

MUZE NETWORK WHITEPAPER

OVERVIEW

Muze Network is an innovative new ecosystem for building, managing and growing an online community economy. It's built for creators of all kinds, and provides those curating an online community of fans and followers the ability to leverage the power of their own digital currency. Muze Network allows for better engagement and monetization opportunities which surpass what's possible with current social media and web-based approaches alone. Community builders can now form their own digital economy, under their control and management. We solve a problem for those looking to apply the power of the crypto and Defi (decentralized finance) revolution to their online, social community efforts. We give community managers the ability to "tokenize" their work, their creations, and their community engagement, in a way not previously possible. Our mission is to help millions of creators and community builders realize the power of their own community economies without having to be a cryptocurrency developer, or expert.

What Problem Does Muze Network Solve?

The blockchain technology revolution is a driving force of the next-generation internet. With the developments and popularization of the Ethereum network smart contracts and dApps, the ERC-20 standard, among others, and the introduction of Defi platforms such as Uniswap, the opportunity for applying the promise of token economics to a whole host of project domains has never seemed more attainable. The ability to create tokens at a low cost, relatively effortlessly is a game changer, because it has become economically feasible to represent certain types of assets in a way that was not feasible before.

This includes online communities, which have been a dominant social phenomenon on the Internet, almost since its inception. According to a 2020 survey by GovLabs, 70% of respondents said the most important group they were part of now operates online. In 2019 an estimated 76% of internet users engaged with online forums, blogs and/or vlogs. Online communities are a cultural and economic force of the Internet which in many ways, provide an ideal opportunity to apply new blockchain and next-generation internet technologies.

What would this mean? How could this be implemented? Even given the relative ease with which a token can be deployed on a blockchain network and listed on a Defi exchange, this alone won't do much for the vast majority of community managers. Coding a smart contract, deploying a token, and developing what would essentially be dApps is well beyond the reach of almost all online

community builders. In order for the token revolution to be successfully applied to online communities, there needs to be a solution layer, empowering community creators of all kinds.

This is where Muze Network provides such a solution. We've engineered an ecosystem that allows those managing online communities to essentially "tokenize" their communities, like an asset, making exciting new monetization opportunities a reality. This ecosystem is built on three foundational pillars.

1. Community Platform - A full-featured community software platform that allows managers to develop or extend an online community with the power of their own digital currency.
2. Energy Coin - The digital currency system for all communities within the Muze Network.
3. MUZE Token - A BEP20 token, on the Binance Smart Chain, which serves as a utility and gateway token for the entire collective of Muze Network communities.

MUZE NETWORK DESIGN - REQUIREMENTS AND CHALLENGES

The Muze Network Ecosystem is designed from the ground up, to provide community builders with the power to create and manage their own digital economy. When considering the overall design requirements and challenges, we applied a framework of key project principles, which informed our decision-making, development, and planning for later phases. These principles are:

Community Building Platform is Required

We believe that those building and managing an online community economy should have a powerful set of tools at their disposal. That's why we created and will continue to develop and expand a powerful community management platform that integrates the purchase, use, and circulation of a native digital currency, Energy Coin. Obviously just minting and having control over a "coin" or token, does not create an online community economy. What's required is a host of tools that allows community managers to creatively build and energize their community economy. Just making pleas to "buy my coin" doesn't cut it.

User Experience - Community Management Focused

A central tenet of the Muze Network project is to make the user experience for community builders and members as efficient, seamless, and transparent as possible. Those managing a community shouldn't have to be developers or coders or have to understand complex descriptions of tokenomics and crypto theory and jargon or be forced to suffer through immature and arcane dApp user interfaces, if not necessary. In order to bring onboard the average, ambitious community builder, what's needed is a project that is community management and curation focused. That is,

blockchain technologies, and decentralized finance platforms are foundational, and an integrated utility layer that are shielded from and simplified for community managers and their members. The Muze Network leverages the incredible power that the blockchain revolution has made available, for online community building purposes, while striving to focus on user experience best practices.

