Mehracki

Whitepaper

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Abstract

The year 2021 was quite revolutionary for everything bordering blockchain technology, cryptocurrencies, DeFi, NFTs, you name it. But it was the meme coin category of cryptocurrencies that caused two of the most significant upsets and (positive) impacts. Since then, there have been several upshots of meme tokens because of the increased interest in coins within this category. As of April 2022, there are about 312 meme tokens listed on CoinMarketCap, a long way from when the first meme coin, Dogecoin, debuted in 2013.

Meme coins are cryptocurrencies based on an internet meme, joke, or theme. They are not problem-centric like other cryptocurrency classes. Because the value of meme tokens is based on influencers' endorsement, community activities and hype, and FOMO, their valuation fluctuates with the market interest. Their unpredictability and absence of real-life applications often dissuade investors from jumping in.

Dogecoin (DOGE) and Shiba Inu (SHIB) are in the 15 tokens by market capitalization despite these perceived drawbacks. The latter saw the most remarkable shoot of the two, growing more than 60,000,000% in 2021 alone.

Since then, the crypto community has taken meme coins more seriously. Some whales and crypto projects buy into DOGE and SHIB as a store of value for the future.

A few meme coins have deviated from the norm of not having a use case, real-life application, or a practical infrastructure that assures the growth of the token and project. Mehracki is one of those. The project aims to transform for the better how meme tokens are perceived by crafting a framework that makes the project enticing enough while also retaining fundamental meme elements.

A major goal of Mehracki's is to bring popular cryptocurrency concepts to the general public's attention. Mehracki, in contrast to older, related projects, introduces holders to next-generation concepts such as participation rewards, non-fungible tokens (NFTs), decentralized exchanges, and more.

Introduction

Mehracki ($MKI) is a community-driven feel-good meme token built on Solana and developed to make users less worried by generating wealth for investors and championing feel-good moments and activities for people worldwide. The word Meraki (pronounced may-rah-kee) is an adjective that describes putting any of the trinity of soul, creativity, and love into whatever one does.

The things we love doing include being one of the frontrunners for the revolution of the meme coin sector and sponsoring activities and causes that will cause the masses less worry.

The creators of Mehracki have changed the spelling to reflect how more and more crypto users are feeling – "meh." Crypto users are becoming bored and tired of the repetitive coins and tokens sprouting in the industry, and the creators of Mehracki want to put the 'love' back into 'meh.'

Real-life applications of Mehracki will revolve around cheap, fast, and borderless transactions, with a primary focus on industries we categorize as feel-good — hospitality and tourism. We believe that providing services strictly for the above sectors will foster communism, understanding, and the merger of beliefs.

Right out the gate, users will be able to make transactions using MKI tokens, run customers loyalty tokens, bypass costly intermediaries, first-hand access info on consumers' behavior for improved services, put together a referral and feedback system, and other similar activities.

Over time, we seek to make Mehracki an ecosystem encompassing a utility token, feel-good NFTs, DAO, staking and yield farming, and a marketplace where tourist and hospitality businesses will be showcased with honest reviews.

Motivations & Vision

Mehracki's mission is to revitalize the lost art of taking care of oneself and worrying less by creating an ecosystem supporting tourism, travel ventures, and meme sharing. In addition, creating an enthusiastic community about unwinding after exposure to stressors is essential, as this culture will build gradually and spread across cultures, one laugh at a time.

The vision of Mehracki is quite simple, to promote health and a quality lifestyle through memes and touring the world, using blockchain as the tool. However, the unquantifiable nature of human wellbeing has made it complex for experts to create a direct linkage to blockchain applications in sectors.

Considering the many events the masses have had to sit through the last few years, a few uninterrupted laughs through meme sharing and the thrill of discovery and traveling are causes we are willing to champion for the community.

Mehracki's Vision Values

Longevity
Mehracki is in it for the long haul, and all new advances are continually being published in the whitepaper and press releases.

Community
We highly support many independent, free group initiatives in development, community self-management, and various other areas!

Transparency
Developments, Milestones, and any other progress reports are shared openly and transparently.

Scalability
Everybody can use Mehracki since it is built to scale and allows for very modest value transactions. As a result, users enjoy cheap and fast transactions.

What Makes Mehracki Superior to Other Meme Tokens?

