

各种横版竖版 logo (logo 要写个设计过程, 结合 web3 宇宙memeverse)





MEMEVERSE

BUSINESS PLAN

**THE NFT
ASSET
ROADMAP**

OF CULTURAL ASSETS

EXECUTIVE SUMMARY

MemeVerse is the world's first Meme asset issuance platform based on Proof-of-Creativity. Through low-barrier creation tools and gamified arena tournaments, we motivate the community to produce high-quality Memes for original IPs. Creators and early supporters can jointly launch Meme tokens by converting cultural heat into financial assets and share in the growth upside.

CORE INNOVATIONS:

- Launchpad for Culture: Upgrade pump.fun's "assetless issuance" into "issuance backed by cultural base assets." Every token is supported by community consensus and creative output.
- Creators as Shareholders: Creators are no longer competing just for prize pools; via "creation mining," they earn early token allocations of their Meme projects and become true IP owners.
- Value Flywheel: Creation → Heat → Issuance Qualification → Token Appreciation → Reinvest in Creation, forming a powerful positive economic loop.

We aim to solve the lack of value backing in memecoins and the monetization difficulty in the creator economy, forging a new paradigm where culture meets finance.

PROBLEM & OPPORTUNITY

?) PROBLEMS

- The Memecoin Curse: Today's memecoins (e.g., on pump.fun) are 99% zero-value speculation, lacking cultural narrative and community building, leading to pump-and-dump behavior as the norm.
- Creators' Value Stripped: Creators produce the cultural substance of Memes but struggle to capture financial value; platforms and speculators reap most of the gains.
- Inefficient IP Incubation: Traditional IP incubation is slow and cannot quantify early community passion and support.

!) OPPORTUNITIES

- Rise of Culture-Fi: The market wants crypto assets with real cultural value backing.
- Programmable Ownership: Blockchains allow precise tokenization of creative contributions and community support into asset ownership.
- Gen Z Investment Preference: The new generation are both cultural participants and investors; they prefer to invest in cultures they love and understand.

SOLUTION & PRODUCT DESCRIPTION



MemeVerse builds a seamless three-stage pipeline:

01

Creation and Heat Accumulation (Creative Layer)

- Low-Barrier Editor: Web-based, AI-assisted Meme creation tools to lower participation thresholds.
- IP Asset Library: Launching with “American Ai Shan Hai Jing” as the first IP universe, offering official character assets.
- Arena & Voting: Weekly themed contests where users vote with platform points \$GEM.

02

Issuance Qualification (Middleware)

Proof-of-Creativity Protocol:

- When a single Meme’s votes (or a creator’s total points) reach a smart-contract threshold, that Meme automatically qualifies for asset issuance.
- The creator receives a substantial portion of the initial token supply.
- Early voters receive an airdrop share proportional to their voting weight, rewarding early discovery.

03

Token Issuance and Value Capture (Financial Layer)

- One-Click Launchpad: Qualified creators can initiate issuance with a bonding curve, so early participants buy at lower prices.
- Built-in DEX: After the liquidity pool hits a preset size (\$1,000), the token lists automatically on the platform’s DEX for free trading.
- Utility Enablement: Successfully issued Meme tokens serve as in-platform “boosters,” currency for derivatives, and to unlock exclusive features—imparting practical utility.

MARKET ANALYSIS



Target Market

- Horizontal: Global trillion-dollar creator economy + multi-hundred-billion-dollar memecoin market.
- Vertical: Gen Z/Alpha creators, culture enthusiasts, and crypto investors.



Competitive Analysis

- pump.fun: The main benchmark and target for disruption. Weaknesses: asset without substance, no community building, unsustainable model. MemeVerse outclasses on asset quality and token economics.
- Other Launchpads (e.g., DAO Maker): Built for traditional Web3 projects—heavy and overly financialized, lacking cultural fun. MemeVerse is lighter, more playful, and culture-focused.

MARKETING & USER ACQUISITION

1 Cold Start: Leverage top-tier VC backing for high-profile exposure. Value proposition “Turn your Meme into an asset” to attract crypto-native and traditional Meme creators.

2 Community-Driven: Build strong communities on Discord/Telegram; involve token holders in governance to create powerful distribution hubs.

3 VC/Angel Partnerships: Invite crypto funds/angels as early platform users and “angel voters” for launch projects, offering early access to quality assets.

4 Core Driver: Launch the “GEM points” system as the sole credential for future airdrops; incentivize creation, voting, and referrals.

5 Viral Growth: Embedded referral rewards and leaderboards; use airdrop expectations to drive self-propagation at low cost.

