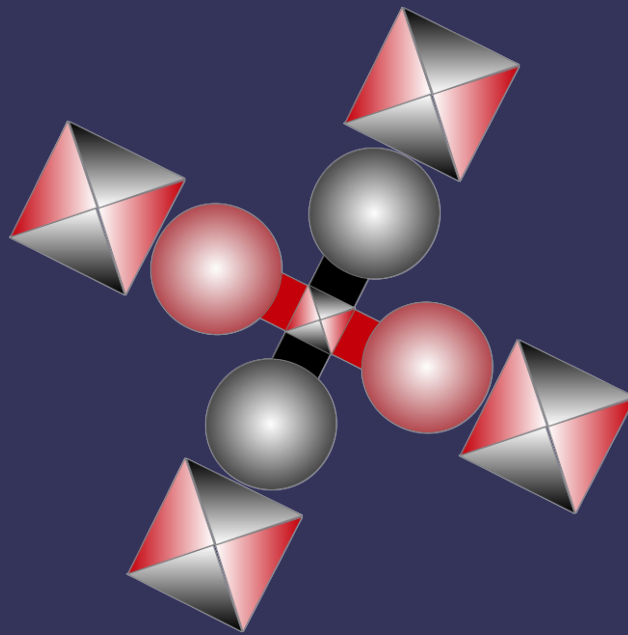


MOIOM CLOSE CORPORATION TRANSACTING AS
AFRICAHEAD

Moyom Utility Token White Paper



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White Paper for *Moyom* (MYM)

Utility Tokens

Background

Moyom is the utility token of Ipparts Exchange (IPPAEX).

IPPAEX lists brand tokens contractually 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/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 are "impaled", 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, partly, "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.

The first 500'000'000'000'000 (five hundred trillion) MYM sold for a price of 1 USDC per 4'000'000 (four million) MYM, will fund the development of a Know Your Client (KYC) Exchange.

The MYM tokens will be issued at <https://app.ledgerdex.com>, where the current brand tokens, also listed on IPPAEX, will be available for purchase with MYM, until the KYC Exchange is developed.

MYM can also be used by others as utility money to 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 by developers, can still develop with other uses, even if an own project fails.

Example: Using MYM

Currently in South Africa, many problems exist, because of economic inactivity, homelessness and mismanagement. Brand tokens, each representing a project with good ideas, can be formed and listed on IPPAEX. Holders of MYM can buy the brand tokens and supply capital for brand development, solving the problems.

In other countries, allowing IPPAEX, the same can be done.

Probably new plans can be made with brand tokens, developing new places to stay with new ways of living of large country populations.

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. Thus, as the total value of listed brand tokens increases the market capitalisation of MYM will increase because MYM's primary function is to fund brand development whilst investing in brand tokens.



The issue price of 1 USDC per 4 million MYM, gives a market capitalization of 250'000'000 USDC. All MYM has been minted. A total of 1'000'000'000'000'000 (one quadrillion) MYM are in wallets, but around 500 trillion MYM will not be issued, unless necessary to further develop the KYC Exchange and to buy newly listed brand tokens, to fund brand development. The 500 trillion MYM, being issued on LedgerDex must fund development of the KYC Exchange.

KYC Exchange

The KYC Exchange will include a communication platform between brand token holders, also being consumers, and brand owners. Consumers will share good improvement ideas about the brands, with brand owners, who will remunerate token holders for good ideas. Users of brands often see, whilst using a product, how a product can be improved, but have no way of gaining from such realizations.

The KYC Exchange shall have a GIRO payment and transfer system among account holders, and will integrate the GIRO system with VISA and/or Master Card.

Fees on the KYC Exchange will be minimum fees according to the economic theory of Intequinism. The theory states minimum prices will maximise the brand value of Africahead. The current four brand tokens, issued by Africahead, is grounded in Intequinism. Others listing brand tokens on IPPAEX do not have to comply with Intequinism. Maximalism, regarding profits and prices/fees, for listed brand tokens, is allowed on IPPAEX.