On-Chain Challenges, Off-Chain Solutions

The revolutionary changes that the Ethereum platform and its clones and competitors have ushered in are groundbreaking. It's clear however that transaction and gas fees, as well as arcane complexities and poor user experience, are still commonplace. Projects built on the promise of the Ethereum blockchain and the ERC20 standard have died or withered on the vine due to gas fees alone. For the foreseeable future, this is not changing. To solve these challenges we employ a novel but necessary approach, which involves an off-chain, internal digital currency for use by all Muze Network communities, supported by and bridged to a BEP20 token (MUZE Token) on the Binance Smart Chain. By employing an internal, off-chain, digital currency for communities we can keep the user experience efficient and straightforward, transaction fees essentially non-existent, and the system secure and safe from crypto hackers and abuse.

Collective Community Capitalization - Network Synergy

By unifying a collective of communities within the Muze Network, each with unique, branded digital currencies tied to and supported by the MUZE Token, all community managers and members realize a unified stake in the health and growth of the MUZE utility token. Active, vibrant community economies will mean an active, vibrant, healthy MUZE Token. Instead of disconnected competitors, it will be readily apparent to Muze Network communities that their journey forward is united by their common use and connection to MUZE Token.

Decentralized, Distributed Future

While the phase one launch of Muze Network employs a community building platform via muzenetwork.io, phase two and beyond moves to a distributed, decentralized approach for community builders. Our community platform is built on top of WordPress, the most popular and widely used CMS in the world, with tens of millions of users and online communities. With phase two, we will release version 1.0 of the Muze Network plugin, which will allow WordPress websites to safely and securely connect to and participate in the Muze Network foundational infrastructure we've built. Community managers with established websites and communities will be able to plug into the power of community economies that the Muze Network ecosystem enables. The anticipated release date for Muze Network phase two is the first half of 2022.

THE MUZE NETWORK ECOSYSTEM

As described above, the Muze Network ecosystem is built on three foundational pillars: Community Platform, Energy Coin, and MUZE Token.

COMMUNITY PLATFORM - TOOLS FOR COMMUNITY BUILDERS

An online community software platform, rich with tools and features. The platform allows community managers to create and develop a full-fledged online community or extend one that already exists. With it, Community Managers create and manage a variety of ways their fans and followers can both purchase and spend their particular digital currency, e.g., exclusive content access, online shop, online and in-person events and event tickets, donations, paid memberships, live streaming, learning materials and courses, and more.

Community Platform Features - Phase One	
Social groups	Fully integrated e-commerce shop
Built-in messaging	Courses and learning materials
Paid memberships	Manage exclusive content
Events Calendar	Auctions
Event tickets	Lotteries
Write and blog	Zoom integration
Livestream	Discussion forums
Photo and media albums	Group messaging
User support	Chat

ENERGY COIN - DIGITAL CURRENCY SYSTEM OF MUZE NETWORK

Each Community Manager gains control over their own, custom-named digital currency, which we call Energy Coin. Each community Energy Coin is operationally and programmatically tied to the MUZE Token as described below. Energy Coin is an internal, digital currency system, which operates within the Muze Network, and each is only usable within the Muze Network ecosystem, and in ways under each Community Manager's control. By employing an off-chain solution for an internal digital currency, the Muze Network project avoids serious gas fee and transaction fee hindrances any community or social currency project experiences when attempting to use an on-chain solution.

Core Functionality - Energy Coin Digital Currency System	
Purchase	Any Muze Network member can purchase any community's Energy Coin. Purchases require a swap for MUZE via the primary liquidity pool, and a deposit into the appropriate community funding pool. Members store any Energy Coin they purchase in their Energy Coin wallet.
Spend	Each community's Energy Coin is spent in ways managed and controlled by each community manager, using the tools available in the Community Platform. All Energy Coin spent transfers to the community manager's account.
Exchange	Holders of any community Energy Coin may exchange it for MUZE tokens. An exchange request requires transferring the appropriate amount of MUZE to the member's blockchain wallet account.
Send	Any Muze Network member may instantly send any amount of any Energy Coin they hold to any other member.
Rewards	Muze Network disperses Energy Coin rewards to community managers, on a regular basis, based on community activity and engagement measures.

MUZE TOKEN - UTILITY AND GATEWAY TOKEN FOR THE MUZE NETWORK

A BEP-20 token, on the Binance Smart Chain, that serves as a utility and gateway token for the entire collective of Muze Network communities. The Muze Network project and each community Energy Coin is supported by the MUZE Token in the following fundamental ways.