Meme tokens have come under more scrutiny and second-guessing than any cryptocurrency category due to the absence of real-life applications, use cases, and utility of the tokens. Here are a few reasons why we are different and are ahead of the competition:

Utilitarian Model

The utility is integral to the success of a token as the blockchain industry becomes increasingly competitive; hype, buzz, and influencing marketing can only do so much. The Mehracki coin, $MKI, verifies and authenticates transactions on the ecosystem. The token also serves as a unitary value exchange between customers and hospitality businesses.

Incentivized Adoption

Most meme tokens do not incentivize the adoption of tokens. Instead, with no rewards, they depend on community rallying and hype to promote adoption. However, Mehracki has several incentives for adoption and even goes a step further to gamify milestones for increased loyalty.

Real-Life Application

Users will not need to exchange or swap $MKI for other tokens to pay for goods or services. Thanks to the immense network of partnerships with hospitality outlets and DeFi-capable NFTs, holders are assured of being in control and not worrying about foreign exchange and multiple fees for swaps.

The Mehracki Ecosystem

The Mehracki ecosystem is built simple, interactive, and usable by the masses, delivering on our word of making you worry less. Although the platform is based solely on the hype and the buzz around meme tokens, Mehracki has a few real-life applications to boost its utility.

$MKI: The Mehracki Token

Feel good and worry less with $MKI, the official utility token of the Mehracki ecosystem. The token will be the symbol of verification and authentication of transactions made within our platform. Payments with $MKI will be gamified with several rewards at different milestones to promote the use of the token.

Transactions will be gamified based on merchants purchased from, the amount spent, and active referrals. Each level attracts a reward and discount on certain services. This will create a more wholesome experience for users and their loved ones while also staying within budget.

Using Mehracki will not be entirely free. Each transaction attracts a 0.5% charge which will be used to maintain the ecosystem through staking rewards, liquidity pool, incentivizing payments with $MKI, and rewarding developers' contributions to her network.

With the tourist centers, hospitality merchants, and end-consumers benefiting from the elimination of mediating financial institutions, transaction volume will grow in leaps, especially as parts of the world are yet to open to tourists because of the COVID-19 pandemic. An increase in transaction volume translates to an increased token utility, which will ultimately increase the unit valuation of $MKI.

Smart Contract

Solana is a new, high-performance, permissionless blockchain that delivers quick, inexpensive, and scalable transactions and supports smart contracts written in Rust, C++, and C. Smart contracts are a broad form of transaction. These are programs that execute on each node and modify the state. Essential criteria of Mehracki's Smart Contract include:

- Reduce the cost of transactions.

- Secure: guarantee increased security.

- Free of third parties: reduce the dependency on trusted intermediaries.

- Near real-time execution: Mehracki's smart contracts will be autonomous and decentralized and will operate automatically. Once deployed, they cannot be modified or controlled by a central authority (like banks, brokers, or even by the network).

- Help automate legal obligations.

To maximize democracy, Mehracki's smart contracts allow the agreement procedure to be established by the parties themselves. Participants define the norms and restrictions for the construction of the smart contract, which they then deploy upon mutual consent.

Governance

Mehracki is a community-driven meme coin. As such, we intend to create a system where active holders of MKI tokens will control the platform. These users can send in proposals for changes in the operation of the Mehracki platform and vote should there be a tie in a decision to be made by the core team.

Each voter's voting power will be based on an accumulation of points from their native token balance, on-chain and off-chain activity, and NFT ownership. Governance helps the core team make final but critical decisions while also carrying the community along. Activities that may demand the governing body to swing into action include:

- Adding and removing assets from the liquidity pool

- Decisions bordering strategic partnerships

- Yield farming

- Taxes on transactions and how they are used

- Tourist attractions and hospitality spots to receive donations

Mehracki Feel-Good Non-Fungible Tokens (NFTs)

$MKI holders will be gifted NFTs to represent their new spending milestone and status. The higher the level, the rarer the NFT, and the more it will fetch on an NFT marketplace. NFTs will also account for users voting weights in a system closely modeled after DAO. Also voting power is dependent on active participation and engagement in the platform.

Tourist centers, hotels, and restaurants can create NFTs that serve as priority reservation bookings, discounts on specific services, and access to tailored experiences. The proceeds from selling these NFTs can be used for renovating their hotels/restaurants or even acquiring the services of personnel to revamp tourist attractions and their respective hospitality businesses. This way, enterprises create better tourist and vacation memories and an atmosphere where worries are foreign.

