



Me Protocol



The Open Rewards Layer for the Digital Economy



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OPEN REWARDS AT SCALE

Introducing Me Protocol

The Me Protocol is a blockchain protocol centered around a specialized **Automated Market Maker (AMM)** designed specifically **to connect the world's rewards systems**. The Me Protocol's modular infrastructure allows for **'trustless interoperability' between individual reward systems**. Rewards created on the Me Protocol are **instantly redeemable across any connected party**, creating the foundation for a **global rewards economy**.

Core Developer



Apps



Business integrations

15

Users pipeline

2m

New brands per month

8

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PROBLEM

99% of rewards programs are closed

Most rewards (points, miles, tokens) can only be used on the issuing brand/protocol. It is really hard to make these programs attractive because **they are inherently limited to a few uses or redemption options.**



+60% of rewards go unused

\$100b in unrealized value

SOLUTION


Unlocking \$100b with open rewards

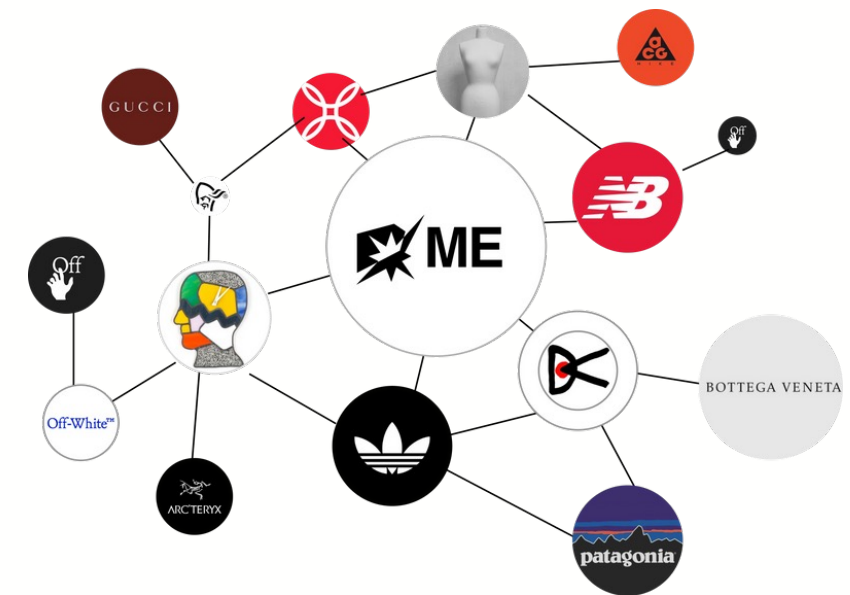
The Me Protocol connects rewards programs so that rewards can be **instantly used across offers from any connected party**. This greatly **increases their utility, value and desirability** for consumers, leading to increased redemption of rewards and purchase of products.

3x increase in **retention rate**

2x increase in **purchase frequency**

20% increase in **average order value**





 + API =







'Trustless' Interoperable Rewards

In order for open rewards to **work at scale**, the Me Protocol creates a 'trustless' system, where businesses of any size, shape, or complexity can easily connect their rewards and have them **interoperate without having to negotiate with any other party**.

Trust is inherent

- ✓  Transparent
- ✓  Traceable
- ✓  Secure
- ✓  Decentralized

Solves traditional pains with coalition rewards

- ✗  Need to negotiate with other parties
- ✗  Need to form a coalition
- ✗  Brand dilution from a central reward
- ✗  Need to buy another brand's rewards

AT A GLANCE

Key Features



Liquidity Management

Sophisticated liquidity management means parties can control the liquidity for their assets without needing 3rd party LPs.



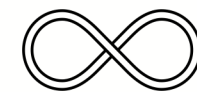
Direct Redemptions

Users do not need to 'exchange' their rewards when redeeming offers. The Me Protocol 'skips' the swapping process.



Integrated Treasury

No need to maintain off-protocol treasuries.



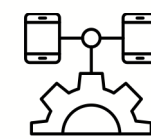
Dual-value Algorithm

A **proprietary algorithm** invented to govern the Me Protocol's AMM, specifically designed for the nuances of rewards.



Integrated bounties

Bounty pools are baked in to the protocol and can release rewards for fulfilling tasks assigned by parties, such as promoting a brand on social media.

