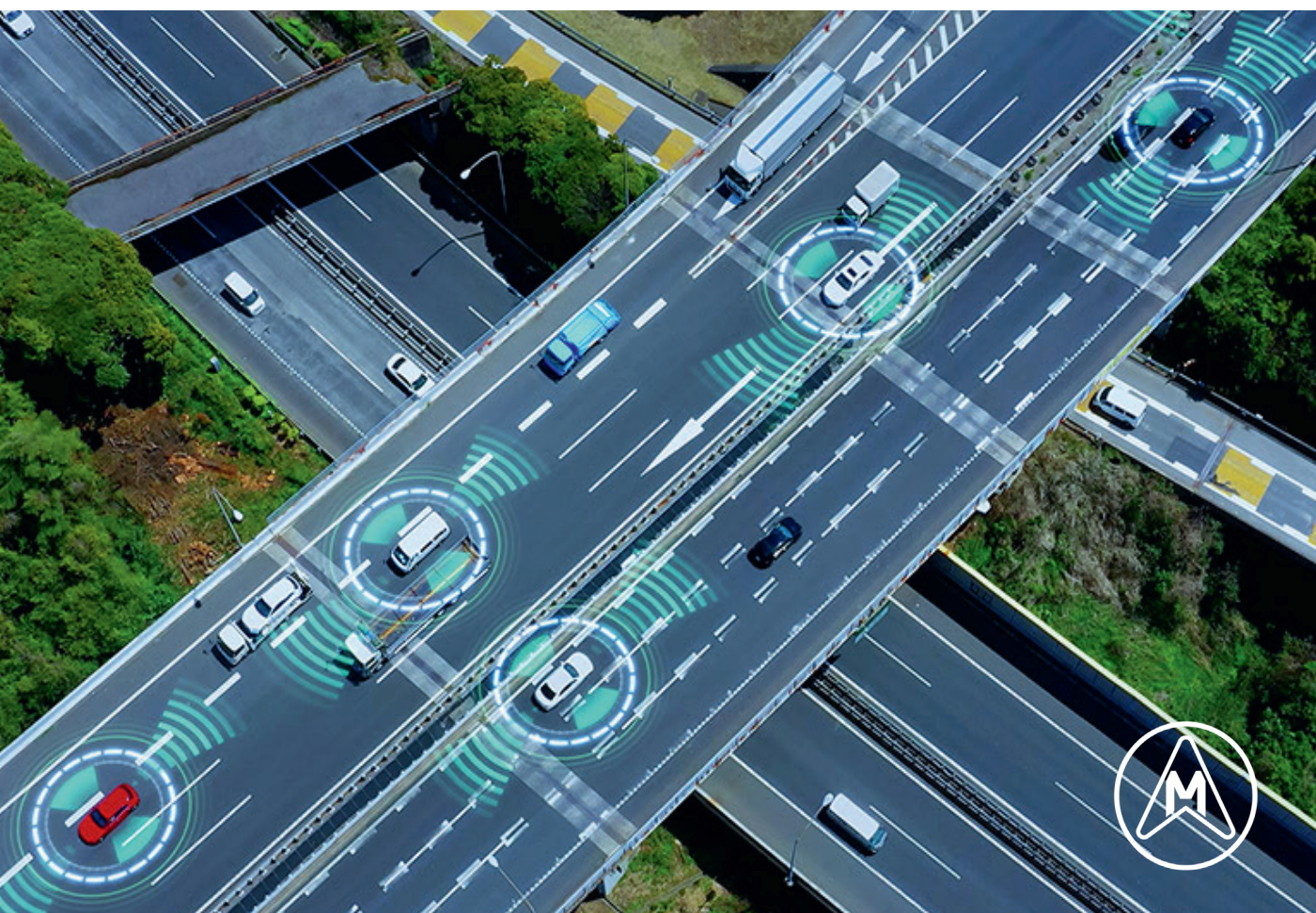


MapMetrics Whitepaper.



