



BUSINESS PLAN FOR IPPARTS EXCHANGE (IPPAEX) AND MOYOM (MYM) UTILITY CURRENCY

1. INTRODUCTION

IPPAEX lists brand currencies, which are bought and sold with Moyom (MYM) utility currency. IPPAEX needs capital to develop further. IPPAEX may not borrow. Currently IPPAEX has no working capital.

2. OBJECTIVES

Maximization of brand values and maximizing the value of Moyom (MYM). Making capital available to more entrepreneurs than currently.

3. BACKGROUND PROBLEM AND SOLUTION

Good ideas are true puzzles in minds, formed from true puzzle pieces in minds. Pre-knowledge in minds, necessary to form new ideas, proves ideas are formed in minds. Good ideas are common property. Few entrepreneurs have access to capital from banks and even fewer, the capital-support from family and friends. Intelligence networks specialize in imparting ideas, to the privileged few. Imparting of ideas, a human right, has its roots in idolatry and sacrificing of honest people, who form good business ideas. International Accounting Statements prohibit the capitalisation of brand values (goodwill), unless it is sold. Consequently, many entrepreneurs with good ideas lose their ideas to beneficiaries of current dominant institutions, specializing in imparting ideas. A funding gap exists between the time ideas originate and the time current funding happens.

IPPAEX closes the funding gap, generating capital for development of good ideas. Entrepreneurs with good ideas, without access to capital, will raise capital on IPPAEX, to develop their ideas, by listing brand tokens, backed by abstract values, i.e. goodwill.

4. IPPAEX CURRENTLY

Currently Moyom (MYM) utility currency is developed on the Ethereum Blockchain and the Binance Smart Chain. A total of 1'000'000'000'000'000 (one quadrillion) issued MYM may exist. The total number of issued MYM may not change. 50% of all MYM is for sale for 125'000'000 (one hundred and twenty five million) USD. Commission for facilitating the sale is 3% (3.75 million USD).

5. RELEVANT THEORIES

MYM's value is influenced by the quantity theory of money and the supply/demand theory of money. According to the quantity theory of money, the future value of MYM will be the value of all the brand tokens divided by the number of MYM.

6. THINGS TO DO

- Registration of the project at the Financial Sector Conduct Authority of South Africa. Contact was already made with them. Registration at regulators of other countries if necessary.
- An investor community must form, sharing the objectives for MYM, supporting creators. This will happen by marketing, educating and increasing the number of owners of MYM.
- Forming (a) liquidity pool(s) between MYM and a stable USD token on (a) decentralized cryptocurrency exchange(s).
- Listing MYM on centralized cryptocurrency exchanges (several well known exchanges offered to list MYM).
- When the number of owners of MYM is sufficiently large and knowledge about brand tokens' function is wide enough, to warrant a centralized IPPAEX, a centralized IPPAEX must be built. In the meantime MYM will trade in liquidity pools on decentralized exchanges and on other centralized exchanges, whilst MYM's value is maximized.
- Expand the utility of MYM, to maximize its value.
- The 125M USD value, and how it is used, will be audited by a reputable auditing firm, with the results published.

For 10'000'000 (ten million) USD invested, a liquidity pool will be formed with MYM, free of charge to the investor. The liquidity pool will thus double the value of the 10M investment in a short period of time, with very little risk.

Reliable forecasts cannot be done, except for saying the appreciation of MYM will be substantial, due to the expected future value of all brand tokens and the quantity theory of money.

Moiom CC t.a. Africahead, registered in South Africa, develops IPPAEX. Marquard Dirk Pienaar is the founder/owner of Africahead (www.africahead.co.za) and compiled this document on and

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