Staking and Yield Farming

The DeFi space is expanding, and that is undeniable. Businesses and individuals alike seek to take advantage of innovative decentralized financial solutions. Decentralized finance has not only enhanced global financial inclusion but also increased the use and management of digital assets[1].

Obtaining yields on crypto assets is a popular strategy. Basically, it allows users to generate passive income by storing crypto assets in a liquidity pool. Staking, on the other hand, is an innovative method of pledging crypto assets as collateral in the case of blockchain networks that use the Proof-of-Stake algorithm.

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1.   https://101blockchains.com/staking-vs-yield-farming-vs-liquidity-mining/#:~:text=Yield%20farming%20is%20a%20proven,validate%20transactions%20on%20the%20protocol

Users and holders of MKI can earn passively by contributing crypto assets to liquidity pools. In simple terms, participants can earn passively by locking up their tokens in smart contract-gated liquidity, from which lenders can borrow. They are rewarded in the form of APY for enabling exchange and lending on the platform.

Staking involves participants donating $MKI tokens into a wallet to support the security and sustainability of a blockchain network. In return, they will be rewarded on a chain based on the amount of MKI tokens staked, duration of stake, and inflation rate. Earn 15% APY for staking for a minimum of 30 days.

Description of the LP

What is a liquidity pool? It's basically a smart contract that contains funds. In return for providing liquidity to the pool, LPs get a reward. That reward may come from fees generated by the underlying DeFi platform, or some other source.

Liquidity pools are one of the foundational technologies behind the current DeFi ecosystem. They are an essential part of automated market makers [AMM], borrow-lend protocols, yield farming, synthetic assets, on-chain insurance,– the list goes on.

Investors can contribute their funds to a liquidity pool and in exchange for providing their funds, they earn trading fees from the trades that happen in their pool, proportional to their share of the total liquidity.

The Mehracki Community

Nothing is more important than a sense of belonging in a business that is built on people exchanging valuable goods and services with one another. Mehracki has consciously harnessed the strength of its community as a diverse and ever-growing talent pool in order to further develop the Mehracki ecosystem and to further the Mehracki mission. It empowers the individuals within the organization through the use of decentralized governance and tools.

The Token Economics of $MKI

The projected distribution and allocation of Mehracki tokens are as follows:

Token Name: Mehracki   **Ticker:** $MKI   **Total Fixed Supply:** 1,000,000,000,000 MKI

Projected Token Distribution

Funding allocation from Token Sales
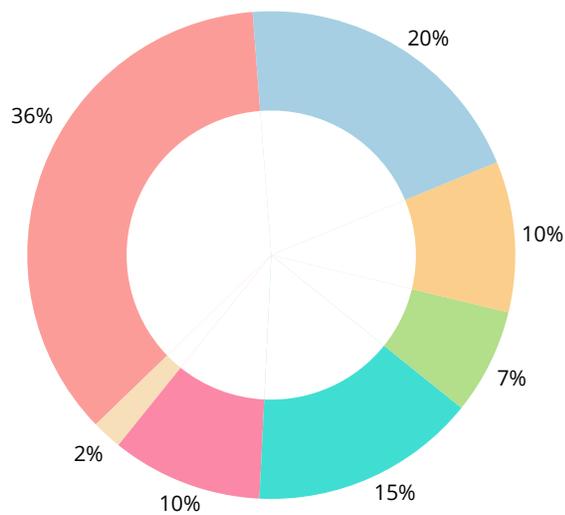
Projected Token Distribution legend:
- 🔴 Burn and Supply
- 🔵 Ecosystem
- 🟠 Incentives (referrals and yield farming
- 🟢 Development
- 🟢 Core Team
- 🔴 Marketing, Promotion, Growth Hacks, and Branding
- 🟡 Treasury
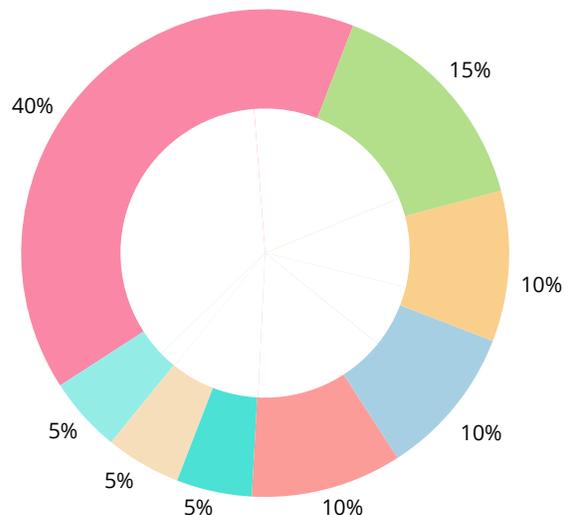
Funding allocation legend:
- 🔴 Product Research and Development
- 🟢 Marketing
- 🟡 Business Development
- 🔵 Operations
- 🔴 Reserves
- 🟢 Legal & Regulation
- 🟡 Partner/Investor
- 🟢 Contingency

Why Solana?

