

# MAKAO

**Challenge anyone to anything, anywhere.**

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This Whitepaper represents general information about Ultra. Due to confidentiality limitations, some information is not portrayed in full. Please ensure you first read the disclaimer and risk factors at the end of the document to fully understand the purpose, status, and limitations of this Whitepaper.

## THE MISSION

**Makao's mission is to pioneer a new realm of social interaction by enabling anyone to create or join precisely-defined challenges on any topic, while offering token-based rewards, and fostering community building and monetization. Through transparent scoring and easy accessibility, we aim to become the central hub for challenges, blending opportunities in gaming, social media, and betting.**

## OPPORTUNITIES

# Competition is a human instinct

We're tapping into humanity's oldest instinct: competition. And we're doing it in a market that's ripe but astonishingly underdeveloped.

### The Problems We Solve:

1. Global challenges are a logistical nightmare; try coordinating a virtual 5K across three time zones.
2. Betting between friends is often more "handshake" than "hand-over-cash," leading to trust issues and disputes.
3. The online trust deficit: In a digital world, reputation is valuable but hard to quantify.

### The Untapped Market:

- Challenges engage, inspire, and entertain. They're as old as humanity but have never been systematically organized and monetized in the digital age.

### Key Pain Points:

1. Disorganized challenges create friction and hamper engagement.
2. Trust deficits and murky rules can corrode even the tightest communities.
3. The integration of tokens could redefine stakes, adding layers of complexity and reward to challenges.

### Why is This The Moment?:

Convergence of blockchain, competitive gaming, and the sharing economy offers a unique toolkit to fix these problems.

### The Opportunity:

- A one-stop platform that serves a universal demand for organized, transparent, and stakeable challenges.
- Trust isn't just an ideal; it's an algorithmically verifiable asset.

Intrigued? You should be. We're not just changing the game; we're creating a whole new playing field.

## OPPORTUNITIES

# For players & organizers

### **Organized Challenges**

Say goodbye to the chaos. Makao's platform ensures challenges come with predefined rules, making every game fair and dispute-free.

### **Monetization**

Communities can now turn engagement into revenue. Host challenges, take fees, and unlock a fresh avenue for financial growth.

### **Sociability Built-In**

Connect, compete, and celebrate with friends. Makao is not just a platform; it's a social network for the competitively inclined.

### **Accessibility**

From casual to hardcore gamers, from friends to online communities, Makao is built to be intuitive and accessible to all.

### **Transparent & Trustworthy**

With blockchain at its core, Makao ensures transparency is not just a buzzword but a coded promise. Trust scores and auto-moderation make every challenge above board.

## OPPORTUNITIES

# For players & organizers

### **Multi-Role Engagement**

Whether you're an organizer or a player, Makao offers avenues for both. Be the game-maker or the competitor; the choice is yours.

### **Global Reach**

Geography is history. Makao enables challenges to span across continents, bringing a truly global scale to personal challenges.

### **Scalability**

Start with challenges among friends, grow into hosting events for entire communities. Makao scales as your ambitions do.

### **Certifications & Rewards**

Earn badges, build your reputation, and climb the ranks. Makao turns credibility and skill into tangible assets.