Energy Coin Support

MUZE guarantees both the value and liquidity of each community's Energy Coin, no matter the size of the community or its capitalization. In this way, we can guarantee the health and stability of many mini economies that would not stand on their own. Community Energy Coin transactions require supporting MUZE Token transactions. That is when any Energy Coin is purchased, spent, or transferred within the Muze Network platform, an equal amount of MUZE tokens are locked in a funding pool account for that community. This is illustrated in the Muze Network Economy diagram below.

Energy Coin Gateway

The MUZE Token serves as a gateway, or “bridging” currency for all holders of community Energy Coins. Holders of any Energy Coin can exchange it for MUZE tokens, according to a vesting schedule that applies to all managers and members. Thus allowing them to exchange Energy Coin they earn and acquire for MUZE tokens and in turn other crypto or fiat currency.

Project Support and Maintenance

MUZE will also be used to fund operations, ecosystem and platform development, management and administration, team support, strategic partnerships, liquidity rewards programs, and community rewards programs.

Treasury and Charitable Giving Initiatives

Up to 5% will be permanently allocated for treasury and charitable giving initiatives. All holders of any Energy Coin or MUZE tokens will be able to participate in decision-making and make recommendations for new project initiatives.

Community Capitalization

With a community’s Energy Coin being pegged and bridged to MUZE Token, we can introduce the concept of “community capitalization.” That is, the circulating supply of their Energy Coin multiplied times the current price of MUZE token. This comparative community economic data is available to all Community Managers and members via the platform’s Energy Coin marketplace leaderboard. This metric provides a clear measure of community economy activity and health.

COMMUNITY PLATFORM - ROADMAP SUMMARY

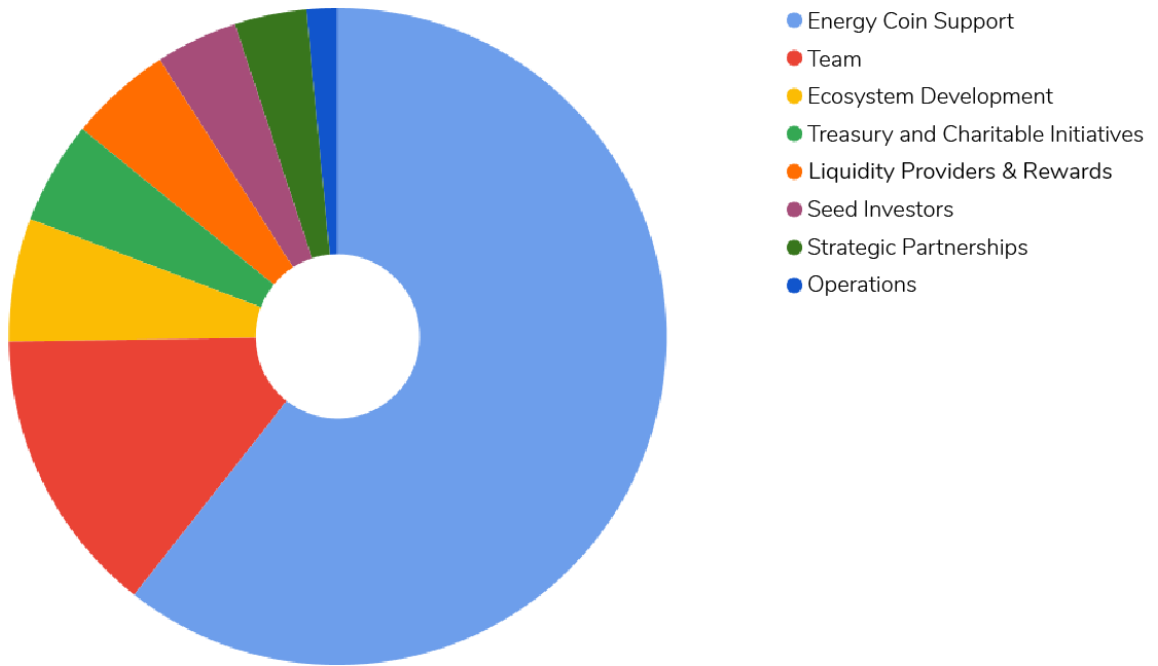
The Muze Network community management platform is built on WordPress, the most popular and well-supported content management system in the world. WordPress runs over 64 million websites or about 40% of the sites on the Internet. Over 400 million users interact with WordPress sites every day. This fact is critically important to development plans for the Muze Network. Phase Two of the Muze Network community platform, already under development, will expand project reach by releasing the Muze Network Plugin. This plugin will allow WordPress websites to safely and securely connect to and participate in the Muze Network foundational infrastructure we've built. Developers and community managers with established websites and communities will be able to plug into the power of community economies that the Muze Network ecosystem enables. The anticipated release date for Muze Network Phase two is the first half of 2022.

