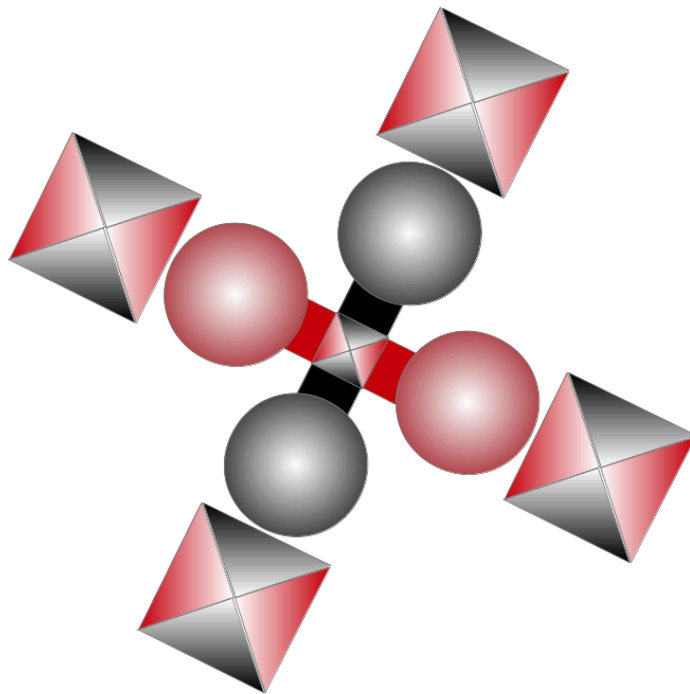


WHITE PAPER
for
MOYOM (MYM),
VENTURE CAPITAL,
ANGEL MONEY



Background

Moyom is venture capital, angel money, of Ipparts Exchange (IPPAEX).

IPPAEX lists brand currencies contractually backed by 48% of brand values. 48% is preferable but if a brand owner wants to change the percentage it can happen.

Accounting studies to qualify as a public Chartered Accountant (CA(SA)), working for 10 years as financial manager and banker, 10 years as entrepreneur and 10 years as academic, researching inequity (capital of ideas), and researching previous experience, led to IPPAEX. Academic research included philosophy about the development of ideas with a Master of Philosophy in Philosophy degree.

Currently the economic system works as follows, due to utilitarian philosophy/religions: "Intelligence" systems impart good ideas from honest isolated individuals, to groups. Currency systems print currencies and make the currencies available to groups, who develop the imparted good ideas.

Summarizing the religious and philosophical utilitarianism with reference to Socrates and Christianity shows the reality. Socrates swore in the "name of the dog". "Dog", probably referred to honest vagrant cynics. The word cynic was derived from the Greek word for dog. Socrates said in Plato's books, "gods and goddesses" are honest, they are "impaled", and their ideas are imparted and developed. Jesus said he must be the last creator who gets sacrificed. Constantine accepted Jesus's view when he started using the Eucharist/Mass. Honest people are however still outlawed and ostracised, whilst their ideas are developed. Religions teach, no "gods", "goddesses" or a single "god" or "goddess" exist, because arguing that a "god", "goddess", "gods" or "goddesses" exist, is idolatry, which causes sacrificing of good people, with the accusation, they think they each is the idol of idolatry. The word God replaced the word "god" etc. The capital G refers to plurality and unity, similar to the capital M



of Man.

Honesty causes creativity, because true puzzles in minds can be formed with true puzzle pieces in minds. False memory puzzle pieces hinder creativity. Hence, partly, “the Creator”, whose ideas are imparted and developed. “Imparting of ideas” is a utilitarian human right, secularized, against honest people. The origin of the practice was in idolatry. The words “idol” and “idea” have the same root.

The circumstances cause a funding gap or info gap, between the time ideas originate and the time current money systems fund development of ideas. Ideas are common property. Partly therefore, “creators” who do not have access to capital, cannot, with others, develop their own ideas. Pre-seed capital, for entrepreneurial ventures, is mostly supplied by rich family and friends, to develop imparted ideas. Most people do not have rich family and friends, and cannot raise pre-seed capital, and are therefore excluded from the entrepreneurial system. Groups and few privileged individuals, with easy access to capital and imparted ideas, develop most ideas. IPPAEX must change that, by capturing good ideas in brands, thereby giving honest people better access to capital. “Creators” can form brand currencies, listing and selling a percentage of their brands on IPPAEX. MYM, when liquid, will be used to buy others' brand currencies, supplying capital for brand development. The funding gap will thus be closed, improving the current system, for more competitive and quicker development of ideas. No interest and no debt, which cause a more reasonable funding method, are relevant. Often, “creators” who borrow funds to develop their ideas, if they can borrow, lose the development work done to lenders. IPPAEX excludes that possibility, because owners of MYM will buy the brand currencies, not borrow MYM to brand developers.