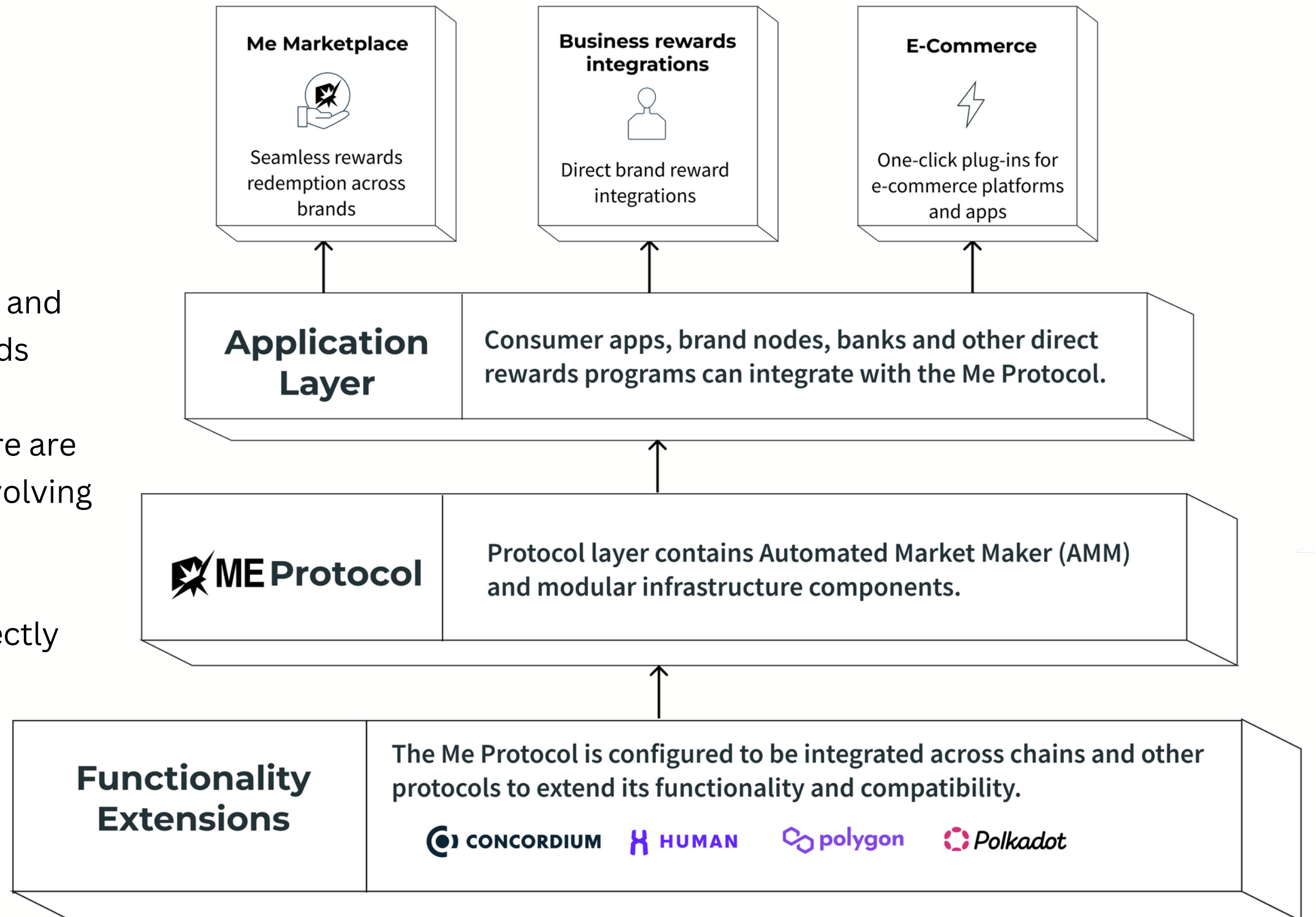


Cross-platform interoperability

Rewards generated on one platform can be used across ecosystem. This is facilitated by the Me Token.

Ecosystem

- The Me Protocol is designed to be extensible and serve as the central node in the global rewards economy.
- Tooling, services, SDKs, integrations and more are being aggressively developed to serve the evolving needs of the ecosystem and strengthen its competitive advantage.
- Businesses can build apps that integrate directly on the Protocol, the first of which is the Me Marketplace.

