
Meeds DAO - The World of Meeds

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Abstract

Today' s work market lacks efficiency because of high transaction costs¹²³ and frequent conflicts of interests between the employer and the employee.

The WoM (World of Meeds) proposes a new paradigm for reducing transaction costs and reinventing working relationships. It bridges the gap between traditional companies and new forms of organisation by proposing a fair and transparent incentive system that realigns the interests of all parties.

Introduction

The work market today is broken. It fails to satisfy both workers and employers.

On the employee side, it is difficult to find the right jobs. The job market favors certain types of individuals, leaving great skill sets behind. This comes from a set of human biases –racial based, gender based, handicap based, introvert based etc. The work market also lacks transparency as to the available positions and employment conditions.

Once employed, employee' s personal liberties are infringed upon in exchange for compensation. Employees have little say in their work hours, workplace, work content or work methods. And their compensation is rarely linked to their real implication or value. Compensation rules lack transparency and, hence, are perceived as unfair. Moreover, compensation and career progress are also dependent on the human factor –the employee immediate manager' s good faith and objectivity.

Employers, on the other hand, experience difficulties at sourcing talent and hiring the right skills and the right fit at the right time for the job. There is no objective way to ascertain the potential hire' s skills or source people outside of the employer' s traditional hiring pool.

Employers also deal with the lack of loyalty from their employees and a high turnover, both of which, increase hiring and on-boarding costs.

Moreover, employers also face low engagement in their existing employees, leading to low creativity, productivity and innovation. The latter inflicts all the more damage in today' s economy requiring more skilled creative work.

¹ Suzanne Young - [“Transaction Cost Economics”](#)

² Jan Drahokoupil, Agnieszka Piasna - [“Work in the Platform Economy: Beyond Lower Transaction Costs”](#)

³ Seth C. Oranburg, Liya Palagashvili - [“Transaction Cost Economics, Labor Law and the Gig Economy”](#)

All of the above boil down to high transaction costs and the exacerbated agent-principal problem⁴ :

- With Internet, job markets did evolve towards more unity and transparency thanks to job posting sites, career sites, etc. But transactions costs are still too high in the absence of objectivity element.
- As to the agent-principal problem, it has been compounded by the increasing revenue and wealth gap between employees and shareholders and the rigidity of the employer-employee relationship.

The WoM aims at solving both through a new decentralized work paradigm.

Following R. Coase's works⁵, most economists link the concept of enterprise with the necessity to mitigate transaction costs. Internet and more recently blockchain and web3 open exciting possibilities in lowering transaction costs everywhere, reinventing economy and in particular reinventing the enterprise. The first DAOs⁶ started this process focusing on lowering the cost of transactions for capital sourcing and governance. The WoM aims at pushing this logic further by lowering the cost of work transactions. It proposes a decentralized world where jobs and skills matching could be done objectively, quickly and globally.

The first DAOs flatten the hierarchies and open ownership. The WoM pursues this logic by reinventing rather than suppressing the employer/employee relationship. It introduces a transparent, objective and decentralized reward paradigm, that would sustainably align the employer and the employee interests.

Finally, the WoM bridges the gap between corporations and the DAOs. On one hand, it introduces traditional corporations into the decentralized world through an easy to apply engagement rewarding paradigm, complementing their compensation systems. On the other hand, it proposes sustainable ways to operate and create value for DAOs. Ultimately, the WoM could be among the first mainstream applications to democratize the use of the blockchain for every company and every employee –including non-digital ones.

As with any decentralized venture, the WoM proposal gains in value exponentially as more people use it. For that reason, founders took great care to encourage long term interest and avoid monopolizing the WoM benefits, whether short term or long term. It is an open paradigm, still to be built, and open to active creative participation from everyone.

⁴Michael C. Jensen, William H. Meckling - [“Theory of the Firm : Managerial Behavior, Agency Costs and Ownership Structure”](#)

⁵R. Coase - [“The nature of the firm”](#)

⁶Aaron Wright - [“The Rise of Decentralized Autonomous Organizations : Opportunities and Challenges”](#)

1. About Us

Meeds is a collaborative effort led by diverse open-source software (OSS) communities dedicated to creating a decentralized digital world that resists centralized corporate control and promotes a free and open environment.

The Meeds project uses the Ethereum ecosystem to implement the WoM protocols and manage the supply of the MEED token. This approach has helped prioritize security, accessibility, usability, and cost-effectiveness, making it attractive to a broad user base. However, the WoM is designed to be an autonomous and self-sufficient public good, aiming to become multichain.

The legal entity behind Meeds is the *Meeds Association*, a non-profit organization registered under Swiss law in Geneva. It is responsible for regulating the issuance of MEED tokens and contracting with service providers.

The Meeds Association intends to progressively hand over control of the Meeds protocol and treasuries to the *Meeds DAO*, which is the decentralized autonomous organization that represents the decentralized governance arm of the Meeds ecosystem, empowering the community to participate in decision-making, proposal voting, and protocol upgrades.

