MWX

MWX WHITE PAPER

"The First Global Decentralized Agentic AI Marketplace for Ready-To-Use Business Solutions"

Table of Contents

1 │ At a Glance

MWX is the first global Decentralized AI Marketplace build specifically for the 400M+ underserved global SMEs and powered by real Web3 utility.

We built a global AI Marketplace to help businesses do more with less - faster, smarter, and now rewarded through Web3.

This is the future of productivity - tokenized, democratized, unstoppable.

We combine powerful AI tools, an integrated token economy, and a growing decentralized marketplace to help businesses scale smarter and faster. MWX is more than a product - it's a platform where innovation meets access.

MWX will also provide the growing AI Startups across Asia Pacific and the World a Global marketplace to assists in marketing their platforms.

1 │ At a Glance

We launch with multi platform ready-to-use AI solution and scale supply exponentially through a marketplace—all wrapped in a single subscription that can be paid in dollars or MWXT, our deflationary utility token.

Every spent on our marketplace, MWX will take commission and burns 20% of it on-chain, while 15 % of quarterly profit funds additional buy-and-burn cycles, tightening supply as usage grows.

Three coordinated entities make the flywheel work:

1. PT Mediawave Interaktif (Indonesia) — builds the AI solutions and books SaaS revenue.
2. MWX Global Pte Ltd (Singapore) — on-boards third-party AI vendors and earns commission.
3. MWX Foundation (Cayman) & MWX Labs (BVI)— mints and governs MWXT under clear utility-token opinions.

2028 Targets. US$200 M ARR and targeting a 5% supply reduction by 2028. Early traction includes 150 SMEs on the beta waitlist, potential collaboration with Google Cloud & AWS, and Huawei Cloud. Raise US$13.5 M (Seed→Private→Public) to complete beta, execute the Token Generation Event, and expand across Southeast Asia and MENA.

Empower 400+ million businesses across the globe with affordable AI—and share upside through a token whose scarcity rises with every task completed.

Time propels us forward, experience defines today

MWX is not just a concept; it stands on the proven foundation of MediaWave, one of Indonesia's leading digital analytics and enterprise intelligence platforms. For over a decade, MediaWave has served as a trusted partner to major brands, state-owned enterprises, ministries, and top-tier agencies—providing cutting-edge technology to monitor, analyze, and understand public sentiment, media narratives, and customer behavior at national scale.

Founded in 2010, MediaWave initially made it's mark through its proprietary social media listening platform, quickly becoming a go-to solution for brand monitoring in Southeast Asia. It has since evolved into a broader AI-driven intelligence ecosystem used by hundreds of enterprise clients across multiple sectors—from FMCG and telecom to government ministries and political institutions.

Progress in motion, wisdom in command

Today, MediaWave processes millions of data points daily across platforms, languages, and content types, applying AI for natural language processing (NLP), trend forecasting, anomaly detection, and sentiment scoring. With more than a decade of real-world deployment in high-stakes national campaigns, crisis management scenarios, and regulatory contexts, MediaWave has built a reputation as a data-first, mission-critical platform trusted by decision-makers.

As of 2023, MediaWave is undergoing a pivotal transformation: from analytics platform to AI-first platform company. This strategic shift includes modularizing its proprietary AI engines into API-accessible services, integrating with MWX's tokenized ecosystem, and extending AI access beyond the enterprise to millions of SMEs across the region.

1.1 │ Executive Snapshot

MWX unites three legally-separate yet economically-linked entities:

Pillar	Legal Vehicle	Core Role	2028 Target Valuation*
AI Platform Suite — Low-cost SaaS multi-apps for SMEs	PT Mediawave Interaktif (Indonesia)	Recurring-revenue engine	US$1.4 – 1.7 B
Private AI Marketplace — curated 3rd-party micro-services	MWX Global Pte Ltd (Singapore)	Marketplace	≈ US$1.2 B
MWX Token (MWXT) — utility + governance	MWX Foundation & MWX Labs (Cayman/BVI)	Payment rail, staking, burn, DAO treasury	FDV US$1 – 3 B

*Forward-looking, based on 1M paying SMEs, US$1B GMV and 5 % cumulative burn.