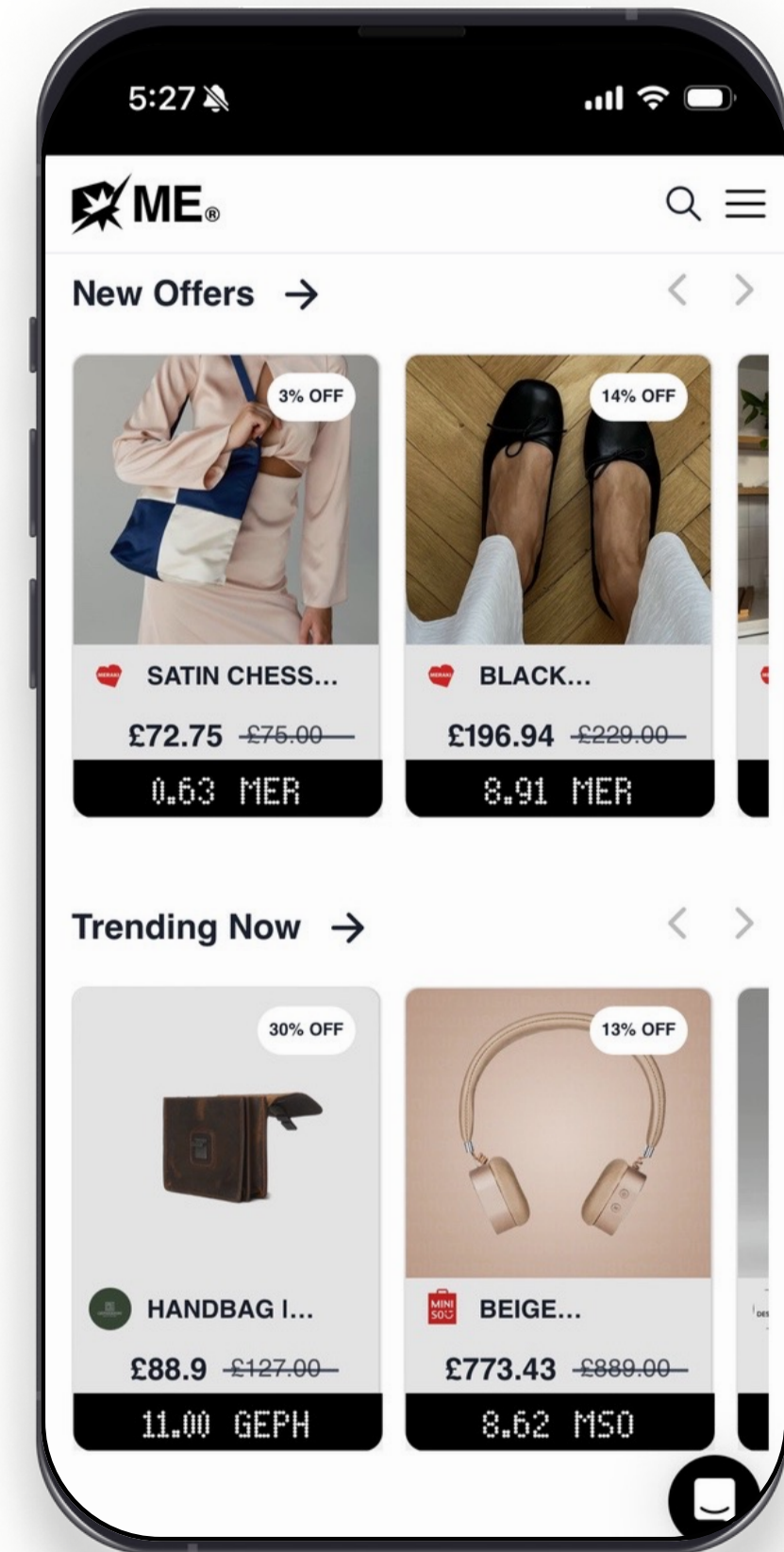
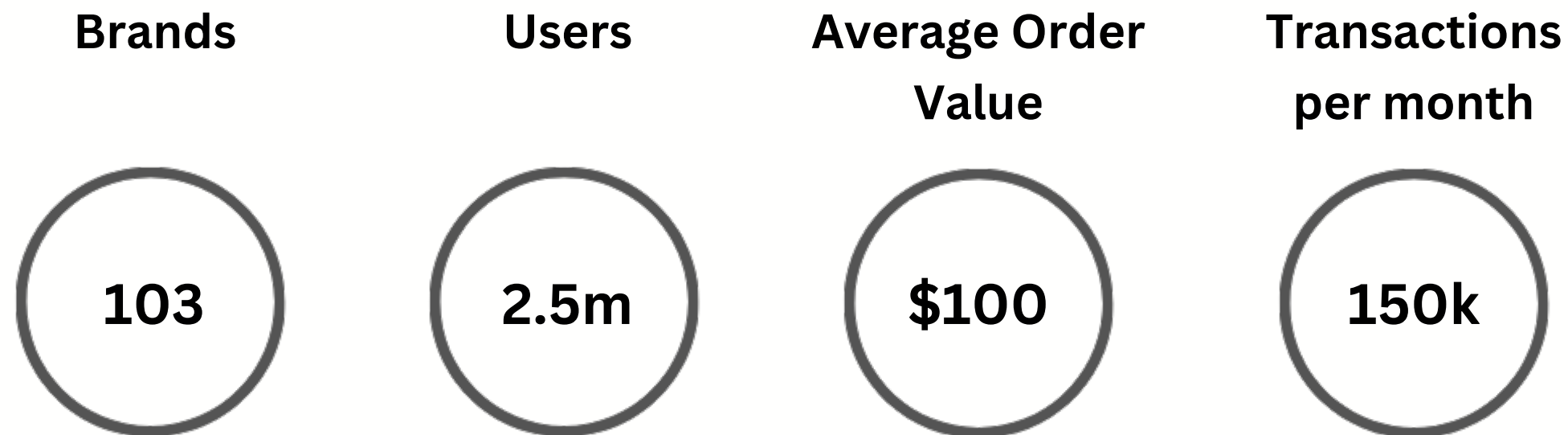


