



**MWX**

# **MWX LITEPAPER**

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

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# 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 assist in marketing their platforms. Empower 400+ million businesses globally with affordable AI—and share upside via a token whose scarcity increases with usage.

# 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.

1

**Take Commission  
> 20% commission burn**

2

**15% quarterly MWX profit  
will use to buy-back the  
token from the market and  
burn it ("Buy-back & Burn")**

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:**



### **PT Mediawave Interaktif (Indonesia)**

Builds proprietary AI solutions and books SaaS revenue—anchoring the technology engine behind MWX.



### **MWX Global Pte Ltd (Singapore)**

Onboards third-party AI partners and earns commission—expanding the ecosystem's capabilities and reach.



### **MWX Labs (BVI) & MWX Foundation (Cayman)**

Mints and governs MWXT under clearly defined utility-token opinions—ensuring long-term value alignment and governance.

### **2028 Targets: Scale with Impact**

- US\$200M ARR
- 5% MWXT supply reduction by 2028

### **Early Traction**

- 150 SMEs on beta waitlist
- Potential collaborations with Google Cloud, AWS, Singtel and Huawei Cloud

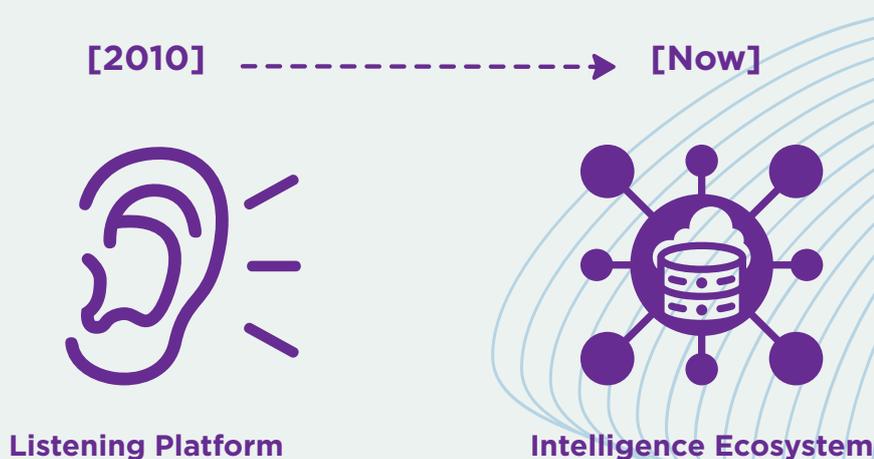
### **Funding Roadmap**

- (Seed → Private → Public)
- Marketplace beta-tested
- Execute Token Generation Event (TGE)
- IEO on tier-1 global exchanges