The 6 books called “The Republic”, “Ion”, “Intequinism”, “Intequisms: Accounting of ideas”, “Alterities” and “Demarcation and Caiaphas Syndrome”, explain the above problem, IPPAEX solves, in more detail. The books are for sale at Amazon and Apple iBooks. The White Paper of



Africahead Ipparts (AFA) brand currency, also explains the problems in more detail. AFA is a brand currency, which was issued by Africahead, before MYM was issued. The possible issue of MYM was mentioned in the AFA White Paper.

Objectives for MYM

MYM must become venture capital angel money, for brand development and brand expansion, on IPPAEX, whilst buying and selling of brand currencies, happen with MYM.

500'000'000'000'000 (five hundred trillion) MYM, is available to fund the development of an IPPAEX, Know Your Client (KYC) Exchange. 125 million USD value, must be raised (to develop IPPAEX), in exchange for MYM.

MYM angel money is currently being issued on the Ethereum blockchain, the Binance Smart Chain (BSC) and the Solana chain. On the BSC, MYM can be exchanged for brand currencies. The issue price of MYM will increase, as far as possible, because earlier buyers must benefit more. The issue prices will increase as time goes on, according to circumstances. The target amount to raise is 125 million USD value, because according to the press, that is how much it costs to build a proper exchange. The rising issue prices will make MYM liquid, whilst buyers/sellers know, future issues, won't depreciate their holdings. Early buyers can thus consider themselves like venture capital firms, who usually benefit most, whilst supplying seed funding. If venture capital firms buy MYM, it will be at the same price, MYM is offered for, to the public.

MYM should, in future, also be used by others as utility money to develop Decentralized Applications (Dapps). The risk will be spread. If each Dapp developer develops own money, the risk is specific to each project. If many Dapp developers use MYM, the risk of failure is spread. MYM, purchased by developers, can still develop, with other uses, even if an own project fails.



Examples: Using MYM

Currently, many problems exist, worldwide, because of economic inactivity. Brands, each representing a project with good ideas, can be formed and listed on IPPAEX. Holders of MYM will buy the brand currencies and supply capital for brand development, solving the problems.

Ipparts Exchange (IPPAEX) with its Moyom (MYM), venture capital angel money, is based on serious and complicated philosophy, combined with accounting. To comprehend it, takes time, but the following post recently made at LinkedIn, is a summary of part of the relevant knowledge. It can be read in context of the revelations, John Barlow (American writer of "The Grateful Dead" lyrics), made public. He wrote that, maybe, an important idea, which led to formation of micro processors, of computers, originated in South-East Asia. He also wrote that intelligence networks impart and exchange ideas of innovative people.

Posted at LinkedIn:

“GOODWILL”

What is goodwill or in another term a brand currency, bought and sold with Moyom (MYM) angel money?

“Goodwill” is an academic word, to name the difference between the going concern value of a business and the equity value of a business. According to International Accounting Standards, goodwill may not be capitalized unless it was bought. Goodwill thus, shows on balance sheets when whole businesses are bought. The values involved are enormous. Think about a business like Apple Computers. During December 2023, the equity value of Apple was 74 billion USD. The average market capitalisation of Apple, during the last 5 years was 2.4 trillion USD. Deducting the equity value from the market

capitalisation (going concern value), gives a value for goodwill of 2.3 trillion USD. In this calculation, the brand value of Apple is 2.3 trillion USD. It is an abstract asset, which may not be capitalized onto the balance sheet of Apple.

A serious question is, what does this abstract asset consist of. The question cannot currently be definitively answered, because of the way it is calculated; simply deducting one figure from another. Currently the value of tangible assets and abstract assets are represented in the prices of company shares. Splitting these two values will cause better comprehension about what is abstract. On Ipparts Exchange (IPPAEX) this question will be studied and comprehension about, what the abstract assets of companies consist of, will expand, because the market will place a value on it, in a new way.