USE CASE

Me Marketplace

The Me Marketplace is a state-of-the-art platform for businesses to issue and manage rewards created using the Me Protocol, and where consumers go to directly redeem them across any product in the marketplace. Businesses can integrate their existing rewards program or create a new one from scratch.

July 2025 Estimates

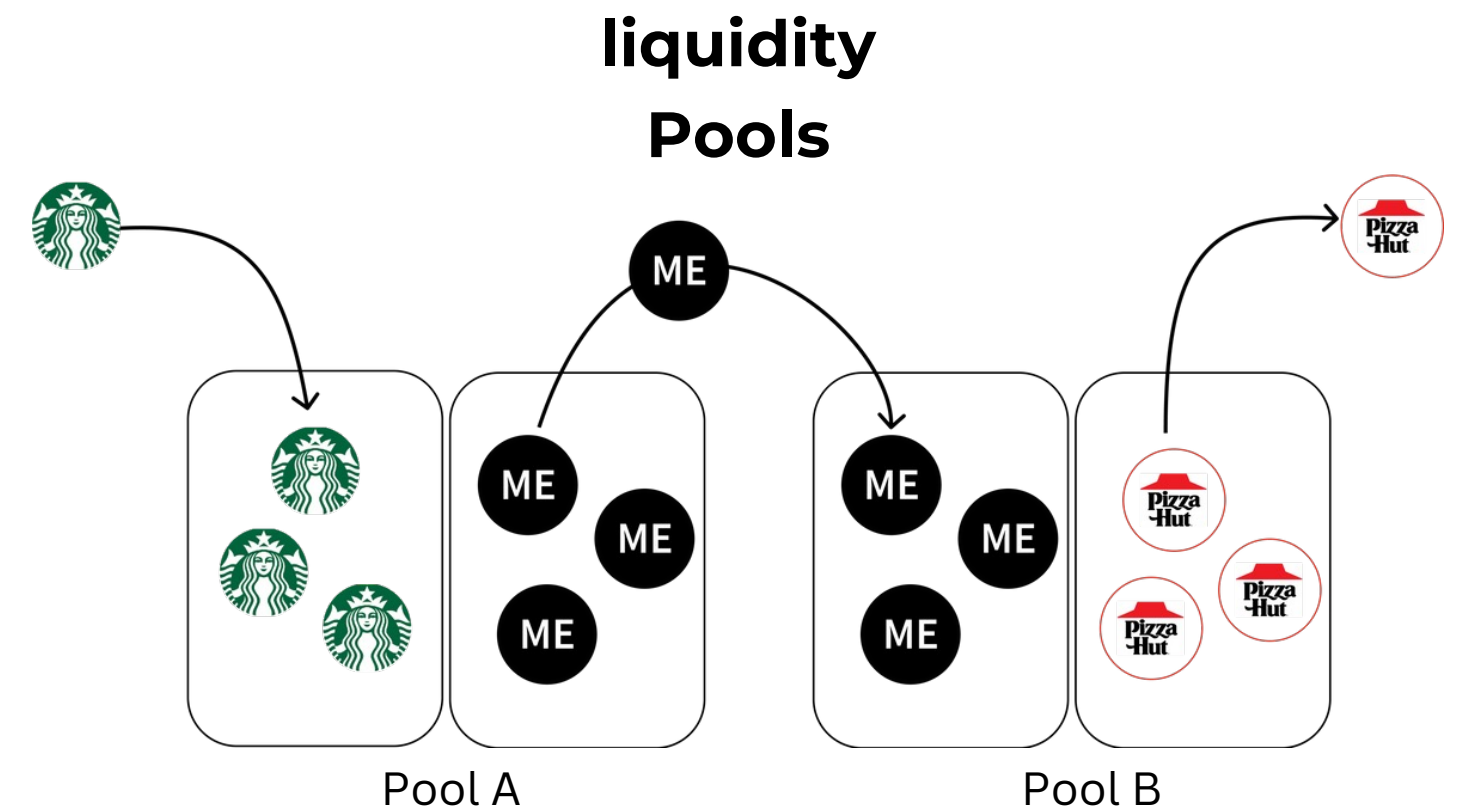


Me Token

To help solve interoperability, the Me Protocol uses an **‘automated market making’ approach**, using liquidity pools and a **unique algorithm**. The Me Token is used to help participants **establish and manage liquidity** for their rewards. The Me Token enables the cross-brand redemption of rewards through its role as the paired token in each liquidity pool.