Investment Highlights

1. Recession Tail-wind: global cost-cutting forces businesses to seek cheaper automation.
2. Blue-Ocean Global Focus: no tokenised multi-platform AI suite across the globe ever exists.
3. Triple-Helix Flywheel: platform ↔ marketplace ↔ token reinforce each other.
4. Deflationary Tokenomics: 20 % marketplace commission burn + 15 % profit buy-back.
5. Spin-off Optionality: breakout apps can IPO or be airdropped to holders.

2 │ Global Crisis & Market Pain Points

2.1 2024-25 Crisis Snapshot

- GDP downgrades across G20; enterprises slash OPEX ⩾ 20 %.
- Businesses face talent layoffs yet must stay competitive.
- AI delivers similar output 2-5× faster & cheaper, but adoption barriers persist.

2.2 TAM & Growth

Segment	2024	2030E	CAGR
Global AI SaaS	US$ 115 B	US$ 400 B	37 %
SEA Digital Spend	US$ 40 B	US$ 110 B	18 %

Capturing 0.05 % of global AI-SaaS TAM ⇒ US$ 200 M ARR potential.

2.3 Five Adoption Barriers

1. Fragmented tools & data silos
2. Integration complexity & talent gap
3. Vendor pricing volatility
4. Model bias & cyber-risk
5. Recession cost pressure

MWX directly resolves all five.

3 │ Triple-Entity Solution Architecture

3.1 PT Mediawave Interaktif — Multi AI Platforms (estimated price start from US$ 10 / month)

Capturing 0.05 % of global AI-Solution TAM ⇒ US$ 200 M ARR potential.

Cluster	Core Benefit
Marketing	End-to-end marketing automation
Ops & Security	Increasing working capacity, bug & threat reduction
Data & Reports	Improving labour reporting
People & Sales	Faster hiring, increasing deal close
Finance / Legal / Strategy	Cash-flow AI, contract AI, scenario planning

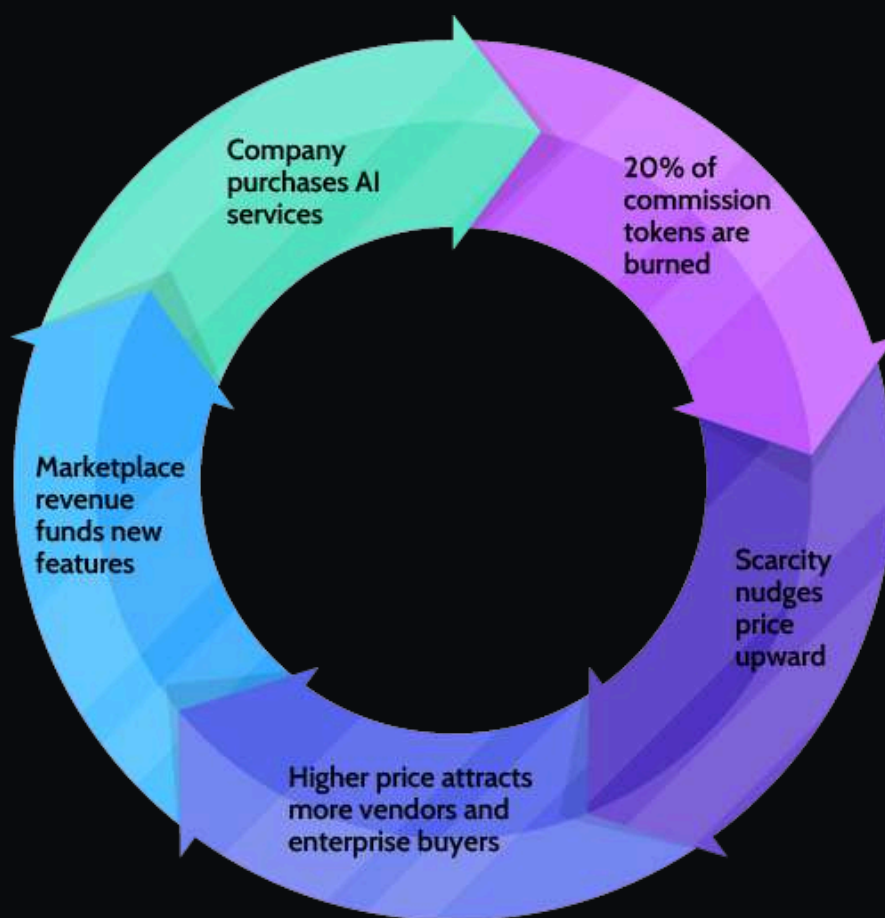## 3.2 MWX Global Pte. Ltd — Private Marketplace

