

Project name MĀLAMA

Project ticker MLMA

Project website [www.malamaproject.org](http://www.malamaproject.org)

Measuring soil carbon change is simple. It requires 1) two samplings or measurements of the same soil area, at different times; 2) accurate sampling and laboratory analysis; and 3) more than just one or two samples; 4) commitment and patience, as the then must be established well before the now.

## Review of Past Documentation -

### Project Charter: The MĀLAMA Ecosystem and MĀLAMA Coin

### MĀLAMA - Fostering Sustainable and Equitable Economic Value within Maui's Local Community

#### Vision Statement

Our project aspires to live up to the Hawaiian concept of "MĀLAMA," which translates to "to care for" or "to steward." This initiative aims to create a sustainable and equitable economy that benefits the local community while preserving the unique natural and cultural treasures of the island.

MĀLAMA envisions a thriving Maui where residents have access to meaningful employment opportunities rooted in sustainable practices. It seeks to support small businesses and entrepreneurs who embody the aloha spirit and are committed to responsible stewardship of the land and sea. This initiative embraces the principles of the circular economy, ensuring that resources are utilized efficiently and waste is minimized.

At the heart of MĀLAMA is the recognition that Maui's true wealth lies in its people and their connection to the `āina (land). It promotes community-based decision-making and encourages the active participation of residents in shaping their economic future. MĀLAMA also emphasizes the importance of cultural preservation, acknowledging the deep connection between the Hawaiian people and their ancestral lands.

#### Objectives

##### 1. Integration Across Channels:

- Integrate blockchain development, land stewardship, human development, and health to create a holistic and sustainable ecosystem.
- Establish a platform for seamless communication and collaboration among stakeholders.

- Develop innovative blockchain solutions for tracking and managing land stewardship practices, human development initiatives, and health interventions.
- 2. Value Discovery and Extraction:**
- Provide cutting-edge tools for landowners to identify and extract hidden values from their properties.
  - Utilize satellite imagery, drones, and machine learning to assess ecosystem services, carbon sequestration potential, and other ecological indicators.
  - Create a marketplace connecting landowners with buyers, investors, and conservation organizations.
- 3. Empowering Local Communities:**
- Empower local communities in Maui, collaborating with leaders, organizations, and residents to meet their unique needs.
  - Implement programs supporting local livelihoods, enhancing educational opportunities, and promoting cultural preservation.
  - Generate employment and economic opportunities through sustainable tourism, regenerative agriculture, and other eco-friendly industries.
- 4. Economic and Ecological Balance:**
- Develop a system balancing economic gain with ecological and social responsibilities, ensuring equitable sharing of stewardship benefits.
  - Implement carbon offset programs to incentivize sustainable practices and generate carbon credits.
  - Facilitate connections between carbon credit purchasers and environmental stewards.
- 5. Creating a Supportive Ecosystem:**
- Foster collaboration among stakeholders like carbon offset purchasers, environmental stewards, local communities, and government agencies.
  - Establish partnerships with organizations sharing similar goals to maximize impact.
  - Encourage mutual support and collaboration towards a sustainable and resilient future.

## **Approach**

- 1. Blockchain Technology:**
- Utilize a decentralized blockchain platform to ensure transparency, security, and immutability of transactions.
  - Implement smart contracts to automate Malama Coin exchanges, reducing intermediary needs.
  - Explore non-fungible tokens (NFTs) for representing unique land parcels, cultural heritage sites, and other assets.
- 2. Engagement and Education:**
- Organize workshops, seminars, and community meetings to engage stakeholders.

- Develop educational materials to inform stakeholders about project benefits and participation methods.
- Collaborate with local educational institutions to integrate the Malama project into curricula and outreach programs.

### **3. Development of Tools and Platforms:**

- Create an interactive web platform for stakeholders to assess land value potential.
- Integrate environmental, cultural, and recreational value assessment tools into the platform.
- Develop mobile applications providing real-time information about land value potentials and local attractions.

### **4. Malama Coin:**

- Design Malama Coin as a utility token for ecosystem purposes, including purchasing goods and services, accessing exclusive experiences, and community governance.
- Establish a robust tokenomics model for Malama Coin's long-term sustainability and value.
- Explore partnerships with local businesses to accept Malama Coin as payment.

### **5. Long-term Vision:**

- Expand globally after success in Maui, adapting to varying regulatory and ecological contexts.
- Advocate for sustainable land use practices globally, influencing policies on land use and stewardship.

## **Conclusion**

Malama Coin is not merely a cryptocurrency project; it is an initiative to redefine the value of land by integrating economic, environmental, and social factors into a blockchain-enabled framework. This approach benefits stakeholders from local communities to global investors, harnessing the untapped potential of land to establish a precedent for sustainable development and responsible land management worldwide.

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## **Additional Sections**

### **Change Management**

Change management within the Malama project will involve:

- Clear processes for submitting and approving changes to the project scope, timeline, and resources.
- Regular review meetings to assess change impacts and update project plans accordingly.

- Transparent communication of changes to all stakeholders to ensure alignment and understanding.

## Stakeholder Engagement

Stakeholder engagement will include:

- Identifying all key stakeholders, including local communities, businesses, government agencies, and investors.
- Developing a stakeholder engagement plan outlining communication strategies, frequency, and methods.
- Regular updates and feedback sessions to keep stakeholders informed and involved in the project lifecycle.

## Quality Management

Quality management practices will focus on:

- Defining quality standards and metrics for all project deliverables.
- Implementing quality assurance processes, including regular audits and reviews.
- Ensuring continuous improvement through feedback and lessons learned.

## Compliance and Standards

The project will adhere to:

- Relevant local, state, and federal regulations.
- Industry standards for blockchain technology, environmental sustainability, and land management.
- Best practices in project management as outlined by PMI and other relevant bodies.

This comprehensive project charter integrates the key components required for effective project management and aligns with best practices outlined in PMBOK® Guide and other industry standards.

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## Problem

### **The Unsustainable Trajectory: Overtourism, Land Exploitation, and Economic Disparity on Maui**

Maui, a paradise celebrated for its natural beauty and rich cultural heritage, faces a crossroads. The dominant economic model, characterized by unchecked tourism, historical land exploitation,

and unequal wealth distribution, threatens the island's delicate ecosystem, cultural identity, and socioeconomic well-being.

## **Overtourism:**

The allure of Maui has resulted in a tourism boom that strains the island's resources. In 2019, a staggering 2.9 million visitors graced Maui's shores, surpassing the island's carrying capacity. [Source: Hawaii Tourism Authority] This deluge of tourists contributes to environmental degradation, including pollution, increased waste generation, and pressure on essential resources like water. [Source: Hawaii Department of Land and Natural Resources] Moreover, the over-commercialization of Hawaiian culture for tourist consumption risks diluting its authenticity and diminishing its significance. [Source: University of Hawaii studies on cultural impacts of tourism]

## **Land Exploitation:**

The historical legacy of landownership in Maui, concentrated in the hands of a few powerful entities, continues to impact the island today. Foreign investors own a substantial portion of Maui's land, driving up real estate prices to levels that displace local residents and exacerbate housing affordability issues. [Source: Maui County property records] Fertile agricultural land, vital for food security, is frequently converted into tourist developments, threatening the island's ability to sustain itself. [Source: Hawaii Department of Agriculture]

## **Unequal Wealth Distribution:**

The economic benefits of tourism are not evenly distributed. Large corporations and absentee landowners reap the majority of profits, while local communities and small businesses struggle. [Source: Hawaii Budget and Policy Center] Maui's cost of living is among the highest in the nation, placing a significant burden on residents. [Source: U.S. Bureau of Economic Analysis] The poverty rate in Maui County exceeds the national average, disproportionately affecting Native Hawaiians. [Source: U.S. Census Bureau]

## **Solution**

### **The MĀLAMA Solution: A Regenerative Ecosystem for Maui**

The MĀLAMA initiative, drawing inspiration from the Hawaiian concept of care and protection, offers a transformative solution. By integrating sustainable practices, blockchain technology (Malama Coin), and a community-centric approach, MĀLAMA addresses the root causes of Maui's challenges.