APPENDIX A - MUZE TOKEN INFORMATION AND UTILIZATION

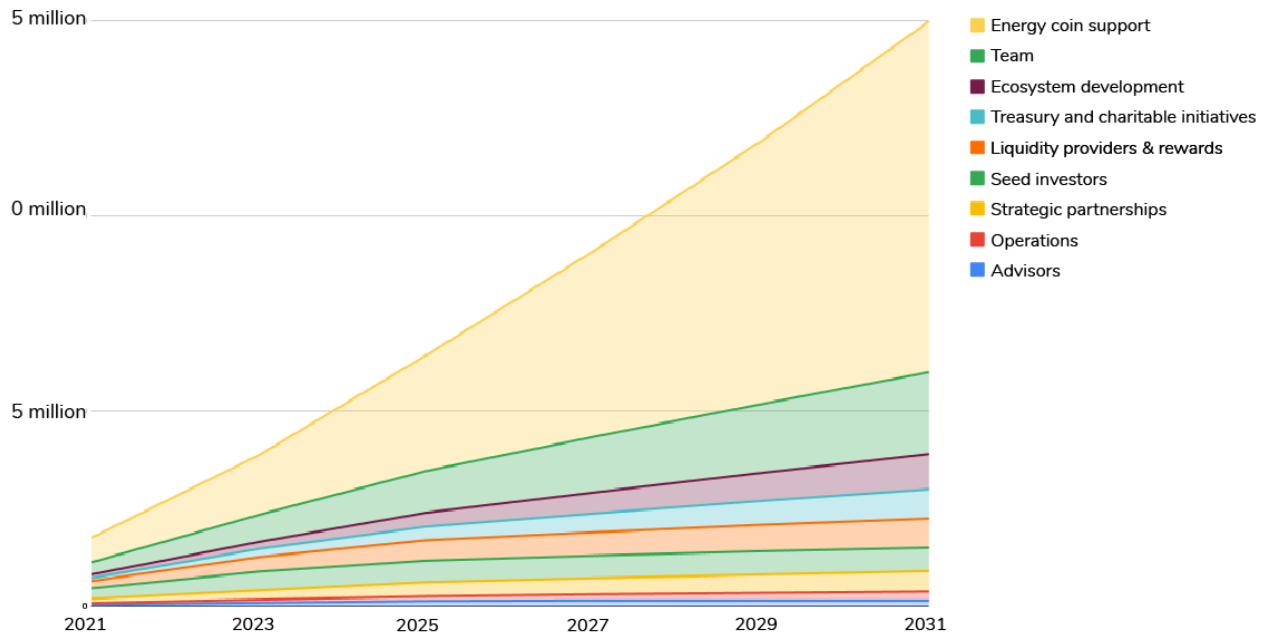
MUZE Token Details	
Token Name	MUZE
Token Type	BEP-20 (Binance Smart Chain)
Max Supply	15,000,000,000 (minted, capped)
Circulating Supply - At Launch	2,017,245.69
Contract	0xf481F236E946E0F224E2161430B5e4F771705bba