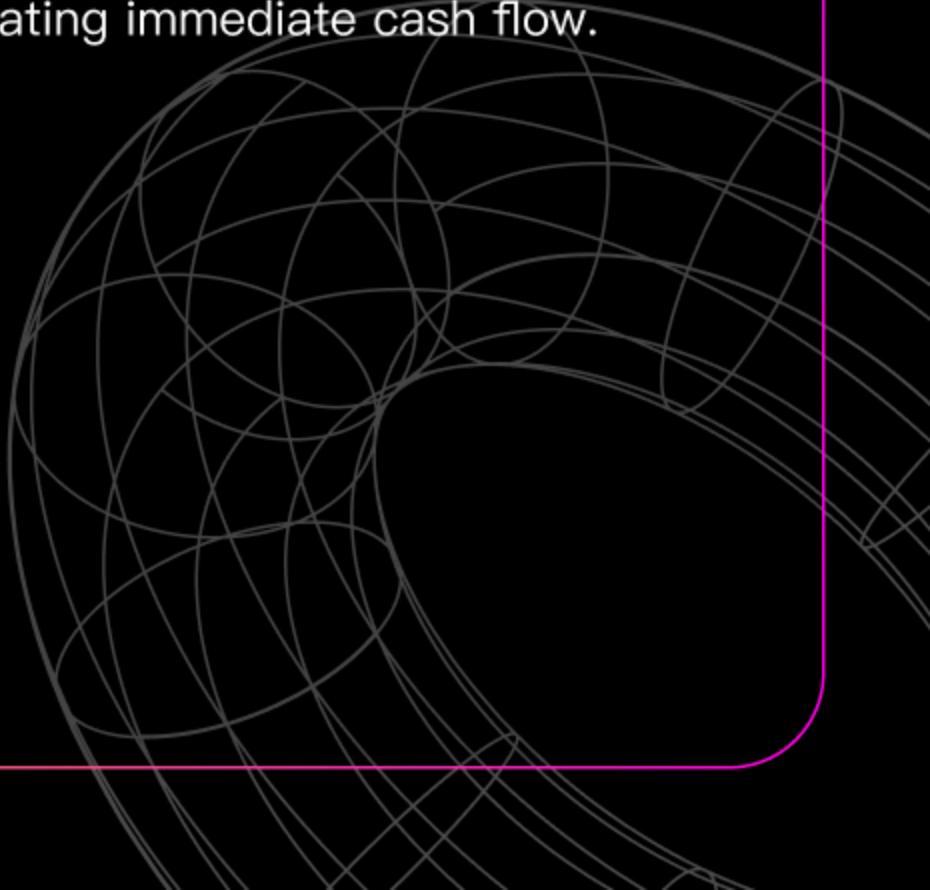
6 Ecosystem Expansion: “Joint mining” with wallets, data platforms, and partners to funnel users and grow continuously.

BUSINESS LOGIC & REVENUE MODEL

We're building a **creator-economy flywheel**: low-barrier tools + exclusive IP attract creators; gamified points + airdrop expectations capture behavior and attention; multi-layer monetization captures value.

\$core CORE REVENUE STREAMS

- 1 In-App Purchases: Paid items like “boosters” and “exclusive filters” to enhance creation and competition, generating immediate cash flow.
- 2 Trading Fees: 1–2% fees on trades on the built-in DEX.
- 3 Launch Fees: 5% of initial funds raised via bonding curve as platform service fee per project.
- 4 IP Licensing/Onboarding Fees: Future IP partners pay fixed fees or rev-share to issue on platform.
- 5 Premium Subscriptions: Advanced analytics, AI feature packs for pro creators/studios.



MemeVerse Tokenomics

Token Name: **\$MVRS**

Total Supply: **1,000,000,000**

Blockchain: **BNB Chain**

Allocation

Name	Porportion	Vesting Rule	Use
Community Airdrop	10%	TGE 20%, none cliff, 24 months vesting	Rewards earliest creators, voters, point holders; core fuel for growth and bootstrapping.
Fundraising	10%	TGE 0%, 12month cliff, 24 month vesing	For seed and follow-on; aligns investors long-term.
Team	10%	TGE 0%, 12 month cliff, 24 month vesting	Long-term team incentives aligned with project growth.
Liquidity	10%	TGE 100%	Liquidity pools, listing fees, market making.
Treasury	10%	TGE 0%, none cliff, 60 month vesting	Protocol development, marketing, legal and operations.
Ecosystem	50%	TGE 0%, none cliff, 48 month vesting	User incentives, liquidity mining, partner programs, new IP subsidies; DAO governed.

Token Utility Summary

\$MVRS is the core utility and governance token of the MemeVerse ecosystem, designed around three pillars: empower creators, incentivize participation, and capture value.

- 1 Governance: Stake to participate in key platform decisions—true community autonomy.
- 2 Utility: In-platform payments, boosters, premium subscriptions.
- 3 Incentives: Rewards for creators, voters, and contributors to drive the growth flywheel.
- 4 Value Capture: Platform revenues buy back and burn tokens and reward stakers, directly tying token value to ecosystem success.

ROADMAP



2025 Q3

Launch & Testing

- Complete MVP; launch core creation and arena features.
- Announce seed round; start closed beta; release airdrop plan.
- Open registration; drives viral growth.
- Book first revenues from in-app boosters and premium subscriptions.
- Hit 100k MAU milestone.

2025 Q4

Financialization & Expansion

- Issue \$MVRS, complete airdrop; enable staking and governance.
- Launch Meme asset Launchpad; support the first external IP to issue assets.
- Activate DAO governance; use revenue to buy back tokens.

2026+

Ecosystem & Infrastructure

- Support 10+ active IP universes; become the top choice for brand meme marketing.
- Open the platform protocol to become permissionless cultural asset issuance infrastructure.



FUNDRAISING

Round: Seed



EQUITY: 5%
(POST-MONEY VALUATION \$20,000,000)

Product Development (20%) — \$200k

Expand engineering/design; complete MVP and iterate core features.

Marketing & Growth (10%) — \$100k

KOLs, airdrops, community building, early user acquisition.

Operations & Content (10%) — \$100k

Core ops, servers, exclusive IP licensing and production.

Listing (60%) — \$600k

Company structuring, IP protection, legal counsel for future token issuance.

CONCLUSION



MemeVerse is not just a product—it's an economy. We aren't competing with pump.fun on pure trading efficiency; we are revolutionizing asset quality and production relations. We turn creators from “gig workers” into “partners,” and speculators into “cultural investors.”

Our ultimate vision

**TO BECOME THE BIRTHPLACE, PRICE DISCOVERY
MARKET, AND VALUE EXCHANGE HUB FOR ALL
INTERNET-NATIVE CULTURAL SYMBOLS.**

thanks!

