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Attendees

David Levine, David Levine's Presentation, Melly Knabe

Transcript

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MMOSH stands for Massively Multiplayer On-chain Shared Hallucination. MMOSH is a virtual world. It's a virtual experience. But it's not necessarily 3D augmented virtual reality, by virtual we mean any virtual or mediated space, e.g. Telegram is a virtual space, Twitter is a virtual space, Facebook, email, etc. MMOSH can mediate any communication, including 3D in games.

But the real purpose is twofold: MMOSH gets mediated by artificial intelligence and by the blockchain itself. As a result, everything significant is decentralized, which means there's no central authority controlling or determining what gets communicated, transferred or transmitted in terms of value, etc. So it's decentralized like the rest of the blockchain, and everything is validated on the chain, and the blocks keep a record of what was transferred from one party to another party.

The next important principle is composable, which means I can build on what others have built. Composability is a very important part of this whole experience.

Thirdly, MMOSH is permissionlessness. So nobody can determine whether or not you can join, or approve whether or not you can create something. With permissionlessness we have censorship resistance.

Another important aspect about MMOSH is that, while we use centralized and permissioned systems like Twitter, Facebook and Telegram, the important aspects are on-chain.

Because those important aspects are on-chain, each user and each participant has their own private key, so they have ownership of all their valuable assets and all their critical information. So even if you lose your Telegram account if Telegram, Facebook or Twitter bans you, you're still present on MMOSH. Nobody can actually ban you from MMOSH. Nobody can censor what you're saying. You don't have to ask anyone's permission to do anything.

Question: if there's a transaction, how does the code get added on? For example, if I send someone PayPal funds, then I'm verifying the transaction before the amount gets sent to that person. But is there a verification before something is added to the blockchain?

Response: Let's do a quick comparison between us and PayPal. With PayPal, there are rules that say, "You can do this, but you can't do that." For PayPal, we're just roles and a database. In contrast, on the blockchain, the amount goes directly from your account to my account. So what validates and verifies that transaction are all of the different nodes of the blockchain in all of these different places that say my account number XYZ is sending this to your account XYZ, this node is propagating to that node, which is propagating to another node. And when the transaction is validated, then the transaction has happened and has gone through, and nobody can say yes or no. That's the difference between a decentralized, composable and permissionless system and something like PayPal. For example, PayPal simply shut down Julian Assange's account, Visa stopped allowing payments to Wikileaks, etc.

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The MMOSH protocol resides on the blockchain, and the first blockchain we're using is the Solana blockchain, but we are going to include other chains later. A protocol is a series of interconnected programs that are all unchained. On other chains, they're called "smart contracts." On Solana, they're called programs. The protocol is basically what makes this all work, what organizes it. The protocol is made up of what we call "token primitives" which handle identity, attribution, access and the money itself. A particular technology in the protocol is known as imprinting, and the main areas our protocol handles are connections between people, connecting individuals together. The protocol also connects groups together into communities and connects those communities. The protocol handles unique coins, which people can create within these communities which are e.g. on bonding curves or liquidity pools and projects.

So people, communities and coins together can all sponsor and create projects. Everything within MMOSH is transparent, and ultimately the MMOSH gets built up by the people who are creating the MMOSH. It's important to distinguish the protocol from any particular user interfaces, because we're starting with a web app, a Telegram app and a Twitter API as the first three elements that all really work together within MMOSH. Users utilize MMOSH through Twitter or X and Telegram and the web app. In the future, all kinds of different interfaces will enable different ways to access MMOSH, so we're encouraging our whole community to build new interfaces and new ways to access MMOSH.

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The four areas that MMOSH supports:

Connections between people. As an example: If I send somebody my link to the bot, the bot can introduce us. If there's a messaging thread between us and we put the bot in between us, the bot can keep a record and can help us agree to certain things, transfer money, etc. Basically, the bot can act as a recorder or a mediator and basically form those connections between people. The bot can also validate those connections between people.

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Let's focus on the Telegram bot now and what the MMOSH bot itself handles.

For example, if I know somebody, other people want to know that I know and trust them. There's so many scammers on Telegram and so many scams out in the world. On Linkedin and these other social networks, I've connected with so many people I don't know but those connections don't really go anywhere. But if you're in communities together on MMOSH, and there's a real record of what people have done together and what they fulfilled, the connections become much more real.

Communities. Communities are an extremely important concept. What's the difference between a community and a group, and what's the difference between a community and a nation or a community and a club, or tribe or clan or guild or any other collection of people? In a community, differences are more important than similarities. Whether it's a country or a group or a state, people are always looking at the identity of this group. What's similar about all of them? Is there a geographic similarity? We're all in this place or we're all of a particular religion or all of a particular gender. Whatever it is – a political persuasion, those are groups.