The relationship between the Meeds Association and Meeds DAO involves how they operate in the real world. Meeds Association is a traditional organization that have members, a board of directors, and operates under specific legal and regulatory frameworks. In the real world, Meeds Association may engage in activities such as organizing events, providing services, and advocating for its members. It may also have a physical office and staff members. Meeds DAO, on the other hand, operates without a central authority and make decisions through consensus of its members using blockchain-based voting mechanisms. It may also engage in activities such as funding projects, managing assets, and making decisions through smart contracts.

The WoM is built as open-source software (github.com/meeds-io) and hosted by partners selected by the Meeds Association on behalf of the Meeds DAO.

2. Deeds - The Properties of the WoM

2.1. Deed NFTs

In the digital realm, Non-Fungible Tokens (NFTs) serve a similar purpose to deeds in the physical world. Like a deed that confirms ownership of tangible property, NFTs establish indisputable ownership of digital assets. This ownership is securely recorded on a blockchain, ensuring that each asset is unique and non-replicable.

Within the WoM, a Deed is conceptualized as an NFT, representing the foundational unit of ownership. Holding a Deed empowers its owner to manage a Community Hub and makes them eligible for receiving Mintium rewards, a form of recognition and incentive within the WoM ecosystem (further details in section 2.6).

The WoM is designed to be a diverse and inclusive platform. It welcomes a wide array of organizations, from DAOs, traditional businesses, and associations to think tanks, theater companies, project groups, and educational institutions. In this digital landscape, a Deed symbolizes the organization's digital presence and footprint in WoM, functioning as a bridge between their real-world operations and their digital endeavors.

2.2. Deeds supply

The WoM will ultimately supply a limited amount of Deeds. Each Deed includes a predefined maximum number of users and offers a capacity of rewarding (Minting Power). The term 'user' here and hereafter designates any type of employee, worker, freelancer, volunteer etc.

There are four types of Deeds, each providing different capabilities in terms of number of users, voting rights in a city (see 2.7) or minting power, the rarest being the most powerful :

Deed Type	Max users	Minting power	Scarcity	City voting rights
Common	100	1	~ 90%	1
Uncommon	1000	1.1	~ 9%	10
Rare	10 000	1.3	~ 1%	100
Legendary	unlimited	2	< 0.1 %	1000

2.3. Deeds ownership

A Deed gives its owner the right to USE it, RENT it, or SELL it.

- USE –The owner can use the Deed to run a hub for his own organization.
- RENT - The owner can also rent the Deed to another organization and earn passive income.
- SELL - The owner can sell it on a secondary NFT marketplace such as [OpenSea](#).

Being an active holder or renter of a Deed, the organization is entitled to MEED rewards according to the “mintium” model described below (see 2.6).

2.4. Community Hubs

In today’ s competitive market, organizations seek to attract and retain top talent not only through compensation but also by enhancing work engagement. The WoM addresses this challenge with a unique, tokenized reward system embodied in Community Hubs.

Within these Hubs, community leaders can drive members engagement by offering a transparent menu of incentives for work items. Participants earn engagement points for their efforts, which are periodically converted into MEED tokens or a custom equivalent, in line with a predetermined budget.

Community Hubs offer a suite of tools and features designed to boost and manage contributor engagement:

- **Actions:** Incentivized tasks guide contributors, aligning their efforts with organizational objectives and boosting motivation and direction.

- **Gamification:** Leaderboards and badges transform work into a fun, competitive experience, enhancing engagement and enjoyment.
- **Engagement Programs:** Customized programs with specific targets and rewards clarify organizational goals and fairly recognize contributor achievements.
- **Kudos:** Immediate peer recognition boosts morale and fosters a culture of appreciation, enhancing team cohesion and motivation.
- **Spaces:** Organized sub-groups and projects streamline communication and collaboration, increasing collective productivity.
- **Wallet:** The Wallet app securely stores MEED rewards, representing user contributions, and enables easy transactions both within the Hub and on the broader network.
- **Perks:** A variety of rewards, from gift cards to NFTs, incentivize ongoing engagement and foster loyalty within the organization's ecosystem.
- **Tasks:** Streamlined project and task management tools boost productivity by simplifying workflows and tracking progress.
- **Notes:** A handy notebook app for documenting essential information like onboarding guides promotes knowledge sharing and organizational self-sufficiency.
- **Branding:** Customizable Hub appearance attracts new contributors and strengthens their connection to the organization's identity.
- **Analytics:** Insightful analytics into community engagement enable leaders to identify effective strategies and make informed decisions for optimization.

Starting a Hub Initiating a Hub is most seamless via meeds.io, which offers access to a cloud platform managed by the Meeds Association. This platform allows for quick setup and is maintained by the non-profit entity that stewards the WoM. However, the WoM caters to decentralization. As the Meeds software is open source and freely distributed, organizations have the option to self-host a Hub server and connect to the WoM network, granting them more control and customization in their Hub's setup and management.

Capturing Work Signals Hubs can integrate with various platforms like GitHub, Twitter, and Discord and are extendable via API to connect with services such as CRM software, accounting software, and clocking terminals. This allows for diverse professional contributions to be recognized and rewarded. All connectors undergo a whitelisting process by the Meeds Association to guarantee integrity and functionality.