2021 | Version 1.0



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Abstract.

4 The majority of smartphone users worldwide are using navigation apps on a daily basis. The apps are mainly used to move around or to gather geo-based specific information. When these navigation apps are used, the provider will gather all the personal activity that takes place. The data collected is valuable but there is no transparency on how much companies make of this data.

MapMetrics wants to give the data back to the people by rewarding them for sharing it with the blockchain. The data collected will not only be used to improve the vehicle-specific navigation experience, but users will also benefit by earning rewards.

MapMetrics is a free online navigation app that can be used on Android and IOS devices. To gather quality data and prevent data pollution the MapMetrics tokens will be minted by a Special Position Tracker (SPT). The SPT will reward people for traveling and sharing data with

the system by transferring special MapMetrics tokens (MMAPS) to their wallets. The total token supply of MMAPS is 64,285,009,000 because it corresponds with the number of meters of road existing worldwide. MapMetrics shares the revenue with all the coin holders. You build the platform; you get the rewards.



The Big Picture.

The majority of smartphone owners are using navigation apps like Google Maps, Apple Maps, and Waze to navigate themselves during travel or gather geo-specific information. According to eMarketer, in 2020 there were over 155 million people who were using map navigation apps, which was 66.8% of all smartphone users. The prediction will be that by the end of 2021 this number will be increased to 67.6%. A steady rise that does not show any sign of slowing down.

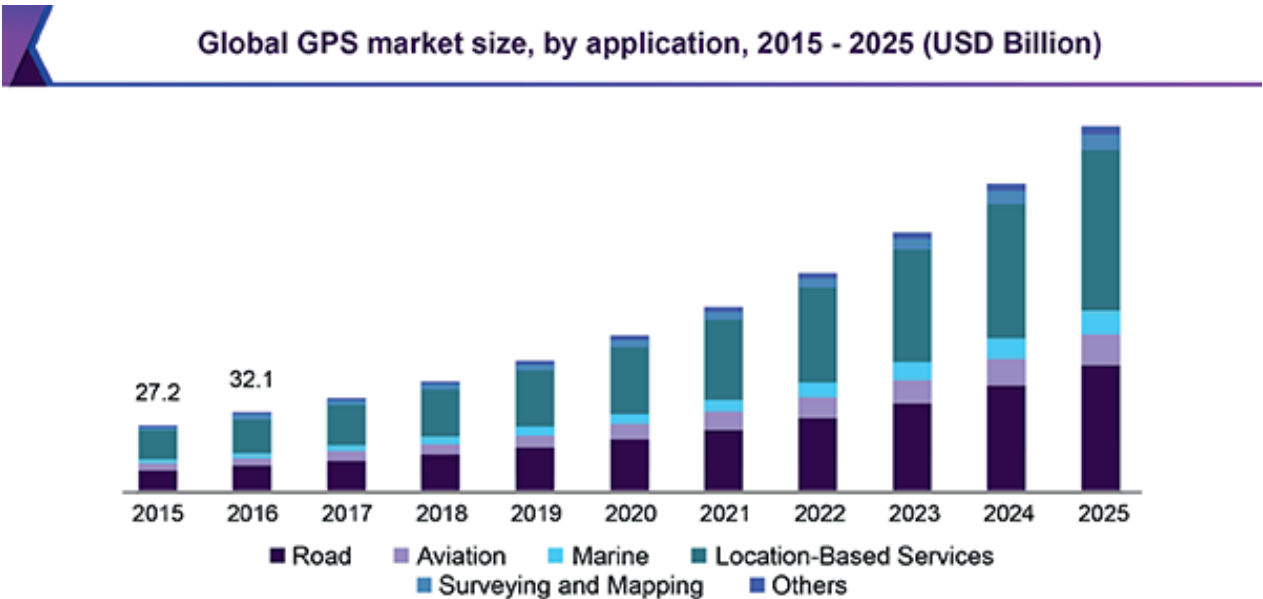
In 2019, the global navigation satellite system (GNSS) market was valued at 150.7 billion euros, with forecasts for 2029 suggesting that this is likely to rise to 324.4 billion euros.

