



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.

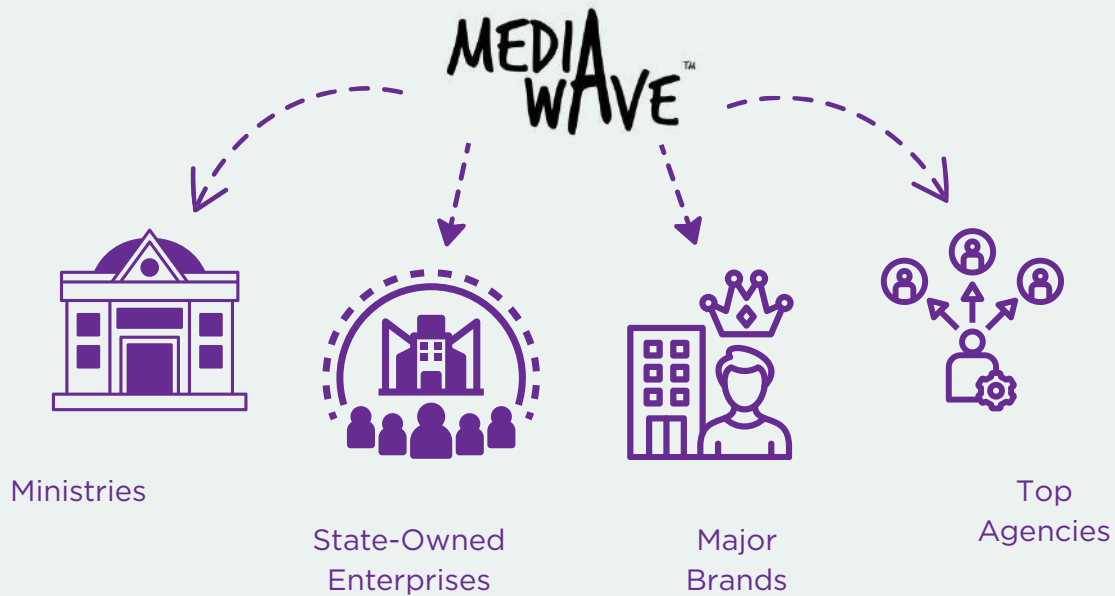
This is the future of productivity - tokenized, democratized, unstoppable.

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.

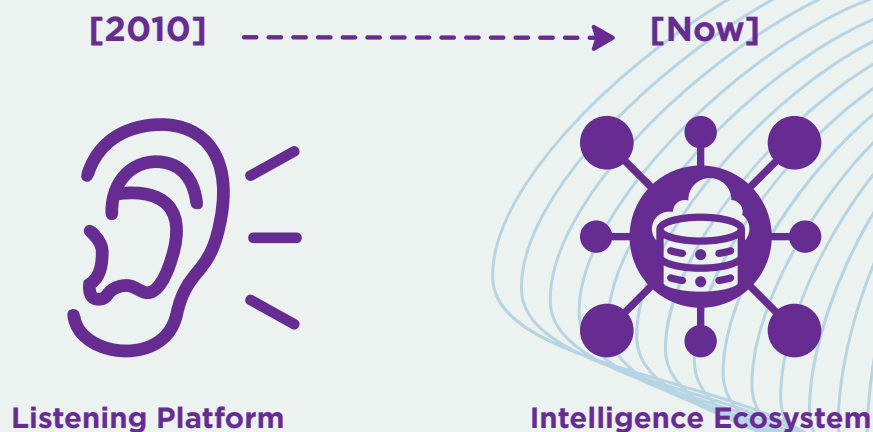
MWX will also provide the growing AI Startups across Asia Pacific and the World a Global marketplace to assists in marketing their platforms. Empower 400+ million businesses globally with affordable AI—and share upside via a token whose scarcity increases with usage.