Enriching the Perks Store Organizations can tailor the store with custom perks, including training courses and gym memberships, creating a self-reinforcing cycle of rewards and engagement. This not only incentivizes contributors but also fosters a deeper connection with the organization's ecosystem.

Engagement and Rewards Active participation in the Hub contributes to an organization's global engagement score. This metric reflects the effectiveness of engagement strategies, considering factors like user activity levels and the equitable distribution of work and rewards. This publicly auditable score, entitles Hubs to a distribution of MEED tokens minted from the protocol, serving as a measure of the effectiveness of their engagement strategies.

Looking ahead, Community Hubs in the WoM ecosystem are set to become central to community life, integrating internal communications, real-time interactions, governance, and various productivity tools. These enhancements will ensure that the Hubs remain interconnected with the best tools already employed by organizations. They stand as a powerful testament to Meeds' commitment to fostering a vibrant, engaged community.

2.5. Rewarding Model

In the WoM, user engagement across various work activities is incentivized and gamified, tailored to each community Hub's unique programs. Users earn points reflecting their active participation, with each community determining its own rules for point allocation.

For example, an IT company might award 10 points for coding on GitHub, whereas a digital agency could place higher value on social media engagement, like retweets, with similar points.

Regular distributions of rewards are based on the points accrued in each Hub. Typically, these are given in MEED tokens, delivered directly to users' wallets. While MEED tokens are the standard form of reward, Hubs have the flexibility to offer different types of compensation.

When rewards are distributed in tokens other than MEED, a nominal fee of 5% is applied. This fee contributes to the Meeds treasury, playing a crucial role in maintaining the sustainability of the ecosystem.

2.6. The “mintium” model –tokenize work engagement

By engaging their users in the WoM, communities get compensated through an innovative mintium model.

Engagement points, gained by the Hubs' users, participate in the global engagement index, calculated by the Meeds Association. The index uses the same principle for all Hubs. Even though the community

can change the points' allocation to promote one action over another, those changes will not be taken into the account in the global index computation.

Each week, a certain amount of MEED is allocated to the global engagement minting of the WoM. It's computed weekly, pro-rata, among the participating Hubs. Some Hubs get an additional boost depending on the type of Deed they use. The Hubs that claim their MEED tokens over the week, receive them. The unclaimed MEED tokens are added to the following week's global distribution amount.

The engagement score S of a Deed is a function of the engagement, the number of engaged users and the distribution :

$$S = (E_d/E_w) * D_r * D_s * M$$

Where :

- A = *Activity* - total number of actions accumulated by users within the Hub over the week. (On a Hub, each user action is converted into engagement points, some actions weighting more than others. At the index level, all actions are linearized).
- U = *Engaged users* - users that contributed to points during the week, by at least one action.
- E_d = *Engagement rate of the hub* - actions per user (A/U)
- E_w = *Average engagement rate* of all active Hubs in the WoM.
- D_r = *Distribution rate* - if a Hub received minted MEED for the preceding period, the % of MEED that was distributed to its users. The % can be above 100 if the distribution is delayed in time.
- D_s = *Distribution spread* - if a Hub received minted MEED tokens for the preceding period, the % of the users that received MEED in the total pool of users.
- M = *Minting Power* of the Deed as defined in 2.3

The global engagement index used to distribute minted MEED among the Hubs is the sum of all Hubs' weekly engagement scores.

The formula above is simple and designed to favor hubs :

- with lots of engaged users (engagement)
- who share the whole of the minting income (distribution rate) with their users fairly (distribution spread).

Additionally boosters are in place for :

- organizations with the highest engagement, regardless of their size (engagement rate in relation to the WoM)
- scarcer deeds

The Meeds Association reserves the right to change the formula if required –if some specific use cases arise, for instance. The association can also blacklist any Hub that hijacks the formula to its unique benefit.

As the Hubs are rewarded with MEED and incentivized to redistribute them as rewards to their users against their engagement –the interests of both the communities and their users are aligned in the same virtuous revenue-sharing cycle. Thus, the WoM offers a new work model, that re-shapes the employer/employee relationship as a partnership.

The “mintium” model is the first of a kind - it goes further than the traditional freemium one, as not only the services are free to use but both the organizations and their users are rewarded for using them.

2.7. Cities and governance

In the WoM, Deeds will be generated gradually inside virtual cities. Only the first city will exist from the start. The others will be built gradually, one after the other. In the entire WoM, there will ever only be 7 cities, each including a fixed number of Deeds of each type.

A city will be considered complete, once all of its Deeds have been minted. Then, the minting of each new city will start 2^n months after the last Deed of the $n - 1$ city was minted.

City name	Deeds	Available	Common	Uncommon	Rare	Legendary
1: Tanit	100	T0	50	30	13	7
2: Reshef	1 000	Tanit + 4 months	600	300	94	6
3: Ashtarte	10 000	Reshef + 8 months	6 000	3 000	995	5
4: Melqart	100 000	Ashtarte + 16 months	60 000	30 000	9 996	4

City name	Deeds	Available	Common	Uncommon	Rare	Legendary
5: Eshmun	1 000 000	Melqart + 32 months	600 000	300 000	99 997	3
6: Kushor	10 000 000	Eshmum + 64 months	6 000 000	3 000 000	999 998	2
7: Hammon	100 000 000	Kushor + 128 months	60 000 000	30 000 000	9 999 999	1

A city is a way for the communities to come together and create a larger community. And as a consequence, acquire a certain identity, associated with that community. It is also a way to provide additional value to its users - value that would go beyond one community's capabilities or value created through cooperation between the communities.