Most of these apps are free for the end-users, and still, the producers of these apps make billions. They accomplish this by

harvesting users their data which can be sold as data sets for companies and institutions or used for geo-specific advertising.

The app has only value because of the number of people sharing their data which they get nothing for in return besides a "free" navigation app. Because it's hard to tell how much the data you shared is valued, no one can ask for a share of the revenue.

MapMetrics wants to make the value of data transparent and give it back to the people. We believe that our users should be rewarded for sharing their data which makes the platform work. You make the platform, you get the rewards, and MapMetrics is going to use blockchain technology to make this happen.



Source: www.grandviewresearch.com

+ intro

2021

The New Way of Navigating.

MapMetrics is a free online maps navigation app that can be used on Android and IOS devices. The app is completely built around its community and rewards users for participating and sharing their data. It's the world's first navigation app



We think of the app as the heart of our community. Here is where all the data comes together. With the use of a Special Position Tracker (SPT), the app will be able to provide the most accurate real-time navigation route possible for a different variety of vehicles. The blockchain collects the data shared by the app and sends back the rewards which will be directly placed into your wallet. There are two streams of information collected by the app which both will be used to improve the quality of navigating.

The first stream is accumulating data from the users via the built-in GPS of the SPT, which is used to read the traffic conditions. This stream is automatically activated when you are using the MapMetrics navigation app.

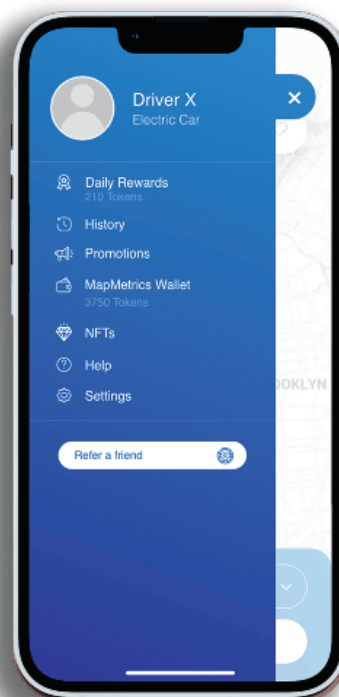
The second stream will be manual input from the users, where they can actively support the community by reporting speed cameras, roadblocks, traffic jams, road accidents, and more occurrences that could impact travel time. To ensure the quality of the data shared, there will be a voting system in place. This ensures that the manually inputted information is accurate and approved by the community. We will cover more regarding this later in the whitepaper.

By sharing information and improving the system for other users, community members will receive tokens for both data streams. These tokens will be automatically sent to the users by the end of the day. Depending on the amount of data shared, you will get rewarded accordingly. More information regarding the distribution of the tokens will be covered later in the white paper.

MapMetrics will measure user data on a whole new level. When creating an account, users will be asked to fill out the kind of vehicle (car, motorcycle, or bicycle) and class (gas, hybrid or electric), they are using to travel. This will give MapMetrics a very detailed data set that not only can be used to optimize travel experience, but also can be sold as data sets to third parties. Privacy will be one of our main priorities which is covered later in the whitepaper.

To optimize data the network is collecting and feeding back the most accurate data to the users Mapmetrics makes use of special position trackers which will be covered in the next chapter.