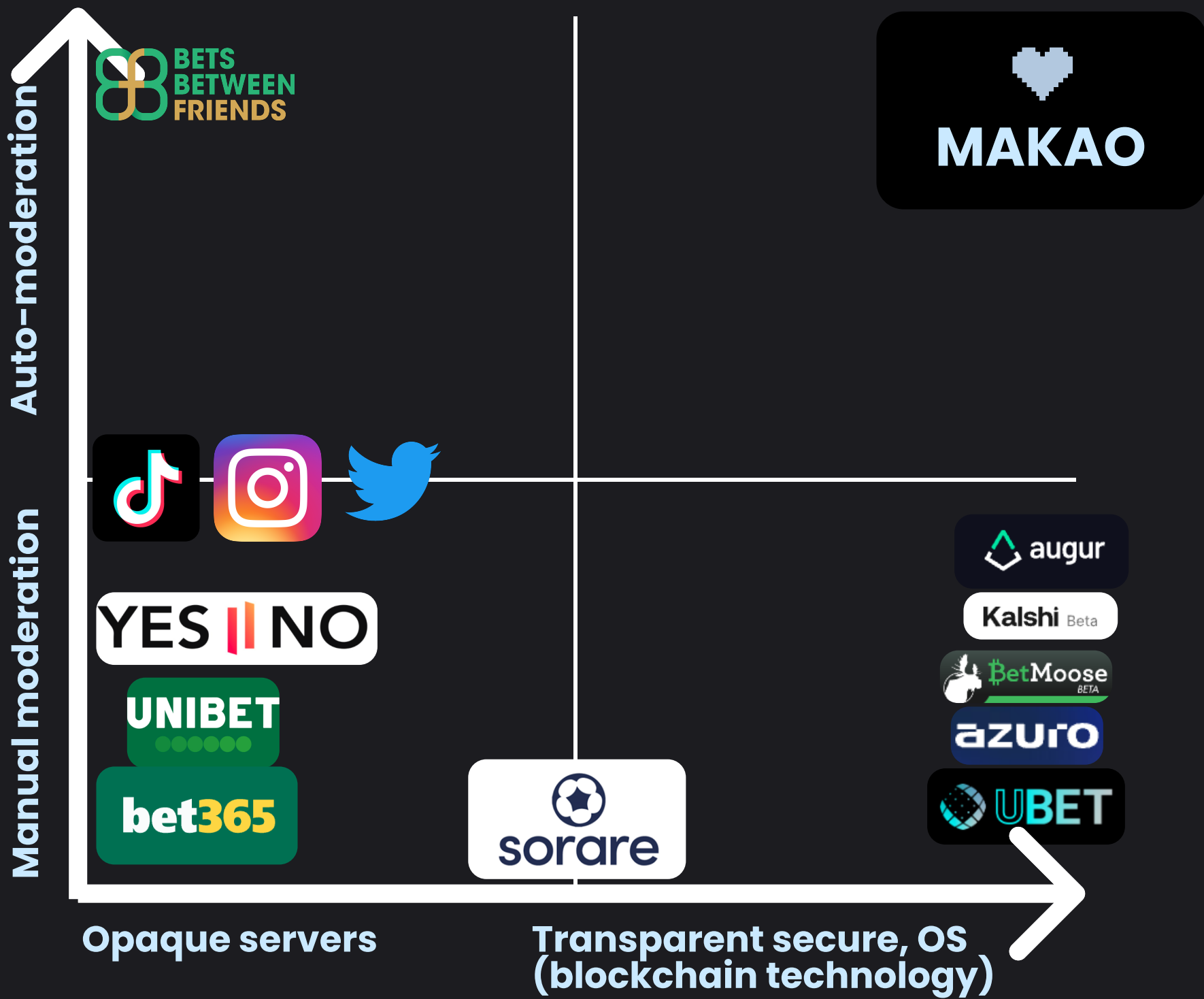
### **Dynamic Economies**

By linking tokens to challenges, we're not just creating games; we're spawning micro-economies around every event.

## THE MARKET

# Benchmark

MAKAO's distinct positioning in the market landscape is showcased through its innovative fusion of automated moderation and blockchain transparency.



MAKAO excels here with its unique auto-moderation feature, mirroring platforms like Twitter or Instagram, which prioritize user-generated content. On the other axis, the technology's transparency is displayed, contrasting traditional opaque servers against transparent, secure ones utilizing blockchain. MAKAO is positioned in the quadrant that leverages both blockchain transparency and auto-moderation, indicating its forward-thinking approach and commitment to user trust and experience.

## THE SOLUTION

# How does Makao work ?

Discover how Makao streamlines the challenge experience from creation to settlement, enabling limitless challenges within events, token-based incentives, and instant payouts through a pari-mutuel betting system.