Lightning-Quick Transactions Speed

Tourism and traveling happen all year long, but there are seasons when tourist activities are at an all-time high. Many transactions are made during these times, which may "clog" the network. Solana is capable of fast throughput and speed transactions with near-zero downtimes[2]. With these features, business owners will worry less about delays in transactions. Users will not have embarrassing moments when payments refuse to go through.

Nominal Transaction Fees

Transaction fees of traditional financial systems are costly, especially when considering the quality of services rendered and its largely inefficient system. The average transaction on Solana is only a meager $0.00025[3]. A user will have to make 4000 such token transfers before they reach the one-dollar mark in transaction fees.

Limitless Scalability and Sustainability

Solana's infrastructure makes it possible for large amounts of data while also using memory. Solana can process a blistering 50,000 transactions per second with exceptionally low fees (less than $.01).This feature makes Solana a highly sustainable network to build on. It also allows smooth integration between projects built on the network. With Solana's current integration plans on Opensea, Mehracki Feel-Good NFTs will be open to a broader audience and give the project an even better ecosystem to thrive.

2.   https://blockworks.co/what-is-solana-everything-you-need-to-know-about-the-ethereum-rival/
3.   https://www.investopedia.com/solana-5210472

Solana has achieved high levels of scalability by leveraging the Proof of History and several other breakthrough innovations and thus making it the most suitable platform for the development of the MKI tokens

Customer Acquisition

The travel and tourism sector contributed over 10% to the global GDP in 2019, showing that it is one of the world's most important industries.[4] To tap into this market, we will need to plug into the inefficiencies of payments systems and the displeasures of enterprises in the sector. Some of the ingenious strategies we intend to use include but are not limited to:

Branding

Utilizing unifying feel-good events like carnivals and parades in strategic locations worldwide, we will put up banners and hand out freebies to create awareness of the Mehracki. Businesses will be enlightened on the much good using the Mehracki platform can bring their business, especially in the loss of sales due to foreign exchange, inefficient banking systems, and the allure of owning an NFT

Partnerships

Many hospitality and tourist outlets are getting crushed under the weight of heavy taxation from the authorities. Sometimes, in the absence of a flourishing business. We will exploit this crack and gap in the satisfaction of these businesses and create a mutually beneficial partnership. Think of casinos in Monte Carlo, bars by the beaches of Hawaii, Italian restaurants, and many more. An intricate network of alliances backed by incentivized transactions will get more users to come on board, and the cycle will be endless.