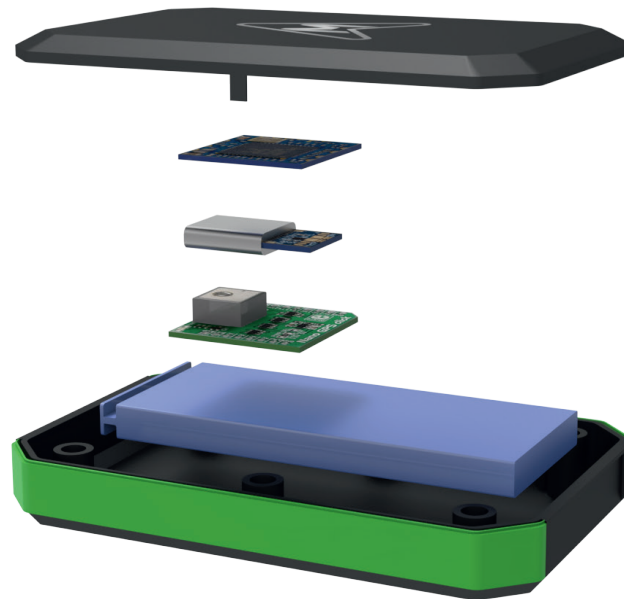
The use of this device avoids data pollution and manipulation.



Special Position Tracker.

The Special Position Tracker (SPT) is the key to the MapMetrics blockchain. The tracker comes with a built-in NFT which makes you the official owner and can only be paired with your account. This improves the overall accuracy of the data collected and increases the users' safety against theft.

The tracker consists of five components which the main focus will be collecting the most accurate data, durability, and a frictionless experience while syncing with the app.



Bluetooth

Bluetooth will be used to connect your device with the SPT. After installing the SPT, it will instantly connect with your app when Bluetooth on your device is activated, and the app is in use.

Bluetooth will also be used to scan for other devices. When an SPT is connected with another SPT for longer than 10 minutes, the SPT will stop collecting tokens. This mechanism avoids data pollution and prevents users from mining which will increase the value of data collected.

USB-C Port

The universal USB-C port can be connected to power charge the SPT before and during use. This USB port is the European standard and easily reversible making it the perfect connector for every electronic product.

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Special Position Tracker Sensors

The SPT sensors detect all of the user's movements to create valid data blocks. The SPT sensors combined with the GPS location will validate the movement, achieving great accuracy and security.

Battery pack

Powerful quick charge 1000mAh battery fully charged within +/- 2 hours. Battery lasts ~10 hours while being Bluetooth connection with your phone or tablet. The device can be used while charging.

Weatherproof Case

This cover is specially designed against dust and water protection for the internal hardware in the hardest weather conditions. Ideal for caring the SPT with you outdoors.

How it works.

There are 5 steps to becoming a member of the MapMetrics community. We want to welcome everyone and therefore the Navigation app free of charge. We believe that people should be able to access the best travel experience possible without any boundaries.

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1. App download

The first step of the process will be downloading the app. As mentioned before, everyone in the world should have access to the best navigation facilities possible. For this reason, the app is free to download on Android and IOS and will give you full access to make use of the app.

2. Create an account

After downloading the app you have to set up your account. When setting this up it's important you select the right vehicle you are using. There will be 3 different kinds of vehicles to choose from, car, motorcycle/scooter, or bicycle.

After setting up your account you're good to go, no further steps are necessary, but if you want to start earning tokens there are three more steps to follow.

3. Choose the right special position tracker (SPT)

MapMetrics is aiming to measure all traffic around cities, towns, and villages to improve the user experience. To have the most accurate data available and because different vehicles behave differently in traffic, a Special Position Tracker (SPT) is required, the SPT's will be available for the three different devices mentioned earlier: cars, motorcycles/scooters, and bicycles.

It's of high importance that the right SPT is used for the right vehicle. To make sure the correct SPT measures the profile of the user, measurements are in place that will recognize what kind of vehicle the SPT is linked to.



4. Setup wallet

Before the system will be able to transfer any tokens to your wallet, it has to verify the ownership over the SPT. The SPT has a unique minting NFT key that confirms proof of ownership over the product. This protects the owner from theft of the device and provides a safe way to distribute the MMaps tokens. The guide on how to set up a wallet will be integrated within the app and be described step by step. After the wallet is created it enables MapMetrics to send the MMaps tokens to your wallet.