- Audited vendors only for quality & security.
- Unified billing — fiat or MWXT converts to service credits.
- Revenue share — commission based.
- Vendor SDK — container + YAML manifest for 1-week onboarding.
- Token granted - User acquisition incentives for potential AI project,

3.3 MWX Labs & MWX Foundation

- Token Development, Research and Development
- Treasury & DAO governance

4 | Flywheel of Trust & Token Scarcity Flywheel of Trust & Token Scarcity

Every task completed burns tokens; every problem solved wins loyalty

- Company purchases AI services
- 20% of commission tokens are burned
- Scarcity nudges price upward
- Higher price attracts more vendors and enterprise buyers
- Marketplace revenue funds new features

5 │ Technology Stack — Solana, AI Solution & Marketplace Roadmap

Invisible Tech, Visible Results. Every click inside MWX hides thousands of processes that settle in under a second. Here's the engine room that makes the magic feel effortless—and how it evolves over the next 24 months.

5.1 Launch Tech-Stacks Snapshot (2025 Launch)

#	Product Area	Core Languages / Frameworks
1	Smart-Contract Suite	Rust + Anchor
2	Marketplace Web-App	Next.js (React + TS) • NestJS API
3	Payment Micro-service	NestJS / Fastify (TS)
4	Admin Dashboard	React + Ant Design
5	Visual Workflow Builder	React + React-Flow
6	AI Worker Marketplace	Next.js FE • NestJS GraphQL
7	Reputation NFT System	Rust CPI / program

5.2 2025 → 2026 Enhancement Roadmap — *"Building Tomorrow Before the Hype Arrives"*

Quarter	Milestone	What It Unlocks
Q3 2025	On-chain Usage Oracle	Transparent burn math printed on-chain—trust with proof, not promises.
Q4 2025	Vendor SDK v2	48-hour plug-in for new AI partners; marketplace depth triples by Christmas.
Q1 2026	Private-Graph Deployments	Banks & hospitals get ring-fenced ledgers and zk-encrypted logs—enterprise IT says "yes."
Q2 2026	Edge Inference Nodes	Jakarta & Singapore GPU hubs cut latency by 35%; voice-to-report feels real-time.
Q3 2026	Account Abstraction (AA)	Gasless sessions & delegated keys—end-users never touch a seed phrase.
Q4 2026	Cross-Chain Router	Wormhole v3 bridge wraps MWXT on EVM L2s—opens the door to DeFi liquidity and new buyers.

5.3 2027+ Frontier R&D — *Innovating Ahead of the Curve*

- AZero-Knowledge Usage Proofs. Enterprises prove budget spent without revealing the data that powered it.
- AI Model DAO. Token-gated votes fund open-source models; weights stored forever on Arweave.
- Intent-Centric UX. "Build me a market report" in plain English triggers multi-app workflows executed atomically on-chain.

6 │ Go-to-Market & Roadmap

Date	Milestone
Q2 2025	Smart-contract audit • Wallet UX • Seed & Private sale
Q3 2025	Marketplace Beta
Q4 2025	Public IEO
Q1–Q2 2026	Tier-1 CEX list & External vendor onboarding
2027	Full DAO governance

6.2 Token Allocation

Bucket	% Supply	Lock / Vesting
Seed	3 %	12m lock → 12m linear
Private	6%	12m lock → 18m linear
Public	10 %	Immediate
Team & Founders	18%	12 m lock → 24 m linear
DAO Treasury	32%	Governance unlock
Ecosystem / Partnership	20 %	Programmatic
Advisors	5 %	12m lock → 24m linear
Liquidity	6%	DEX/CEX pools