MUZE Token - Project Allocation	
<p>A max supply of 15 billion MUZE has been minted at genesis and will be released over the course of 10 years. Of the 15 billion, the token supply and allocation plan is as follows:</p>	
<p>Energy Coin Support Energy coin funding pool Energy coin community rewards Community manager seed grants</p>	60%
<p>Team Three-year vesting. 12-month lock-up</p>	14%
<p>Ecosystem Development Community platform and network development Developer grants and strategic relationships</p>	6%
<p>Treasury and Charitable Initiatives Network treasury - investment portfolio Charitable initiatives program</p>	5%
<p>Liquidity Providers and Rewards Liquidity providers and liquidity rewards programs</p>	5%
<p>Seed Investors Three-year vesting. 12-month lock-up</p>	4%
<p>Strategic Partnerships</p>	3.5%
<p>Operations</p>	1.5%
<p>Advisors</p>	1.0%

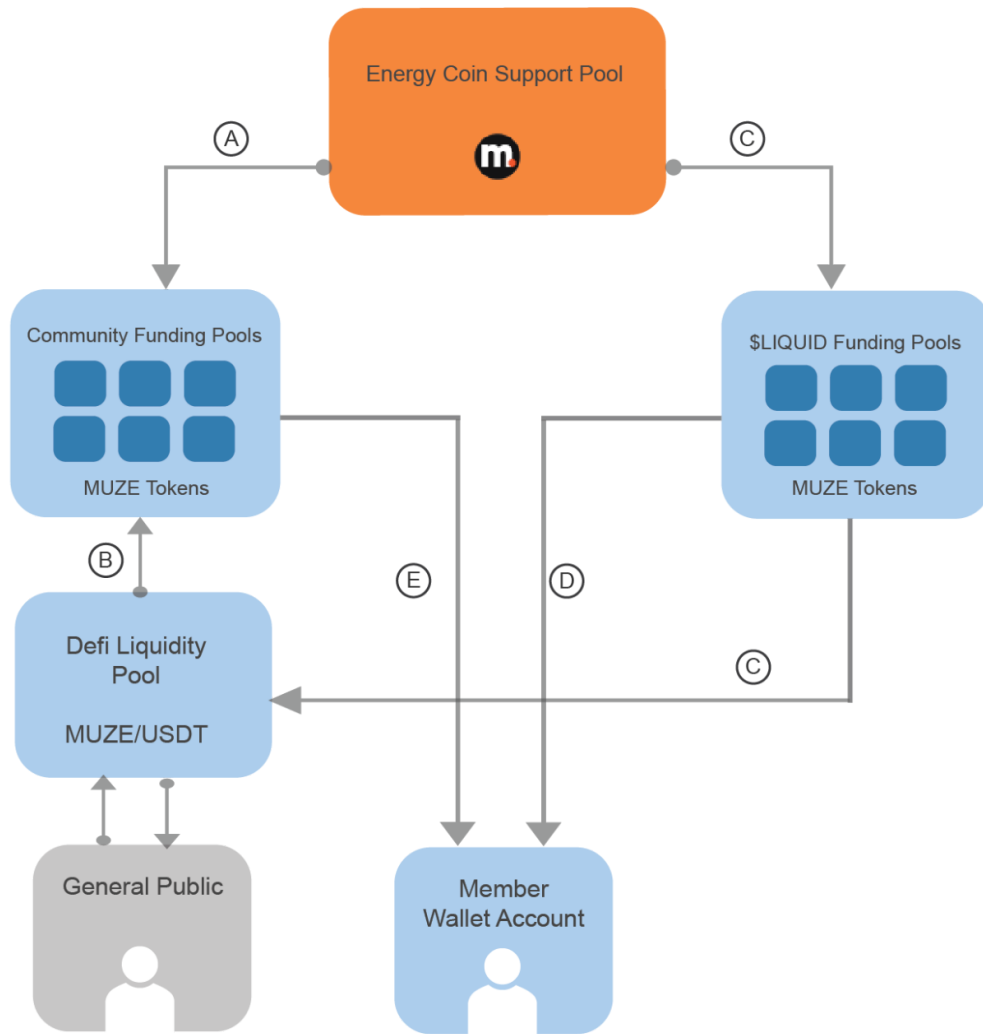
MUZE TOKEN PROJECT ALLOCATION



MUZE TOKEN RELEASE SCHEDULE



MUZE NETWORK - MUZE TOKEN ECONOMIC CYCLE



Energy Coin Support Pool - A Muze Network, MUZE Token reserve pool supporting all community funding pools and \$LIQUID Funding Pools.

