

White Paper for *Moyom* (MYM) Utility Tokens

Background

Moyom is the utility token of Ipparts Exchange (IPPAEX). IPPAEX lists brand tokens backed by 48% of brand values. 48% is preferable but if a brand owner wants to change the percentage it can happen.

Accounting studies to qualify as Chartered Accountant (CA(SA)), working for 10 years in financial management and banking, 10 years with entrepreneurship and 10 years as academic, researching previous experience led to IPPAEX. Academic research included philosophy about the development of ideas with a Master of Philosophy in Philosophy degree.

Currently the economic system works as follows due to utilitarian philosophy and religions. "Intelligence" systems impart good ideas from honest people to groups. Money systems print money and make money available to groups who develop the imparted good ideas.

Summarizing the religious and philosophical utilitarianism with reference to Socrates and Christianity shows the reality. Socrates swore in the "name of the dog". "Dog", probably referred to vagrant cynics. The word cynic was derived from the Greek word for dog. Socrates said in Plato's books, "gods and goddesses" are honest, they get ostracised and their ideas are imparted and developed. Jesus said he must be the last creator who gets sacrificed. Constantine accepted Jesus's view when he started using the Eucharist/Mass. Honest people are however still outlawed and ostracised whilst their ideas are developed. Religions teach, no gods, goddesses or a single god or goddess exist, because arguing that, is idolatry, which causes sacrificing of good people with the accusation they think they each is the idol of idolatry.

Honesty causes creativity because true puzzles in minds can be formed with true puzzle pieces in minds. Dishonest memory puzzle pieces hinder creativity. Hence, "the Creator" whose ideas are imparted and developed. "Imparting of ideas" is a utilitarian human right, secularized into utilitarian Country Constitutions. The origin of the practice was in idolatry.

The circumstances cause a funding gap or info gap, between the time ideas originate and the time current



money systems fund development of ideas. Ideas are common property, partly therefore “creators” who do not have access to capital, cannot develop their own ideas. Groups with easy access to capital develop most ideas. IPPAEX aims to change that, by capturing good ideas in brands, thereby giving honest people better access to capital. Creators can form brand tokens, listing and selling 48% of their brands on IPPAEX. MYM, when liquid, will be used to buy others' brand tokens, supplying capital for brand development. The funding gap will thus be closed, improving the current system, for more competitive and quicker development of ideas. No interest and no debt, which cause a more reasonable funding method, are relevant. Often, creators who borrow funds to develop their ideas, if they can borrow, lose the development work done, to creditors. IPPAEX excludes that possibility because owners of MYM will buy the brand tokens, not borrow MYM to brand developers.

Objective for MYM

MYM must become a funding currency for brand development on IPPAEX, whilst paying for purchases of brand tokens, listed on IPPAEX.

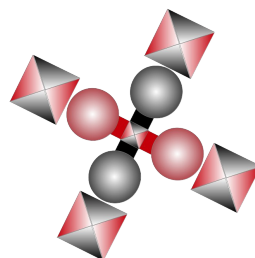
MYM can also be used by others as utility money. If many people develop Decentralized Applications (Dapps), using MYM, the risk will be spread. If each Dapp developer develops an own utility currency the risk is specific to each project. If many Dapp developers use MYM, the risk of failure is spread. MYM purchased, can still develop with other uses, even if an own project fails.

Valuation of MYM tokens

MYM is a utility currency therefore Supply and Demand will primarily determine the value.

The Quantity theory valuation method to value MYM can also be used to get an indication of value by dividing the total value of brands, listed on IPPAEX, by the issued MYM.

Logo



Token Attributes

Types currently:	ERC20 and BEP20
Token Name:	Moyom
Ticker Symbol:	MYM
Contract Address ERC20:	0xb9892f9a892f3e251fc58b9076c56add528eb8a6
Contract Address BEP20:	0x711bd5c4a82c7be2db27026b0f7f10bb815c4b89
Decimals:	18 (eighteen)
MYM Minted	101'208'000'000
Currently Circulating On Ethereum Chain	95'750'241'689
Currently Circulating On Binance Smart Chain	5'457'758'311
MYM tokens set aside for developers	0.00% (This can be negotiated case by case)

Terms and Issue of MYM Tokens

MYM is issued as utility currency, respecting capitalism, which means, MYM must appreciate to benefit buyers of MYM, because they valued the objective. Valuation methodology mentioned above will be applied to let MYM appreciate.

MYM is a long term project. MYM should not be bought with retirement savings or to make a short term profit.

Ethereum Block Chain and Binance Smart Chain Interoperability

MYM is governed from the Ethereum blockchain. That means the total minted MYM on Ethereum are the total MYM circulating (issued and in issue). Africahead keeps MYM, migrated to the Binance Smart Chain, in Ethereum address:

0x035eb0c84a0b3eeb8df0839eb330bdef990108a3

Anyone wanting to migrate their MYM to Binance Smart Chain (BSC) can contact Africahead to send their MYM to the above address. Africahead will then mint the MYM on



Binance Smart Chain, if necessary, and send it to the required BSC address.

The balance of MYM in the above address on the Ethereum Blockchain, is the number of tokens in circulation on BSC.

Example: Balance in the 0x035 address on Ethereum currently is 5'457'758'311, which is equal to the minted amount of MYM available for trading on BSC. If 758'311 MYM is migrated back to the Ethereum Blockchain, the balance of the 0x035 address on the Ethereum Blockchain will change to 5'457'000'000 and 758'311 on BSC. That means 5'457'000'000 MYM is available for trading on BSC. If someone then migrates 888'888 MYM to BSC, the balance in 0x035 on the ETH Blockchain will change to 5'457'888'888 MYM. 130'577 (888'888 minus 758'311) MYM will be minted on BSC. The balance on the ETH Blockchain in the 0x035 address will change to 5'457'888'888 and the balance of minted MYM on BSC, will be 5,457'888'888. The balance of MYM in 0x035 on the ETH Blockchain, equals the amount of 5'457'888'888 in circulation on BSC.



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On behalf of Africahead and IPPAEX

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