# Time propels us forward, experience defines today

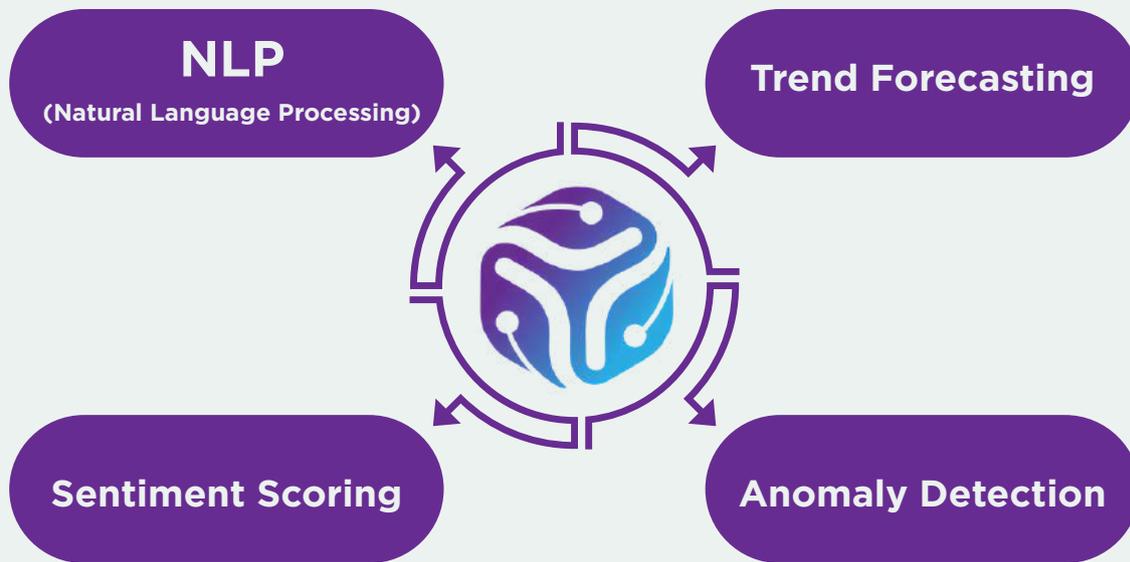


MWX is not just a concept; it stands on the proven foundation of MediaWave, one of Indonesia’s leading digital analytics and enterprise intelligence platforms. For over a decade, MediaWave has served as a trusted partner to major brands, state-owned enterprises, ministries, and top-tier agencies—providing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

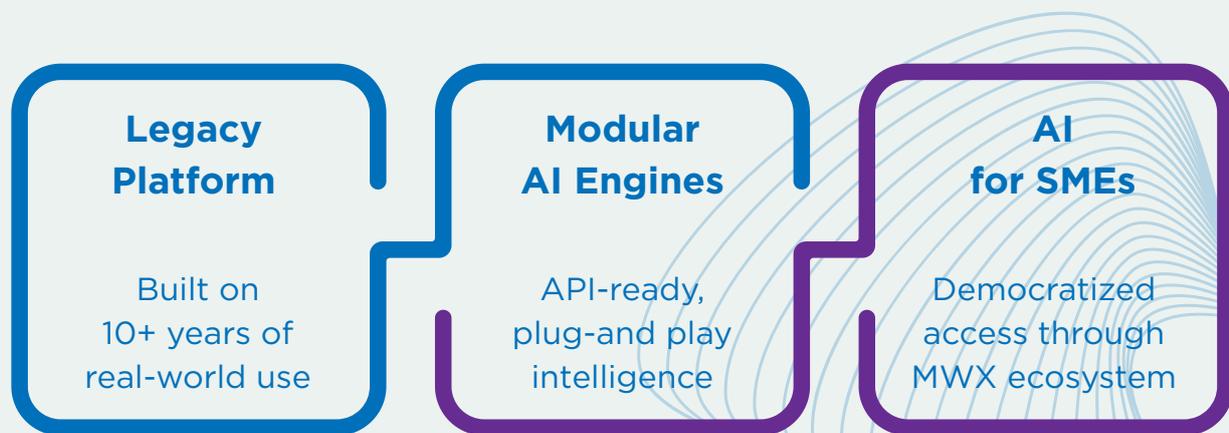


Founded in 2010, MediaWave initially made its mark through its proprietary social media listening platform, quickly becoming a go-to solution for brand monitoring in Southeast Asia. It has since evolved into a broader AI-driven intelligence ecosystem used by hundreds of enterprise clients across multiple 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

## Investment Highlights



### **Recession-Driven Demand**

Cost-cutting pressure is accelerating global adoption of affordable AI—MWX is built for this moment.



### **Untapped Global Opportunity**

The first tokenized AI marketplace designed for 400M+ underserved SMEs—no true global equivalent exists.



### **Triple-Helix Flywheel**

Platform, marketplace, and token dynamically reinforce each other—driving growth, engagement, and value.



### **Deflationary Tokenomics**

MWXT gains scarcity through 20% commission burns + 15% profit buybacks—utility meets long-term value.

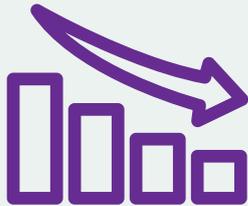


### **Built-in Spin-off Potential**

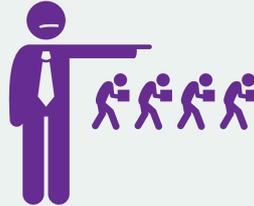
Breakout AI apps can IPO or be airdropped—offering real upside to early token holders and the ecosystem.

# 2 | Global Crisis & Market Pain Points

## 2.1 2024-25 Crisis Snapshot



GDP downgrades across G20; enterprises slash OPEX  $\geq 20\%$ .



Businesses face talent layoffs yet must stay competitive.