Each city has its own governance and operates its own DAO where the city's Deed owners can elect their city council, vote and establish their own operating rules, add new services and shape their city in the way that they want and so as to increase the city's attractiveness and the value of the Deeds attached to it.

For example, they could add a digital representation of their city, physical counterparts associated with their city (meeting rooms in physical co-working spaces for instance), add food services, vacations services, etc...

By default (unless the city votes otherwise), passive income from renting out Deeds will be "taxed" by the city (5%) and the Association (3%) to encourage productive use.

Ownership transactions (Deed's sales) will also be taxed 6% :

- 2.5% for the City,
- 2.5% for the Association,
- 1% for the original wallet that redeemed the Deed.

3. The MEED token –the currency of the WoM

The MEED token (pronounced “Meeds”) is the currency that powers the WoM. Users are rewarded with MEED (through engagement programs), purchase in stores, get Deeds, get financial returns on investments, and more.

3.1. Tokenomics

The **maximum supply of MEED is limited to 100 million tokens**, minted progressively.

The Meeds Association has minted 5 Million MEED (5% of the total supply) at the start to acquire software IP from the funding members, pay for token emission legal fees, and hosting services. Then, it locked 4.5 Million in a vault contract with a linear vesting over four years.

Since then, a smart contract called **the Token Factory performs minting of MEED tokens** at a constant rate**.

The minting rate is a parameter of the Token Factory, set at *10 MEED per minute* at the start. A vote of the DAO may change this rate in the future. At such rate, the Token Factory mints around 5 Million MEED yearly (106024×365); thus, the minting horizon is nearly 20 years.

3.2. Minting allocation

The Token Factory also rules the allocation of minted MEED tokens to three categories of stakeholders :

- **Builders:** Contributors of the Meeds DAO that help build and run the WoM
- **Users:** Members in all communities of the WoM earn MEED as rewards for their contributions
- **Investors:** The Meeds DAO incentivizes MEED token owners to stake MEED or provide liquidity for the Meeds economy

Each category of stakeholders receives a share of the MEED supply, which is subject to votes by the DAO.

3.3. Users

Part of the continuously minted MEED tokens is allocated to sponsor user engagement through the Mintium model (see 2.6). A global engagement index is calculated periodically across all Hubs of the WoM to allocate MEED rewards to the Hubs. Mintium rewards are claimable by Hub leaders and Deed owners.

3.4. Builders

The Meeds DAO operates the WoM and the MEED token supply. A multi-sig smart contract called the *Meeds DAO Funds* manages the operating expenses. It receives **30% of the minted MEED** to support Builders.

The Meeds Association is entitled to hire service provider companies on behalf of the Meeds DAO to cover legal fees, development, and hosting costs using the Meeds DAO Funds.

Organizations and individuals not members of the Meeds Association may still contribute through the *Meeds Builders Hub* - a community hub that welcomes enthusiasts who want to participate in creating and promoting the WoM. The <0>Meeds DAO Funds</0> also reward for contributions to the Builders Hub.

The Builders Hub also receives Mintium rewards like any other hub.

After the minting period is over, the operational costs of the Meeds DAO will be supported by :

- taxing passive income (3% on Deeds renting)
- taxing selling income (2.5% on Deeds sales)
- perceiving transaction fees over the use of the perks stores
- acting as a liquidity pool provider
- perceiving transaction fees when a Hub distributes alternative tokens on their Hubs
- renting and selling the Deeds that the DAO minted over time.

3.5. Investors

Investors support the WoM by providing liquidity and staking MEED tokens, which helps stabilize the price level during the building phase. Incentives are in place for both:

Liquidity providers Currency liquidity management is crucial to the project' s success. The Meeds DAO employs various DeFi mechanisms to optimize its capital efficiency. For instance, incentives allow liquidity providers to farm yields by renting their LP tokens. Also, there are plans to introduce bonds and move towards protocol-owned liquidity progressively. The latter will contribute to the project' s long-term sustainability - as mentioned above, transaction fees will fund the operating expenses.

Additionally, on behalf of the Meeds DAO, the Meeds Association is entitled to facilitate OTC (off-the-shelf) purchases of more extensive amounts of MEED tokens.

Staking / long-term investment Meeds DAO rewards loyal investors who want to support Meeds long-term. Anyone can stake their unused MEED tokens to earn yields and xMEED tokens.

Staking results in the minting of xMEED tokens in proportion of the MEED tokens deposited. The xMEED token is Meeds governance token, which is used for voting on DAO proposals.