1. **Equitable Value Distribution:** MĀLAMA Coin ensures that all stakeholders – from local communities to indigenous groups – benefit fairly from tourism and land use through a transparent and decentralized system.

2. **Sustainable Land Management:** The platform incentivizes responsible land stewardship, promoting practices that protect the environment, preserve cultural sites, and support local food production.
3. **Regenerative Tourism:** MĀLAMA shifts the focus to tourism that values cultural exchange, environmental education, and community engagement, fostering a deeper appreciation for Maui's unique offerings.
4. **Cultural Preservation:** MĀLAMA actively supports initiatives that celebrate and revitalize Hawaiian traditions, ensuring that cultural heritage remains a vibrant part of the island's future.
5. **Transparent Governance:** A decentralized model empowers MĀLAMA Coin holders to collectively shape the ecosystem's future, ensuring decisions reflect the diverse interests of all stakeholders.

By embracing the MĀLAMA ecosystem, Maui can chart a new course – one that balances economic prosperity with environmental stewardship, cultural preservation, and social equity. This model serves as a beacon for other communities seeking to create a more regenerative and sustainable future.

## Vision

MĀLAMA's vision for Maui is one of holistic prosperity, where economic vitality is intrinsically linked to environmental health, cultural preservation, and community well-being.

Specifically, the initiative envisions:

- **Thriving Local Economy:** A diversified economy that provides meaningful employment opportunities rooted in sustainable practices, supporting both residents and the island's unique natural resources.
- **Empowered Businesses:** A flourishing network of small businesses and entrepreneurs who uphold the values of the aloha spirit and are committed to responsible stewardship of the land and sea.
- **Circular Economy:** A system that minimizes waste and maximizes resource efficiency, promoting regenerative practices that benefit both the environment and the local community.
- **Community-Driven Development:** A model that prioritizes community-based decision-making and encourages the active participation of residents in shaping Maui's economic future.
- **Cultural Preservation:** The integration of cultural preservation into economic activities, acknowledging the deep connection between the Hawaiian people and their ancestral lands, ensuring that traditions and knowledge are valued and passed down to future generations.

MĀLAMA envisions a Maui where economic success is measured not only by financial gain but also by the well-being of its people, the health of its environment, and the vitality of its cultural heritage.

The Market

Hawaiian Tourism Market:

- **Size & Growth:** Hawaii's tourism industry is significant, contributing billions to the state's economy. While the pandemic caused a temporary decline, there's a strong rebound in 2023-2024.
- **Visitors:** Primarily from the US mainland, with growing interest from international markets (Canada, Japan, etc.).
- **Spending:** Tourists in Hawaii generally have higher spending power, seeking unique experiences and willing to pay for eco-conscious options.
- **Challenges:** Concerns about over-tourism, environmental impact, and cultural sensitivity are growing.

Eco-Tourism Trends in Hawaii:

- **Increasing Demand:** There's a notable shift towards sustainable and responsible travel. Tourists increasingly seek experiences that minimize environmental impact and support local communities.
- **Authenticity & Cultural Immersion:** Travelers want to connect with Hawaiian culture, traditions, and natural landscapes.
- **Regenerative Travel:** Interest in activities that actively contribute to environmental restoration (e.g., tree planting, volunteering with conservation projects).
- **Carbon Offsetting:** Tourists are more aware of their carbon footprint and willing to offset emissions through various programs.
- **Luxury Eco-Tourism:** The high-end market is also embracing sustainability, with luxury resorts focusing on eco-friendly practices and experiences.

Competitor Pricing (Examples):

Competitor	Type of Experience	Price Range
Hawaii Forest & Trail: Guided nature hikes, birdwatching, etc.	\$99 - \$299 per person	
Kualoa Ranch: Movie site tours, ziplining, ATV adventures, etc.	\$49.95 - \$279 per person	
Outrigger Reef Waikiki Beach Resort: Eco-friendly hotel with sustainability initiatives	\$350 - \$800 per night	

**Various Carbon Offset Programs:** Prices vary depending on the provider and the amount of carbon offset.

drive\_spreadsheetExport to Sheets

### Research Resources:

- **Hawaii Tourism Authority (HTA):** Official source for tourism data and statistics. (<https://www.hawaiitourismauthority.org/>)
- **Hawaii Visitors and Convention Bureau (HVCB):** Provides insights into visitor trends and marketing strategies. (<https://www.gohawaii.com/>)
- **Sustainable Tourism Association of Hawaii (STAH):** Focuses on sustainable tourism practices and certifications. (<https://sustainabletourismhawaii.org/>)
- **Market Research Reports:** Look for reports from firms specializing in tourism and sustainability. (e.g., "Hawaii Tourism Market 2024-2032" by MarkWide Research)
- **Competitor Websites:** Analyze the pricing and offerings of various eco-tourism operators and hotels in Hawaii.
- **Social Media & Online Reviews:** Monitor conversations and sentiment on social media platforms and review sites to gauge traveler preferences.

## Our Model Start Here

### The Sustainability Loop:

At the heart of MĀLAMA lies a virtuous cycle of sustainability:

1. **Increased Participation:** As more individuals and businesses join the ecosystem, utilize MĀLAMA Coin, and engage in sustainable practices, the demand for the currency increases.
2. **Token Value Growth:** Increased demand drives up the value of MĀLAMA Coin, incentivizing further participation and investment in the ecosystem.
3. **Reinvested Revenue:** The ecosystem generates revenue through transaction fees, carbon credit sales, and other mechanisms. This revenue is then reinvested in community projects, environmental initiatives, and further development of the platform.

This regenerative cycle ensures that as the MĀLAMA ecosystem grows, it creates more value for all stakeholders, making Maui a more prosperous, sustainable, and culturally vibrant place to live, work, and visit.



## Model Assumptions

### MĀLAMA Business Model: A Sustainable and Equitable Engine for Value Creation

MĀLAMA operates as a multi-faceted platform, leveraging blockchain technology and innovative revenue streams to foster a self-sustaining ecosystem that benefits all stakeholders.

#### Revenue Generation

MĀLAMA's revenue model is designed to be diversified and scalable, ensuring long-term sustainability and growth.