According to the economic theory of Intequinism, much of the current abstract value of Apple's brand value, formed from the original ideas (existing at Apple's start), for Apple computers. Thus, when Apple started, it could have sold part of this goodwill (brand value) to raise capital, to develop the company. However, at the time, an exchange did not exist where Apple could monetize its goodwill.

Ipparts Exchange (IPPAEX) is a new exchange where businesses can sell a part of their goodwill, to raise capital, to develop their ideas further.

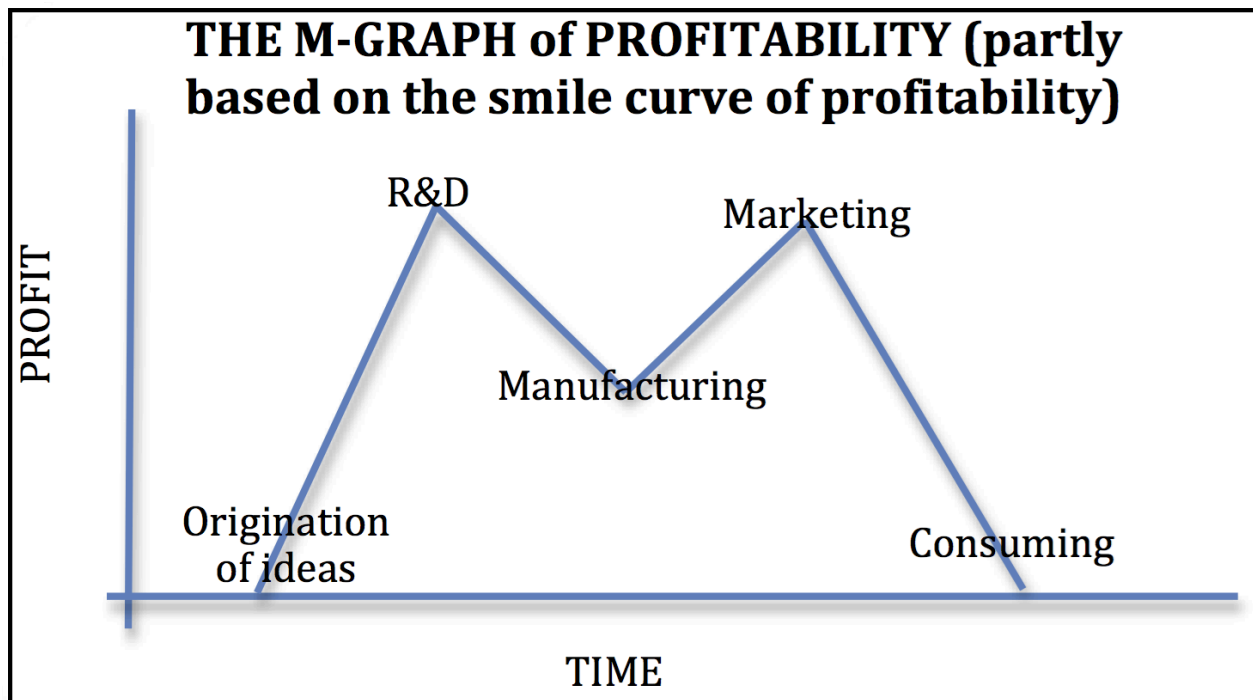
Large established companies can list their brand currencies on IPPAEX, splitting the abstract and tangible assets, on balance sheets.

Community of Venture Capital Angels and Brand Owners

IPPAEX must flatten the M-graph of profits. The M-graph shows how profits are distributed, during the life cycle of products and services, in the current capitalist economy. To the left, the profit/remuneration on generating good ideas is zero. To the right,



profit/remuneration, whilst consuming products and services, is zero.



IPPAEX must connect idea-originators with consumers, making it possible, by consumers, to share good ideas (realized during consumption), with brand owners, in return for remuneration in brand currencies. This must happen, with consent of consumers. IPPAEX will democratize venture capital investing. Consumers will also be venture capital angel investors on IPPAEX.

The preferable way, the community must grow, is as follows: A venture capitalist can buy 125 million USD worth of MYM, at the market price. The transaction will draw media attention. The media attention will grow the community. The venture capitalist can then sell MYM on exchanges, to grow the community, whilst Africahead continues development of IPPAEX.