1.2 | History on The Making

Proven AI Solutions for SMEs

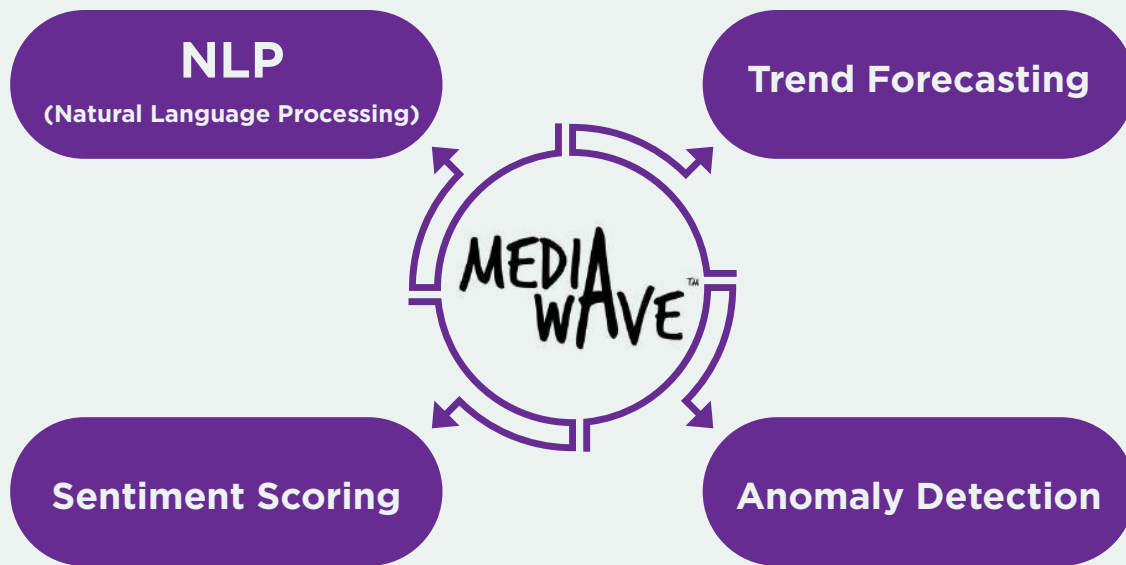


MWX is not just a concept; it stands on the proven foundation of MediaWave, one of Indonesia's leading digital analytics and enterprise intelligence platforms. For over a decade, MediaWave has served as a trusted partner to major brands, state-owned enterprises, ministries, and top-tier agencies—providing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

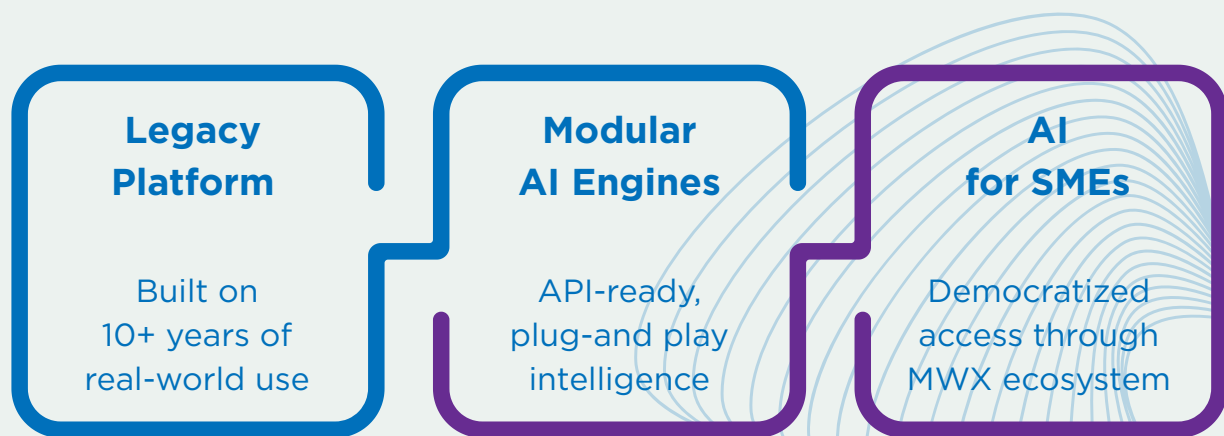


Founded in 2010, MediaWave initially made its mark through its proprietary social media listening platform, quickly becoming a go-to solution for brand monitoring in Southeast Asia. It has since evolved into a broader AI-driven intelligence ecosystem used by hundreds of enterprise clients across multiple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

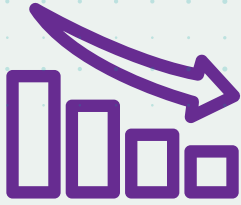


Chapter 2

Pain in The Game & The Opportunity

2.1 | Market Situation

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 2-5× faster & cheaper, but adoption barriers persist.

2.2 | The SMEs Paradox

“SMEs form the backbone of the global economy but face systemic disadvantages”



Technology Gap

90% lack access to affordable AI tools used by large corporations



Resource Constraint

Average SME spends just \$1,200/year on software vs. \$50,000+ for enterprises



Digital Transformation Lag

Post-pandemic, 68% of SMEs report falling behind competitors due to inadequate tech stacks

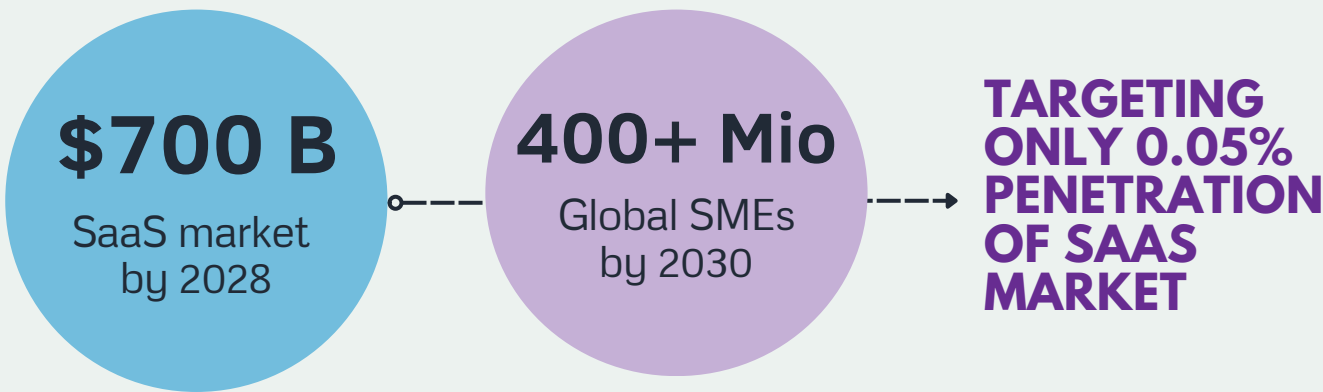


Adoption Barrier

Fragmented tools & data silos, integration complexity & talent gap make the AI adoption harder

2.3 | Market Opportunity

Region	SME Count	Digital Spend Growth	AI Adoption Rate
Southeast Asia	71M	18% CAGR	<15%
Latin America	65M	22% CAGR	12%
MENA	23M	25% CAGR	8%
European Union	25M	14% CAGR	35%



MWX targets just ~0.05% penetration of this \$700B SaaS market by 2028, translating to ~\$350M+ annual revenue potential.