5. Connect your SPT

By connecting the SPT with the app while using it during transport it allows you to earn tokens. Without the SPT there are no tokens to be earned at this stage of the project. There are several reasons why the SPT has to be in place, but they all boil down to the accurate data collection and avoiding pollution of manipulated data:

1. **Prevention of multi-machine mining.** If there is more than one SPT in any vehicle it will disrupt the accuracy of traffic measured.
2. **Ownership.** Every SPT comes with its unique NFT which makes the device only compilable to your wallet in the prevention of theft.
3. **Data Accuracy.** All SPTs are highly equipped for maximum measurement, which helps the distribution of tokens on a secure level without any possibility of manipulation of the GPS system.

When the SPT is connected via Bluetooth, the setup is complete and you're ready to earn your tokens. The SPT will now automatically collect data and send the data blocks encrypted to the validator. The validator checks the data and sends your coins to the wallet containing the NFT.

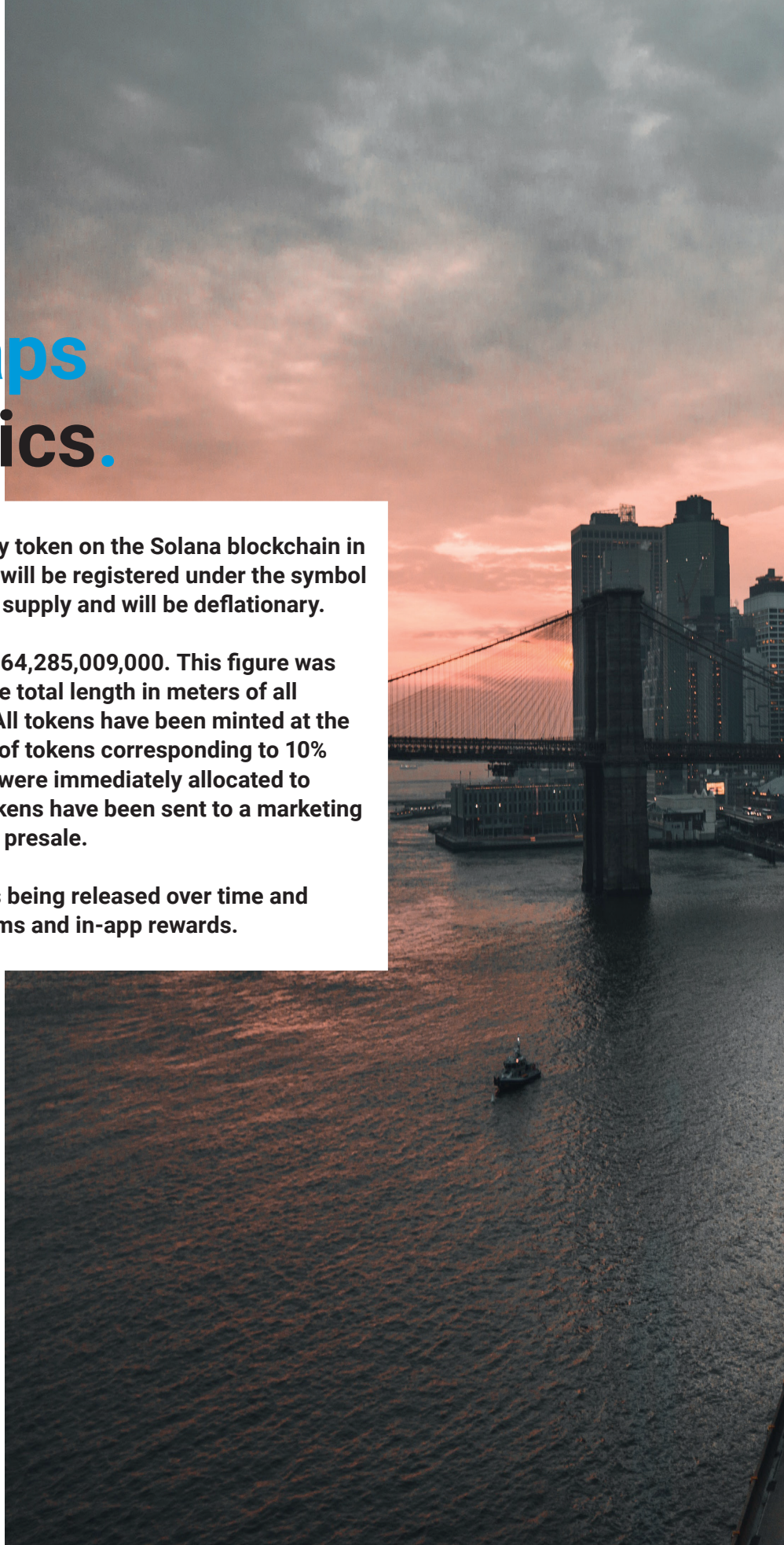
The MMaps Tokenomics.