Additionally, xMEED holders earn minting points that entitle them to mint Deed NFTs. This mechanism increases the demand for MEED tokens. Minting points accrue over time as long as the stakeholder maintains his stake. The formula below allows you to calculate minting points :

$$P = xMEED / (xMEED + 12000) * T / 240$$

Where:

- $xMEED$: xMEED balance with no decimals
- T : Time elapsed in milliseconds

The formula avoids favoring large holders to distribute Deeds more efficiently and equitably. For example, the formula gives the following rates :

Holder Size	Holdings	Accrue Rate
Small	1 000 xMEED	28 pts/day
Medium	10 000 xMEED	164 pts/day
Large	100 000 xMEED	321 pts/day

These accrue rates lead to the following holding time for each class of holder :

Card Type	Cost	Large Holder	Medium Holder	Small Holder
Common	8 000 pts	25 days	49 days	9 months
Uncommon	32 000 pts	100 days	6 months	3 years
Rare	50 000 pts	156 days	10 months	5 years
Legendary	100 000 pts	311 days	20 months	10 years

3.6. Meeds DAO governance

xMEED token holders can freely participate in the governance of the Meeds DAO by voting with their tokens on decisions such as managing the budget allocation or electing DAO board members.

3.7. Decentralized finance (DeFi) user services

The WoM will introduce the blockchain world to many people who do not use it today.

Indeed, Meeds software can gamify and set a monetary value on any contribution (whether it is digital or not) and reward it with MEED tokens. This has been made possible by an easy-to-use, blockchain-based wallet app that simplifies access to the crypto world for an average user, rewards are tangible.

Beyond the wallet and a store where they can purchase perks for MEED tokens, we plan to introduce every user to several end-user products powered by the Decentralized Finance protocols, such as:

- The ability to stake MEED tokens and get yields (generate revenues)
- The ability to use MEED tokens as collateral to borrow stablecoins such as USDC (leveraging first a [Fuse pool](#) then registering the MEED token to [AAVE](#)).
- A digital card can be added and used through Apple Pay, Google Pay, or any ATM. The latter can be provided through a partnership with VISA and will leverage a credit line in USDC, secured by xMEED. Organizations could also use this card to fund employee wallets to manage employee benefits such as restaurants, transportation, and other expenses.

So, not only will many new users discover the blockchain world, but they will also discover a bankless world.

4. Xeeds - WoM Individuals / users

4.1. Decentralized and self-sovereign models

The WoM recognizes privacy as a fundamental human right and empowers users to own their data.

Our approach is based on decentralized and self-sovereign identity principles, allowing users to be in control at any time of what information they want to publicize, share with a restricted group, or keep private.

User's activity and engagement in the WoM is always linked to a community. A Xeed is the virtual persona of a user in a community. Xeed does not require any KYC, it is self-declaring, but we could conceivably imagine third-party firms providing this service.

4.2. Badges and credentials

Badges and Credentials are given to users as a part of their participation in a community. The holder may download them as W3C Verifiable Credentials¹² (aka VCs) and store them in his wallet. Those VCs are proof of knowledge/know-how certified by the organization issuing it.

In today's world, it is hard to prove a skill beforehand. When people advertise themselves on networks, they count on their managers to give them a recommendation. The latter supposes certain goodwill on the part of the manager but is not necessarily treated as proof by the future employer.

The WoM provides a more transparent and immutable means for people to acquire and demonstrate their abilities.

Badges are used to represent accomplishments made within a community. After completing a set of objectives or challenges, users will be awarded points. Badges can be unlocked by accumulating certain amounts of points in specific categories.

¹A.Preukschatt, R. Drummond "Self-Sovereign Identity"

²Verifiable Credentials Data Model

When the user downloads badges, it is possible to include the number of points and his rank in the Hub for this specific accomplishment.

Credentials are more flexible than Badges; they could be a recommendation from a peer, indicating years of expertise, a training or exam completion, or engagement in the space. The Hub signs these and can be accompanied by a signature by a peer user.

4.3. Digital work identity

All of the above contributes to forming proven digital skillset that can be kept and used by the user when changing jobs or freelancing. It would be more trustworthy than traditional solutions as it relies on not just one individual but a full community to prove it.

Just like his Meeds wallet, the user will retain his Xeed, Badges, and Credentials attached to it in his identity wallet when moving from one Hub to another, from one city to another, anywhere through the WoM.

The user will be able to express his Xeed, Badges, and Credentials towards other Hubs to highlight his experience, as well as with recruiters or any other services that he deems interesting.

A user can have one or several digital identities in the WoM. He could later present them in a unified way using verified presentations.

Contrary to web 2, the user is in full ownership of his decentralized identities. The latter can show (and prove) the communities he participated in, their proven skills, their claimed skills, the people whom they worked with, and their digital representation of themselves...In a manner of trustworthy LinkedIn 3.0.

The user will be able to select whether or not to reveal anything, what information to provide, and which identities to use for each position. The content (proven skill, previous Hubs, etc.) is tamper proof and so could not be modified. Any identity would have to be developed over time.

4.4. Fair work marketplace

Within this paradigm the future work marketplace allows users to move freely and allocate/sell their engagement among the Hubs –as they do in the physical world by changing employers. However, in the WoM their engagement would be tangible, measured and rewarded in a fair way. By moving between

systems that follow a similar logic, they will better understand the rules of the game and will judge employers fairly –grass is not always greener elsewhere. Users will be able to see which Hub provides better engagement reward conditions, belongs to a more attractive city, etc.