### STEP 1 : Event Creation

User A creates Events A providing the following information :

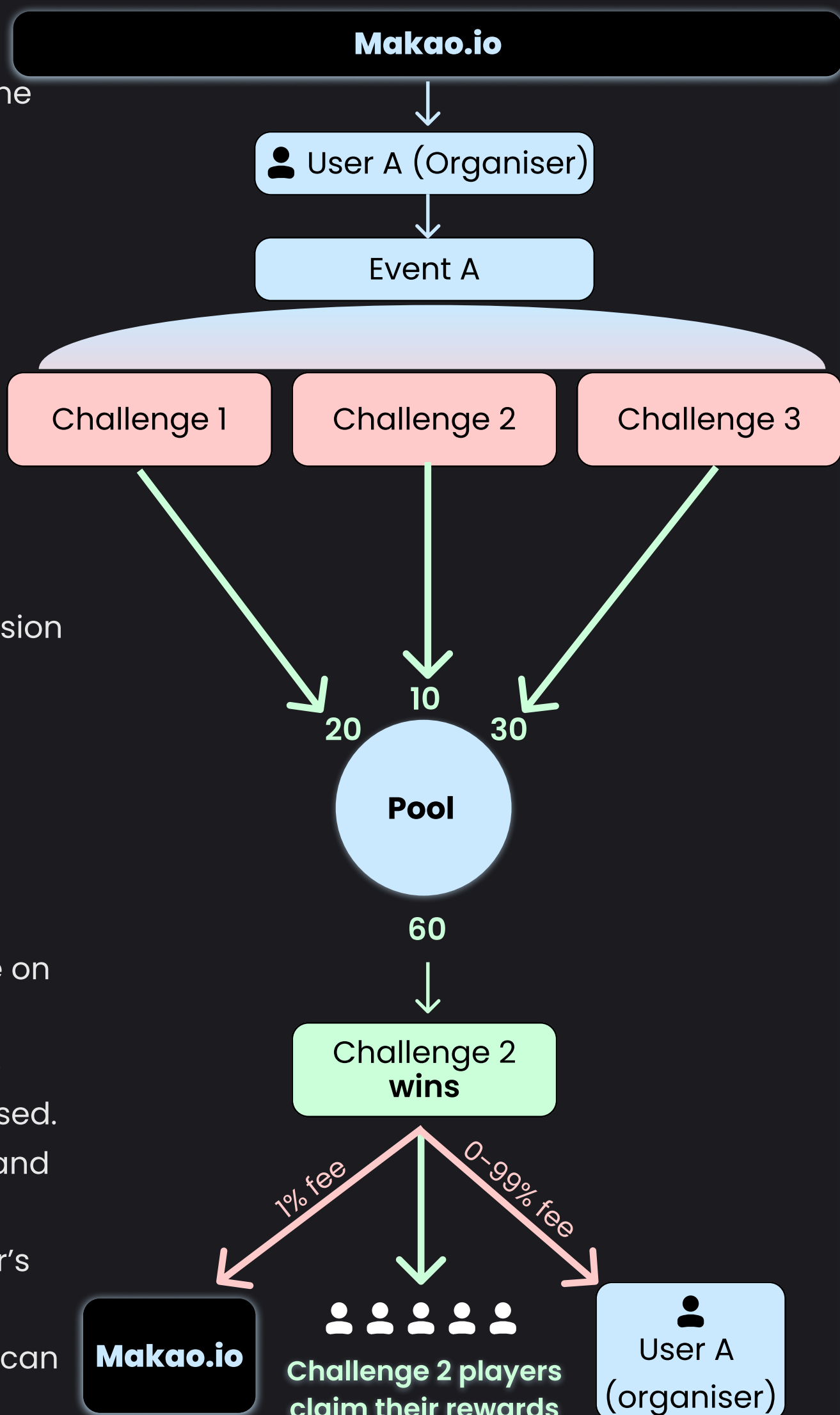
- Start date
- Finish date
- Settlement limit date

### STEP 2 : Event time

- Unlimited challenges can be created on an event
- Every challenge needs to be confirmed by the organiser.
- Each challenge has its own decision logic.
- Tokens can be played on one or multiple challenges during the whole event.