Automated Market Making

- In the Me Protocol, **liquidity pools are formed between a business’ reward token and the Me Token.**
- Me Token is **circulated in the system** during reward redemption.
- Businesses do not need to accept the rewards from any other business, rather **it is the Me Token that moves between pools.**

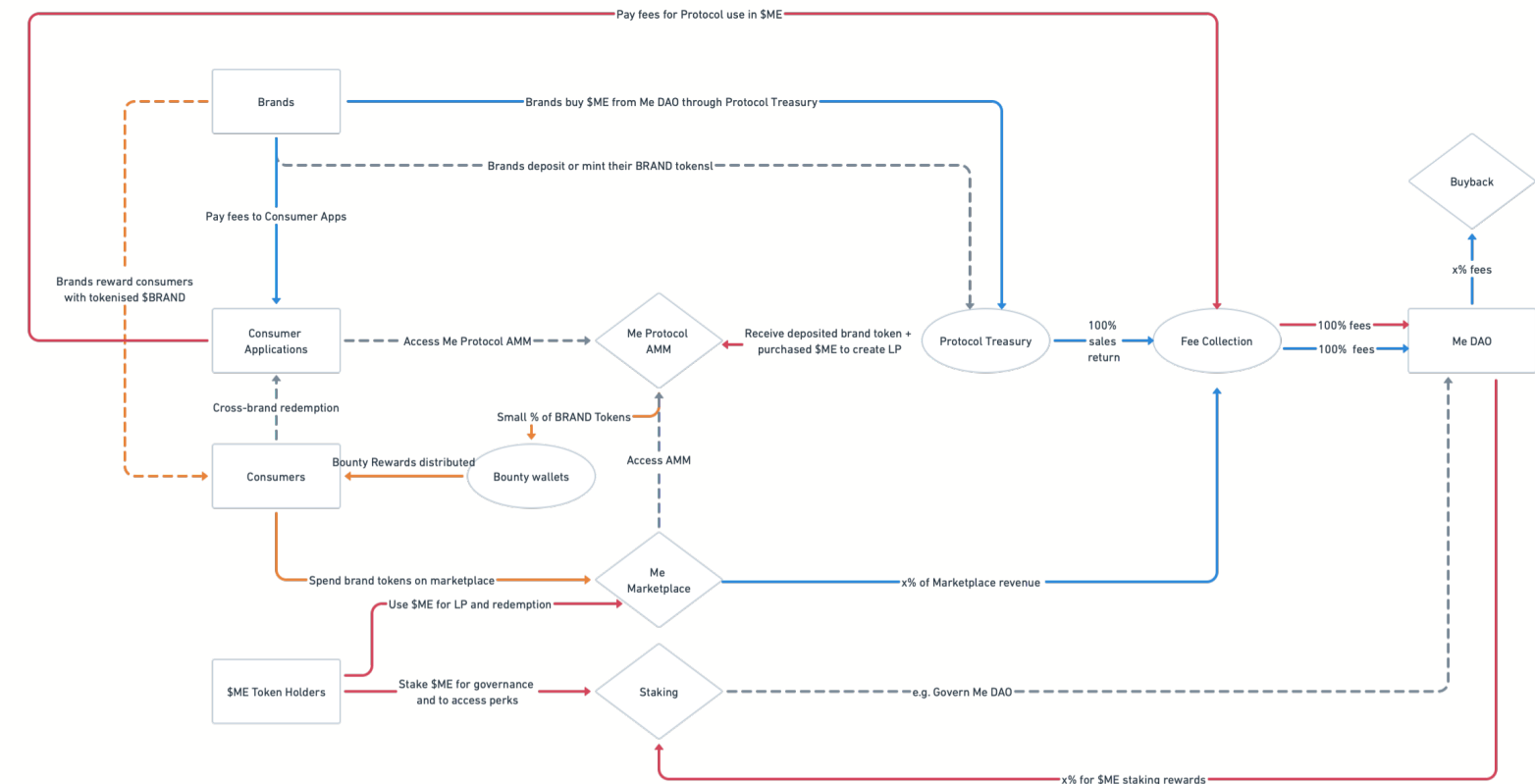


Token Flow

The Me Token is designed to be tasked with **additional utilities beyond its role in the Me Protocol's liquidity pools**, such as those highlighted below. The Me Protocol has special treasuries to facilitate the flow of tokens within the Protocol, and the Me Token can be accessed and **utilized by both organizations and individuals**.