On their end, the community leaders can search for relevant skills using the WoM network of digital work identities (that the users decided to disclose). They will be able to source skills more effectively, based on verified and detailed information on work history, work skills and engagement level of the user.

4.5. Tangible and transparent recognition

Today, details on compensation and bonuses are obscure in many workplaces. Therefore, it is difficult for a person to compare his conditions to that of another and get a sense of a fair and unbiased treatment. Employees experience a lot of frustrations with the above.

The WoM introduces an objective way to recognize achievements and reward them.

Engagement recognition and reward mechanism is transparent and applies fairly to all users, following the same explicit rules, decided in advance and aligned with the community goals.

Wallets are individual and blockchain based –when the user receives a reward or earns a badge, it cannot be taken back or erased.

4.6. Access to Web 3.0, cryptoeconomy and DEFI services

As discussed above, the WoM opens the world of cryptocurrency and decentralized web services to basically everyone –a very large population of users, even possibly unrelated to the digital field.

Indeed, any work engagement can potentially be tokenized. In fact the world is becoming increasingly digital with trends such as 5G, iot, wearables and so forth. As a consequence, potentially more and more signals could be captured and analysed to tokenize the engagement of non-digital professions. Challenges provide a ready to go way to tokenize it by representing achievements in the physical world.

Any user can get MEED and use a Meeds wallet to get access to new age services without any special training.

5. WoM for ALL –vision summary and milestones

5.1. Ultimate Goal - Decentralized web for everyone

In the end, the WoM is a decentralized web world for everyone –every person and all organizations.

It will be populated by users, acting through their digital identities **Xeeds** and accessing the world through their metamasks, for crypto-savvies, or login/password for the newbies. People would allocate their engagement and get rewarded in a fair, transparent and decentralized way. They would get access to the decentralized world and the cryptoworld of tomorrow in an easy and familiar way - they would get simple tools to use their tokens in their lives or invest them for their future.

Organizations would be able to source talents, browsing through the WoM, for the right proven skills. They would get rewarded for their participation in the WoM, by minting tokens through their users engagement (mintium model). But most of all, they would benefit from a higher engagement and loyalty from their users.

The WoM would have its own currency the **MEED** –that would be there to spend in stores, convert into another currency, invest for a return on investment, rent or buy etc. The WoM would also facilitate other tokens distribution and participate in the overall crypto ecosystem.

As a picture is worth a thousand words, here is a diagram that describes the WoM and MEED token flows

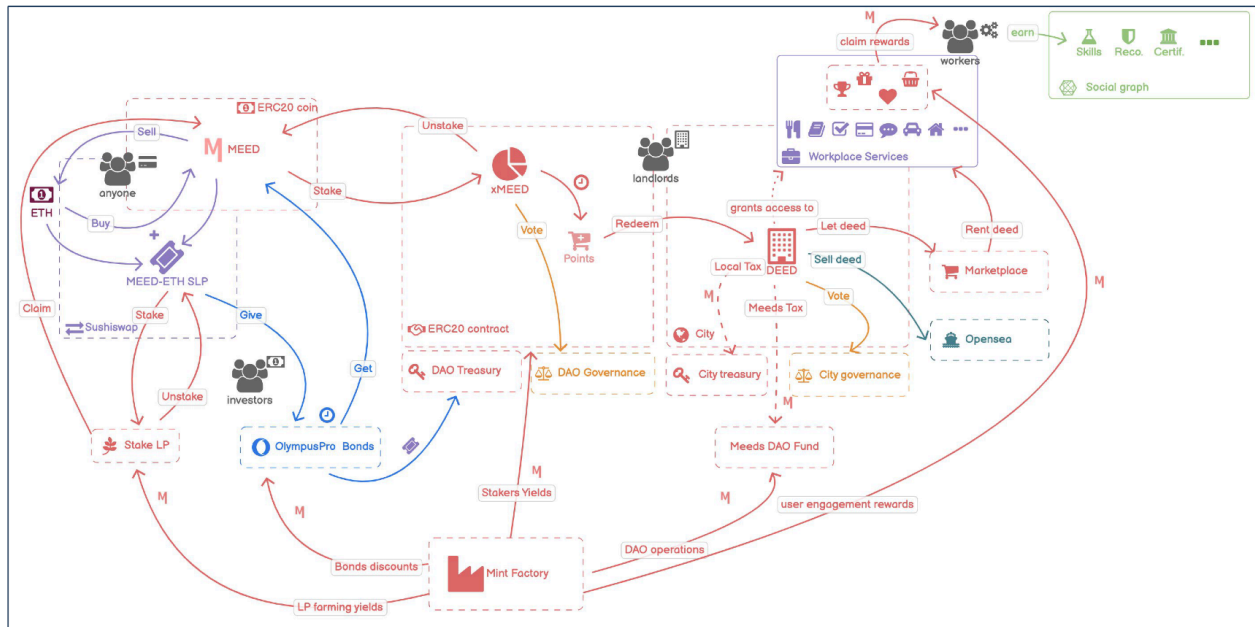


Figure 1.1: WoM and Meeds flows

The world maintenance and sustainability in the long run are ensured through taxes shared between the Meeds Association and the Cities.