Seed 3%
Private 6%
Public 10%
DAO Treasury 32%
Team & Founders 18%
Liquidity 6%
Advisors 5%
Ecosystem & Partnership 20%
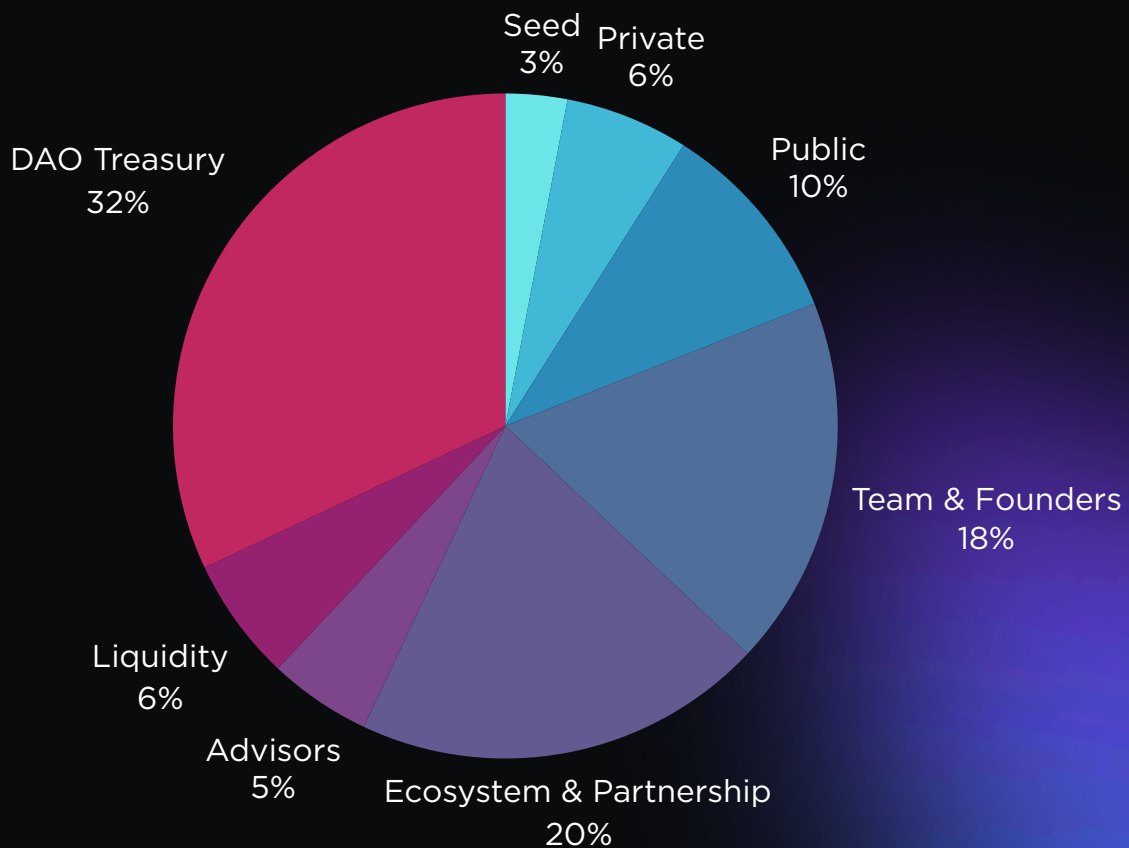
7 │ MWXT Token Model

7.1 Supply Snapshot

- Fixed cap: 1bn MWXT (shows allocation & vesting)

7.2 Sale Terms

Stage	Price	Tokens	Proceeds
Seed	$0.02	30M	$600K
Private	$0.05	60M	$3.0M
Public	$0.10	100 M	$10.0 M
Total	—	190 M	$13.6 M

7.3 Utility

- Pay-per-use for every marketplace service.
- Stake-for-savings for user and marketplace partner
- Reward, affiliate and grants
- Vote on roadmap grants.

7.4 Built-In Scarcity

- 20 % burn on commission.
- 15 % quarterly profit buy-back & burn.

"The busier our marketplace, the smaller the supply—so your stack credits could grow in value while they cut your AI bill."

8 │ Financial Model & Valuation

8.1 ARR Projection (2028)

- Platforms: 1 M business seats × $10 / mo = $120 M
- Marketplace: $1 B GMV × 8 % fee = $80 M
- Total Revenue: $200 M
- EBIT margin: steady-state ≈ 32 %.

