SOCIAL

THE STORY OF
MG.SOCIAL

Mathew Safford
FOUNDER/CEO

MG.SOCIAL
WHO WE ARE

MG.Social is an ad-free, social media platform that rewards creators for their content contributions. The social media network allows users to monetize their original content using blockchain technology via the XRP Ledger.

The MG.Social platform is maintained and guided by its community of over 1300 paid subscribers as of December 2021, and still growing. The MG.Social community is made up of content creators, XRP/XRPL and crypto enthusiasts seeking a fair monetization model.

Mathew Safford
FOUNDER/CEO

CONTENTS

COMMUNITY-FIRST.

The MG.Social platform is a game changer! It's just so refreshing to not be bombarded with ads and have our content be monetized! **One of the things I love the most about this platform is how the team is accessible to us users,** how much they listen to our requests and how they are always working on improvements.

I've been using the platform since its early days and can say they have improved the user experience quite a lot. Great platform!

Cyntia Bock
@Veggiessima
(User since May 31, 2020)

OUR STORY
... SO FAR

Why do we exist?

Traditional social media platforms have made a fortune off the back of your content and data. They've hogged the financial rewards of their networks for themselves, while selling you out to advertisers.

MG.Social has developed a business model for our social media platform that scales ad-free, while allowing you to get paid for the content you contribute.

We will never sell ads to advertisers and we pride ourselves in data privacy and will never sell your data.

Ad-free browsing

Experience a social media platform that is solely based on user generated content. No intrusive ads or sponsored content.

Community-first

At MG.Social our users are an extension of our team. From voting on new community features to providing roadmap requests we value their feedback.

Post to earn

Get rewarded for the content you contribute. The MGS Utility Token is used to set a daily value on your posts and engagement that can then be used for trading or purchasing.

Private and secure

MG.Social users require a Coil membership which is an added layer of security ensuring the bots are kept out.

MG.Social

OUR

VISION

DESIGN THE MOST CREATOR FRIENDLY PLATFORM IN EXISTENCE.

MG.Social uses blockchain technology to help solve the problems of traditional social networks:

01	Scale and develop the platform ad-free, no intrusive tracking and selling of user data.

02	Creators can add their posts to a public ledger (XRPL), providing a layer of decentralization and censorship resistance to their content.

03	Creators earn crypto rewards from their content contributions to the network.

THE CHALLENGE

In traditional social networks the end user is not treated as the customer of the network, but as the product being sold to the network operators' true customer: advertisers! This leads to intrusive tracking, data mining and a feed full of sponsored content.

THE SOLUTION

Web Monetization micropayment technology allows for a fairer revenue model where creators can share in the monetary rewards of the network while maintaining an ad-free environment.
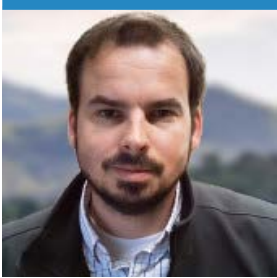
THE RESULT

Requiring a Web Monetization provider (Coil) ensures a creator's content is always monetized when viewed by other MG.Social users and helps deter bot and spam accounts from the platform.
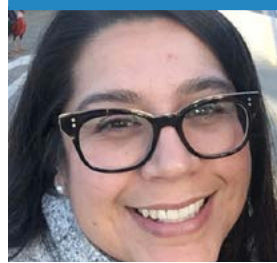
OUR
TEAM

MATHEW SAFFORD
Founder/CEO

Mat is a seasoned IT management professional in both the public and private sectors and has been a crypto enthusiast for the last several years.