- **Transaction Fees:** A small fee is levied on each transaction conducted within the ecosystem using MĀLAMA Coin (MLMA). This includes payments for goods and services, land transactions, and carbon credit purchases.
- **Platform Subscriptions:** Landowners and businesses can opt for premium subscriptions to access advanced features and services, such as in-depth analytics, targeted marketing tools, and priority access to buyers and investors.
  - Membership Tiers
- **Carbon Credit Sales:** MĀLAMA facilitates the sale of carbon credits generated by landowners who implement sustainable practices. A portion of the revenue supports the platform, while the majority goes directly to the landowners, incentivizing continued environmental stewardship.
- **Data Monetization (Potential):** In the future, MĀLAMA may explore the ethical and transparent monetization of anonymized and aggregated data generated within the ecosystem. This data could be valuable for research, marketing, or policy development, with revenue shared among data contributors.
  - Offer Paid Workshops
  - Offer Courses
    - Paid Education
  - Eco-tourism Packages / Accommodations
  - Government Industry / Grants
  - Arbitrage op on C02 pricing

#### Revenue Denomination

- **MĀLAMA Coin (MLMA) :** The primary currency within the ecosystem is the MĀLAMA Coin (MLMA). Most transactions and fees are denominated in MLMA, driving its demand and value.

- **Fiat Currency:** While MĀLAMA primarily operates with its native token, it may accept payments in fiat currency (e.g., US dollars) for specific services or from external parties. These payments are typically converted to MLM within the ecosystem.

## Equitable Revenue Distribution

Revenue generated by MĀLAMA is distributed according to a transparent and pre-defined model that prioritizes reinvestment in the ecosystem and community:

- **Ecosystem Development:** A significant portion is allocated to the ongoing development and maintenance of the MĀLAMA platform, ensuring its technological advancement, security, and scalability.
- **Community Initiatives:** MĀLAMA is committed to supporting community projects and initiatives that align with its values, such as environmental conservation, cultural preservation, and education. A portion of revenue is dedicated to funding these efforts.
- **Land Steward Rewards:** Landowners who engage in sustainable practices are rewarded with MĀLAMA Coin, carbon credits, or other incentives, fostering a culture of environmental stewardship.
- **Stakeholder Dividends (Potential):** As the ecosystem matures, MĀLAMA may consider distributing a portion of revenue as dividends to MĀLAMA Coin holders, providing them with a direct financial stake in the ecosystem's success.
- **Reserve Fund:** A reserve fund is maintained to ensure the stability and resilience of the ecosystem, safeguarding against market fluctuations or unforeseen events.

This holistic business model not only generates revenue but also fosters a virtuous cycle of growth, where economic activity directly contributes to environmental and social well-being. It is a testament to MĀLAMA's commitment to creating a sustainable and equitable future for Maui.

## Value Creation

### Value Creation: A Regenerative Ecosystem for Maui

The MĀLAMA initiative is not just an economic model; it's a regenerative ecosystem designed to unlock and enhance the value of Maui's interconnected resources – its land, its people, and its cultural heritage. This value creation is multifaceted and self-reinforcing, generating benefits that extend far beyond financial gains.

### Economic Prosperity:

- **MĀLAMA Coin:** This innovative digital currency serves as the lifeblood of the ecosystem, facilitating transactions and rewarding sustainable practices. As adoption grows, the value of MĀLAMA Coin increases, creating a powerful incentive for participation.

- **Enhanced Land Value:** Landowners are incentivized to adopt sustainable practices through carbon credits, eco-tourism revenue, and other mechanisms. This not only generates income but also enhances the long-term value of their land.
- **Local Economic Growth:** The circulation of MĀLAMA Coin fuels local businesses, stimulating economic activity and creating jobs within the community.

#### Environmental Stewardship:

- **Ecosystem Services:** By incentivizing practices that protect and enhance Maui's natural resources, MĀLAMA helps maintain and improve vital ecosystem services such as clean water, air purification, and biodiversity. These services, in turn, support tourism, agriculture, and the overall well-being of the island.
- **Carbon Sequestration:** MĀLAMA promotes land management practices that sequester carbon, mitigating climate change and generating carbon credits, which can be sold to offset emissions elsewhere.
- **Resource Optimization:** The initiative fosters efficient resource use and waste reduction, contributing to a more resilient and sustainable Maui.

#### Social and Cultural Enrichment:

- **Community Empowerment:** MĀLAMA places decision-making power in the hands of the local community, fostering a sense of ownership and pride in shaping the island's future.
- **Cultural Preservation:** The initiative supports programs that preserve and celebrate Hawaiian traditions, language, and knowledge, enriching the cultural landscape of Maui and strengthening its unique identity.
- **Social Cohesion:** MĀLAMA encourages collaboration and shared responsibility for the well-being of the island, fostering a stronger sense of community and belonging.

### MĀLAMA Stakeholder Map & Descriptions

Stakeholder	Role	Value Creation	Task	Motivation	Desired Behavior	Incentiv
<b>Total Users</b>	<b>7</b>					
Token Trader	Buy and sell MLM tokens to arbitrage and profit.	Pay a fee for trading	Trade Tokens on the Exchange	Profit	Increase Trade Volume	Token rewards

Tourist	Visitor to Maui interested in offsetting their carbon footprint and supporting the local economy.	Buys MLM token at set rate to offset carbon and participate in marketplace discounts	Buy MLM to offset carbon and participate in marketplace and discounts	Sustainability and Savings	Buy and Use MLM token	Reward v discount access
Landowner	Owners of land parcels in Maui.	Increased land value, revenue from ecosystem services, carbon credits.	Assess and manage land value, engage in sustainable practices.	Financial gain, environmental responsibility	Sustainable land use, participation in MĀLAMA ecosystem.	Financial rewards, recognition, tax benefits
Land Steward	Individuals or organizations managing land on behalf of owners.	Sustainable land management, improved ecosystem health.	Implement sustainable practices, monitor land health.	Income, environmental stewardship	Active engagement, adherence to best practices.	Financial rewards, reputation enhancement
Local Resident	Community members residing in Maui.	Stronger local economy, improved quality of life.	Participate in decision-making, support local businesses.	Community well-being, environmental protection	Active participation, adoption of MĀLAMA Coin.	Access to services, discounts, voting rights

Local Business (Tourism)	Businesses catering to tourists (hotels, restaurants, activities).	Increased revenue, customer loyalty.	Adopt sustainable practices, accept MĀLAMA Coin.	Profitability, reputation, community support	Adoption of sustainable practices, acceptance of MLM.	Marketing support, access to eco-cons s tourists.
Local Business (Non-Tourism)	Businesses serving the local community (groceries, retail).	Increased revenue, customer loyalty.	Adopt sustainable practices, accept MĀLAMA Coin.	Profitability, community support	Adoption of sustainable practices, acceptance of MLM.	Marketing support, access to local communi

## BUSINESS non Hawaii - United/Delta

MAUI Government  
 Source of Tourists - Japan -  
 HTA / USDA  
 Natural Resource Conservation Service  
 DHHL  
 Office of Hawaiian Affairs  
 DLNR  
 State of Hawaii  
 Chamber of Commerce  
 Regenerative Farm Industry  
 Utilities in Hawaii and elsewhere  
 Tyler to add to stakeholder list

## MĀLAMA Value Capture

MĀLAMA Value Capture: A Multi-Pronged Approach

MĀLAMA's value capture strategy is multifaceted, incorporating both protocol-level and token-level mechanisms to ensure the platform's sustainability and growth, while benefiting its

stakeholders. This approach is inspired by successful models employed by other blockchain projects but tailored to the unique context of Maui.