AI delivers similar output 2-5x 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  $\Rightarrow$  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



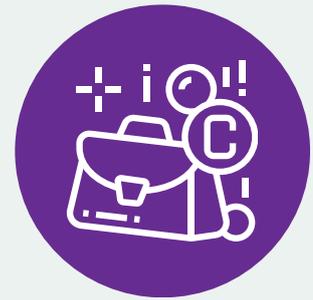
**PT Mediawave Interaktif**  
(ID)

- 
- AI Suite Engine
  - Recurring revenue
  - Initial 20 AI solution for MWX marketplace



**MWX Global Pte. Ltd**  
(SG)

- 
- Audited partners 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.

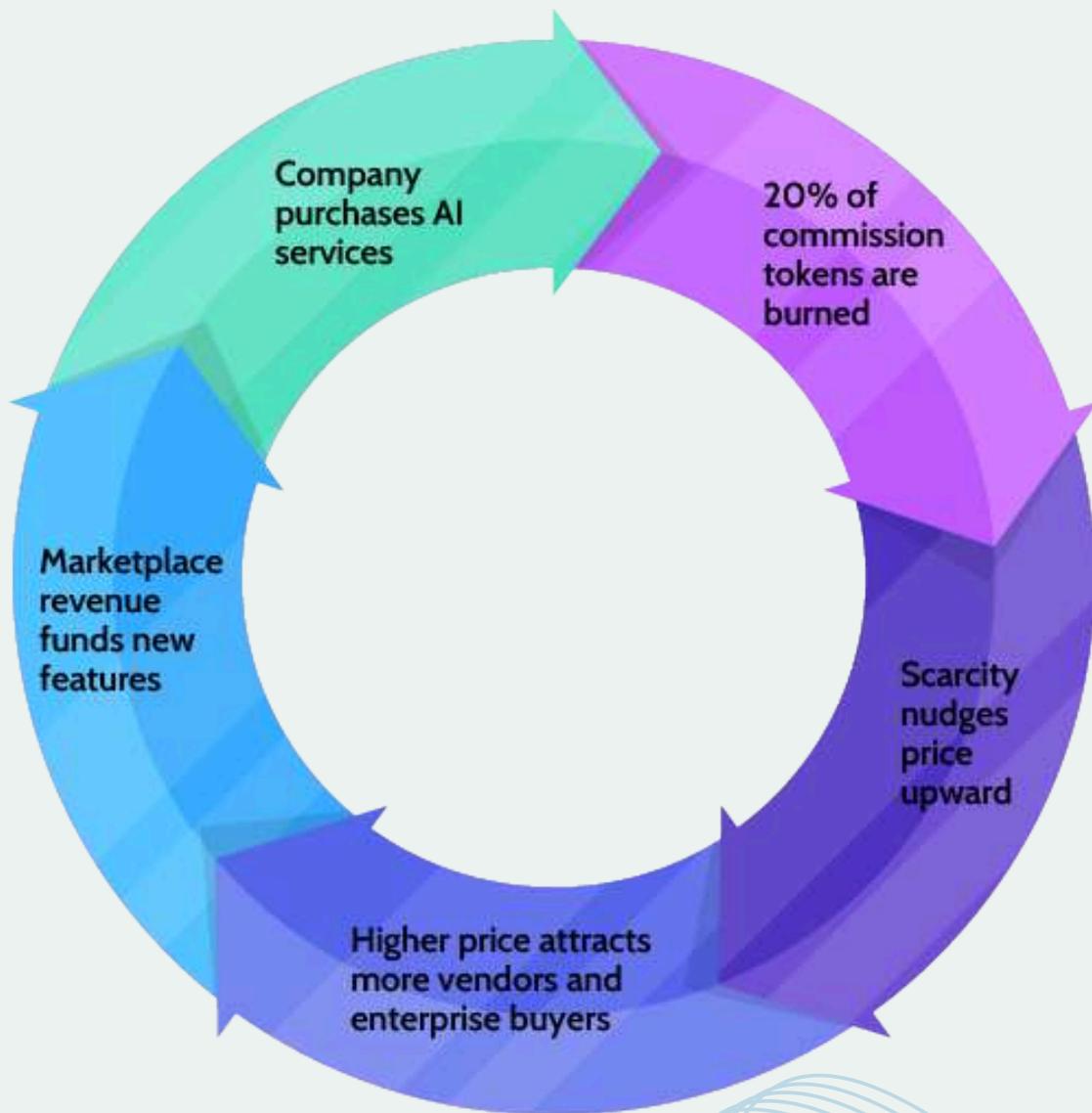


**MWX Labs (BVI)**  
X  
**MWX Foundation (Cayman)**

- 
- Token development
  - MWXT web-3 development
  - Research and development
  - Treasury management;
  - DAO governance