Targeting these regions aligns with MWX’s mission of inclusion, it brings AI to where it can have the most transformative impact.

Early adoption in these key markets will build network effects and case studies that MWX can leverage as it expands globally



2.4 | Financial Model & Valuation

MWX targets ~0.05 % of the \$700 B SaaS market by 2028—about ~\$350+ M in annual revenue. Focusing on underserved regions drives inclusion, kickstarts network effects, and generates case studies for global expansion.

ARR Projection (2028)

- Platforms: 1M business seats \times \$20 / mo = \$200 M
- Marketplace: \$1B GMV \times 15% fee = \$150 M
- Total Revenue: \$350 M
- EBIT margin: steady-state \approx 48 %.

Valuation Lens

At $6 \times$ forward ARR, implied EV \approx \$2.1B (ex-treasury).



Chapter 3

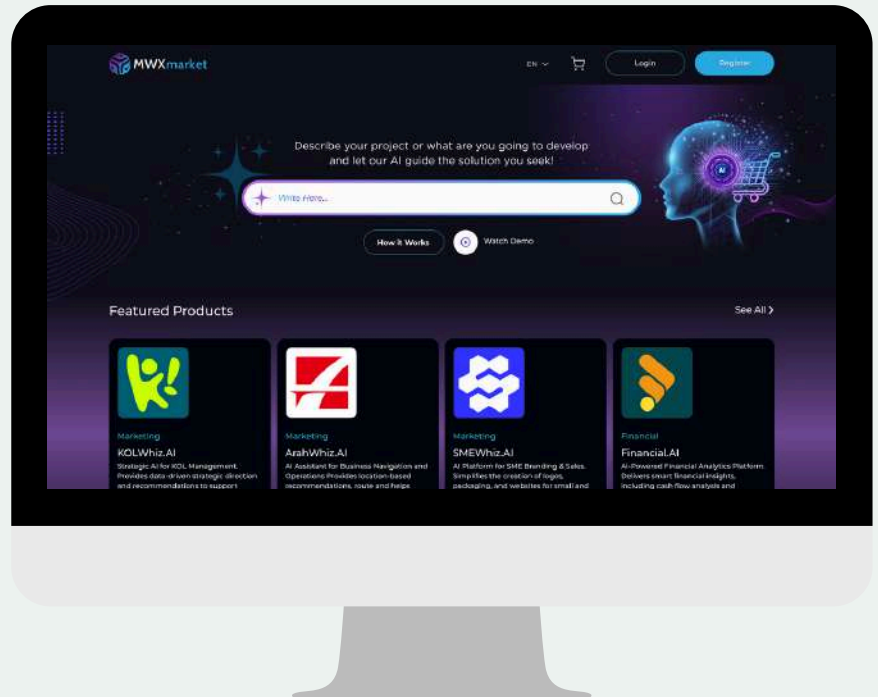
Cure of The Problem

3.1 | Introducing MWX

MWX is the First Global Deventralised AI-Marketplace, Democratizing AI while solve SMEs problem with AI and on-chain transparency

Marketplace for Ready To Use AI Suites

A one-stop, decentralized AI marketplace built specifically for the 400+ million global SMEs. It layers an intuitive Web2-style storefront (fiat or MWXT checkout) over on-chain settlement—buyers pay in fiat which is auto-swapped into MWXT.



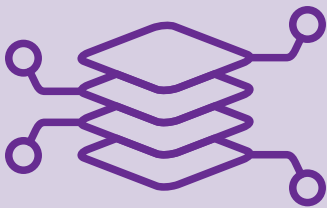
MWX is building the world's first open, decentralized AI marketplace tailored for SMEs, merging proven enterprise-grade AI solutions with the transparency and scalability of Web3.



Unlike many Web3 ventures, MWX isn't starting from scratch—the team has over a decade of experience building AI-powered tools for governments, SOEs, and major brands across Southeast Asia.

MWX is the first global decentralized AI marketplace, democratizing AI while complementing traditional software with on-chain transparency, real-yield tokenomics, and SME-friendly user experience.

3.2 | AI Marketplace Architecture



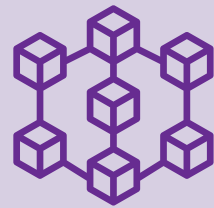
Application Layer

- 20+ ready-to-use AI modules (see Section 4)
- Web2-style interface with fiat/crypto payments



Marketplace Layer

- Open ecosystem for third-party AI developers
- Revenue sharing via smart contracts



Blockchain Layer

- EVM-L2 (Ethereum L2 Protocol)
- MWXT token for payments, staking, governance, rewards and grant

“This is the architecture layer that powers the AI marketplace. Modular, secure, and built for scale”

3.3 | Initial Solutions Catalogue

More details about our initial tools available at <https://mediawave.id/>

**MEDIA
WAVE**TM



CRMWhiz.AI

SMEwhiz.AI

TalentWhiz.ai

AdsWhiz.AI

MenuWhiz.ai

ReportWhiz.AI

SecureWhiz.AI

KOLWhiz.AI

assistantwhiz

saleswhiz

CreatWhiz.AI

QualityWhiz.ai

financewhiz

SEOWhiz.AI

ARAH.AI

LegalWhiz

PostWhiz.AI

3.4 | Ready-To-Use AI Solutions

MWX empowers 400M+ SMEs with real AI, simple payments, and transparent economics—no code, no crypto knowledge required.