## 1. Protocol-Level Value Capture

- **Transaction Fees:** Akin to established blockchain platforms like Ethereum, MĀLAMA charges a small fee for each transaction on its network. This fee is crucial for funding development, marketing, and other initiatives that drive the ecosystem's expansion.
- **Platform Subscription Fees:** MĀLAMA offers premium features and services, such as advanced analytics and targeted marketing tools, to landowners and businesses for a subscription fee. This model, similar to platforms like Salesforce, provides a recurring revenue stream and incentivizes platform usage.
- **Data Monetization:** With strict adherence to privacy and security standards, MĀLAMA explores aggregating and anonymizing non-sensitive data for research or insights. This approach, akin to Ocean Protocol's data marketplaces, creates an additional revenue stream while maintaining user trust.
- **Carbon Credit Trading:** The platform facilitates carbon credit trading, potentially taking a small commission. This model, similar to ClimateTrade or Nori, incentivizes sustainable land management practices and generates revenue for both landowners and the platform.

## 2. Token-Level Value Capture

- **Token Appreciation:** As the MĀLAMA ecosystem grows, so does the demand for MĀLAMA Coin (MLMA). This increased demand, driven by adoption and usage, has the potential to drive up the token's value, benefiting early adopters and long-term holders.
- **Staking Rewards:** MĀLAMA incentivizes users to hold MLM by offering rewards to those who stake their tokens, contributing to network security and stability.
- **Token Burns:** To control the token supply and potentially increase its value, MĀLAMA may implement a token burn mechanism, where a portion of transaction fees or other revenue is permanently removed from circulation.
- **Governance Rights:** MLMA holders are not just investors; they are active participants in the ecosystem's governance. Through voting rights, they influence key decisions, ensuring the platform's direction aligns with their interests and contributes to long-term value creation.

## A Comparative Lens

MĀLAMA's value capture strategy draws inspiration from various successful models:

- **Ethereum:** Transaction fees fund development and maintenance.
- **Salesforce:** Subscription-based model for premium features.
- **Ocean Protocol:** Ethical data monetization for research and insights.
- **ClimateTrade/Nori:** Facilitating carbon credit trading.

However, MĀLAMA is not merely replicating existing models. It tailors these strategies to the specific context of Maui, integrating them with a focus on sustainability, community empowerment, and cultural preservation. This unique blend creates a value capture system that is both financially viable and socially responsible, driving a regenerative economy for the island.

Community Projects - Voting - attribution. Paul

MĀLAMA (MLMA) Token Distribution Schedule

Group Category:

Group Name	Allocation %	Type	Group Category	%
Ecosystem Incentives	20%	External	External	50%
Airdrops	30%	External	External	50%
Total External	50%			50%
Core Contributors	20%	Internal	Internal	50%
Private Investors	15%	Internal	Internal	50%
Liquidity Provision	10%	External	External	50%
Treasury	5%	Internal	Internal	50%
Total Internal	50%			50%
Grand Total	100%			100%

Distribution Schedule:

Phase	Timeframe	Allocation Target	Description
Seed Round	Month 1-3	10%	Private sale to early investors
Private Round	Month 4-6	5%	Private sale to strategic partners
Airdrop	Month 7	30%	Distribution to early adopters and community members
Public Sale	Month 8-9	20%	Public sale on exchanges
Ecosystem Launch	Month 10	5%	Allocation for initial liquidity on decentralized exchanges (DEXs)
Team Vesting	Month 10 Onwards	20%	Gradual release to core team members over 2-3 years
Treasury	Month 10 Onwards	5%	Reserved for future development, marketing, and partnerships
Liquidity	Month 10 Onwards	5%	Gradual release to maintain liquidity on exchanges

**Chart Visualization:**

**Important Notes:**

- The percentages are approximate and may be subject to minor adjustments.
- The vesting schedule for core contributors is designed to align their interests with the long-term success of the project.



- The treasury allocation will be used strategically to ensure the sustainable growth and development of the MĀLAMA ecosystem.
- Airdrops will be distributed to early adopters and community members who actively participate in the MĀLAMA ecosystem.

This distribution schedule aims to create a fair and balanced allocation of MLM tokens, ensuring the long-term viability and success of the MĀLAMA project.

**MĀLAMA (MLMA) Token Emission Schedule**

This revised schedule prioritizes community involvement, incentivizes long-term commitment from the team and early backers, and ensures sufficient liquidity for the ecosystem.

**Emission Groups and Details:**

Group Name	Allocation %	Lock-Up Duration (Months)	Unlock Duration (Months)	Unlock Frequency
Ecosystem Incentives	30%	0	48	Daily
Community Rewards	20%	0	48	Daily
Team	15%	6	36	Monthly
Early Backers and Investors	10%	6	24	Monthly

Liquidity	15%	0	12	Daily
Reserve	10%	12	36	Monthly

### Key Parameters:

- **Total Emission Duration:** 48 months
- **% of Total Token Supply Unlocked at TGE (Token Generation Event):** 25%  
(Community Rewards, Liquidity)
- **Avg. Annual Inflation:** This will vary depending on the specific unlock schedule and circulating supply.

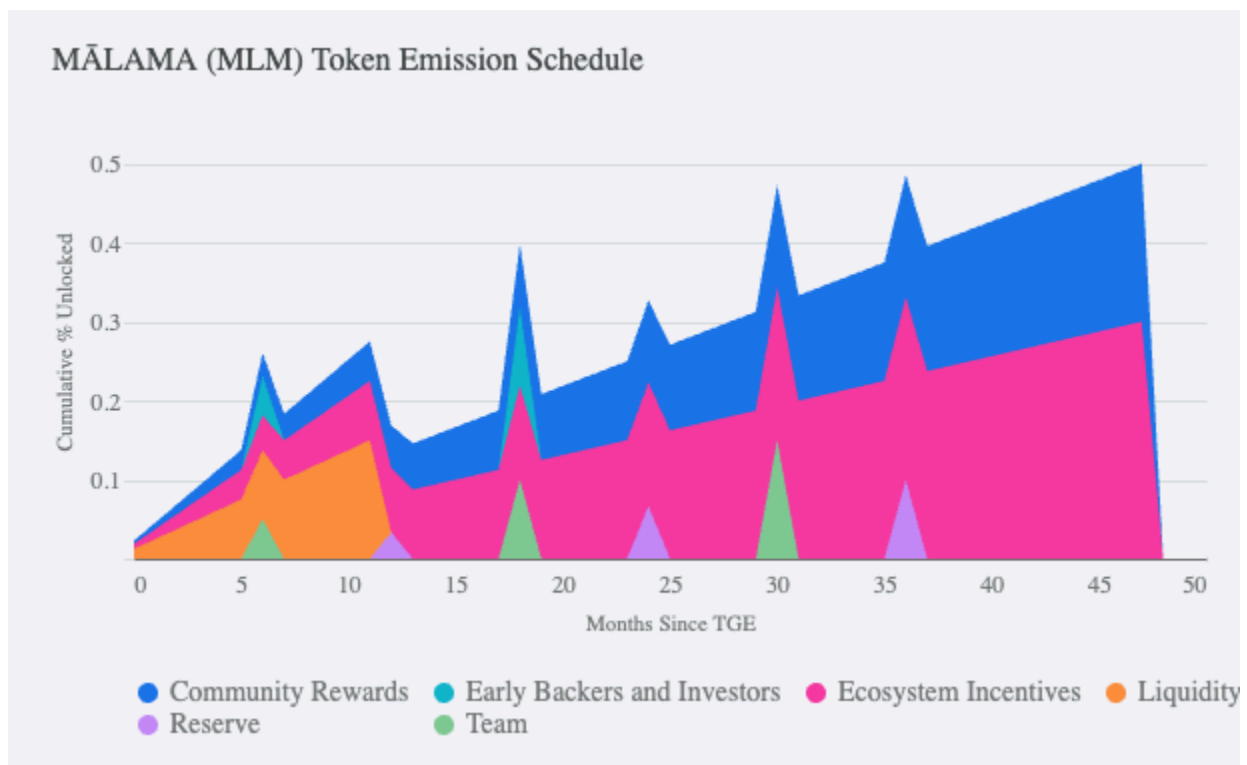
### Explanation of Changes:

- **Ecosystem Incentives and Community Rewards:** These allocations remain unchanged, ensuring immediate rewards for early adopters and continuous incentives for community participation.
- **Team and Early Backers/Investors:** Both groups now have a 6-month lock-up period, aligning their interests more closely with the long-term success of the project. Early backers also have a shorter vesting period (24 months) to provide some earlier liquidity.
- **Liquidity:** The allocation has been increased to 15% to ensure sufficient liquidity in the market, especially during the initial phases of the project.

### Rationale:

- **Encourage early adoption and community engagement** through immediate access to tokens for rewards and incentives.

- **Foster long-term commitment** from the team and early backers through vesting periods.
- **Ensure sufficient liquidity** to support a healthy market for MLMA tokens.
- **Maintain a controlled release of tokens** to manage inflation and support the token's value over time.



### Comparison with Other Projects:

The MĀLAMA emission schedule is designed to be competitive and balanced compared to similar projects. It prioritizes community engagement and long-term sustainability while ensuring a fair distribution of tokens among stakeholders.

### Important Considerations:

- The emission schedule is subject to adjustment based on market conditions and the evolving needs of the MĀLAMA ecosystem.
- Transparency and communication will be prioritized to ensure all stakeholders are informed about any changes to the emission schedule.

## **MĀLAMA Demand Drivers: A Comprehensive Analysis and Future Outlook**

MĀLAMA's success hinges on creating a robust and sustainable demand for its native token, MLMA. This report provides a detailed analysis of the five core demand drivers identified for MĀLAMA, along with estimations based on advanced models and a discussion of potential additional drivers.

### **1. Token Buybacks**

- **Mechanism:** MĀLAMA will utilize a portion of its revenue to repurchase MLM tokens from the open market.
- **Estimated Demand:** \$16.14 million by the end of the emission period (48 months).
- **Impact:** Reducing the circulating supply and signaling confidence in the token's value, buybacks can create upward price pressure and incentivize long-term holding.

### **2. Governance**

- **Mechanism:** MLMA holders can participate in governance decisions through voting, influencing the platform's future direction.
- **Estimated Demand:** \$96.07 million worth of MLMA locked in governance by the end of the emission period.

- **Impact:** Empowers token holders, fosters a sense of community and ownership, and potentially increases demand as users seek to influence the platform's development.

### 3. Staking

- **Mechanism:** Users can stake MLMA to earn rewards, both in MLMA tokens and a share of platform revenue.
- **Estimated Demand:** An average of 48 million MLMA tokens staked per month, with a projected average APR of 1.834%.
- **Impact:** Creates a passive income stream for holders, incentivizes long-term holding, and enhances network security.

### 4. Discounts

- **Mechanism:** MLMA holders receive discounts on goods and services within the MĀLAMA ecosystem.
- **Estimated Demand:** \$1.31 million in purchases using MLMA for discounts by the end of the emission period.
- **Impact:** Incentivizes the use of MLMA for transactions, increases token circulation, and attracts users to the platform.

### 5. Access

- **Mechanism:** Landowners and stewards must hold a certain amount of MLMA to access the platform's tools and resources.
- **Estimated Demand:** 133,450 MLMA tokens held for access purposes by the end of the emission period.

- **Impact:** Creates a baseline demand for MLMA, especially among those who are actively involved in land management and sustainable practices.

**Total Estimated Demand (All Drivers):** \$270.00 million by the end of the emission period (48 months).

**Additional Demand Drivers (Potential):**

- **NFT Integration:** MĀLAMA could explore the creation of non-fungible tokens (NFTs) representing unique aspects of Hawaiian culture or land ownership. This would introduce a new asset class within the ecosystem and potentially attract a wider audience.
- **Sustainable Tourism Initiatives:** Partnering with eco-tourism operators and offering exclusive experiences for MLMA holders could drive further demand for the token.
- **Educational Programs:** Creating educational content and resources related to sustainability, blockchain technology, and the MĀLAMA ecosystem could increase awareness and interest in the project, driving token demand.
- **Carbon Offset Marketplaces:** Integrating MLMA into existing carbon offset marketplaces could expose the token to a broader audience and create a new avenue for demand.
- **Micro-Loans and Financial Services:** Offering micro-loans or other financial services denominated in MLMA could incentivize adoption and usage within the local community.
- **Community-Driven Initiatives:** MĀLAMA will encourage the creation of community-led projects and initiatives that utilize MLMA tokens. This could

include local crowdfunding campaigns, social impact projects, or even the creation of new tokenized assets within the ecosystem.

- **Partnerships and Collaborations:** Strategic partnerships with local businesses, government agencies, and other organizations can expand the utility of MLMA and create new use cases for the token.

## **MĀLAMA Additional Configurations**

The following configurations provide additional insights into the financial projections and token distribution strategy of the MĀLAMA project:

### **Fully Diluted Valuation (FDV):**

- Maximum Token Supply: 1 billion MLMA
- Token Price at TGE: \$0.50
- **Calculated FDV:** \$500 million (1 billion MLM \* \$0.50/MLM)

### **Likelihood to Achieve FDV:**

- The project estimates a 74% likelihood of achieving the fully diluted valuation of \$500 million. This confidence level is based on various factors, including the strength of the project's value proposition, the demand for sustainable solutions, and the growing interest in blockchain-based initiatives in Hawaii.

### **Market Capitalization at TGE:**

- With 6.5% of the total token supply unlocked at the Token Generation Event (TGE), and a token price of \$0.50, the initial market capitalization is estimated at \$3.25 million.

**Sanitized Tokenomics:**

The MĀLAMA token distribution and emission schedules have been carefully designed to ensure a balanced and sustainable approach:

**MLM Token Distribution Schedule:**

Group Name	Allocation %
Ecosystem Incentives	30%
Community Rewards	20%
Team	15%
Early Backers and Investors	10%
Liquidity	15%
Reserve	10%

**MLM Token Emission Schedule:**

Group Name	Allocation %	Lock-Up Duration (Months)	Unlock Duration (Months)	Unlock Frequency
Ecosystem Incentives	30%	0	48	Daily
Community Rewards	20%	0	48	Daily



Team	15%	6	36	Monthly
Early Backers and Investors	10%	6	24	Monthly
Liquidity	15%	0	12	Daily
Reserve	10%	12	36	Monthly

### Key Points:

- The distribution schedule prioritizes ecosystem development and community rewards while ensuring fair allocation to the team and early backers.
- The emission schedule features a gradual release of tokens, with vesting periods for the team and early backers to incentivize long-term commitment.
- The significant allocation to liquidity ensures a healthy market for MLMA tokens.