The way we look at communities is that there's a purpose to them. They're together for a reason, and every individual member respects each other's self-sovereignty, and there's a protocol for communications and for relations within that community that allows people to thrive in that community. This reduces power struggles, reduces conflict and really brings the purpose forward of that community.

Coins: Individuals can create coins, and communities can create coins for projects. We'll talk about that more in the money section below, but the economic health of the entire MMOSH ecosystem and all the communities within the ecosystem becomes very powerful when individuals and communities have their own money. All of a sudden, it's not the value, like when people were really into Bitcoin and saying Bitcoins about self-sovereignty but Bitcoin is really a unit of exchange that's just based on the supply and demand of this piece of software. Whereas within the MMOSH ecosystem, if you want to not use the government's money because you don't want to fund a war machine, you can actually create your own coin and set the value of the coin and set the demand for that coin, as well as the relationship between the supply of the coin and the value of the coin. So MMOSH allows coins to be promoted very clearly and enables swapping and trading coins, etc.

Projects: Projects within the MMOSH ecosystem have a purpose. Projects can have a cultural focus, such as hip hop. Projects can focus on health and wellness, wisdom and love, personal betterment, etc. They can center around physical or emotional training, real estate. There's a project with the purpose of ending the conflicts in the Middle East. We have all kinds of technical projects, but basically if a community or people have a purpose, then that can become a project.

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3 INTERFACES

- MMOSH web app
- Telegram BOT
- TWITTER API

The MMOSH web app shows the state of the entire system. Every individual has their own page, and every Community has their own page. Every coin has its own page, and every project has its own page. And there are indexes for each of these. You can also get your private key and manage your wallet, etc., within the MMOSH web app. But it's not where you work and do things – that's all done within the Telegram bot now. At some point we might offer other interfaces like a chat bot on the web or our own mobile app or even VR to access the bot. But right now the bot is solely through Telegram. And Twitter is a limited API to help people reward people for amplifying info about MMOSH and our projects and communities. For example, if I retweet a post I might get some coins or tokens or other items.

Token Primitives: Token Primitives are all about our technology. So the first token primitive is a profile which shows your identity for one main profile. If you've minted that profile, you're a member of MMOSH DAO. We're also developing proxy profiles so you can have a different profile or "identity" in different communities. For example, you might have different identities and different groups, such as one identity on the golf course, another identity in the office and another identity at the bar.

We want to make it easy for people to have flexible identities which aren't tied to wallet addresses. So the profile is an NFT that manages your identity. And ultimately we want folks to use their profile to log in to applications that are all connected to the MMOSH protocol, like a blockchain user ID.

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Badges: Badges aka attribution, enable us to knowing where different things originated. While profiles are NFTs, badges are SFTs or semi-fungible tokens, also known as fungible assets. Badges are used for things like invitations to mint a profile or to mint a pass, which we'll talk about later. Then we know who gets the credit so you can build affiliate marketing programs where people are paid for introducing others to the ecosystem, or to a community or group, or to an offer, and it's all done on-chain rather than through links. So it's all recorded on the blockchain, and payment is instant.

You can also do multiple levels of that. So

David Levine: someone gets paid a certain percent for a direct referral, someone else gets paid a little bit less for referring them. So it is a whole system for referrals, referral or network marketing or affiliate marketing, which are all part of performance marketing where people get paid for the value they bring.

What's also really cool about this is the attribution or royalty level can be set by the person making the offer.

Passes: Passes provide access to communities, and these communities within MMOSH are "token-gated."

I could say you need to be this particular NFT to join a community.

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So basically, that's the thing you're really going for: when someone mints a pass, based on the attribution or the badges of who introduced someone to that particular community, people get paid for getting people to join these communities with those badges.

The access passes can also be controlled by the person running the community, so they can make them private or public. They can make them paid or offer them free, but it basically puts it all on-chain, so others can't just create new accounts, enter it somewhere, etc.

This makes it complementary with censorship resistance. Since there's not a centralized system that can approve or block, you from joining, the person who's organizing each project within MMOSH ecosystem to be able to say yes or no to others to be able to block others, etc because it should be up to people who joins and how they join and what they earn for allowing people to join their communities.

One item to note: You can alter stipulations or characteristics about a project at any time.For example, I can tell the bot to open a project or community for everybody or I can say to the bot, "Make this or that pass a requirement for entry." Or, you can also change the price of the pass.

The other thing about all of these is that they work on any secondary market, so people can resell their passes. Or you can lock passes so they're not resellable. An advantage is that the value of the pass itself could increase.

Coins are fungible tokens, and there are two types.