5.2. What's in it for early adopters

Obviously, early adopters would get considerable advantages over the late comers.

In particular, the WoM rewards long-term investment in the verse –that is the redeeming of the property (Deeds). The Deed's original owner get compensated through engagement minting (active use), through passive income (renting) and get a life-long 1% on any selling transaction of the Deed (at each change of ownership, the original redeemer gets a fee on the transaction).

By believing in the project, participating in the liquidity pools, staking MEED tokens, redeeming them against Deeds...early investors of all sizes would mint additional tokens. They would also get the earliest voting rights and help shape the WoM.

Organizations acquiring but especially using Deeds to engage and reward their employees would get compensated in minted MEED. The fairer they will play, the more they will get. The earlier adopters would be

associated to the first historic cities and would be identified as the builders later on.

The diagram below represents an example of the Meeds investment strategy for capital holders :

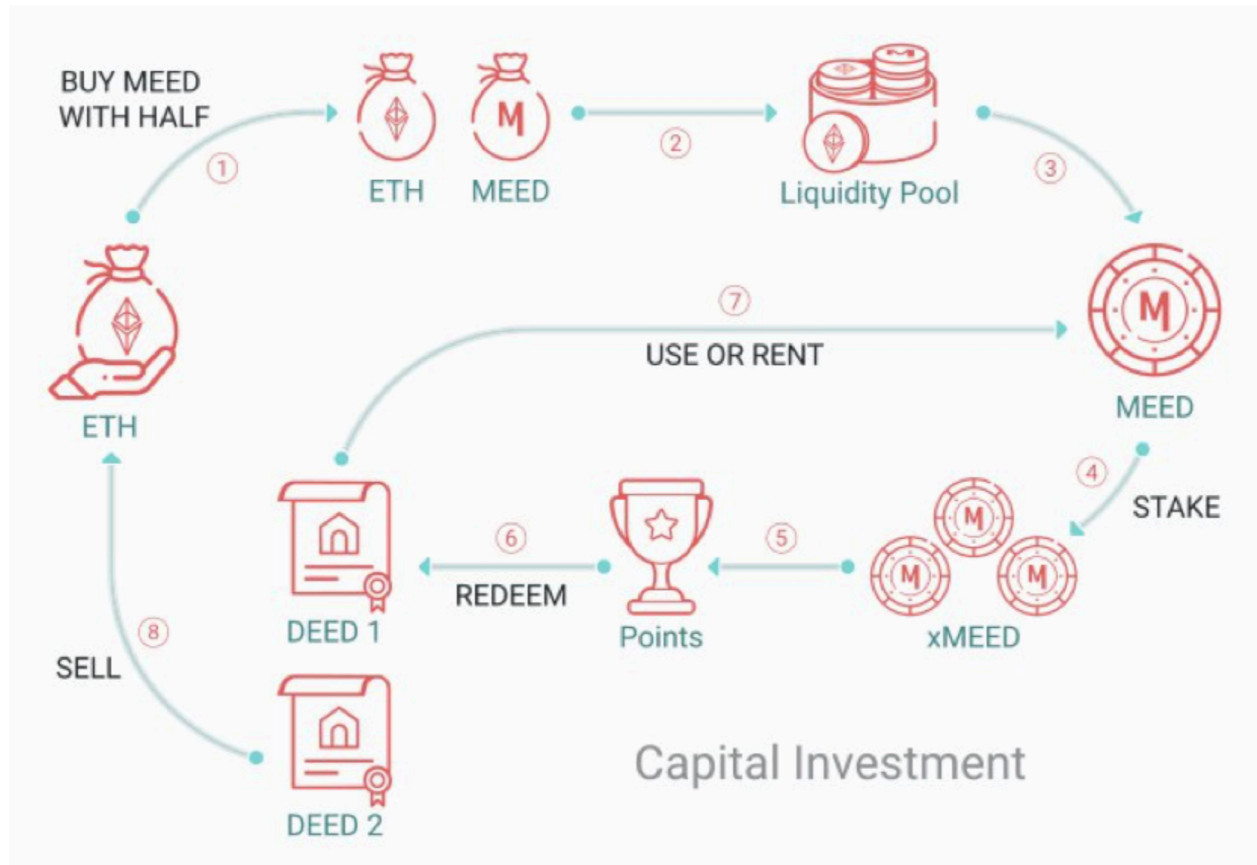


Figure 1.2: Meeds investment strategy for capital holders

Organizations can of course participate in liquidity pools, but also join the community of builders and get additional engagement rewards there.