8.2 Valuation Lens

At 6 × forward ARR, implied EV ≈ $1.2 B (ex-treasury).

9 | Compliance & Governance

LEGAL STRUCTURE		
Entity	**Jurisdiction**	**Core Function**
MWX Global Pte Ltd	Singapore	Operates AI service hub & marketplace; accepts fiat & crypto via regulated partners
MWX Lab Ltd	British Virgin Islands	Issues MWXT, maintains smart-contract infrastructure
MWX Foundation	Cayman Islands	Oversees governance, treasury, and long-term protocol health

TOKEN GOVERNANCE
Hybrid KYC; enterprise SSO + on-chain ID oracle; Solana SPL token.

10 | Community Treasury

Quadratic voting; for open-source AI model grants.

11 │ Risk & Resilience

Risk	Mitigation
Solana downtime	Multi-region RPC pool + credit cache
Regulation	Legal watch-tower; geo-fencing
Smart-contract bug	Double audit + bug bounty
Vendor failure	3-strike SLA

12 | Pathways to Exit

Strategic sale, OpCo IPO, or dividend-style token cash-flow share.

13 | Founders

Yose Rizal
Founder

Yose Rizal is a tech entrepreneur with 15 years of turning data and AI into real-world products. He founded MediaWave, Indonesia's first social-listening platform, and PoliticaWave, a real-time election forecasting tool. As Commissioner of Telkomsel, he helped lead the digital shift of Southeast Asia's largest mobile operator. More recently, he launched PEMILU.AI, the first generative AI campaign engine, and Reporthink.ai, an AI tool for producing investor-grade reports in under 24 hours. These innovations now converge in MWX — the world's first decentralized agentic AI marketplace built for SMEs.

Nanda Ivens
Co. Founder

Nanda Ivens is a digital innovation leader with 20+ years of experience across Asia. He began at Edelman Digital, Ogilvy, and The Economist before co-founding Magnivate, later acquired by WPP and rebranded as XM Gravity. He served as CEO of XM Gravity and CEO APAC Region for Mirum Agency, driving regional digital transformation. He was Chief Marketing Officer at Tokocrypto, leading brand and ecosystem growth, and currently advises Web3 gaming platform Creo Engine while chairing strategic advisory firm GWH. At MWX, Nanda leads the world's first decentralized agentic AI marketplace—empowering SMEs and enterprises with ready-to-use AI solutions.

14 | Advisors

Pandu Sastrowardoyo

Global Strategic Advisor

Pandu Sastrowardoyo is a leading figure in Web3 and enterprise blockchain space. Formerly with IBM, she led blockchain initiatives across ASEAN and later founded Blockchain Zoo, a global think tank for decentralized systems. With deep expertise in governance, tokenomics, and infrastructure strategy, she advises governments, startups, and DAOs worldwide.

Justin T. Sumner

Global Ambassador for Investor Relations

Justin Thomas Sumner is a capital markets specialist with deep expertise in digital assets, cross-border fundraising, and early-stage ventures. He has advised Web3 and fintech projects across global markets, connecting them with strategic capital and institutional partners.