Community Funding Pools - Each community requires its own community funding pool account, on the blockchain, which mirrors and supports the community pool of Energy Coin within the Muze Network. When a community's Energy Coin is purchased or rewards or seed grants are dispersed, a commensurate amount of MUZE is deposited into the community funding pool.

\$LIQUID Funding Pools - Any member may purchase a special kind of Energy Coin called \$LIQUID. Its purpose is to provide liquidity for sanctioned MUZE liquidity pools. \$LIQUID holders earn rewards and when ready, exchange their \$LIQUID Energy for MUZE tokens.

Defi Liquidity Pool - Official liquidity pool for the Muze Network. At project launch this will be a MUZE/USDT pair on Pancake Swap.

Member Wallet Account - Standard wallet account of Muze Network member.

General Public - Crypto investors and enthusiasts participating in Muze Network liquidity pool.

(A) **Community Support** - Includes energy coin rewards, seed grants upon community creation and any incentives upon community creation.

(B) **Energy Coin Purchases** - Energy Coin purchases require a swap for MUZE via the primary liquidity pool, and a deposit into the appropriate community funding pool.

(C) **Purchase \$LIQUID** - When members purchase \$LIQUID two transactions occur. First, an appropriate amount of MUZE is deposited into a holding account on the blockchain. Second, Muze Network adds the commensurate amount of liquidity to the MUZE/USDT pool.

(D) **Exchange \$LIQUID for MUZE Tokens** - Holders of \$LIQUID may withdraw their \$LIQUID and rewards they've earned, in the form of MUZE tokens.

(E) **Exchange Energy Coin for Muze Tokens** - Holders of any community Energy Coin may exchange their Energy Coin for MUZE tokens. An exchange request requires transferring the appropriate amount of MUZE to the members wallet account.

APPENDIX B - MUZE TOKEN UTILIZATION AND GROWTH PROJECTIONS

The Muze Network ecosystem and overall economic structure guarantees utilization and circulation of the MUZE Token. Given Muze Network community growth goals, the supporting economic impact on the MUZE Token and the project overall can be projected. Note that the release and adoption of the Muze Network plugin in the 2022/2023 timeframe is factored into community growth projections.

Projected MUZE Token Support and Use/Circulation - Given Community Growth Metrics

Year	Communities	Energy Holders	MUZE Support	MUZE Circulation	MUZE Cap.	Community Cap.	Charitable Giving
Jan 1 2022	55	9,900	5,500,000	9,166,667	\$916,667	\$5,060,000	\$22,917
Jan 1 2023	502	105,336	56,892,726	94,821,210	\$58,789,150	\$52,341,308	\$1,469,729
Jan 1 2024	2,508	576,840	322,645,761	537,742,935	\$435,571,777	\$296,834,100	\$10,889,294
Jan 1 2025	7,765	1,941,192	1,132,990,141	1,888,316,902	\$1,737,251,550	\$1,042,350,930	\$43,431,289
Jan 1 2026	21,397	6,418,978	3,541,127,161	5,901,878,602	\$5,429,728,314	\$3,257,836,988	\$135,743,208

Communities - The number of communities within the Muze Network.

Energy Holders - All holders of any community Energy Coin.

MUZE Support - Required MUZE tokens in circulation and committed to community funding pools.

MUZE Circulation - All MUZE tokens in circulation.

