to unstake them later if you want to trade them.

Three advantages of staking \$MEME

#### 1. Maintain chain security

You can contribute to the security of the decentralized network by staking (delegating) \$MEME to a validator.

#### 2. Earn \$MEME rewards

Delegating \$MEME to one or more validators means you get more and more \$MEME!

#### 3. Gain voting power

Staking \$MEME grants you voting power on governance proposals to decide on the future of Meme Network.

### How to choose validators ?

The validator selection is crucial as they support the MEME Network's stability, security and evolutions. Your chosen validators represent their delegator (Staker) to participate in our community discussion and vote on the governance proposals.

Meme Network does not recommend choosing a validator for its high ranking of voting power, low/ zero commission fees, or with an uptime below 100%.

Staking your \$MEME to different validators as much as possible is advisable since the decentralized network is the core infrastructure of Web 3.0.

## 4.4. Content Creation & Heritage System

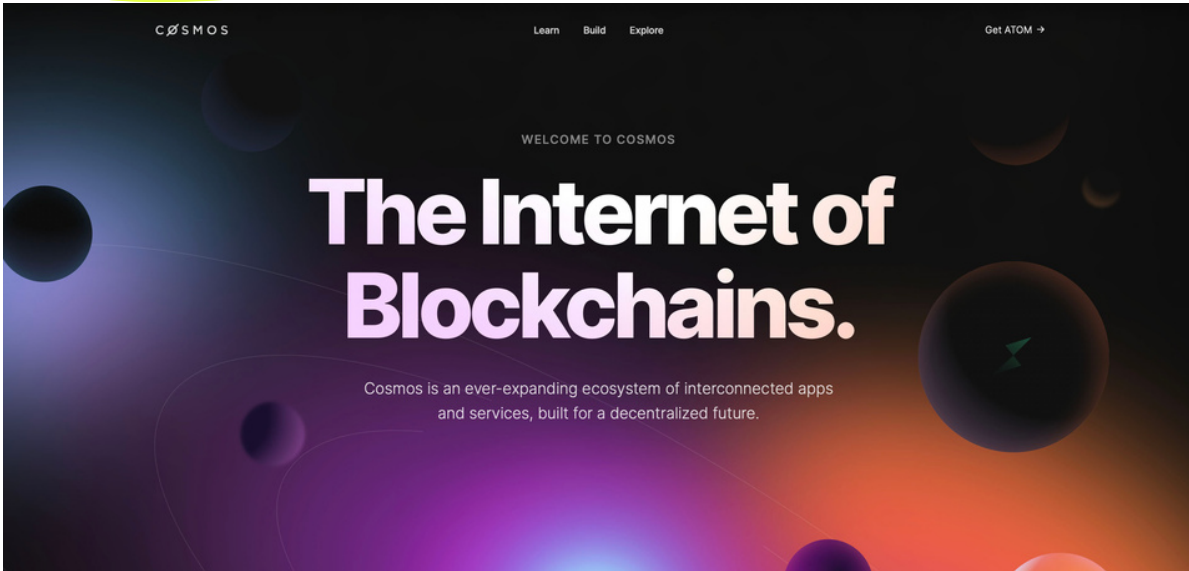
You've probably noticed the rising popularity of NFTs (non-fungible tokens) as a way to buy and sell digital content. People are paying thousands, even millions, to own exclusive pieces of digital art in the form of a unique digital token on a blockchain.

Unlike centralized platforms, NFTs provide a sustainable and reliable alternative to monetizing content. The beautiful thing about NFTs is that the market determines the value of particular content. Fans and supporters of a particular art piece will have to bid for it. Therefore, the price at which it would be sold is free from any external influence. Moreover, creators will also receive royalty tokens anytime the NFT is sold.

The community that supports NFT creation and collection plays a large part in the success or failure of a project and the value of its assets. Culture is what attracts and binds a community together. Among other things, culture is a distillation of the ethos, attitude, experiences, beliefs, tastes, and aesthetics shared by a community. Culture can be measured in material, social, and artistic value, and having a well-defined culture helps the community grow. Our community aims to curate a scalable culture. Our exceptionally user-friendly community has social media platforms for innovative and accessible communication, eye-catching videos, and exciting games, which provide a harmonious atmosphere for NFT creation, enabling an organic growth of influence through the efforts and interactions of our users while remaining recognizable.

We provide a platform for digital creators, which allows you to convert your files in a few simple steps. In most cases, you begin with selecting a file, then create a wallet, and the wallet will enable you to join our NFT marketplace, wherein you can list, promote, and sell your NFT.

## 5.1. COSMOS LAYER 1



### **Sovereignty**

Sovereignty allows Meme Network to bootstrap our validator set and security measures, and take control over its operation. For example, if there is a new feature request, we can submit a governance proposal and apply it exclusively to the Meme Network once the application is passed.

### **Inter-Blockchain Communication (IBC)**

IBC leverages the instant finality property of the Tendermint Consensus to enable heterogeneous blockchains to exchange tokens and data with one another. It allows the Meme Network to interoperate with other Tendermint-based blockchains without sacrificing its custom security measures and consensus.

### **Cosmos Software Development Kit (SDK)**

With the Cosmos SDK framework, the Meme Network can create a secure application blockchain with ease and make use of the prebuilt modules, for example staking and governance. As a result, the development team can focus on the development of the applications but not on the underlying layers.



## 5.2. Relayer

### Introduction

The Inter-Blockchain Communication (IBC) protocol is an end-to-end, connection-oriented, stateful protocol that enables reliable, ordered, and authenticated communication between heterogeneous blockchains with an unknown and dynamic topology.

IBC allows blockchains to interact with each other and supports a wide range of cross-chain applications, including token transfers, atomic swaps, multi-chain smart contracts, and data and code sharding.

IBC applications are written as self-contained modules that don't need to be concerned with the low-level details of clients, connections, and proof verification. Key components of IBC include:

1.

Clients: On-chain light clients that track the consensus states of other blockchains, along with the proof spec necessary to properly verify proofs against the client's consensus state.

2.

Connections: Encapsulate two ConnectionEnd objects on separate blockchains, responsible for facilitating cross-chain verifications of IBC state and can be associated with any number of channels.

3.

Proofs and Paths: IBC uses proofs and paths to communicate between blockchains, with relayers monitoring updates to paths and relaying messages by submitting data and proofs to the counterparty chain.

4.

Capabilities: IBC uses a dynamic capability store for module authentication on ports and channels, ensuring that only modules with appropriate permissions can use them.

5.

Ports and Channels: IBC applications communicate with other modules on different blockchains by sending, receiving, and acknowledging packets through channels identified by the (channelID, portID) tuple.

IBC protocol allows for secure and efficient communication between different blockchain networks, paving the way for interoperability and collaboration in the decentralized ecosystem.