MapMetrics has issued a utility token on the Solana blockchain in the form of an SPL. The token will be registered under the symbol MMaps which is set on a fixed supply and will be deflationary.

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The maximum token supply is 64,285,009,000. This figure was chosen as it corresponds to the total length in meters of all roads combined in the world. All tokens have been minted at the start of the project. A number of tokens corresponding to 10% of the maximum token supply were immediately allocated to MapMetrics. Another 5% of tokens have been sent to a marketing wallet. And 1 % is available for presale.

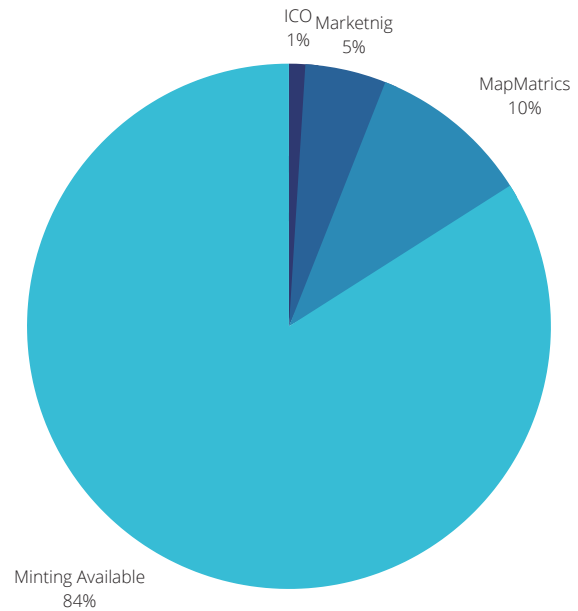
The remainder of the tokens is being released over time and allocated to reward data streams and in-app rewards.





The Token Distribution.

MapMetrics



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Built by the community for the community.

MMaps Token Release Schedule.

When using the SPT, the network will release tokens as a reward for the data blocks that have been shared with MapMetrics. The daily rewards are based on the yearly tokens divided by 365 days, and by the number of data blocks that have been sent by the SPT. To keep the token distribution shares fair, the number of data blocks that will receive MMaps tokens has been capped. Since in the beginning the daily rewards won't be saturated, the leftover tokens of the day will be burned, lowering the total supply available.