# 4 | Flywheel of Trust & Token Scarcity

*Every task completed burns tokens; every problem solved wins loyalty*



# 5 | Technology Stack (2025)

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)



**Smartcontract Deployment  
(EVM-L2)**



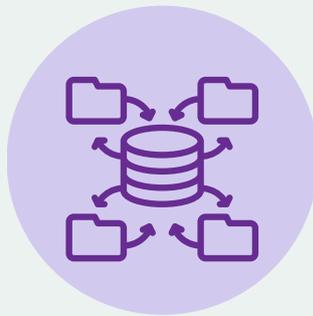
**Admin  
Dashboard**



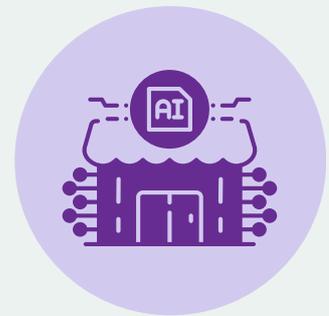
**Marketplace**



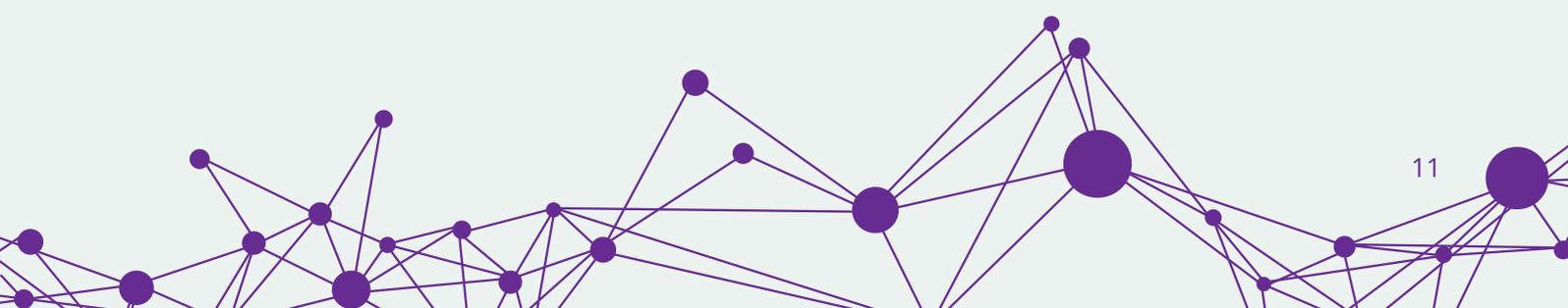
**Payment Processing  
Deployment**

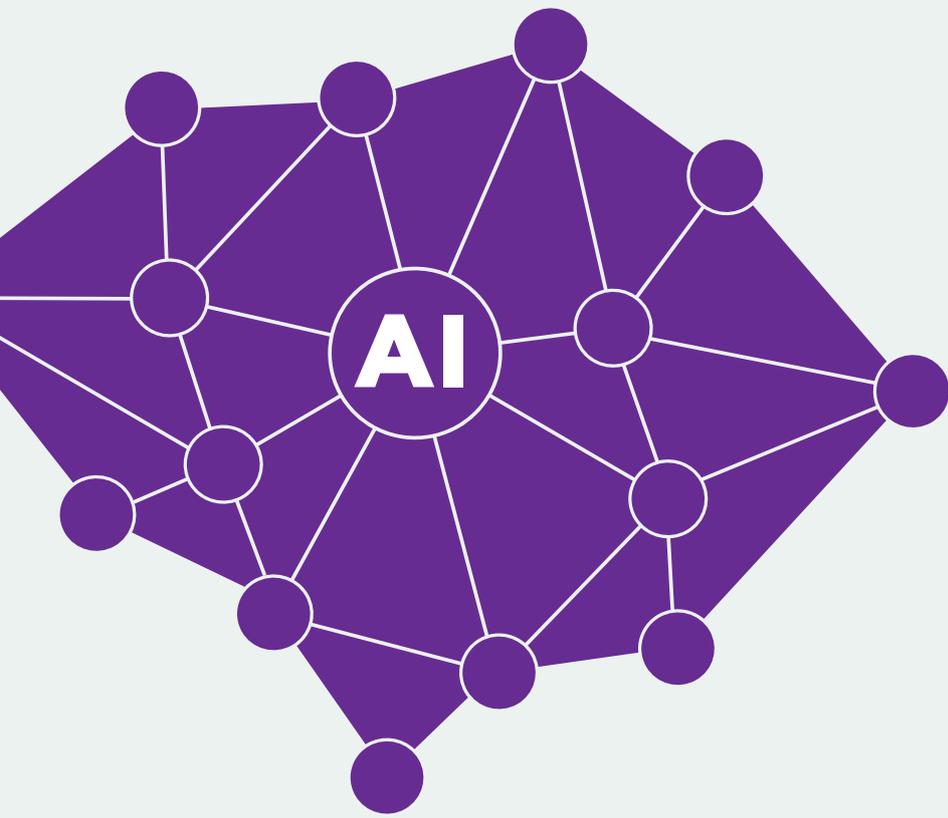


**On-chain  
oracle usage**

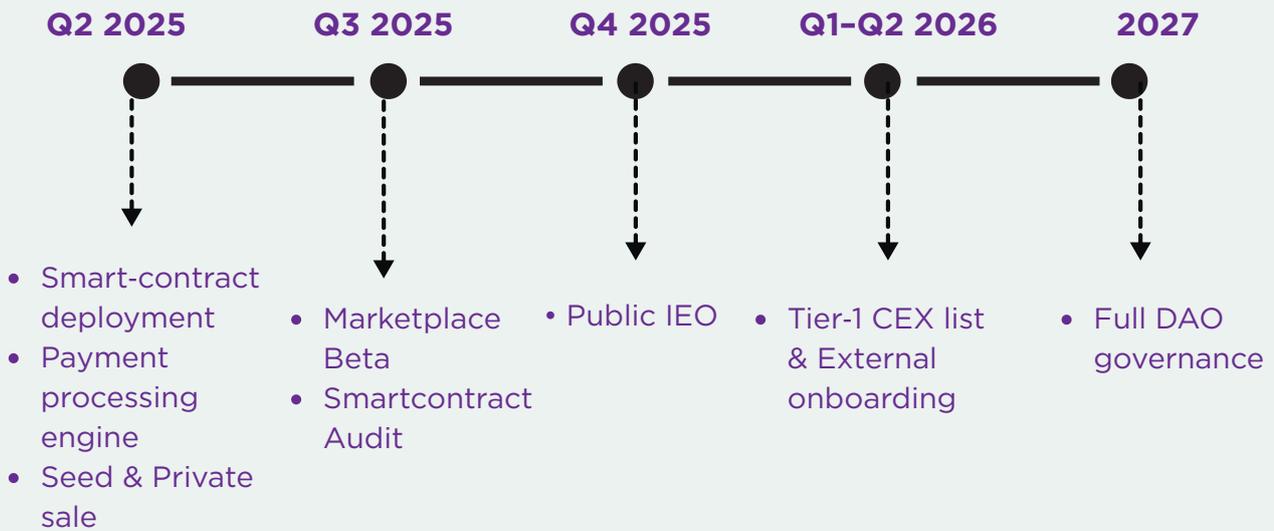


**AI-Builder Marketplace  
*(beta-test)***

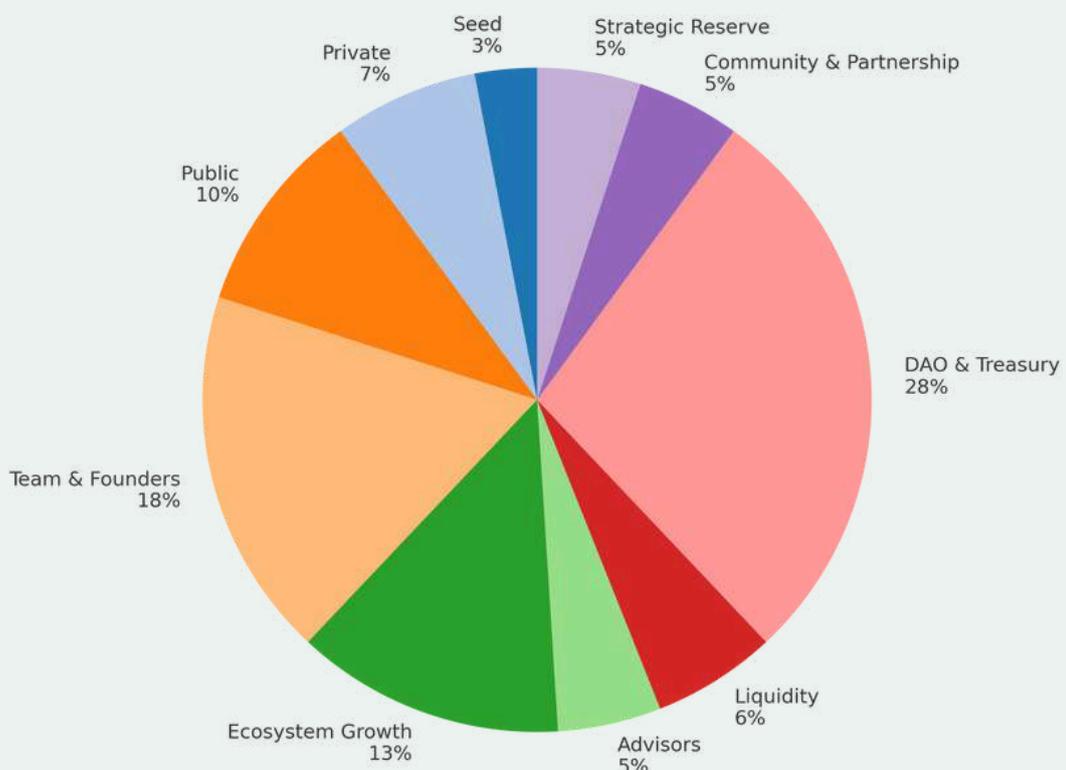
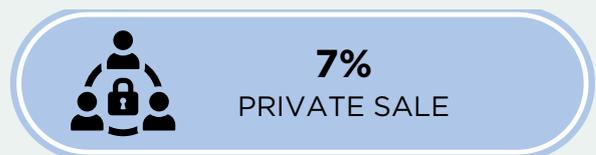




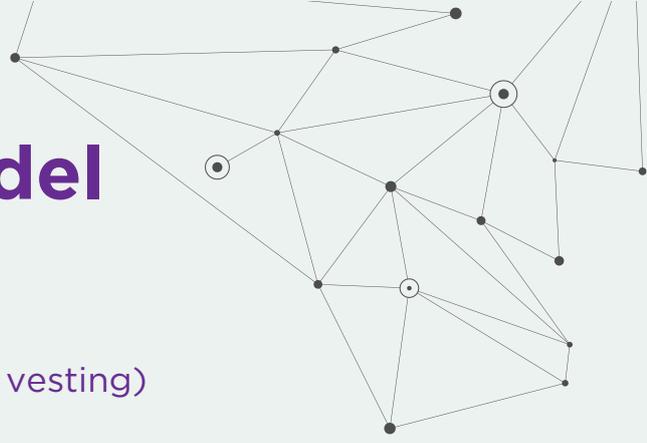
## 6 | Go-to-Market & Roadmap



## 6.2 Token Allocation



# 7 | MWXT Token Model



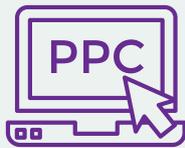
## 7.1 Supply Snapshot

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

## 7.2 Sale Terms

Stage	Price	Tokens
Seed (Closed)	\$0.02	30M
Private	\$0.05	70M
Public	\$0.10	100 M
Total	—	200 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