### STEP 3 : Settlement

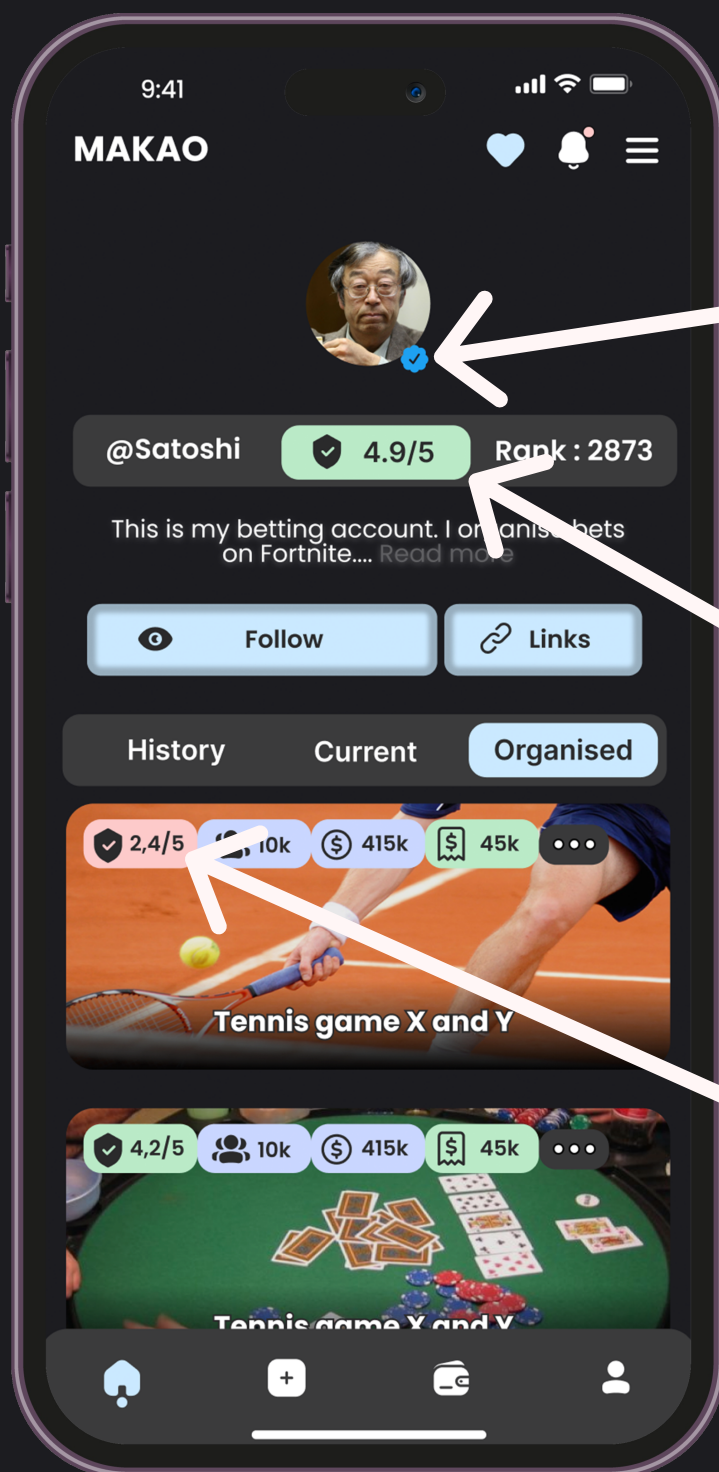
- Pari-mutuel betting system (like on horse races).
- Final payout and quotations are determined once the pool is closed.
- The organiser settles the event and get his fee reward instantly.
- Players can review the organiser's settlement.
- Players who won token rewards can claim them instantly.