REAL BUSINESS DEMAND, NOT HYPE

- AI tools proven in the field — sales agents, ESG reports, marketing automation, etc
- Built for productivity, not speculation



WEB 3 TRANSPARENCY, WEB 2 EXPERIENCE

- Pay with MWXT, fiat or stable coin, in one click
- Smart contracts work invisibly behind the scenes
- No wallets? No problem. (MPC-powered login)



DESIGNED FOR SMEs

- Focus: SEA, LATAM, MENA, EU SMEs
- Modular agents = powerful, affordable, no-code



A MISSION, NOT JUST A MARKETPLACE

- Community-led, open to devs, token holders, and entrepreneurs.

“MWX Fuses AI and Web3 to create a productivity engine for global SME economy”



Chapter 4

About **\$MWXT** Token

4 | MWXT Token Model

4.1 Supply Snapshot & Token Snapshot

MWXT is an ERC-20 standard token deployed on the Base network (an Ethereum Layer-2 by Coinbase). It serves as the core utility and governance token within the MWX decentralized AI marketplace.

Attribute	Specification
Token Name	MWX Token
Symbol	\$MWXT
Standard	ERC-20
Network	Base (EVM - L2)
Total Supply	1,000,000,000 (fixed; no inflationary minting)
Decimals	18
Token Type	Utility + Governance
Contract Address	To be deployed on Base mainnet
Burn Logic	20% of all marketplace commissions are burned
Staking Support	Yes
Profit Loop	15% of quarterly profit is used for buy-back and burn
Launch Model	Seed & Private SAFT → Public Launch → IEO

4.2 | What Sets MWXT Apart

MWXT is a deflationary utility token built on real economic activity, not hype, making it one of the few crypto assets where value grows in tandem with business adoption.



Burn-as-You-Grow Model

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



Investor Safe Architecture

Founders and team tokens are locked for 6 months with a 24-month linear vesting period – preventing dumps and signaling long-term alignment.



Sustainable Revenue Backed Economy

Unlike incentive-only tokens, MWX generates real revenue from AI transactions, funding operations and buybacks—like dividends in traditional finance.



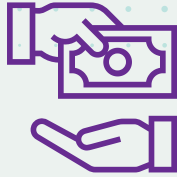
Demand-Driven by Design

Every SME using AI services generates demand for MWXT, either directly or via fiat conversions.

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

4.3 | \$MWXT Token Utility

Real Use. Real Value. Real Economy.



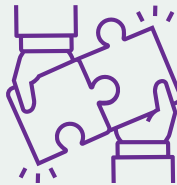
Dual Rail Payment

SMEs use MWXT
(or fiat → MWXT)
to subscribe to plug-and-play
AI modules



Vendor Revenue Settlement

Vendors earn MWXT or fiat
directly from service usage—real
demand, real business



Staking Reward

Stake-for-savings for user and
marketplace partner



Community Driven

DAO Vote on roadmap grants.