Growth Hacking

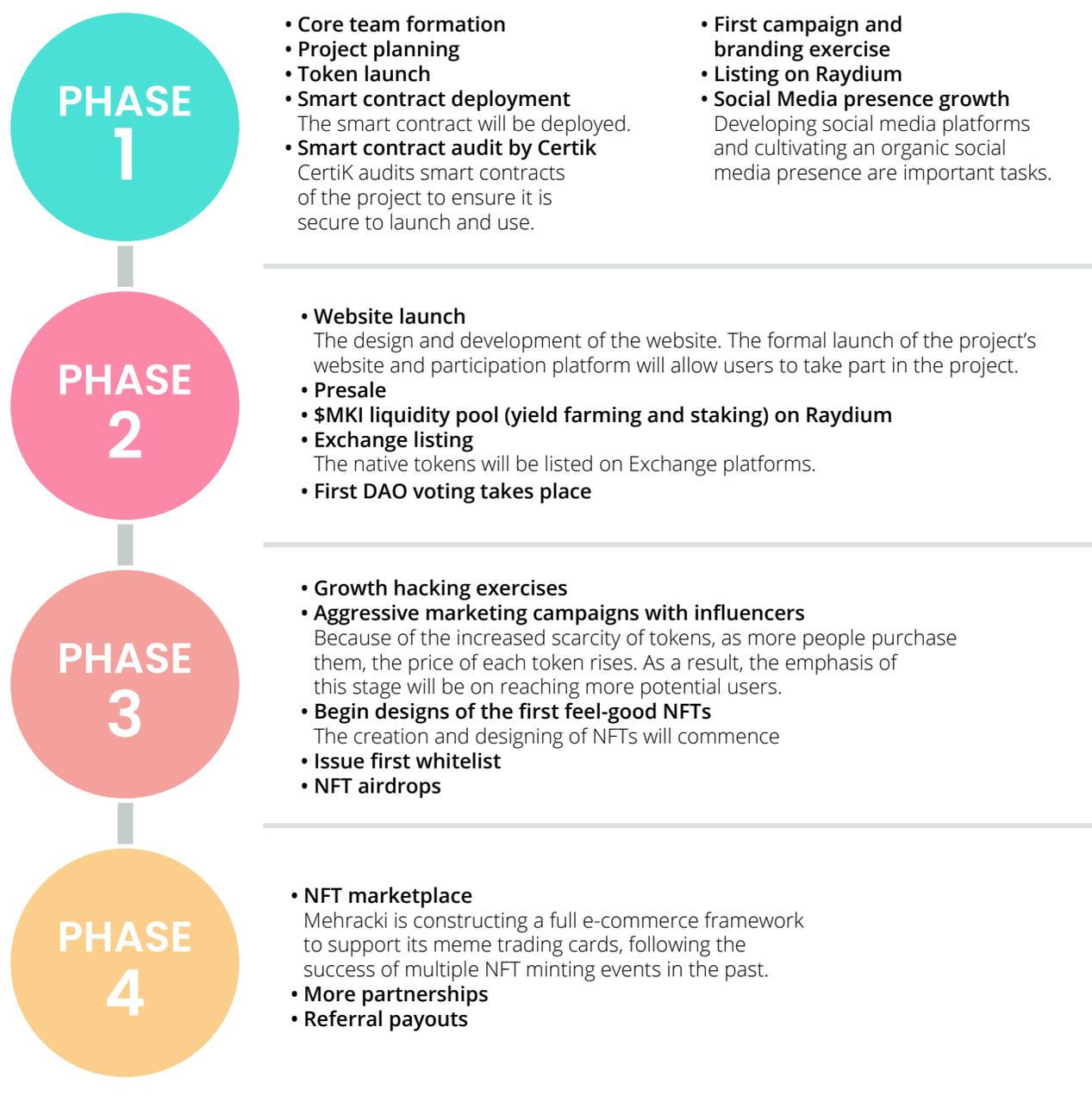The cryptocurrency world has been through some ups and downs, with the latter magnified by the mainstream media to forestall the growing hold the industry is having on the masses. This has made it even harder for blockchain-based projects to grow. Using out-of-the-box tricks, we will plan on infiltrating the circles of key figures in the hospitality and tourism business.

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4.   https://wttc.org/Research/Economic-Impact

Roadmap

This section outlines the major developments that will be necessary to facilitate the widespread use of Mehracki. Mehracki intends to spur the development of both technology and its ecosystem through a collaborative effort.

PHASE 1

- **Core team formation**
- **Project planning**
- **Token launch**
- **Smart contract deployment**
  The smart contract will be deployed.
- **Smart contract audit by Certik**
  CertiK audits smart contracts of the project to ensure it is secure to launch and use.
- **First campaign and branding exercise**
- **Listing on Raydium**
- **Social Media presence growth**
  Developing social media platforms and cultivating an organic social media presence are important tasks.

PHASE 2

- **Website launch**
  The design and development of the website. The formal launch of the project's website and participation platform will allow users to take part in the project.
- **Presale**
- **$MKI liquidity pool (yield farming and staking) on Raydium**
- **Exchange listing**
  The native tokens will be listed on Exchange platforms.
- **First DAO voting takes place**

PHASE 3

- **Growth hacking exercises**
- **Aggressive marketing campaigns with influencers**
  Because of the increased scarcity of tokens, as more people purchase them, the price of each token rises. As a result, the emphasis of this stage will be on reaching more potential users.
- **Begin designs of the first feel-good NFTs**
  The creation and designing of NFTs will commence
- **Issue first whitelist**
- **NFT airdrops**

PHASE 4

- **NFT marketplace**
  Mehracki is constructing a full e-commerce framework to support its meme trading cards, following the success of multiple NFT minting events in the past.
- **More partnerships**
- **Referral payouts**

AML \ KYC

AML means Anti Money Laundering while KYC means Know Your Customer.