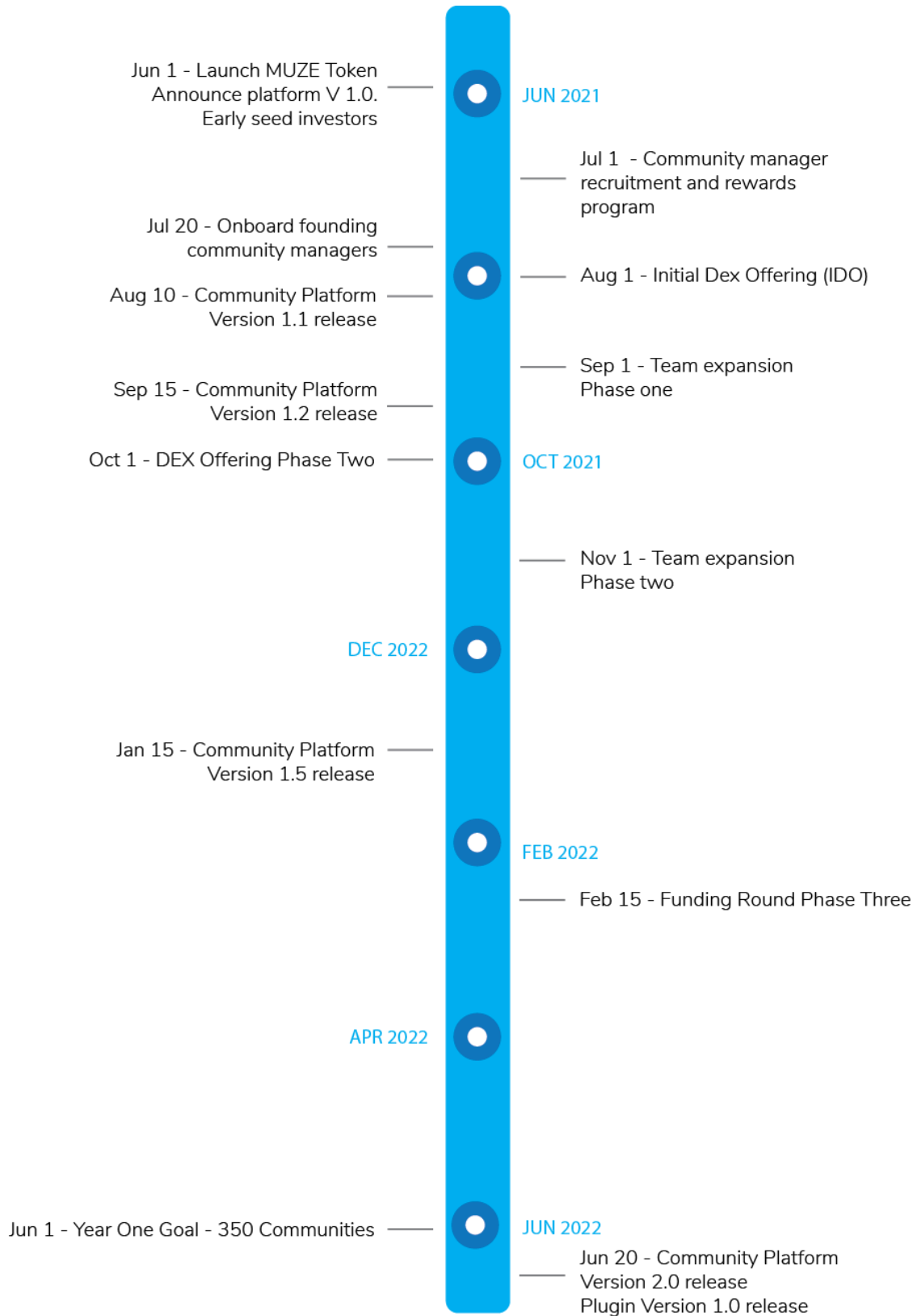
MUZE Cap. - MUZE Token market capitalization.

Community Cap - Combined capitalization of all communities.

Charitable Giving - Charitable giving initiatives.

MUZE Token price assumptions: Jan 22 - \$0.10, Jan 23 - \$0.62, Jan 24 - \$0.81, Jan 25 - \$0.92, Jan 26 - \$0.92

APPENDIX C - FIRST YEAR PROJECT TIMELINE



COMMUNITY PLATFORM - YEAR ONE DEVELOPMENT ROADMAP AND TIMELINE	
V 1.0 - Jul. 1, 2021	Announce and release Version 1.0
V 1.1 - Aug., 10, 2021	Improved Web 3.0 wallet support Improved Energy Coin ledger for community managers
V 1.2 - Sep. 15, 2021	Community manager MUZE funding pool ledger Community page customizer Native Muze Network chat built-in
V 1.5 - Jan. 15, 2022	Muze Network integrated wallet. Manage and monitor Energy Coin, MUZE token, and other BSC tokens in one wallet. Community page upgrades and added functionality
V 2.0 - Jun. 20, 2022	Release of Muze Network Plugin. Allows other WordPress websites to build community economies and participate in Muze Network community economy infrastructure

APPENDIX D- DISCLAIMERS

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