Incentives

Reward, airdrop, affiliate and
grants

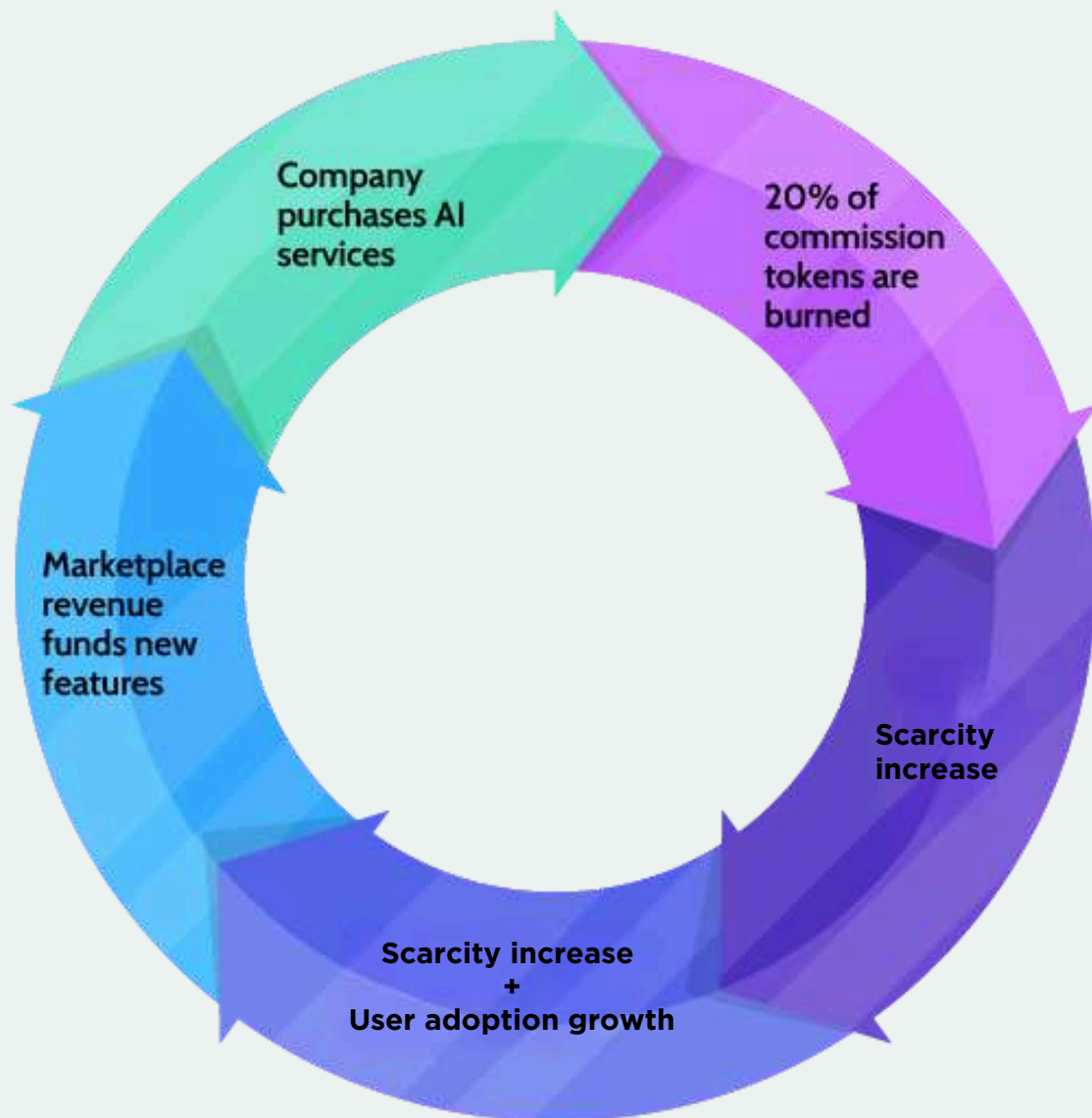


Triple-Helix Flywheel

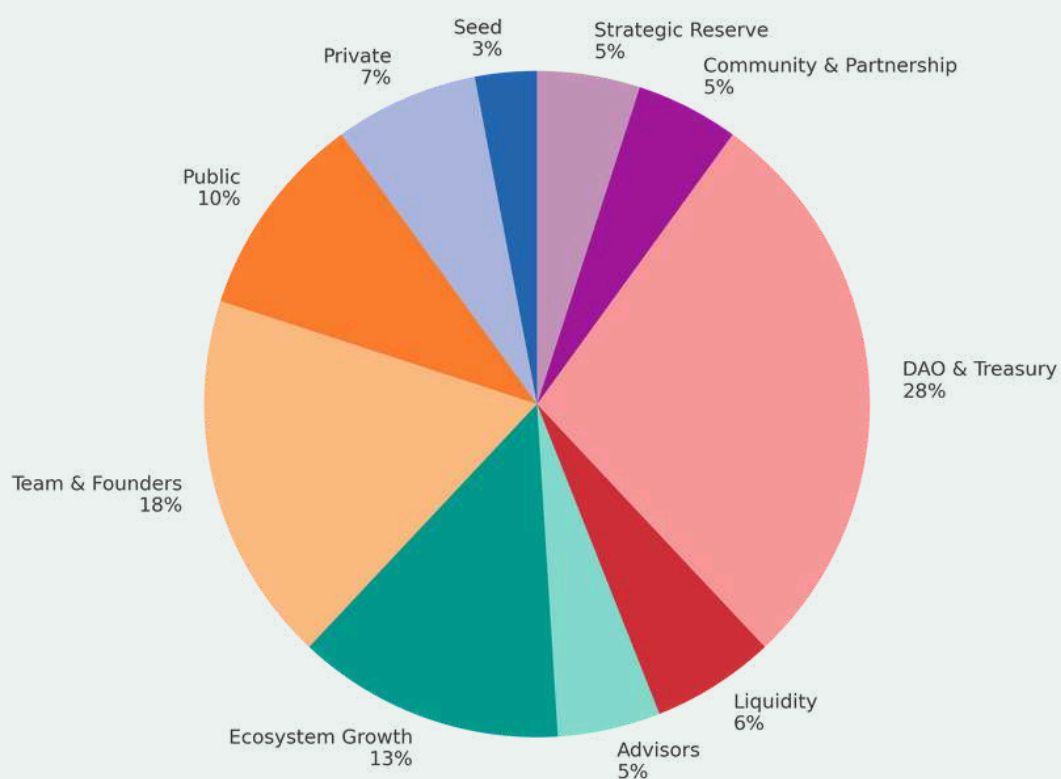
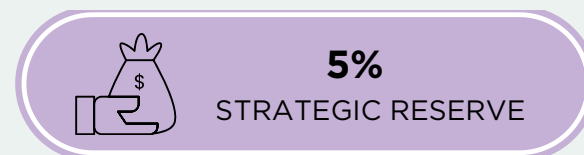
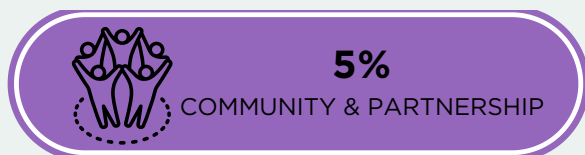
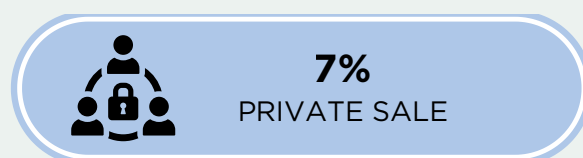
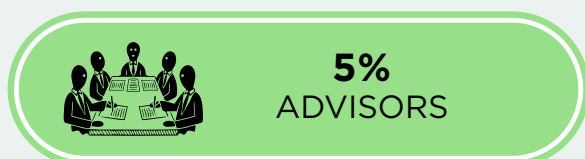
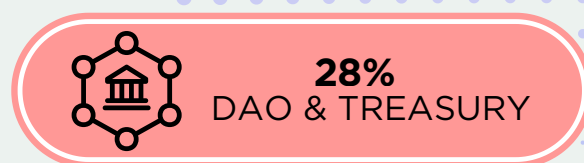
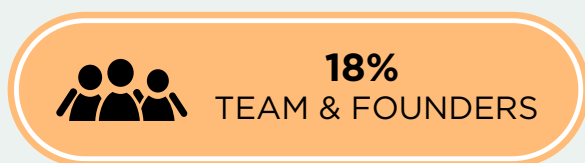
Platform, marketplace, and
token dynamically reinforce
each other—driving growth,
engagement, and value.