14 | Talent & Allies

Arif Wicaksono
Director of Product & Protocol

Erik Palupi
Director of Operation

Muhammad Iqra Bilmaruf
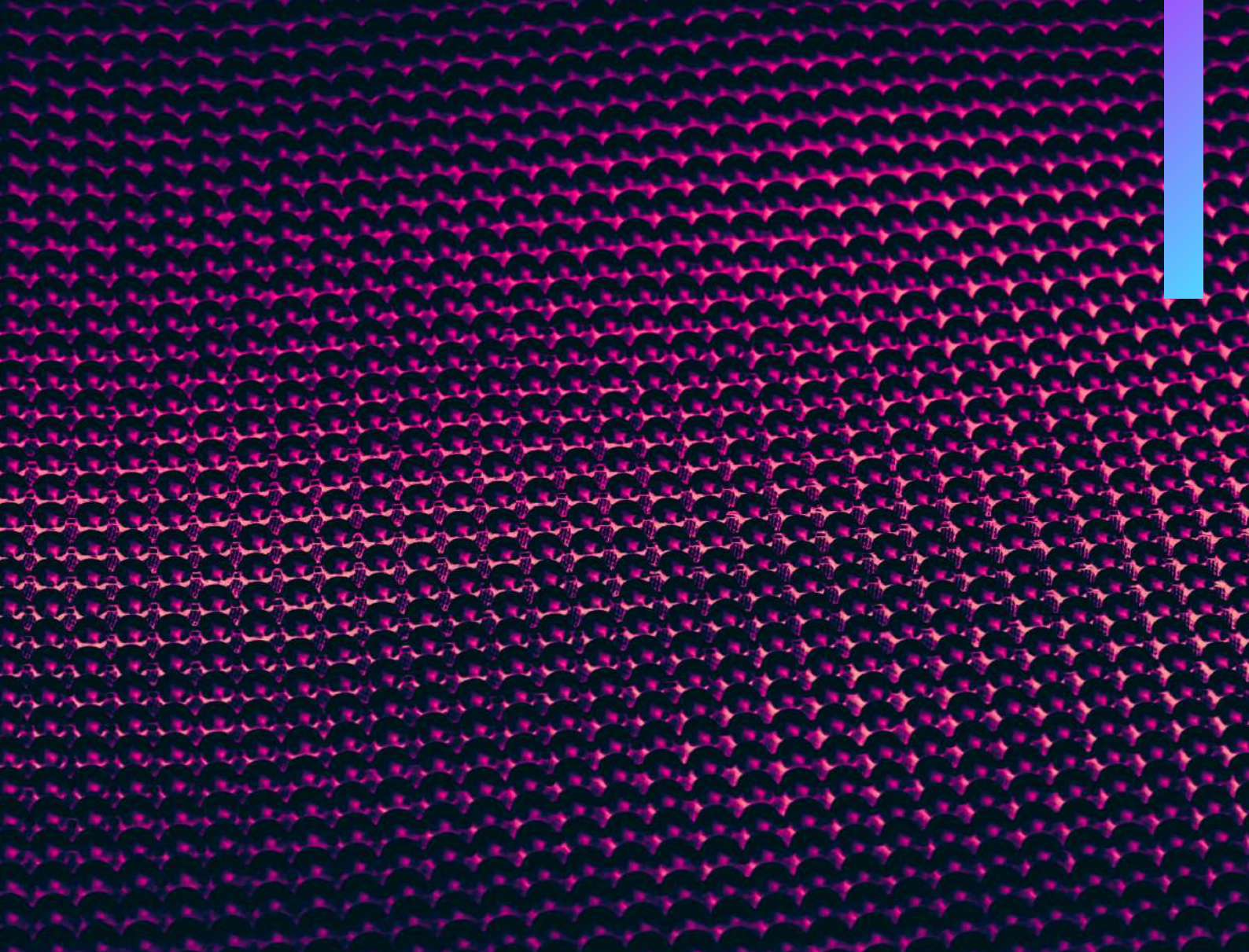Director of Legal & Token Strategy

Ilham Akbar
Director of Ecosystem

Puja Arsana Sujana
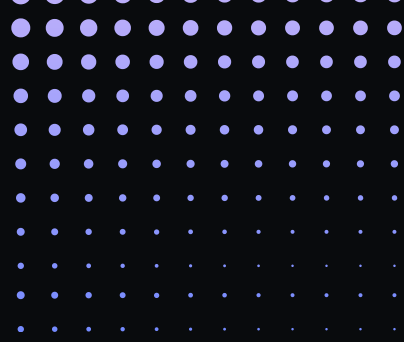Blockchain and Community Expert

14 | Token Offer

Tier	Price	Lock	Min Ticket	Bonus
Seed	$0.02	12 m → 12 m	$10 k	Board observer (≥ $250 k)
Private	$0.05	12 m → 18 m	$50 k	Co-marketing pack
Public IEO	$0.10	None	n/a	Launchpad perks

Strategic sale, OpCo IPO, or dividend-style token cash-flow share.

Disclaimer: Internal Draft - For Discussion Only.

MWX

Thank You!

Contact Us :

PT Mediawave Interaktif – Jakarta
MWX Global Pte Ltd – Singapore
contact@mwxplatform.ai
www.mwxplatform.ai