- Creator coins are on a bonding curve, meaning there's a direct correlation between the supply of the coins and the price of the coins. There's something called an exponential bonding curve: the more people that buy the coins, the higher the price increases in an exponential manner. You could have a linear bonding curve where the price doesn't go up or down nearly as fast, and it could literally be flat so the price of that coin always remains the same. That's called a stablecoin. Interestingly, if more people want the pass for a particular coin, then the price of the pass will naturally go up which is called dynamic pricing, a really interesting new aspect of this entire ecosystem.

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The other type of coins are Community coins, which are designed for specific projects with a liquidity pool. They're trading pairs which get listed on decentralized exchanges and can be used for all kinds of things. People can trade them and pair them with MMOSH or USDC or Sol or other things, but all of these are always tradable for MMOSH, and there's never really a limit on the amount of liquidity based on the availability of MMOSH. This is one of the main reasons why this whole thing works.

Because it's completely decentralized, with these liquidity pools anybody can add MMOSH, anybody can add USDC, or anybody can add Sol or anybody can actually create any liquidity with any trading pair. Whenever anybody creates a new coin, at that same time we're providing plenty of liquidity in MMOSH so no matter what, people can buy and sell that coin, can swap that coin and use that coin because there's plenty of liquidity between MMOSH and USDC, they can always cash it out into US dollars and deposit it into their bank.

There's a fixed supply of MMOSH, specifically, there will only be 10 billion coins created.

When somebody creates a new community coin that has a liquidity pool they pay money in US dollars, and no matter what happens with the other liquidity pools, there's always available liquidity in MMOSH based on what they put in. Everything's transparent and in these multi-sig wallets and DAOs, and it's managed such that you don't have to worry about what's called rugging. Rugging is when somebody

launches a coin and there's a whole bunch of money, and then they basically pull out all the money because they've raised money and liquidity dries up as a result and nobody else can get out of the coin.

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The LaunchPad

The LaunchPad is probably the most important thing that we're creating for the launch because it's all about capitalization and how communities are able to get funded, to get what they want built, get what they want done, get access to community leaders. All this costs money. The Launchpad has a type of pass that we call launch passes which offer a pre-sale price for community coins. That resale price is at a discount. With the attribution some of that's all been distributed. But again, it's all extremely transparent where those coins are held, how they're held, what the rules are for distributing those coins and who has say over it. So again, nobody can get rugged like what happened on these centralized exchanges and with a whole lot of projects. It's all extremely transparent, and we will be launching this with some really cool projects.

(ADD PROJECT LIST)

David Levine: so the LaunchPad will initially have

- the plug, the Hip Hop coin.
- Reprocoin, gateway to the other side.
- games and adventures, a game five product based on Hellbenders and other cool things.
- Cat Fawn Coin about kinship among all beings
- MMOSH
- Real coin that's a real estate project
- Solum is a stablecoin
- Liquid Hearts Club – Launchpad Consulting developing
- trainer coin
- music therapy
- pen pals for connecting kids around the world
- ecosystems

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Imprinting: The core technology is called imprinting which is about having to be holding one particular token in order to mint or transact with another. That info is passed in the metadata and what's called the PDA stands for "program derived address," tokens contain pdas, which is basically the software which is part of the token. As a side note, there are two parts of the tokens: the software on the token and the metadata.

But there are three, of those four types.

- semi-fungible tokens, which are the badges
- the non-fungible tokens are the passes and the profiles

- and the fungible are the coins or the money
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Additionally, there are five slots in the metaplex specification for the token standard; we use those five slots to distribute royalties.

So the four primary roles for participants in the MMOSH ecosystem are:

- the Agent
- the Creator
- the Enjoyer and

- the Ecosystem which is MMOSH itself.

Whenever the enjoyer mints something, funds get distributed.

- MMOSH DAO gets a particular percentage, which is locked at 3%.
- The amount the Agent gets is set by the Creator. There are different levels of agents on the membership profile:
    - The first level is called the Promoter, the one who brought somebody in.
    - Scout is the one who was the Agent who referred the promoter
    - The recruiter referred the Scout.
    - And the Originator referred the Recruiter.
    - The fifth level goes to the DAO itself.

Now, the profile has a different royalty stream than the passes because it's just the DAO plus the four agents, so there are always five in total.

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Royalties for Passes

- 3% goes to the ecosystem
- on the membership profile 60% goes to the ecosystem
- (ADD PERCENTAGES OF ROYALTY DISTRIBUTION)

Passes: with the passes there are just two levels of agent: the Promoter and the Scout, but the Curator also gets paid. The Curator is the one who brought the Creator in who started the pass. The Curator and the Creator are the two agents and the ecosystem get paid. The sponsor has a different role whereby . they can actually do deals with a type of pass besides getting access to communities is called an offer. Offers as a type of path are like eCommerce, except we call it D-Commerce for "decentralized commerce." Basically any community or any member is going to be able to offer stuff from what we call sponsors. Let's use Little Black Dress as an example. My friend Millie is an Instagram influencer who runs around to Dubai and other places and shows off clothes. She also gets free rooms at hotels, etc. She can keep her influencing content and connections all on Instagram, but she can also take those same relationships and promote products on Telegram and through the MMOSH ecosystem and then automatically get paid her

commission. She can also even create her own coin based on the demand she creates for these offers. So it's an interesting new way to buy and sell within this whole framework.