4.4 | Flywheel of Trust & Token Scarcity

Every task completed burns tokens; every problem solved wins loyalty



4.5 Token Allocation



4.6 Token Locked & Vesting Period

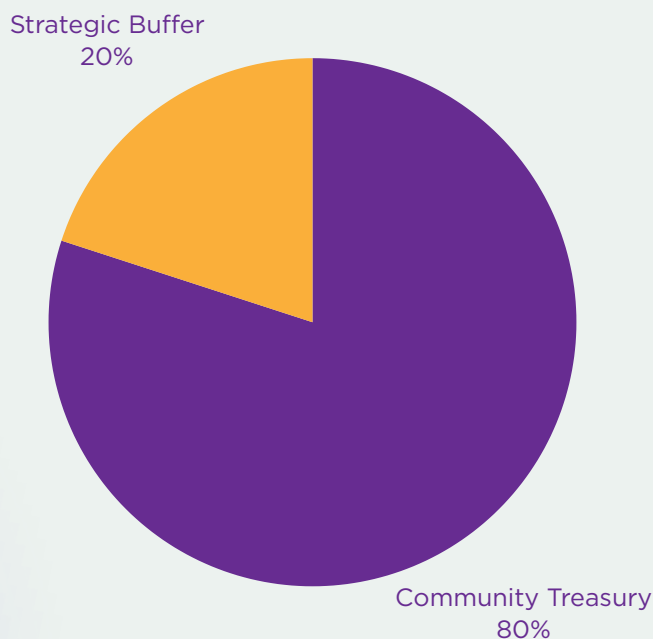
Bucket	% Supply	Lock / Vesting
Seed	3%	6m lock → 12m linear
Private	7%	6m lock → 12m linear
Public	10%	Immediate
Team & Founders	18%	6m lock → 24 m linear
DAO Treasury	28%	Governance unlock
Ecosystem Growth	13%	Programmatic
Community & Partnership	5%	Programmatic
Advisors	5%	6m lock → 24m linear
Liquidity	6%	DEX/CEX pools
Strategic Reserve	5%	Programmatic

Token allocations align incentives: founders and advisors vest long-term; sale rounds unlock in stages; liquidity is immediate; DAO & Treasury stay multisig-controlled; community and ecosystem reserves release at milestones; fees and buybacks burn MWXT, fueling a deflationary model

4.7 | Community Treasury

28% of MWXT total supply is dedicated for ecosystem and collective growth. Through DAO governance, MWX initiatives will fly higher (*estimated by 2028*).

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



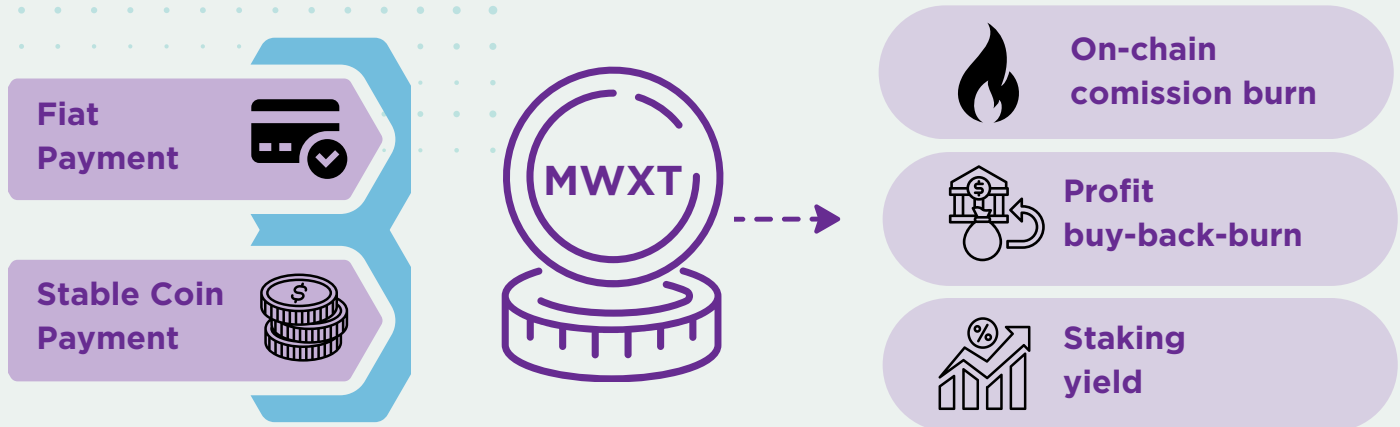
20% of treasury serve as MWX's strategic buffer — a reserve designed to ensure resilience in the face of unexpected events.