### Additional Considerations:

While the provided information offers a solid foundation for understanding the MĀLAMA project's tokenomics, it's important to consider additional factors:

- **Market Dynamics:** The cryptocurrency market is highly volatile, and token prices can fluctuate significantly. The projected FDV is an estimate and may not be fully realized.
- **Regulatory Environment:** Changes in regulations could impact the project's operations and token value.
- **Adoption Rate:** The success of MĀLAMA depends on the adoption and usage of MLMA tokens. Marketing and community engagement efforts will be crucial for driving adoption.

## Initial Valuation Estimate

Given these factors, it's challenging to provide a precise valuation for MĀLAMA. However, based on comparable analysis and a conservative estimate of potential revenue streams, an initial valuation range of \$50 million to \$100 million could be a reasonable starting point.

This estimate is subject to change as the project develops, gains traction, and demonstrates its value proposition. Continuous monitoring of market trends, investor sentiment, and the growth of the Malama ecosystem is crucial for refining the valuation over time.

Absolutely! Let's determine a fair valuation for the MĀLAMA project using the Comparable Project Analysis framework you've outlined.

## MĀLAMA Pre-TGE Valuation

### 1. Comparable Projects:

To estimate MĀLAMA's fair value, we'll compare it to other blockchain projects with a focus on environmental sustainability, land stewardship, and tokenized ecosystems.

Some relevant projects include:

- **KlimaDAO:** A decentralized autonomous organization focused on carbon offsetting.
- **Regen Network:** A blockchain-based platform for ecological asset creation and exchange.
- **Celo:** A blockchain platform focused on financial inclusion and social impact.
- **Flowcarbon:** A platform tokenizing carbon credits on the blockchain.

### 2. Quantitative Data Points:

We'll gather the following quantitative data points for each comparable project (as of today, June 5th, 2024):

- **Fully Diluted Valuation (FDV)**
- **Total Value Locked (TVL)**
- **Daily/Monthly Trading Volume**
- **Number of Active Users**
- **Token Price**
- **Market Capitalization**

3. **Qualitative Data Points:**

We'll also assess qualitative factors for each comparable project, including:

- **Tokenomics Design:** How does the token incentivize participation and value creation?
- **Community Engagement:** How active and engaged is the community around the project?
- **Team Experience:** What is the experience and track record of the project's team?
- **Partnerships:** What strategic partnerships does the project have in place?

4. **Calculating the Mean and Median Values:**

We'll calculate the mean and median values for the quantitative data points to get a sense of the average valuation range for comparable projects.

5. **Assessing MĀLAMA's Likelihood of Success:**

We'll then ask the critical question: How likely is MĀLAMA to achieve scale and KPIs similar to the comparable projects?

- **Consider MĀLAMA's strengths:**

- Unique value proposition focused on sustainable land management and community empowerment.
- Strong team with experience in blockchain, sustainability, and community development.
- Strategic partnerships with local organizations and government agencies.
- Growing interest in ESG investing and regenerative economies.

- **Consider MĀLAMA's challenges:**

- Relatively new project with limited track record.
- Complex regulatory landscape surrounding land use and carbon markets.
- Competition from other blockchain projects in the sustainability space.

## 6. **Estimating Fair Value:**

Based on our assessment of MĀLAMA's strengths, challenges, and the mean valuation of comparable projects, we can estimate a fair value for the project.

- **Conservative Estimate:** If we assume a 1-5% likelihood of MĀLAMA achieving similar success to the top comparable projects, the fair value could be in the range of \$5 million to \$25 million.
- **Optimistic Estimate:** If we believe MĀLAMA has a higher potential for success (5-10%), the fair value could be in the range of \$25 million to \$50 million.

## Comparison of MĀLAMA Token Emission with Other Projects

To compare the MĀLAMA token emission schedule and distribution with other blockchain projects, here are detailed insights from several notable projects:

### Pendle (PENDLE)

- Total Supply: Pendle has a total supply of 231,725,000 tokens.
- Token Distribution:
  - 50% allocated for community incentives and ecosystem development.
  - 20% for the team and advisors.
  - 10% for liquidity provision.
  - The remaining 20% distributed through early investors and other initiatives.
- Emission Schedule: Pendle follows a perpetual emission model with weekly emissions to ensure continuous supply for ecosystem growth ([Binance](#)).

### Kadena (KDA)

- Total Supply: 1 billion tokens.
- Token Distribution:
  - 20% for the platform share, used for developer and community grants, ecosystem initiatives.
  - Emission schedule extends over 100 years, with significant emissions initially and decreasing over time to maintain economic balance.

- Emission Adjustments: The platform's emission schedule has been adjusted to extend emissions to 2030, reducing the annual platform emission rate to support a healthier economy ([Kadena](#)).

## SUI

- Total Supply: 10 billion tokens.
- Token Distribution:
  - Tokens are released gradually, with a significant portion allocated to staking rewards and community incentives.
  - Stake rewards come from gas fees and subsidies, already counted in the circulating supply when distributed.
  - Community Reserve supports grants and ecosystem partnerships, earning staking rewards re-invested into the community.
- Emission Schedule: SUI's emission schedule extends up to 2030, with tokens gradually unlocking to support the network's operations and community initiatives ([Suipiens](#)).

## ONINO (ONI)

- Total Supply: 100 million tokens.
- Token Distribution:
  - 48% for staking rewards.
  - 20% for the treasury and innovation fund.
  - 13% for initial token sales.
  - 12% for the team.
  - 5% for advisors.

- 2% for initial liquidity provision.
- Emission Schedule: Emission aligns with sustainable growth goals, with a diminishing emission rate over time. Unused tokens are reallocated to further incentivize long-term validation and ecosystem development ([Welcome to ONINO | ONINO Docs](#)).

## Analysis and Suggestions for MĀLAMA

### Competitive Position:

- Balanced Allocation: Similar to projects like Pendle and ONINO, MĀLAMA's allocation of tokens towards community incentives and rewards (30% and 20% respectively) ensures strong community engagement and ecosystem development.
- Gradual Emission: Like Kadena and SUI, MĀLAMA's emission schedule should ensure a gradual release of tokens to avoid inflationary pressures and maintain economic stability.

### Recommendations:

- Long-Term Vesting for Team and Advisors: Ensure that team and advisor tokens have a significant vesting period (e.g., 1-year cliff followed by 3-4 years of linear vesting) to align their interests with long-term project success, similar to ONINO's model.
- Community-Focused Initiatives: Allocate a portion of tokens to a community reserve, which can earn staking rewards and be used for grants and partnerships, akin to SUI's model.

- **Periodic Review of Emission Rates:** Implement a mechanism to review and adjust emission rates based on project performance and market conditions, following Kadena's adaptive approach.

## **MĀLAMA Token Availability: A Phased Approach**

The MĀLAMA token (MLMA) will become available gradually over 48 months, following a structured emission schedule designed to balance early access with long-term sustainability. This phased approach ensures a controlled increase in token supply, mitigating the risk of sudden price fluctuations and promoting a healthy market.