## THE SOLUTION

# Auto-moderation

MAKAO's profile system emphasizes transparency and trustworthiness through user certifications, trust notes, and game history, empowering users to make informed decisions about their gaming interactions.



### Certification

- Identity and address confirmed
- Celebrity status
- Top 100 Players & Organizers
- Top 10 Players & Organizers

### Trust note

It is the average review score on every game organized. This score can also be affected when the user gives a bad review

### Games history

It's the final step allowing players to fully check organizers honesty by checking their history of organised games.

MAKAO's innovative profile system is designed to prioritize user trust and transparency. With the "**Certification**" feature, players can confirm their identity, achievements, and even their celebrity status. The "**Trust Note**" gives an overview of a user's reputation based on the reviews from games they've organized. Furthermore, the "**Games History**" provides a transparent record of past events, allowing players to assess the honesty and credibility of event organizers. All these elements work in tandem, ensuring that interactions on MAKAO are safe, reliable, and above board.

## THE SOLUTION

# Referral program

Discover MAKAO's referral monetization strategy, engineered to accelerate platform growth and user engagement.

At the heart of MAKAO's growth model lies our referral program. By incentivizing current users to bring in new users, we not only drive organic growth but also tap into the power of social connections. Specifically:

1. **User Sign-up Incentive:** When a referral leads to a new user sign-up, the referring party earns 10% of the fees we collect from that user. Given that we take 0.1% of all rewards and claims, this becomes a substantial incentive for our user base to promote the platform.
1. **Game Invitation Earning:** When a user invites someone to a game and that person plays, the inviter earns 10% of the fee the organizer collects from the invited user. This mechanism not only promotes active participation but also directly rewards users for broadening the player base for event organizers on the platform.

### User Sign-up Incentive

### Game Invitation Earning

#### The rule

#### The example

#### The rule

#### The example

User A invites User B on Makao

User B plays a 100k tokens during 2023

User A invites User B on event C

User B plays a 100k in event C

User B uses User A referral code

**Makao** earned 1k fees

User B uses User A referral code

The organiser earns a 10% fee on User B.