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.

4.8 | \$MWXT is not just a token

BRIDGING WEB 2 PRACTICALITY WITH WEB 3 OPPORTUNITY



MWX BRIDGES FIAT & CRYPTO PAYMENT RAIL

Pay with dollars or stable coin, get the power of on-chain automation, transparency, and token-driven growth—without needing to understand crypto



REAL REVENUE POWERS REAL TOKEN UTILITY

Every transaction fuels MWXT's deflationary model and rewards stakeholders in real-time

MORE THAN TECH— IT'S A MOVEMENT

MWX uses smart contracts to rebuild trust in SME procurement and opens AI access to businesses previously left behind.

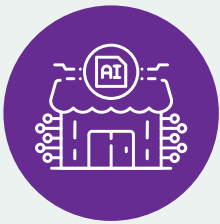




Chapter 5

Compliance, Risk & Resilience

5.1 | Quad-Entity Solution Architecture & Token Governance



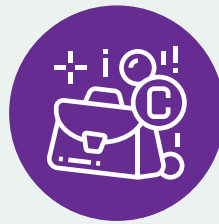
MWX Innovation Inc.
(Panama)

- 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.



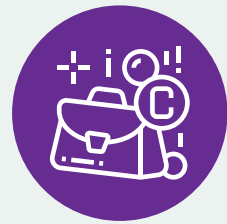
MWX Labs Ltd.
(BVI)

- Token development
- MWXT web-3 development
- Research and development
- Payment rail integrator



MWX Foundation
(Cayman)

- Treasury management;
- DAO governance;
- Project governance



MWX Global Pte. Ltd.
(Singapore)

- Infrastructure enabler;
- System integrator

TOKEN GOVERNANCE

Hybrid KYC; enterprise SSO + on-chain ID oracle; ERC-20 token.

5.2 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



Chapter 6

Technology Stacks & Roadmap

5.1 | 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**



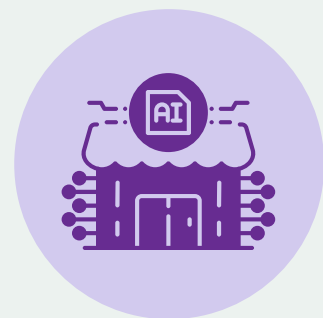
Marketplace



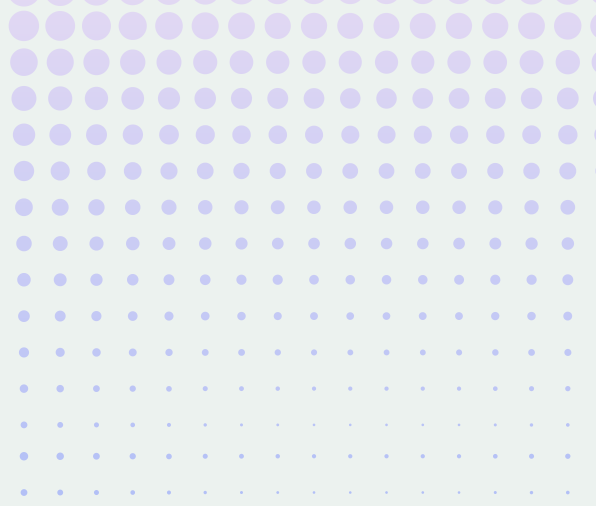
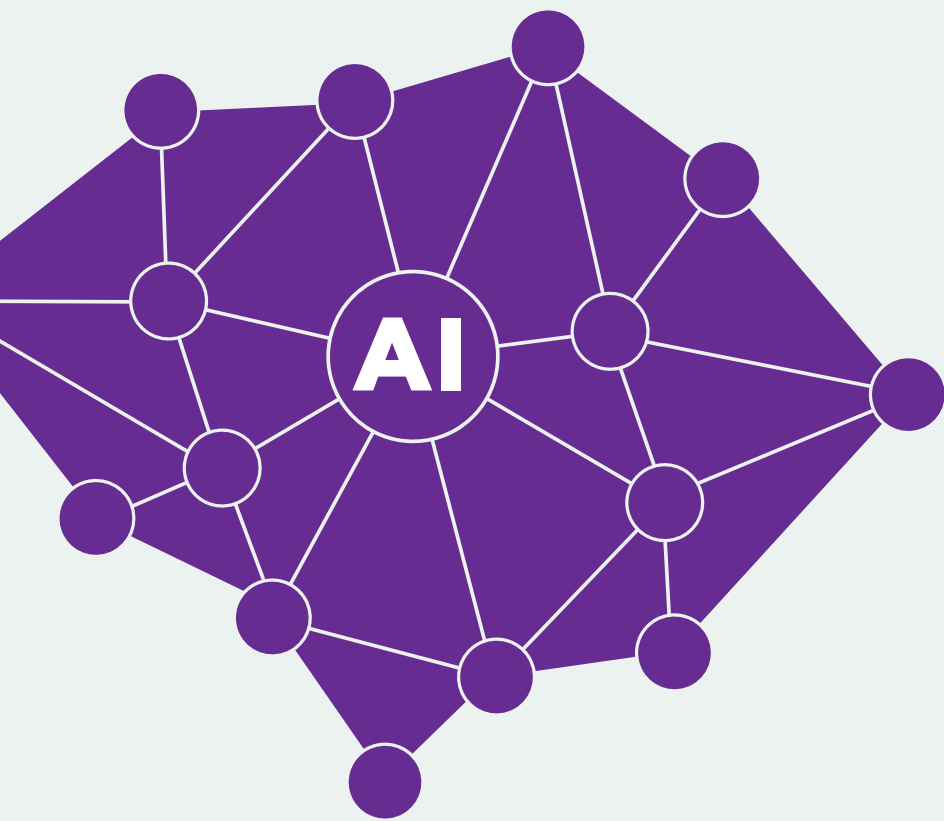
**Payment Processing
Deployment**