AML, or Anti-Money Laundering, is a set of regulations and laws designed to prevent certain illicit practices. In many cases, parties who seek funding for illegal or terror-related causes may run acquired funds through several steps to make it seem like their resources were obtained legally. For instance, money earned from selling illegal substances could be "laundered" through various steps to make it appear as if it came from a legitimate source.

Know Your Customer (KYC) policies are used to support AML laws. The key principle of KYC is to make sure the bank or financial entity avoids being used by other parties for money laundering, and it does this by gaining certain information from potential clients and customers. Due diligence effort is necessary in order to make sure one avoids doing business with criminal or terrorist elements as well as to maintain compliance with federal and state laws.

As Crypto exchanges become increasingly widespread, regulators are expanding their reach to manage crypto exchanges and enforce robust KYC/AML checks. This effort will harmonize identity verification and anti-fraud efforts across all financial exchange types and we also hope to flow along with this security check in the $MKI Ecosystem to serve you better and to make investments safe and convenient for all.

Disclaimer

Regarding the legal and tax ramifications, as well as other elements of the $MKI token, you should consult your own advisors. The $MKI token is a Community Token that can be bought and sold on secondary marketplaces. This Whitepaper is not a prospectus and is not an offer to the public of financial instruments and/or securities, nor is it an offer in connection with a collective investment scheme. This whitepaper, the $MKI token, and the use, holding, and trading of the $MKI token confer no rights, express or implied, other than the ability to trade on DLT exchanges following the $MKI token's admission to such trading.

The Issuer's $MKI token do not constitute or confer any ownership, share, security, or comparable rights, intellectual property rights, or any other kind of participation in the Issuer. The holder of a $MKI token does not have any rights to acquire any such interest or entitlement in the Issuer. Furthermore, the Issuer is not obligated to repay any investment made as a result of this Whitepaper in any form. This Whitepaper does not imply that the information included in it is correct and complete after its publication date, or that any information provided in conjunction with it is totally accurate at any time after the date on which it is provided.

The information and content in this Whitepaper are based on current practices and legal considerations at the time the Whitepaper was written, and are subject to change as a result of any possibly applicable external regulatory factors.

Payments and/or incentives delivered in the form of $MKI token ("$MKI token"), which are cryptocurrencies subject to a high degree of risk and volatility, and which may be illiquid and difficult to value, may be available or may become available in the future on the Foundation[1] website.

You understand, admit, agree, covenant, represent, and warrant to Mehracki the following as a condition prior to your participation in any of the Mehracki's Programs:

(A) You must conduct your own investigations and evaluations of any digital cryptocurrencies/tokens (i.e. $MKI token) that will be distributed in accordance with the Foundation Programs' relevant terms and conditions;

(B) You must be aware of the legal and regulatory obligations that apply to you in connection with the acquisition, holding, trading, and disposition of $MKI token Incentives after delivery, as well as the income and other tax consequences of such acquisition, holding, trading, and disposition;

(C) notwithstanding anything contained herein to the contrary, you specifically acknowledge and agree that trading and/or transaction in/ with $MKI token may be prohibited in certain jurisdictions including, without limitation, UNITED STATES OF AMERICA AND ITS TERRITORIES, CANADA, DEMOCRATIC PEOPLE'S REPUBLIC OF KOREA (NORTH KOREA), CUBA, SYRIA, IRAN, SUDAN, CRIMEA REGION OF UKRAINE, PEOPLE'S REPUBLIC OF CHINA ("Excluded Jurisdictions");

THE $MKI TOKEN'S UTILITY OR THE PROJECT DESCRIBED IN THIS WHITE PAPER ARE NOT GUARANTEEED TO BE DELIVERED.

BY AGREEING TO THESE TERMS AND CONDITIONS AND PARTICIPATING IN THE MEHRACKI ECOSYSTEM, YOU ARE WAIVING YOUR RIGHTS. YOU AGREE TO HAVE NO RECOURSE, CLAIM, ACTION, JUDGMENT, OR REMEDY AGAINST MEHRACKI IF THE UTILITY OF THE $MKI TOKEN OR THE PROJECT DESCRIBED IN THIS WHITE PAPER IS NOT DELIVERED OR REALISED BY PARTICIPATING IN THE MEHRACKI'S $MKI TOKEN SALE. WE STRONGLY URGE YOU NOT TO PURCHASE ANY $MKI TOKEN IF YOU ARE UNCERTAIN ABOUT ANYTHING IN THIS WHITE PAPER OR IF YOU ARE NOT PREPARED TO LOSE THE MONEY YOU SPENT PURCHASING $MKI TOKENS.