Until a venture capitalist, which partly shares Africahead's values, arrives, the community will grow organically. About 190 wallets on Ethereum, 70 wallets on the Binance Smart Chain and 3 on the Solana chain, hold MYM. MYM was never airdropped to anyone, without explicit consent. I do marketing on social media, currently, mostly, at Telegram, LinkedIn, Facebook, minds.com and beta.cent.co, where i

have around 3'000 readers, following quietly. On the Africahead website, other social media platforms can be found, where i posted relevant thoughts and ideas, since 1999, when i started Africahead.

Development Methodology for Brands on IPPAEX

Just saying, 48% or another percentage, of a brand, can be sold at the beginning of a business, is putting it simply. A methodology will develop, giving more certainty, that listed brand currencies on IPPAEX, will give a fair chance of return on investment. The focus will be long term brand development, not short-term. It will include, for example, vouching the credibility of brand owners. It will include knowledgeable people, helping brand owners. It will include an accounting system, whereby the funds are safeguarded, to prevent brand owners from wasting the funds. It will include cooperation with institutions like universities and government agencies.

The methodology will be applied in the future and will develop in the future. It is not possible to say now exactly how IPPAEX will work. Experts will be appointed to develop the methodology.

When work on IPPAEX started, no other projects existed, competing with IPPAEX. The ideas however are busy spreading. Recently, another project, with the objective to supply pre-seed capital to ventures, on the Bitcoin (BTC) blockchain appeared. The idea to supply pre-seed capital, is combined with incubator business.

The policy of Africahead is to not-be a developer of infrastructure currently. Africahead uses the best available infrastructure. Since the project started during 2018, the available infrastructure has evolved a lot. Liquidity Pool infrastructure is much better these days. The developments of meme coin infrastructure, used currently at pump.fun, opened up new possibilities. Previously it was too expensive to list a token, even on decentralized exchanges. Now, anyone can list a meme token on pump.fun. It is not expensive at all. Meme tokens, however, is not the serious business IPPAEX plans.



Combining the current infrastructure of meme tokens, with more serious business, is applied by IPPAEX on pump.fun.

Moyom (MYM) is not a technology. MYM is money, which can be issued on any technology. Issuing MYM on paper contracts, is possible, to help raise 125 million USD value.

Valuation of MYM Angel Money

MYM is utility money, therefore Supply and Demand will primarily determine the value.

The Quantity Theory valuation method, will also be used to value MYM, by dividing the total value of all brand currencies (listed on IPPAEX), by the issued MYM. Thus, as the total value of listed brand currencies increases, the market capitalisation of MYM will increase, because MYM's primary function is funding brand development, whilst investing in brand currencies. The amount of MYM, issued and controlled by others, must be used below the line, because the value above the line is caused by the issued MYM. A future value of brand currencies can be estimated and discounted back to get a current fair market capitalisation of MYM.

The most important objective of Africahead, is maximising the value of each individual unit of MYM, currently valued at 0.000'006 USD/MYM at pump.fun.

The following amounts of MYM have been issued:

Chain	Amount	Value (USD)
Only one quadrillion MYM, combined, may be issued, on any platform.		
Ethereum (ETH)	156'727'896'981	940'367
Binance Smart Chain (BNB)	6'673'281'435	40'040
Solana (SOL)	1'000'000'000	6'000
TOTAL	164'401'178'416	986'407



According to the current Solana chain, market price of MYM, of, 0.000'000'028 SOL/MYM, at pump.fun, the market capitalisation of MYM is 986'407 USD. On the Ethereum Blockchain and Binance Smart Chain (BSC), MYM can only be traded for USD value, over the counter (OTC), from holders. On the Binance Smart Chain (BSC), MYM can be exchanged for four brand currencies in liquidity pools. They are Africahead Ipparts (AFA), fonetones (FON), Divided Party (DiP) and Kaeuoi (KAE).

Know Your Client (KYC) Exchange

The KYC Exchange, to be built, will include a communication platform between brand currency holders, also being consumers, and brand developers/owners. Consumers will share good improvement ideas about the brands, with brand developers, who will remunerate token holders for good ideas, with their brand currencies. Users of brands often see, whilst using a product, how a product can be improved, but have no way of gaining from such realizations.