### **Token Availability Chart**

#### **Key Insights from the Chart:**

- **Initial Availability:** At the Token Generation Event (TGE), 25% of the total MLMA supply will be unlocked, primarily allocated to Community Rewards and Liquidity. This ensures sufficient tokens are available for early community engagement and trading.
- **Gradual Release:** The remaining tokens will be released gradually over the next 48 months, following the vesting schedules for the Team, Early Backers and Investors, and the Reserve. This controlled release helps to maintain token value and prevent market saturation.
- **Ecosystem Incentives:** A significant portion of the tokens (30%) is allocated to Ecosystem Incentives, which will be released daily over the entire 48-month



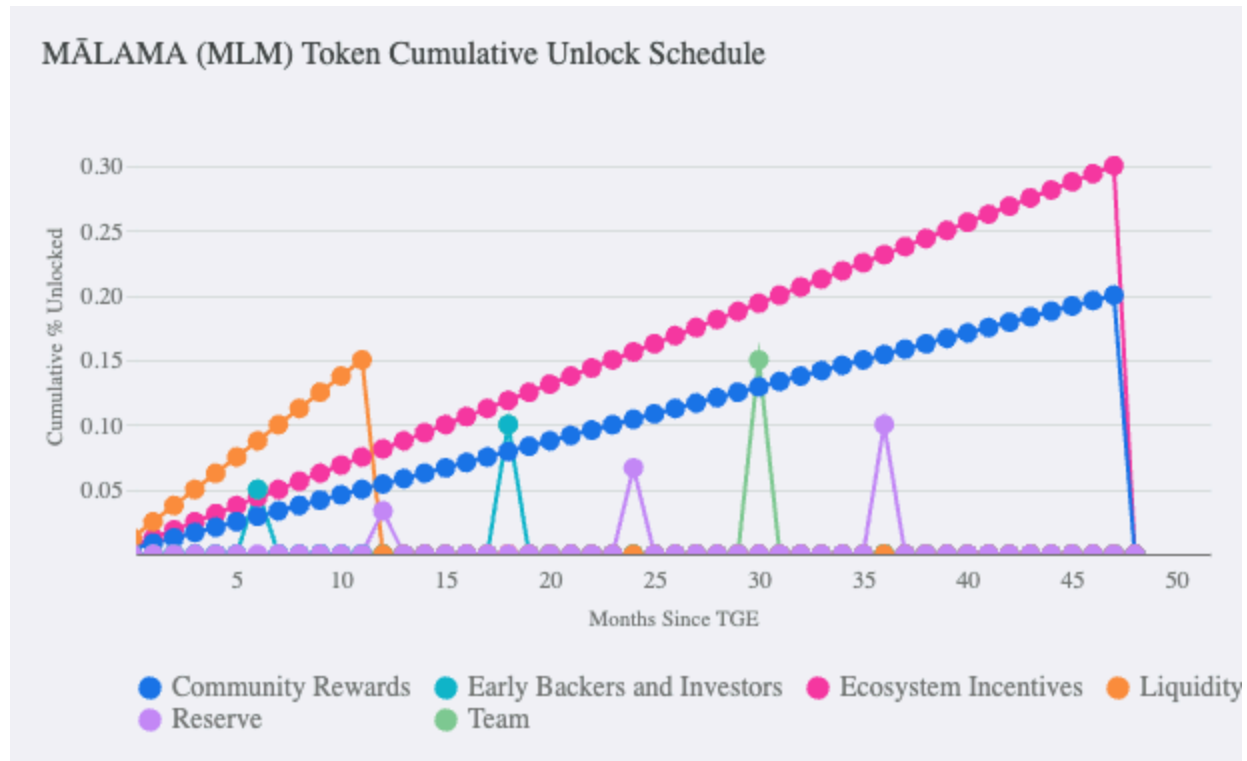
period. This ensures a continuous stream of rewards for users who contribute to the growth and development of the MĀLAMA ecosystem.

### **Understanding the Impact:**

The token availability schedule is a critical component of MĀLAMA's tokenomics. It directly impacts the token's circulating supply, which in turn can influence its price and overall market dynamics. By carefully managing the release of MLMA tokens, MĀLAMA aims to create a stable and sustainable market that benefits all stakeholders.

### **Additional Considerations:**

- **Market Demand:** The actual demand for MLMA will play a significant role in determining its price and overall success. The demand drivers discussed earlier (token buybacks, governance, staking, discounts, and access) are designed to stimulate demand and create a thriving ecosystem.
- **Token Utility:** The utility of MLMA within the MĀLAMA ecosystem will also influence its demand. As more use cases are developed and adopted, the token's value proposition will strengthen, further driving demand.
- **External Factors:** Market conditions, regulatory changes, and broader economic trends can also impact the token's performance. MĀLAMA will closely monitor these factors and adjust its strategies as needed to ensure the long-term success of the project.



## MĀLAMA Launch and Growth KPIs: A Deeper Dive

The Launch and Growth KPIs table provides critical insights into the dynamics of MLMA token supply and demand at different stages of the project's lifecycle. Let's break down each metric and its implications for MĀLAMA's growth trajectory:

### Average Annual Rate of Inflation (as % of Max. Token Supply):

- **At TGE:** 0% (No new tokens are released immediately after the TGE)
- **1 month post-TGE:** 0% (Still within the initial lock-up period for most tokens)
- **1 year post-TGE:** 292.31% (Significant increase due to the release of tokens from the Ecosystem Fund and Community Rewards)
- **3 years post-TGE:** 2.3% (Inflation rate significantly decreases as most tokens are unlocked)

**Interpretation:** The high inflation rate in the first year reflects the project's focus on incentivizing early adoption and community growth. However, this is balanced by a gradual decrease in inflation over time as the token supply stabilizes.

### Incremental Demand Required to Achieve Price Equilibrium:

- **At TGE:** \$1.63M (Initial market capitalization)

- **1 month post-TGE:** \$0.00 (No new tokens released, so no additional demand is required)
- **1 year post-TGE:** \$6.38M (Significant demand needed to absorb the increased token supply)
- **3 years post-TGE:** \$14.67M (Continued demand needed to support the token's value)

**Interpretation:** The demand required to maintain price stability increases significantly in the first year due to the rapid increase in circulating supply. This highlights the importance of strong demand drivers like token buybacks, governance participation, and staking rewards.

#### **% of Maximum Token Supply in Circulation:**

- **At TGE:** 6.5%
- **1 month post-TGE:** 6.5%
- **1 year post-TGE:** 25.5%
- **3 years post-TGE:** 84.17%

**Interpretation:** The percentage of tokens in circulation increases gradually over time, with the majority of tokens unlocked by the end of the third year. This gradual release helps to prevent market saturation and sudden price fluctuations.