LinkedIn

TERESA SAFFORD
Community Manager

Teresa is a crypto enthusiast by way of proximity, finding new ways to engage users and improve the community experience on a daily basis.
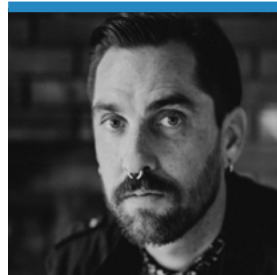
LinkedIn

ROB SORIANO
Lead Developer

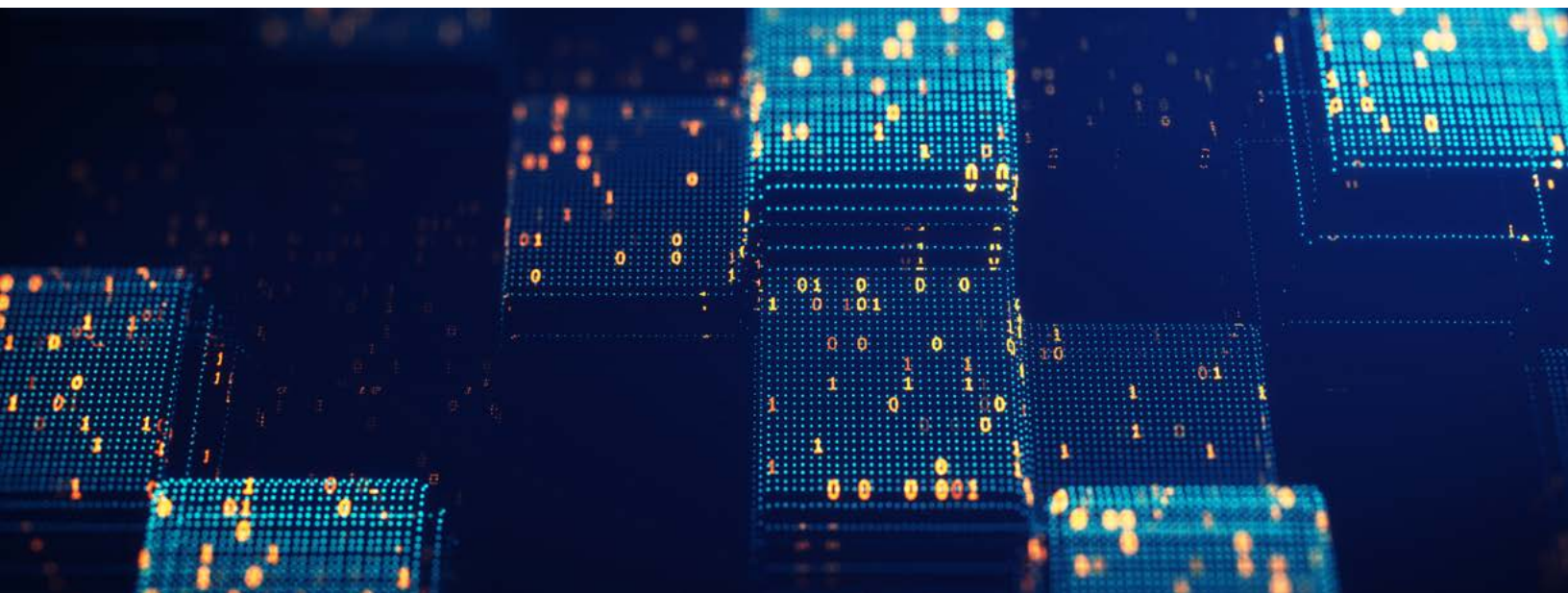Rob is a software developer based out of Manila, PH specializing in building websites and applications.

GitHub

JON MAY
Creative Director

Jon is a creative that enjoys organizing information and finding unique ways to advertise/ market products and services that resonate with the end user.

LinkedIn

OUR
COMMUNITY

WE ARE XRPL FOCUSED!

The MG.Social platform has its roots in the XRPL.

From our Coil and XUMM integrations to our own MGS Utility Token, everything we do is focused on the XRPL. We are dedicated to advancing and encouraging the growth of the decentralized XRP ledger and other projects building within this ecosystem.

We acknowledge that without the help and support of the XRP and XRPL developers and community that our platform could not exist.

RULES OF THE ROAD
MG.Social users must follow...

01 **Monetize your own content only:**

As a creator on MG.Social it is your responsibility to ensure that you monetize only your own original content. When posting content created by someone else always make sure to clear the 'Monetized' flag when creating the post and attribute your source.