Additional Utilities

- Me Token is **required to participate** in the system.
- It is the liquidity in the system.
- Can function as a **universal reward** with both B2B and B2C applications.
- Can be utilized to create **efficient cross-integration** settlements (B2B).
- Staking for **future incentives** (e.g. governance).



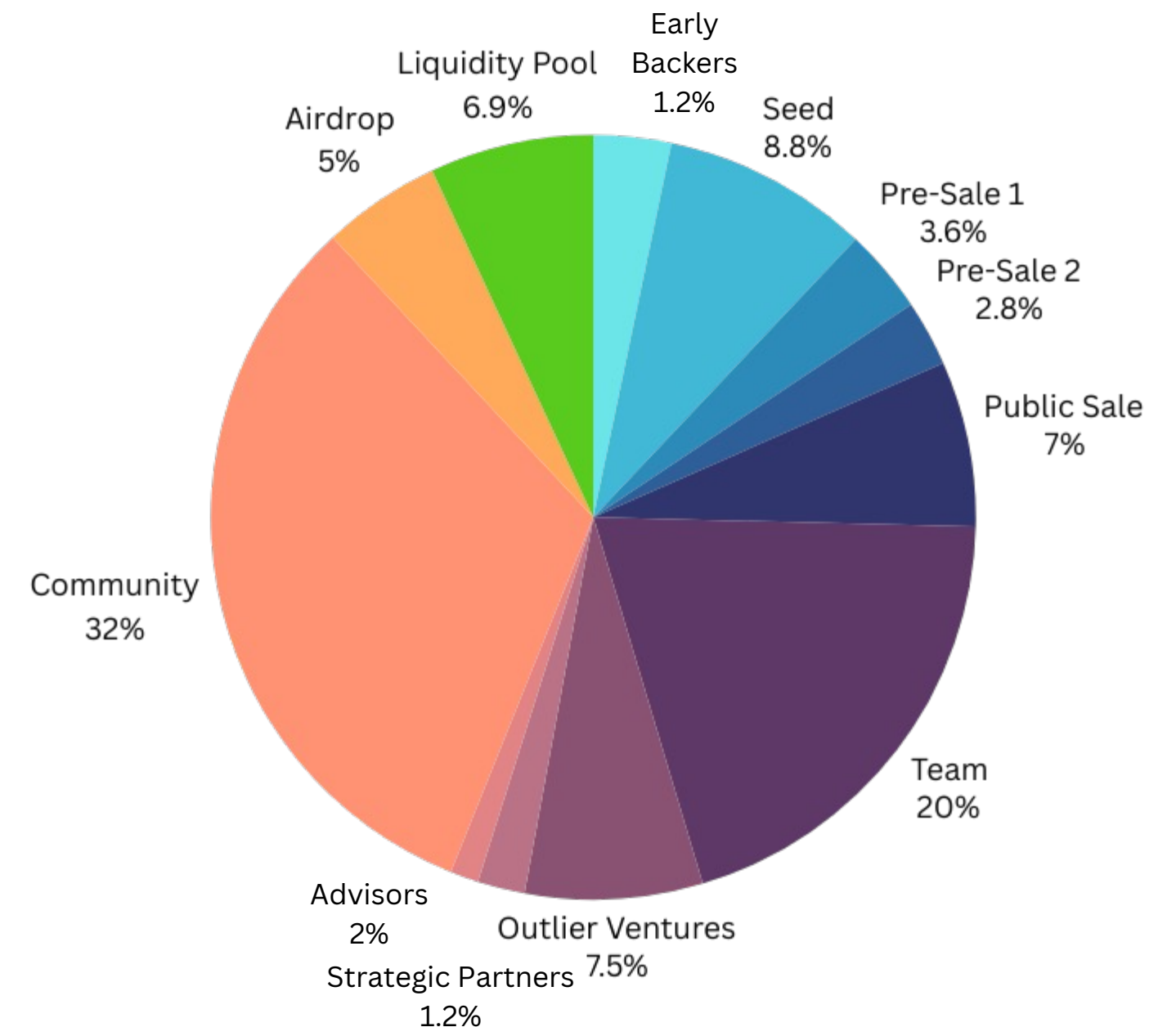
See larger image in appendix ----->

Me Token Distribution Details

Token Rounds Structure

Round	Price	Amount Raised	Valuation Cap	Intial Vesting	Cliff	Issuing months
Early Backers	\$0.005	\$163,000	\$4,965,142	0%	9	24
Seed	\$0.008	\$700,000	\$8,000,000	0%	9	24
Pre-Sale 1	\$0.014	\$500,000	\$14,000,000	0%	6	18
Pre-Sale 2	\$0.018	\$500,000	\$18,000,000	0%	6	12
Public	\$0.028	\$2,000,000	\$28,000,000	50%	0	6