60 Year Plan.

Years	Tokens/year	Total tokens	Years	Tokens/year	Total tokens
1	6750131943	6750131943	31	52735405,8	53737378512
2	6750131943	13500263885	32	52735405,8	53790113918
3	6750131943	20250395828	33	26367702,9	53816481621
4	6750131943	27000527771	34	26367702,9	53842849324
5	3375065971	30375593742	35	26367702,9	53869217027
6	3375065971	33750659713	36	26367702,9	53895584730
7	3375065971	37125725685	37	13183851,45	53908768581
8	3375065971	40500791656	38	13183851,45	53921952433
9	1687532986	42188324642	39	13183851,45	53935136284
10	1687532986	43875857627	40	13183851,45	53948320136
11	1687532986	45563390613	41	6591925,73	53954912061
12	1687532986	47250923599	42	6591925,73	53961503987
13	843766492,8	48094690092	43	6591925,73	53968095913
14	843766492,8	48938456584	44	6591925,73	53974687839
15	843766492,8	49782223077	45	3295962,86	53977983801
16	843766492,8	50625989570	46	3295962,86	53981279764
17	421883246,4	51047872817	47	3295962,86	53984575727
18	421883246,4	51469756063	48	3295962,86	53987871690
19	421883246,4	51891639309	49	1647981,43	53989519671
20	421883246,4	52313522556	50	1647981,43	53991167653
21	210941623,2	52524464179	51	1647981,43	53992815634
22	210941623,2	52735405802	52	1647981,43	53994463616
23	210941623,2	52946347425	53	823990,72	53995287606
24	210941623,2	53157289049	54	823990,72	53996111597
25	105470811,6	53262759860	55	823990,72	53996935588
26	105470811,6	53368230672	56	823990,72	53997759579
27	105470811,6	53473701483	57	411995,36	53998171574
28	105470811,6	53579172295	58	411995,36	53998583569
29	52735405,8	53631907701	59	411995,36	53998995565
30	52735405,8	53684643107	60	411995,36	53999407560

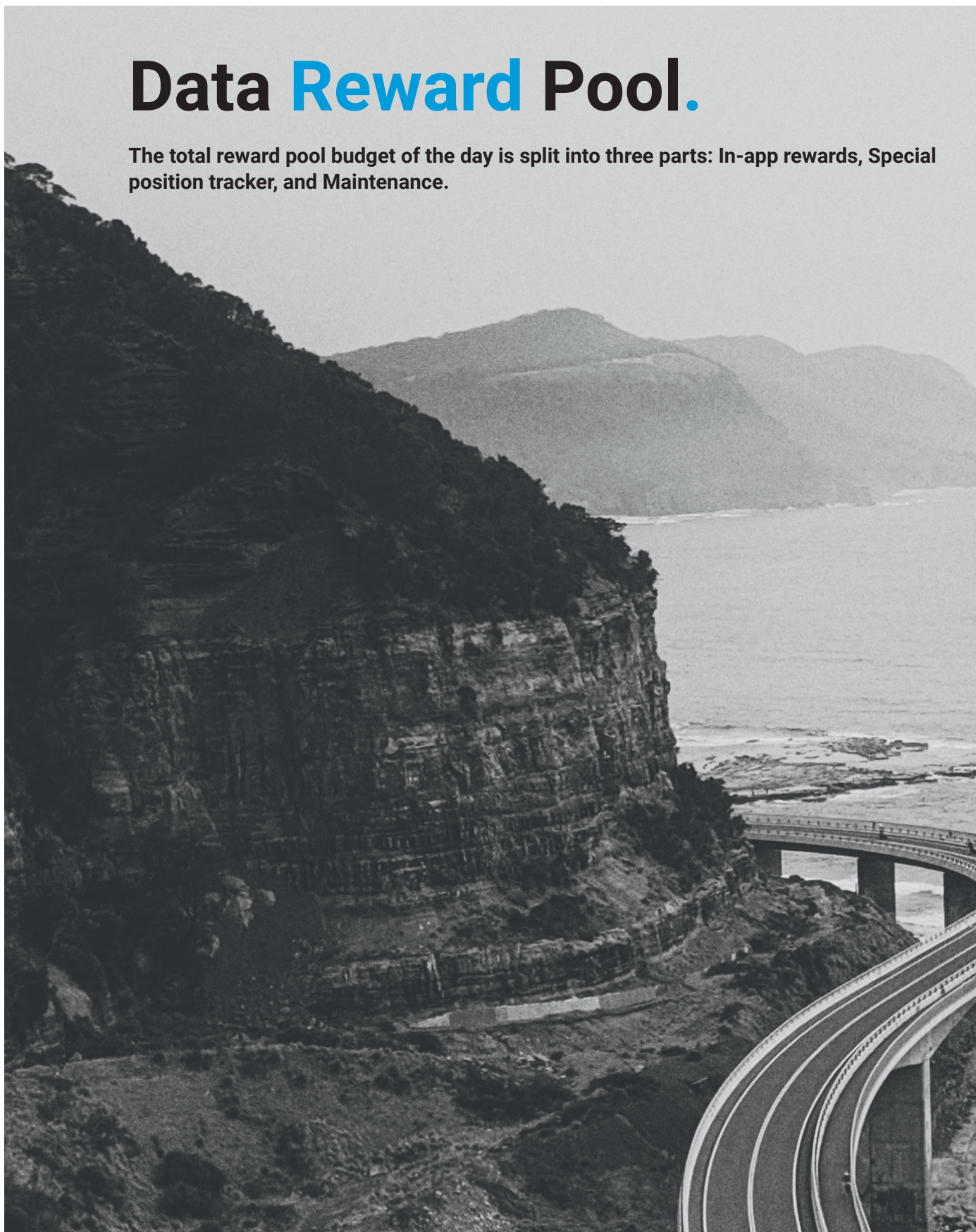
Data Reward Pool.