02 **No nudity or adult content:**

Although we value free expression, for liability reasons we do not allow any nudity or adult rated content to be posted to MG.Social.

03 **Be respectful of one another:**

MG.Social currently has a small group of dedicated creators and users utilizing the platform. As we grow we want to maintain the positive atmosphere and feeling of community that we have created.

USER TESTIMONIAL

Adam W.
@AussieNinja
(User since May 14, 2020)

I have absolutely no doubt that MG.Social is going to be an important part of the social media ecosystem going forward.

MG.Social is such a welcome respite and reminds of the internet of old where people were just creating things because they want to. The amount of value that's flowed through MG.Social already is incredible, and I'm not sure I've ever seen a platform with such an amazing rate at development. Honestly, the world needs this platform.

OUR
PLATFORM
HOW IT WORKS

What you need to get started:

To join MG.Social you need: a $5 monthly Coil membership (required).

Once a creator has joined, they have three optional methods to monetize their content:

1. Add an ILP payment pointer to accept streaming micropayments when their posting is viewed by another MG.SOCIAL user.

2. Add a XUMM address to accept XRPL tips on postings. (Currently supporting XRP, MGS Utility Tokens, CSC with more XRPL tokens being added soon)

3. Add a trust line to the MGS Utility Token to receive MGS Utility Token rewards for interacting with the MG.Social network.

Additional Resources:

For more information on Coil and the Web Monetization standard click here.
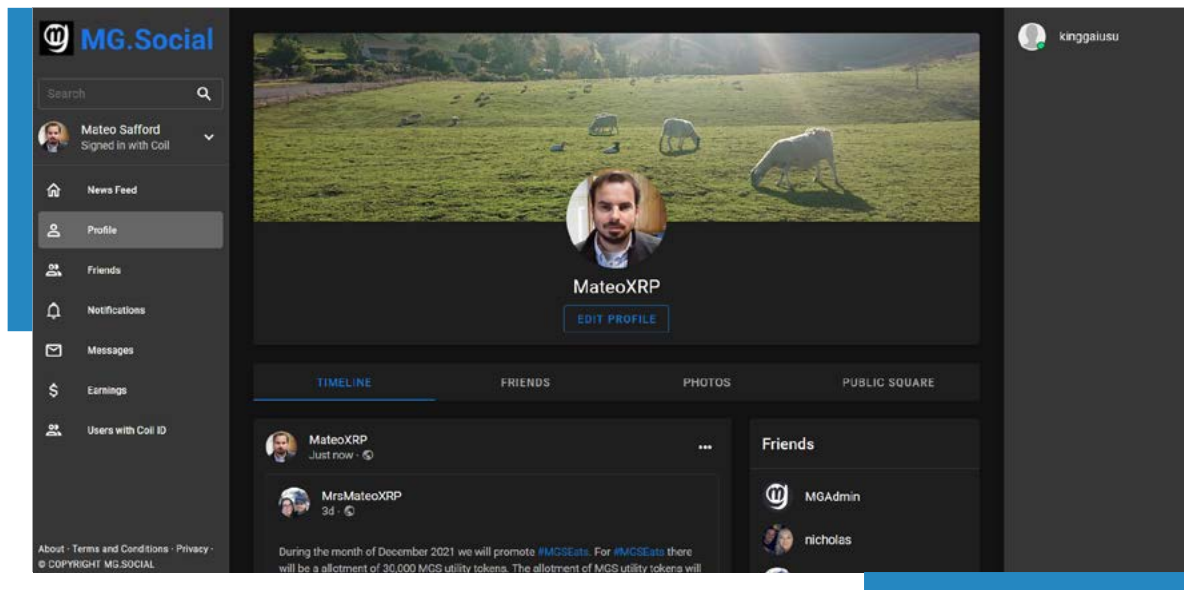
For more information on the XUMM platform click here.

For more information on the XRPL click here.

WEB APPLICATION

OVERVIEW

To provide the best user experience for our community, the web app has been redesigned with a modern and sleek interface. We continue to add new features, fix bugs and make performance enhancements based on user feedback.