Token Distribution*

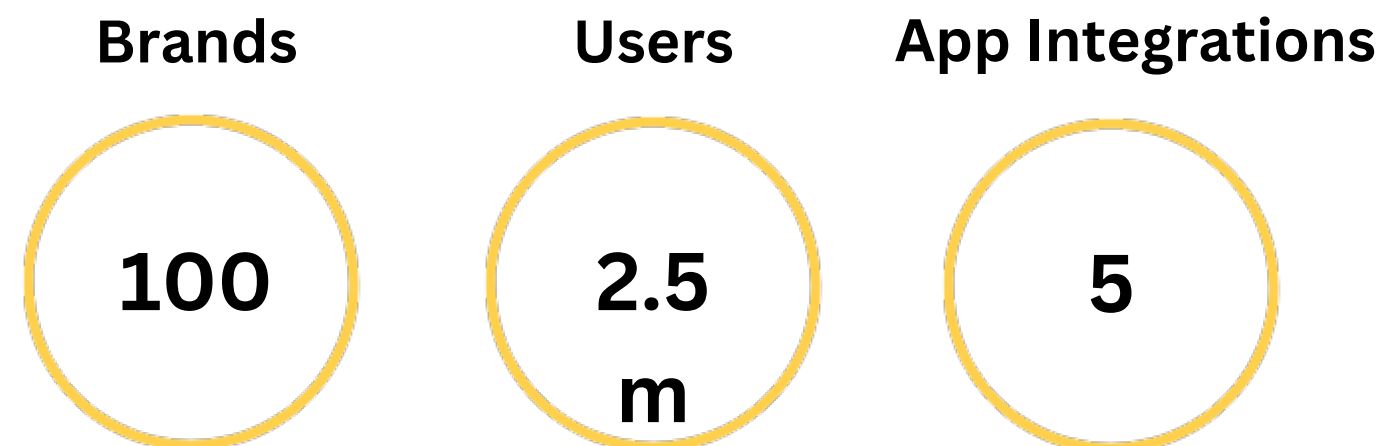


*The **Me DAO** is being established to assist in the governance an allocation of the Me Token. Those allocations relating to Community, Airdrop, and Liquidity Pool will be controlled by the Me DAO.

Use of proceeds: GTM support (2024-)

My AI Inc. has already developed and released v1.0 of the Me Protocol as well as the Me Marketplace, which is the first app built on the Protocol. The proceeds from the sale of Me Tokens will go primarily towards supporting the growth of the ecosystem, **prioritizing new business and user onboarding into apps** connected to the Protocol.

Application Layer Development



- Onboard **100 brands and 2.5m users into connected applications by Q3 2025.**
- GTM support to Me Marketplace and businesses launching rewards on the Protocol.
- Support includes **sales, marketing, participant success** and application enhancements.

Protocol Layer Development



- Support the **development and release v2.0** of Me Protocol in 2025.
- Maintain the **primacy of the Me Protocol** as the most advanced rewards interoperability technology through continuous development.

Builders and Backers

Founders



Robert Wesley

- Founder @ KIVU Technologies
- Co-Founder @ Cognitive Architectures
- International Diplomat @ UN
- MBA @ESADE



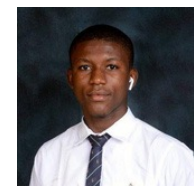
Paul Oamen

- Founder & Instructor, Blockchain Program @ Pan-Atlantic University
- Core Contributor @ Zone Blockchain
- Co-Founder @ Usefull Technologies

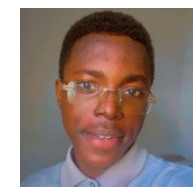
Team



Betsy Brown



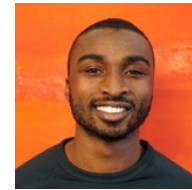
Uche Uchenna



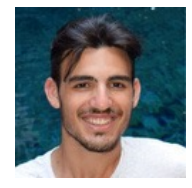
Blessing Samuel



Dr. Pius Onobhayedo



Nathan Vandy



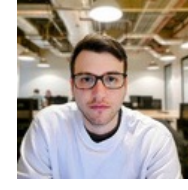
Pedro Fontana



John Chimaobi



Olamide Oluwalana



Dimitrios Konstantinidis



Ayomide Adebara



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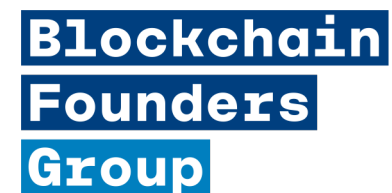
Daniel Owolabi