The KYC Exchange shall have a GIRO payment and transfer system among account holders, and will integrate the GIRO system with VISA and/or Mastercard.

Fees on the KYC Exchange will be minimum fees, according to the economic theory of Intequinism. The theory states minimum prices and fees for Africahead products, will maximise the brand value of Africahead Ipparts (AFA) brand currency, because minimum prices leave more cash in the pockets of clients. Africahead owns IPPAEX. The current four brand currencies, issued by Africahead, are grounded in Intequinism. Others listing brand currencies/tokens on IPPAEX do not have to comply with Intequinism. Maximalism, regarding profits and prices/fees, of listed brand currencies, is allowed on IPPAEX.

Timeline

A timeline cannot be given, because it cannot be predicted when enough MYM will have been issued/sold to fund development of the KYC Exchange. The amount to raise is 125 million USD value. Until enough

MYM has been sold, and the KYC Exchange has been developed, MYM will function on different chains. Token holders on these chains will have the option to convert the tokens, to a new MYM token in the ratio 1:1 on the KYC exchange. MYM can currently be transferred between the Ethereum blockchain and the BSC, by contacting Africahead. The following objectives are pursued:

- Marketing
- Finding buyers over the counter.
- Listings on centralized exchanges.
- Listing on decentralized exchanges.
- Forming liquidity pools between MYM and bucks (liquid cryptocurrencies i.e. BTC, ETH, BNB, SOL, USDC).
- Growing the community.
- Finding team members, for when, IPPAEX can employ salaried employees.

The future envisaged is; raising 125 million USD value, whilst MYM is trading. During this time of trading, the community of angel investors will grow and the team will grow. MYM will increase in value, until it reaches a top. When MYM's value reaches a top, the KYC exchange must be in place for holders to exchange their MYM for brand currencies, listed on IPPAEX.

The focus is, raising 125 million USD value and saving it, until the amount has been raised fully. When the total amount has been raised, the focus will change to building the exchange platform. A trust will be in charge of building the exchange. After the exchange platform will have been built, the focus will change to; issuing MYM to brand owners, responsibly, and maintaining the platform.

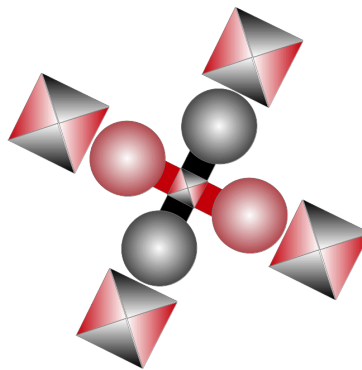
Team

The conceptualization and development to date of IPPAEX were done by me (Marquard Dirk Pienaar) and independent others, who were not salaried employees of Africahead. I do not have the coding knowledge



to start developing a KYC Exchange. After and during the time, 125 million USD value is raised, a paid team will be formed to develop and support the process. Currently marketing is a priority to grow the community and issue MYM. Some marketers have accepted MYM on the Binance Smart Chain (BSC), as payment for their marketing services. A commission of 3% on 125 million USD, is budgeted. People who find buyers, over the counter, and on exchanges, can earn a 3% commission. That is 3.75 million USD value in total.

Logo



Token Attributes

Chain	Contract Address	Type	Decimals
The maximum combined amount of MYM, which may be issued, in any way, is one quadrillion MYM.			
Ethereum	0xb9892F9A892f3e251fc58B9076c56aDD528eb8A6	ERC20	18
Binance Smart Chain	0x711BD5c4a82c7be2dB27026B0F7F10Bb815c4B89	BEP20	18
Solana	9izsfm62akwsFz3kxEqZyd1XnBsWSg7y7yMtvK23pump	SPL	6

Terms and Issue of MYM Tokens

MYM is issued as utility money, respecting capitalism, whilst recognizing capitalist problems, which means; MYM must appreciate to

benefit buyers of MYM, because they valued the objectives. Early buyers must benefit most, because they identified the value of the project first. Valuation methodology mentioned above will be applied to let MYM appreciate.

MYM is a long term project. MYM should not be bought with retirement savings or to make a short term profit.