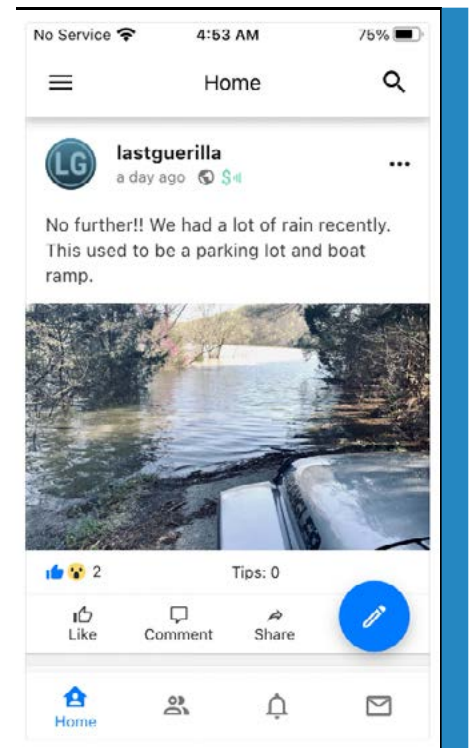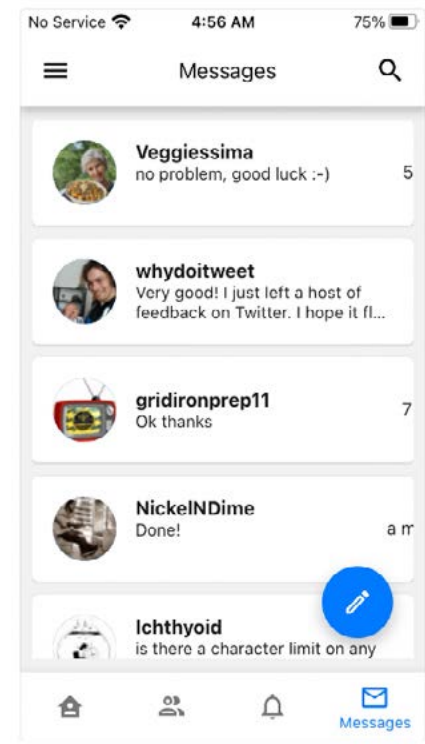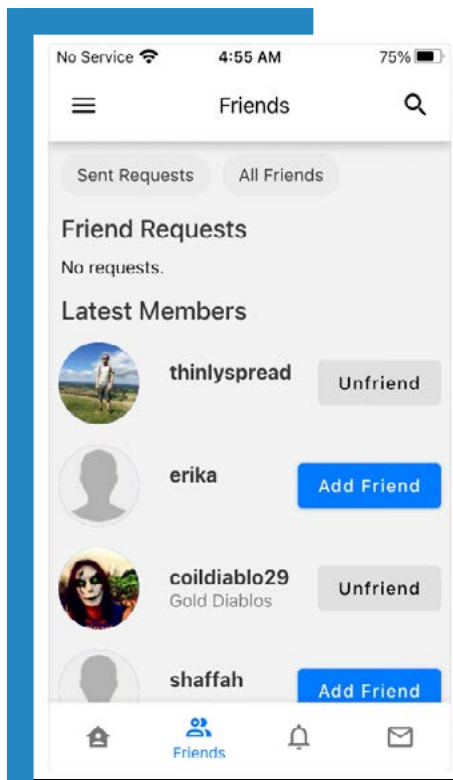The new MG.Social web app can be found at **https://web.mg.social**.

Key Features:

· Earn web monetization **micropayments** on your posts.

· Accepts XRP, MGS Utility Tokens and CSC tokens as **tips on your posts** with the XUMM wallet.

· Spend MGS Utility Tokens to add your post to the **Public Square** (XRP Ledger).

· View your MG.Social and Public Square **feeds** right from your profile page.

· Track your **web monetization** and XUMM monetization in the earnings page.