The total reward pool budget of the day is split into three parts: In-app rewards, Special position tracker, and Maintenance.

2021

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www.mapmetrics.org



A grayscale background image showing a coastal scene. On the left, a multi-lane road curves along a rocky cliff edge, overlooking the ocean. The water is choppy, and the sky is overcast. The overall tone is muted and atmospheric.

76% **Special Position Tracker.**

By sharing the location/movement data of the SPT with the community and network, it will account for 76% of the daily total reward budget. The SPT will generate quality data for the system and thus for the community.

4% **In-App Rewards.**

To provide the best user experience additional data of the app is required, to motivate the user, 4% of the daily total reward can be earned through in-app rewards. This can be done by setting road notifications like roadblocks, traffic cameras, still standing vehicles, or even special daily tasks like recommending the app to other people. The in-app shared information will be checked by other people in the area with a voting system that guarantees quality data. Participating in the voting system will also get rewarded.

20% **Maintenance.**

The network needs continued maintenance and support to keep it up and running, 20% of the daily budget tokens will be used for MapMetrics to support the whole operation.

Why Solana.

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Solana operates with low costs in contrast to other smart contract providers and has a higher processing speed. These properties have secured the system to become one of the fastest-growing smart contract platforms available.

The only blockchain using Proof of History to improve speed is tailored for the MapMetrics way of operating which makes Solana the ideal partner.



MapMetrics revenue stream.

MapMetrics will have several in-app revenue streams that will be beneficial for the MapMetrics coin holders. The main revenue streams will exist out of advertising and sales of data sets. When advertisers or institutions want to purchase any MapMetrics related data, they will have to do so by purchasing the MMaps token. This will increase the value of the token the community is mining.

The advertisement space that companies can buy will exist out of the following formats.

1. Branded pins

These pins look like a store sign and raise awareness of local companies, they will show up on the map permanently and are non-intrusive during navigating.

2. Billboards

When users stop for more than 3 seconds the app is able to show a small pop-up banner that incentivizes people with local deals in the area. The app pop-up is programmed to not distract the driver from the surrounding traffic.

3. Search ads

The MapMetrics app will host a full geolocation search engine, this engine lets you search for the street address you want to navigate to. When you search for a restaurant or local service there is a dedicated ad space available for local businesses to place advertisements or discounts. As an example, if you are in downtown London searching for Thai food, the app will also display a promoted option in the search results.



4. NFT drops

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Advertisements will be located on the road in the form of NFTs where users can drive by. These NFTs can be discounts, free giveaways, or other promotional offers that will be sent to the users' wallets which they can redeem at the store.

5. NFT Marketplace

In-app NFTs will become available in a limited quantity which you can earn while navigating. In the app, users can use the NFTs for extra features and/or trade on the MapMetrics marketplace. NFTs can also be used as a skin for your in-app icon which will be for everyone on the road to see.



"You make the platform, you get the rewards.

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It's built by the community for the community."