The jurisdiction of IPPAEX is South Africa. The regulating body is the Financial Services Conduct Authority (FSCA). MYM complies with United States of America regulations about utility money, in my opinion, because the utility is solely to function as, payment medium. Holders of MYM have no legal right to assets of anyone, being the requirement of an utility money. Brand currencies give holders contractual rights to brand values, but brand tokens are not securities, in my opinion, because of philosophical matters. A reason is, i.e. it is not only maximum profit making institutions, which can develop brands.

Short History of Moyom (MYM) to Date

Initially, around 2019, 101'208'000'000 MYM were minted on the Ethereum Blockchain. The whole amount was put up for sale, but because of a lack of community (sharing the ideas) for MYM, none was sold. Then, in order to grow a community 70'000'000'000 MYM were distributed to 7 others internationally. The agreement was, they can decide self, what they do with the amounts, in order to grow the value of MYM. My recommendation was, they do the same, by distributing 70% to others, willing to receive the MYM, requesting all the recipients to do the same, "ad infinitum". The idea was, giving MYM away to others, who shared the ideas for MYM, whilst not airdropping to unknown others. The plan did not work because the 7 recipients who each received 10'000'000'000 MYM decided to keep most of the MYM. The community thus did not grow and 7 others owned around 70% of minted MYM. Other smaller airdrops were also done, only to

those who allowed the airdrops.

The whale community of 8 did not function effectively. The tokenomics was not effective. The risk of the 7 independent others, dumping MYM, into a liquidity pool, was too big. Therefore more MYM were minted to reduce their percentage holding and increase Africahead's percentage holding again, in order to have more negotiating power with potential investors. The risk of dumping MYM is also the reason why no MYM is offered, to venture capital firms, for sale, at a discount. MYM is also not airdropped, for the same reason, anymore. Venture capital firms which buy tokens at discounted prices before tokens are publicly offered, often dump tokens, causing big losses to public buyers.

Development on Ethereum stopped because of too high transaction fees. MYM is still available over the counter on Ethereum.

Development moved to Binance Smart Chain infrastructure, because of affordable transaction fees. A big capital investment, to form an effective liquidity pool between MYM and a buck (preferably USDC), hindered further development on the Binance Smart Chain. High marketing costs also hindered development. MYM was in a small liquidity pool on the Binance Smart Chain, but the pool was closed, due to theft of IPPAEX working capital from an Africahead wallet. At the same time a non KYC exchange stole working capital from Africahead, promising a listing for MYM, which did not materialize. The two thefts prompted the building of a KYC Exchange for IPPAEX. Liquidity pools between MYM and brand currencies are still used on the Binance Smart Chain, but problems exist.

Because the project has not raised funds, development is difficult. Getting MYM listed on exchanges and doing marketing is extremely expensive. Several large well known centralized exchanges offered to list MYM, but the upfront listing fees cannot be paid. The exchanges are not willing to take payment as 3% commission on capital raised.

Recently Moyom (MYM) was listed on the pump.fun exchange, where meme

tokens are traded. The infrastructure of pump.fun makes it possible to list a token without incurring high listing fees. Due to the automated nature on pump.fun, it was not possible to determine a listing price. The software listed MYM at a price of around 0'000'000'028 SOL, which is around 0.000'006 USD. The previous issue price of 0.000'000'25 USD per MYM, changed to the new value, following infrastructure, because of the listing at pump.fun. This change increased the values held by current holders on the Ethereum Blockchain and Binance Smart Chain, as analyzed above.

Conclusion

The future of technology is more difficult to predict than the spreading of philosophical ideas. Philosophy influences technology and practice. Philosophy has a longer term being than technology. During the 18th century revolutions, philosophy, motivating the labour theory of capital, was implemented, coming out of the feudal system. Hourly salaries and wages were instituted. I am sure the current economic revolution taking place, is partly about implementing ideas, against the labour theory of value, valuing ideas more than before, due to religious/philosophical changes taking place. Therefore IPPAEX is on the right track, applying new Philosophy of Economics.

The biggest problem to overcome is raising capital, which is the problem IPPAEX must improve, when IPPAEX is functioning. Experiencing the capital raising problem, and the forces regarding imparting of ideas, since 1999, when Africahead was formed, is worthwhile experience, favoring IPPAEX and Moyom (MYM), venture capital, angel money.

Sincerely





Marquard Dirk Pienaar

On behalf of Africahead and IPPAEX

December 7, 2024

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