Payment: We have our own stablecoin called MMSC, which is basically MMOSH stablecoin, where one MMSC equals one USDC to facilitate basic direct payments between people. The reason we're doing that is to keep everything within the ecosystem. It also keeps it all trackable as opposed to USDC which is based on all kinds of other things in the world.

Incentives: Incentives are all on-chain and run by the bot and include:

- Royalties Quest
- airdrops
- Giveaways
- loyalties points

People pay for learning and going through certain things like training in a particular technology, similar to how people currently can become a certified Salesforce administrator. You can set up these quests in the bot and reward people with airdrops.

You can create fun competitions like an airdrop race where you set up a button to initiate an airdrop, and the first hundred people that push that button all get to participate in the airdrop. And at least one, and they all get different amounts and it's all distributed in different ways. So just keep people engaged in the community like giveaways for showing up at different things either on Telegram or Twitter.

The same applies to loyalty points, where if you've done a certain number of swaps, staking, etc., you can do what's called yield farming. You could ´also get additional points which can get you MMOSH, other tokens, merchandise, all kinds of things, ultimately someday frequent flyer miles. We can do all kinds of cool stuff.

Games and Activities:

- AMAs are Asked Me Anything, if you show up and ask good questions you can get paid for those.
- Robust games such as Hellbenders or Moral Panic
- Water Bears and Lionhearts, a massive multiplayer quest game.

All of these games are mediated and moderated by the Telegram bot within Telegram groups.

Crypto Marketing:

- KOPs are key opinion leaders or influencers. This performance marketing format pays KOPs based on their performance. Using the attribution system and having their own coins, KOLs can make a lot of money by recommending products or services they use. This approach is in contrast to what happens now, where a YouTube influencer might charge somebody $2,500 for a video. That influencer could have a million followers on Twitter, but who knows how many of those are bots or users who are just looking for giveaways. In the MMOSH world they get paid by how influential they actually are by actually converting people to holders to buyers to community members.

Signal Groups: Signal groups are really for speculators, but people are getting paid to promote tokens within call groups. And again, it's very hard. accountability is very difficult; you could pay all these call groups and despite the marketing, no one actually comes in and buys the product. Some call groups are paid some aren't, but within the MMOSH ecosystem, KOLs can organize their groups and have MMOSH bot be the moderator admin of that group and run and basically get rewarded as people in those groups, purchase certain tokens or mint launch passes or buy certain things within those groups.

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Social Media Marketing: We're also moving social media marketing to a performance marketing paradigm where, through APIs, etc., we move people through the funnel for gaining traffic. You can send that traffic to a landing page, tag people and actually move people into the bot and move the traffic to web 3 through traditional web 1 funnels and then web 2 search engine marketing programs, social media marketing programs and ultimately the bottom of the funnel. The purchase is on-chain, but it's completely connected up with the rest of the stack.

All of this social media marketing is run by a Telegram bot. Telegram has a great API which allows us to do almost anything we want to do directly within Telegram.

Social Wallet: As soon as you sign up, we automatically give you a social wallet and a private key to that wallet, and that social wallet can also be controlled by MMOSHbot. So just by talking to MMOSHbot, you can have it do trades, swaps, send somebody coins in an easy manner through regular chat, natural language.

Whatever you don't want the bot to have access to, you can put in the linked wallet that only you have access to and only you can sign those transactions. The AI bot can sign social wallet transactions but not the linked wallet transactions, so all of that is managed through the web app. This way, the user has complete control and can limit their social wallet to an amount they're willing to allow the AI bot to manage for them.

The linked wallet is a non-custodial account. It's a separate blockchain address, and only you have the private key. Once you connect that wallet to the web app, the linked wallet is validated as yours.

The social wallet is the same type of account, and we give you the private key so you can import it into your Phantom wallet. The difference is we also have the private key with which you can sign transactions. So if someone gets into your Telegram account and says to your bot, "send a certain amount of money to this address," you lose that money. So we're telling people not to keep a lot of money in their social wallet, but it's good to have that wallet, because sometimes you want to play around with small amounts of money , for example if you're playing a game, you're in the middle of battle, and you want to buy more resources, you don't want to have to sign a transaction using an external wallet.

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