Financial Partners

Outlier Ventures



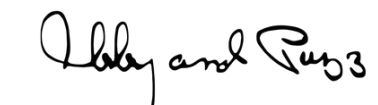
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Sender Ventures

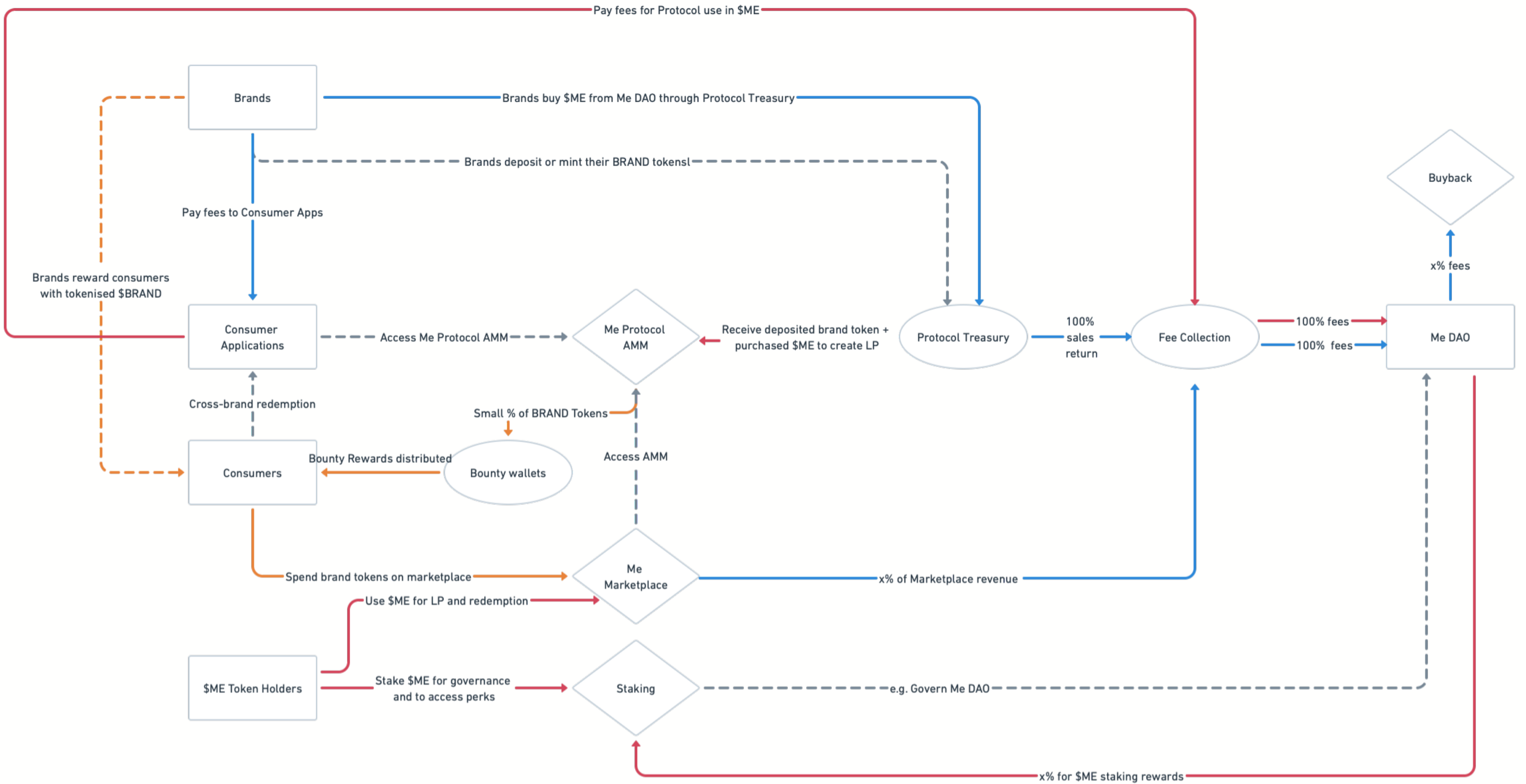
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Brand Partners



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Me Token Flow

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