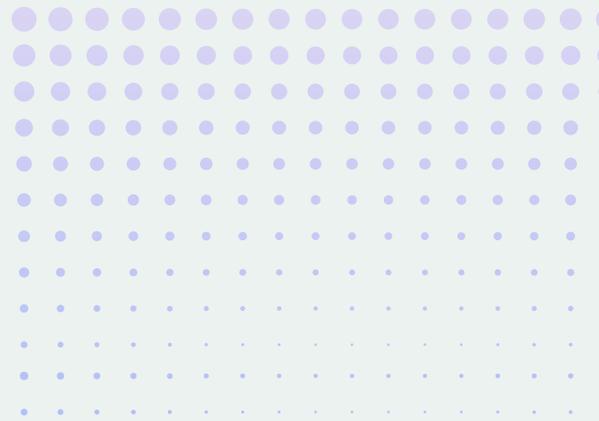
### 8.1 ARR Projection (2028)

- Platforms:  $1\text{M business seats} \times \$10/\text{mo} = \$120\text{ M}$
- Marketplace:  $\$1\text{B GMV} \times 8\% \text{ fee} = \$80\text{ M}$
- Total Revenue:  $\$200\text{ M}$
- EBIT margin: steady-state  $\approx 32\%$ .

### 8.2 Valuation Lens

At  $6 \times$  forward ARR, implied EV  $\approx \$1.2\text{ B}$  (ex-treasury).

# 9 | Compliance & Governance



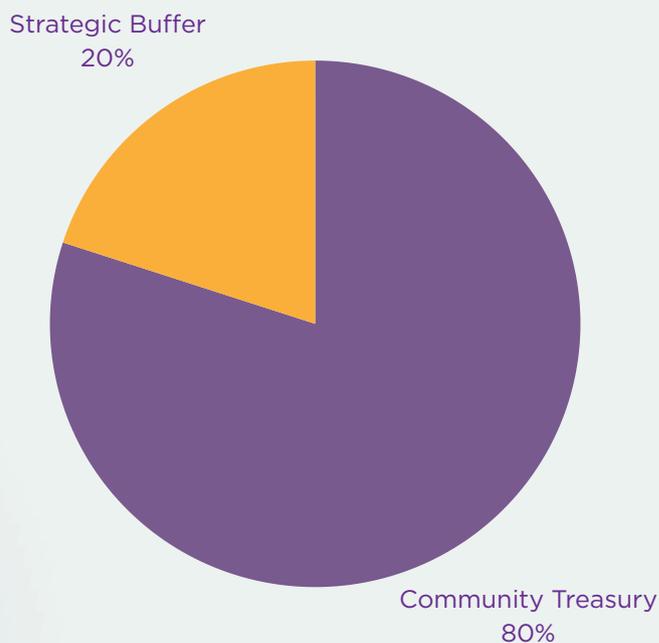
LEGAL STRUCTURE		
Entity	Jurisdiction	Core Function
<b>MWX Global Pte Ltd</b>	Singapore	Operates AI service hub & marketplace; accepts fiat & crypto via regulated partners
<b>MWX Lab Ltd</b>	British Virgin Islands	Issues MWXT, maintains smart-contract infrastructure
<b>MWX Foundation</b>	Cayman Islands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

TOKEN GOVERNANCE
<b>Hybrid KYC; enterprise SSO + on-chain ID oracle; ERC-20 token.</b>

# 10 | Community Treasury

28% of MWXT total supply is dedicated for ecosystem and collective growth. Through DAO governance, MWX initiatives will fly higher (*activated 2027*).

***80% of the treasury will be focused on funding proposal, initiatives & incentive, operation funds and decentralized decision making.***

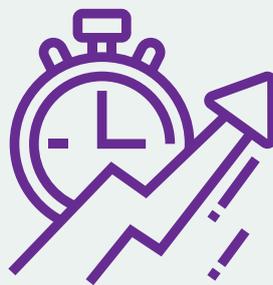


***20% of treasury serve as MWX's strategic buffer — a reserve designed to ensure resilience in the face of unexpected events.***

Managed by the core team with full transparency and multisig oversight, these funds can be deployed for urgent liquidity support, regulatory shifts, infrastructure risks, or time-sensitive strategic opportunities.

By separating this allocation from the Community Treasury, MWX safeguards both its operational stability and long-term ecosystem growth.

# 11 | Risk & Resilience



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

# 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	Lock	Min Ticket	Bonus
<b>Seed</b> (Closed)	12 m → 12 m linear	\$10 k	Board observer (≥ \$250 k)
<b>Private</b>	12 m → 18 m linear	\$50 k	Co-marketing pack
<b>Public IEO</b>	None	n/a	Launchpad perks



**MWX**

**Thank  
You!**

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