The diagram below represents an example of the Meeds investment strategy for work holders :

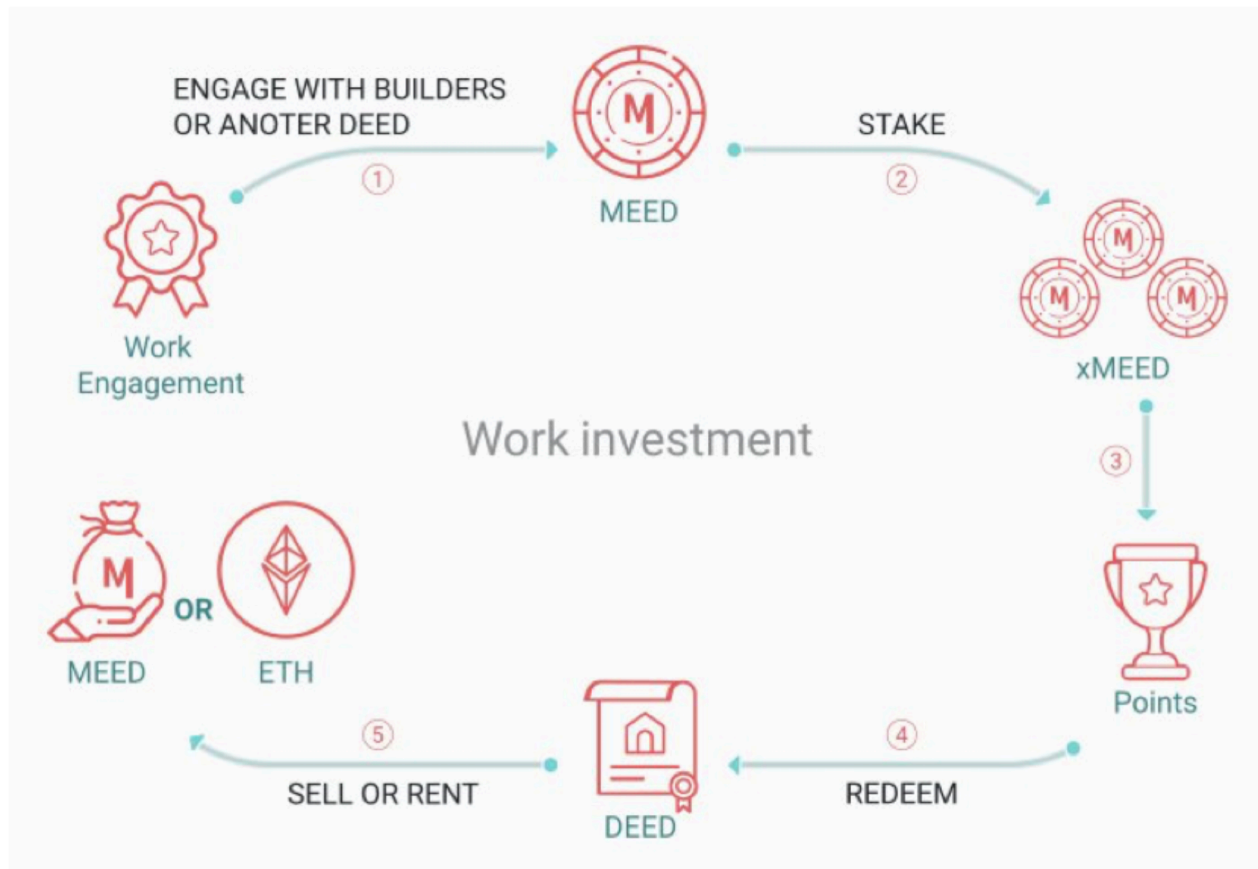


Figure 1.3: Meeds investment strategy for work holders

5.3. The launch

The official launch of the WoM was **May 1st, 2022** –the International Workers Day, celebrated in many countries.

At that time, the MEED token already existed. It is possible to acquire it and liquidity pools are open for participation, on Polygon and Ethereum networks.

Three Meeds Association members use the system internally to engage and reward their users and improve the Meeds software.

The Investor app is available on Ethereum Mainnet. At launch, it includes staking, liquidity rewards, points accumulation and redeeming of Deeds.

The Builders community is up and running, open to anyone who would want to join, test and participate. It is possible to login with Metamask.

This paper was initially published on the launch day. Following the launch, the token will be air-dropped to many people across the crypto community.

5.4. The builders community

We are launching the builders community on the Meeds software and on Discord. The community welcomes anyone who wants to take part in the building of the WoM. The association would reward builders engagement with Meeds, from its marketing budget.

The association plans also to stake some MEED in order to acquire (redeem) a Deed for the builders community. The community will then mint MEED by engagement, through the mintium model, and distribute them to engaged users.

5.5. Roadmap and milestones

Our roadmap would follow the priority order below:

- Engagement index and minting through engagement
- Enable Deeds renting
- Xeed creation
- Badges improvement and credentials development
- DeFi services –in the wallet, credit cards partnership

We are counting on the early adopters from the DAOs and tech-savvy companies during the building stage. We should also have some early adopters from traditional companies that gain immediate value from the WoM by providing relevant engagement programs to their people, on top of their current traditional compensation plans.

MEED minting spans a 20 year period. By that time, we aspire to have achieved building a mature ecosystem, having spread to many organizations and many users globally.

5.6. What you can do right now

What can you do right now to participate?

- Spread this paper to those who would be interested
- Visit our website meeds.io
- Check out the [Investor app](#)
- Contribute to the existing liquidity pools here :
 - [Cometh Swap](#)
 - [Sushi Swap](#)
- Join our [Discord](#) community to be kept in the loop
- Join our [Builders](#) community to test the Meeds software, engage and earn some MEED engagement rewards

***** The WoM - let' s build this crazy future world together. *****