User A will earn 0.001% of User B's plays for life

User A earned a 100 tokens during 2023

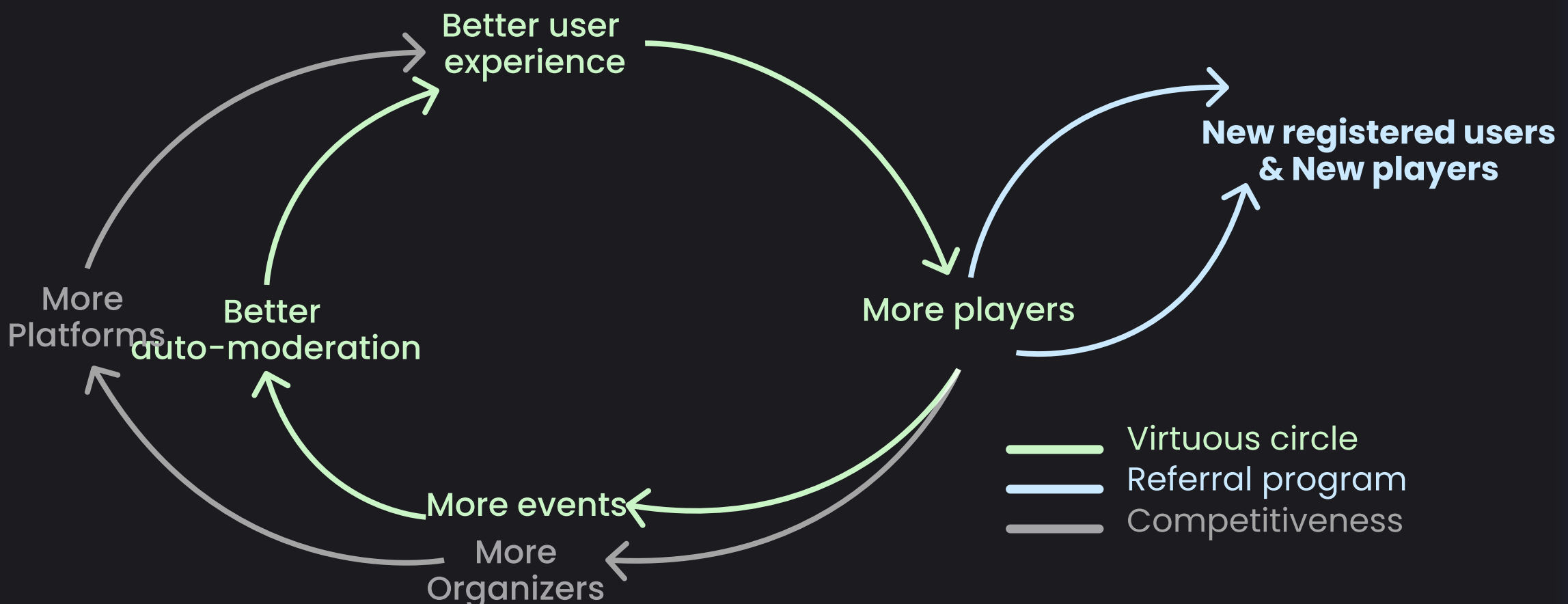
User A will earn 10% of the fee the organizer collects from the invited user

User A earns a 1k tokens when the event is settled.

## THE SOLUTION

# Our Flywheel

Makao's flywheel illustrates the synergy between user experience, player engagement, and platform growth.



- 1. Better User Experience:** Everything begins with an enhanced user experience. As the platform becomes more user-friendly and intuitive, it attracts more participants.
- 2. More Players:** An increase in active players further fuels the platform's popularity. This growth in players means a larger audience and more potential event organizers.
- 3. More Organizers:** With a substantial player base, the platform becomes attractive for organizers to host more events.
- 4. More Events:** The increase in events creates a diverse range of options for players, keeping them engaged and bringing in even more players.
- 5. Better Auto-Moderation:** As the platform grows, it benefits from enhanced auto-moderation capabilities, ensuring a smooth and fair gaming environment. This, in turn, further improves the user experience.
- 6. More Platforms:** Expansion onto more platforms amplifies reach and accessibility, again enhancing the user experience.

## TECHNOLOGY

# MAKAO's Technological Framework

In the dynamic world of decentralized platforms, MAKAO shines brightly, showcasing the boundless possibilities of advanced blockchain technology. Our platform isn't just about facilitating challenges; it's about redefining the paradigm of how challenges are conceived, executed, and settled in a digital era.

### **1. Harnessing the Power of the Polygon Blockchain:**

At the heart of MAKAO lies the Polygon blockchain. The choice of Polygon was deliberate. This blockchain offers the benefits of scalability and efficient transactions, all while upholding the integrity and security of the Ethereum platform. As an EVM-compatible blockchain, it provides seamless integration and interoperability, ensuring MAKAO remains agile in the rapidly changing tech landscape.

### **2. Incorporation of USDT:**

To maintain a stable and reliable transaction environment, MAKAO utilizes USDT (Tether). This stablecoin provides the assurance of consistent value, insulating users from the often turbulent cryptocurrency market fluctuations.

### **3. Modular Smart Contract Architecture:**

One of MAKAO's standout features is its reliance on smart contracts. 100% of our protocol resides on these smart contracts, ensuring transparency, security, and trust. More uniquely, each feature of MAKAO is backed by a distinct smart contract. This modular approach not only safeguards against potential vulnerabilities but also provides us with the flexibility to innovate, update, or modify features without disrupting the platform's overall functionality.