#### **USD Value of Tokens Introduced to Circulation:**

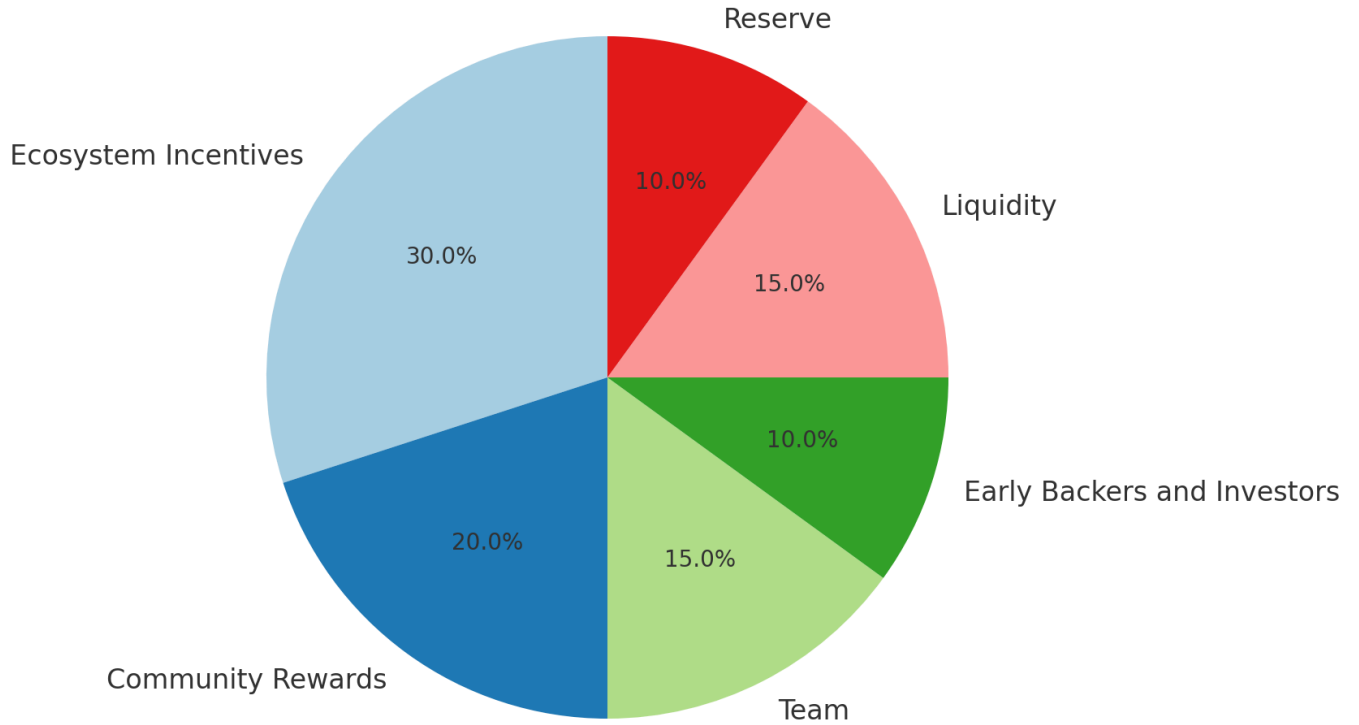
- **At TGE:** -\$1.63M (Negative value as it represents the initial market cap)
- **1 month post-TGE:** -\$1.63M (No change in circulating supply)
- **1 year post-TGE:** -\$6.38M (Reflects the increase in circulating supply and the need for additional demand)
- **3 years post-TGE:** -\$21.04M (Cumulative value of tokens introduced into circulation)

**Interpretation:** The negative values indicate the amount of additional demand (in USD) required to maintain price stability as new tokens are released into circulation.

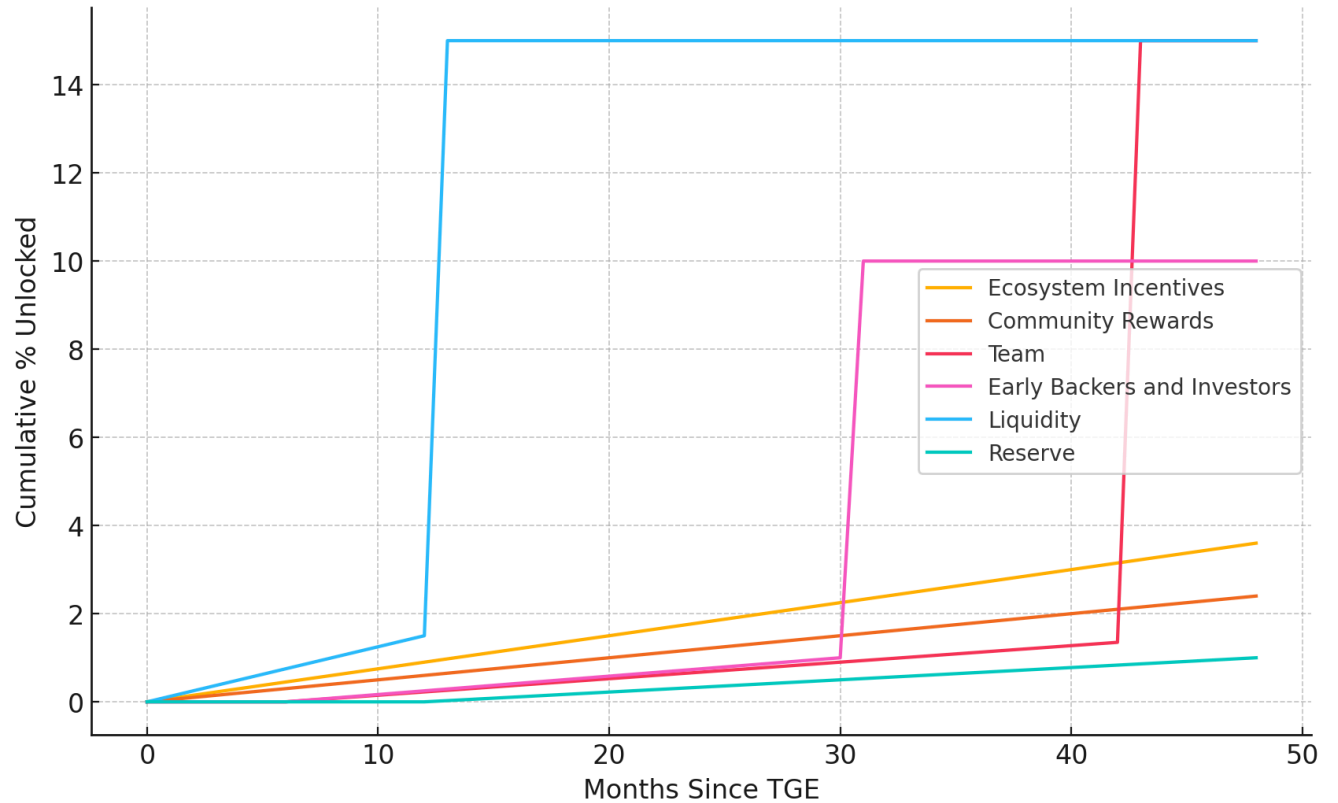
#### **Strategic Considerations:**

- **Demand Generation:** MĀLAMA must focus on implementing and promoting its demand drivers to attract sufficient demand to absorb the increasing token supply and maintain price stability.
- **Tokenomics Optimization:** The project should continuously monitor the token's performance and adjust the emission schedule or buyback program as needed to ensure a balanced supply and demand dynamic.
- **Community Engagement:** Transparent communication with the community about the tokenomics and the project's progress is crucial for building trust and fostering long-term engagement.

## MĀLAMA (MLM) Token Distribution



## MĀLAMA (MLM) Token Emission Schedule



# MĀLAMA (MLM) Monthly % Increase to Circulating Supply