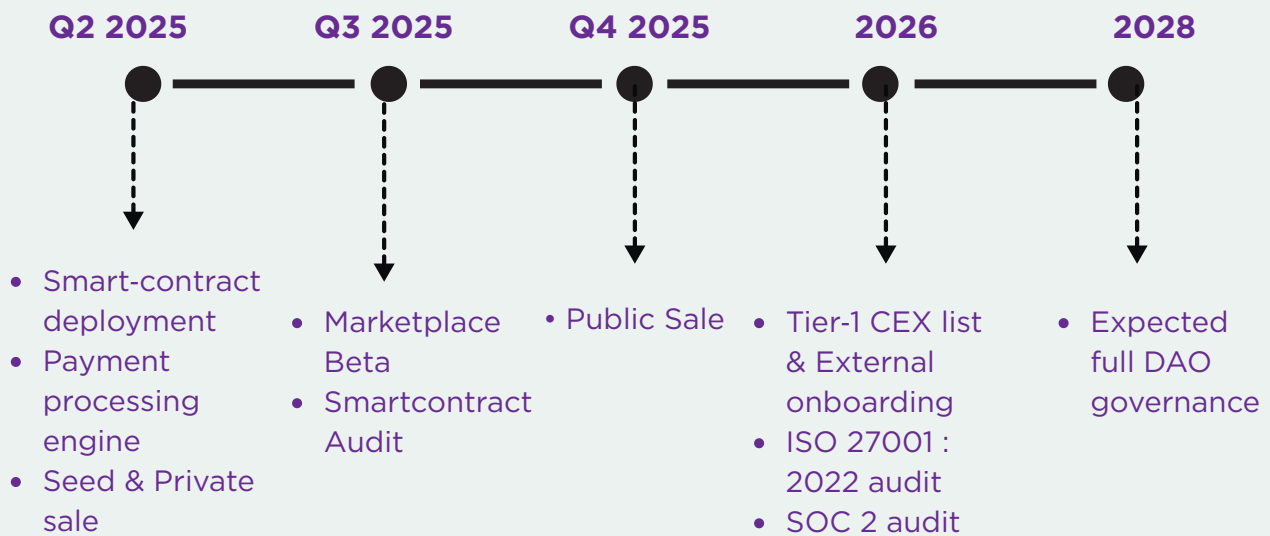
**On-chain
oracle usage**



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



5.2 | Go-to-Market & Roadmap





Chapter 7

Founders & Team

12 | Founder



Yose Rizal

Founder - CEO

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 Ex - 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.

13 | Advisors



**Ruby
Alamsyah**

Global Advisor for Cyber
Defense & Risk Governance

Ruby Alamsyah is a renowned expert in digital forensics and cyber security, with over 20 years of experience in investigating complex cyber threats and securing critical infrastructures. Widely regarded as Indonesia's foremost digital forensics authority,

He is the first and the only Indonesian that became a member of International High Technology Crime Investigation (HTCIA). His role ensures MWX adopts global best practices in system security while fostering a proactive, security-first culture across teams and technology.



**Septiyan Andika
Isanta**

Global Ambassador for
Investor Relations

Septiyan Andika is a versatile blockchain expert with over a decade of engineering and advisory experience, having architected core infrastructure for major crypto exchanges in Indonesia and guided their secure on-chain integrations.

He's engineered scalable payment rails, deployed smart-contract solutions, and built AI-powered risk-management tools to elevate reliability and compliance. With a Computer Science foundation and a natural talent for simplifying complex systems, Septiyan ensures MWX's on the right path for utilizing the Web3 technology

13 | 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



Token Offer

Tier	Lock	Min Ticket	Bonus
Seed (Closed)	6 m → 12 m linear	\$10 k	Member of DAO Governance Council (≥ \$250 k)
Private	6m → 12 m linear	\$50 k	Co-marketing pack (≥ \$500 k)
Public IEO	None	n/a	Launchpad perks



MWX

Thank You!

Contact Us :

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MWX Labs Ltd - BVI
MWX Foundation - Cayman Islands

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www.mxplatform.ai