MOBILE APPLICATION

OVERVIEW

Enjoy all the great MG.Social features you love in an app optimized for your mobile device. The MG.Social mobile app is available for iOS and Android operating systems.

MGS UTILITY TOKEN

ASSIGN A VALUE TO YOUR CONTRIBUTIONS

WHAT IS THE MGS UTILITY TOKEN?

To encourage daily engagement and interaction with the MG.Social platform we have launched our own token on the XRP ledger. MG.Social users can earn MGS Utility Token rewards for participating and contributing to the network.

MGS Utility Token Use Cases (with more in development):

Tip users with MGS Utility Tokens across multiple platforms including MG.Social, PS.MG.Social and Twitter.

Spend MGS Utility Tokens to add postings to the MG.Social Public Square (PS.MG.Social).

Spend MGS Utility Tokens to purchase giftcards, airtime and more with Chimoney xApp for XUMM.

Trade MGS Utility Tokens for XRP on the XRPL DEX and for USDT on Bitrue.

Earn interest on MGS Utility Tokens through the Bitrue Power Piggy program.

Use MGS Utility Tokens to participate in MG.Social voting (in development).

TECHNICAL ROADMAP

EMBRACING A MINDSET OF **CONTINUOUS IMPROVEMENT**

❯ Our Development Approach

We have come a long way in a short time and we want to continue that momentum into 2022 and beyond so that we are able to achieve our vision of making MG.Social the most creator friendly platform in existence.

In addition to the new features on our roadmap we will continue to refine and improve the experience and rewards system to to ensure a balance of incentivizing the use of the platform while minimizing spam and low value posts.

TIMELINE

Our journey and where we are headed...

May 2020
Web App General Release

Feb 2021
Mobile Apps Release

April 2021
Public Square Created

June 2021
MGS Utility Token Launched

October 2021
New Web App Launched

December 2021
MG.Social Integration with Public Square

Q1-2 2022
MGS Voting to add new XRPL tokens

Q1-2 2022
Launch full history XRPL node

Q2-3 2022
XLS-20d NFT minting on the XRPL

A CLOSER LOOK AT OUR ROADMAP

Planning for the future

MGS utility token voting to enable additional XRPL tokens on MG.Social:
In addition to XRP, MGS Utility Tokens and CSC there are several other XRPL tokens such as SOLO, XTK, ELS and others that could be enabled for tips on MG.Social.

We will launch a voting system to enable new tokens on the platform that will also give users the ability to earn staking rewards in the token they are voting for.

NFTs on the XRPL with the XLS-20d standard:
We look forward to the adoption of the XLS-20d standard to allow for NFTs on the XRPL.

Once this standard has been further developed, we will look at implementing the ability to mint, display and trade XRPL NFTs on the MG.Social platform.

Longer term version: MG.Social DAO
As we continue to improve into Web 3.0 and refine the core MG.Social functionality we will also further look for ways to decentralize our operations by transforming MG.Social into a DAO or decentralized autonomous organization.

For some of the benefits of DAO structures see here.

PARTNERSHIPS
INTEGRATIONS FOR EASE OF USE

How does monetization work?

When another MG.Social user is viewing and interacting with your posted content they will be streaming you small payments ($.36/hr). Creators can chose to be paid out in either XRP or USD.

> ### Our Integrations Approach

We strive to make integrations that will add value to our platform and utility for our creators.

Coil BETA	**xumm** ✔	**bitrue**
Web monetization provider for streaming micropayments.	A self-custodial XRPL wallet for sending tips.	Trade MGS Utility Tokens for USDT and earn interest with Power Piggy.
chimoney	**XRP** Toolkit	**XRPL Merch**
Spend your tokens from XUMM and buy giftcards, make donations, bank transfers and more.	The user interface for the XRPL DEX now with MGS Utility Token listed as a native token.	In partnership with XRPL Merch we are offering co-branded XRP merchandise.

$MGS

SOCIAL

THANK YOU!

For learning more about MG.SOCIAL

CONTACT US

Web: https://MG.Social
Email: admin@mg.social

_____

Address:

PO Box 846

Hollister, CA 95024