Timeline

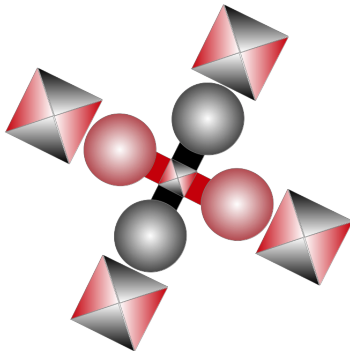
A timeline cannot be given, because it cannot be predicted when enough MYM will have been issued/sold to fund development of the KYC Exchange. Until enough MYM has been sold, and the KYC Exchange has been developed, IPPAEX will function on app.ledgerdex.com and possibly other exchanges similar to LedgerDex, if identified. ERC20 tokens can be traded on many decentralized exchanges.

Team

The conceptualization and development to date of IPPAEX was done by me (Marquard Dirk Pienaar). I do not have the coding knowledge to develop a KYC Exchange. When and during the time, the first 500 trillion MYM is sold, a paid team will be formed to develop and support the KYC Exchange.



Logo



Token Attributes

Types:	ERC20 Ethereum
Token Name:	Moyom
Ticker Symbol:	MYM
Contract Address ERC20:	0xb9892f9a892f3e251fc58b9076c56add528eb8a6
Decimals:	18 (eighteen)
Total possible and minted MYM	1'000'000'000'000'000 (one quadrillion)
MYM tokens set aside for developers	0.00% (This can be negotiated)

Terms and Issue of MYM Tokens

MYM is issued as utility currency, respecting capitalism, whilst recognizing capitalist problems, 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.



The jurisdiction of IPPAEX is South Africa. The regulating body is the Financial Services Conduct Authority (FSCA). LedgerDex, which is currently used as platform for IPPAEX, is hosted in Singapore. LedgerDex blocked United States of America (USA) Internet users, because of the USA policy regarding utility tokens. On LedgerDex any ERC20 token may be traded. MYM complies with USA regulations about utility tokens, in my opinion, because the utility is solely to function as payments token. Holders of MYM have no legal right to assets of anyone, being the requirement of an utility token. Brand tokens give holders contractual rights to brand values, but brand tokens are not securities, in my opinion, because of philosophical matters. A reason is, i.e. it is not only maximum profit making institutions, which can develop brands.

Short History of Moyom (MYM) to Date

Initially 101'208'000'000 MYM were minted. The whole amount was put up for sale, but because of a lack of a community, sharing the ideas for MYM, none was sold. Then, in order to grow a community 70'000'000'000 MYM were distributed to 7 others internationally. The agreement was, they can decide self what they do with the amounts, in order to grow the value of MYM. My recommendation was, they do the same, by distributing 70% to others, willing to receive the MYM, requesting all the recipients to do the same, "ad infinitum". The idea was, giving MYM away to others who shared the ideas for MYM, whilst not airdropping to unknown others. The plan did not work because the 7 recipients who each received 10'000'000'000 MYM decided to keep most of the MYM. The community thus did not grow and 7 others owned around 70% of minted MYM. Other smaller airdrops were also done, only to those who allowed the airdrops.

The tokenomics were not right. The risk of the 7 independent others, dumping MYM into a liquidity pool was too big. Therefore more MYM were minted to reduce their percentage holding and increase Africahead's % holding again, in order to have more negotiating power with potential investors. The risk of dumping MYM is also the reason why no MYM is offered for sale at a discount currently. Venture capital firms who buy tokens at discounted prices before tokens are publicly offered, often dump tokens, causing big losses to public buyers.

All MYM were minted and Africahead owns most of it currently. A liquidity pool will not be formed for MYM because liquidity pools can be exploited. Around 70 billion MYM is owned by independent others. At the current issue price, that is about 17'500 USDC worth of tokens, which can be dumped by others, because maybe, they do not share the plan of the project. 17'500 USDC is not significant.



Marquard Dirk Pienaar

On behalf of Africahead and IPPAEX

July 16, 2021