BEFORE PARTICIPATING IN THE MEHRACHI ECOSYSTEM $MKI TOKEN SALE OUTLINED IN THIS WHITE PAPER, WE RECOMMEND THAT YOU CONSULT LEGAL, FINANCIAL, TAX, AND OTHER PROFESSIONAL ADVISORS OR EXPERTS FOR FURTHER GUIDANCE. YOU ARE STRONGLY ADVISED TO SEEK INDEPENDENT LEGAL ADVICE ON THE LEGALITY OF YOUR PARTICIPATION IN THE TOKEN SALE IN YOUR JURISDICTION.

$MKI TOKEN ARE NOT IN ANY WAY SHARES OR SECURITIES. YOU ARE NOT ENTITLED TO ANY OWNERSHIP OR OTHER INTEREST IN MEHRACKI AS A RESULT OF THEM. THEY ARE SIMPLY A METHOD BY WHICH YOU MAY BE ABLE TO USE CERTAIN SERVICES ON A YET-TO-BE-DEVELOPED PLATFORM. THEREFORE, THERE IS NO GUARANTEE THAT THE PLATFORM WILL BE DEVELOPED AT ALL

Risks

Below is a non-exhaustive list of the primary risk factors that the Company considers to be significant in relation to the token's trading and/or use. These risk considerations should be taken into consideration alongside all other information provided in the Whitepaper and participants are recommended to check with their professional advisers (including their financial, accounting, legal, tax, or technical advisers or experts).

The risk of losing access to $MKI Tokens due to the loss of private key(s), a custodial error, or a participation error is as follows:

A wallet is required for the acquisition, storage, and disposal of $MKI Tokens. The participant acknowledges that he is responsible for establishing the Wallet with a third-party provider to retain $MKI Tokens and for taking acceptable security measures to protect the wallet. As a result, if the requisite private key(s) associated with the Wallet holding $MKI Tokens are lost, the $MKI Tokens and any other cryptocurrencies and/or tokens will be lost as well. Additionally, any third party that has access to such private key(s), including through the Participant's Wallet's login credentials, may be able to misappropriate the Participant's $MKI Tokens. Any errors or malfunctions caused by or relating to the Wallet used by the Participant to receive and hold $MKI Tokens, including the Participant's own failure to properly maintain or use such Wallet, or caused by the Participant's choice of third party provider for the Wallet, may also result in the loss of $MKI Tokens.

Hacking Risks and Security Flaws:

Denial of service attacks, Sybil attacks, spoofing, smurfing, virus attacks and any other similar events that could have an influence on $MKI Tokens and the services the Company may offer from time to time may be attempted by hackers or groups of hackers.

The risk of security flaw in the Smart Contract, the Website, or the source code of the $MKI Tokens, or in any associated software and/or infrastructure:

There is a possibility that the Smart Contract, the Website, or the $MKI Tokens may have inadvertent flaws or vulnerabilities in the source code, preventing users from using or losing $MKI Tokens. Updates and modifications may have unwanted or unforeseen consequences for $MKI Tokens.

Risk of not Listing or Low/No Liquidity:

Exchanges may be subject to unclear governmental control, and the Company makes no representations or warranties about exchange service providers. Users, including the participant, may be subject to fraud and failure in connection with those exchanges. There is no guarantee that an active secondary market for $MKI Tokens will develop or continue to develop.

Risk of Uninsured Losses:

Unlike bank accounts or accounts with financial organisations, $MKI Tokens are not covered unless the participant buys private insurance particularly for that purpose. There is no public insurer for the loss of $MKI Tokens.

Internet Transmission Risks:

There are threats connected with the use of $MKI Tokens, including the failure of hardware, software, and Internet connections, as well as other technologies on which $MKI Tokens rely. These failures may cause communication breakdowns, mistakes, distortions, or delays when utilising $MKI Tokens or the Website.

Risk of Price Fluctuations:

The quotation of the $MKI Tokens can fluctuate presenting a challenge to model and estimate the future market behaviour even for seasoned cryptocurrency traders. Native cryptocurrencies associated with the internal working of the networks to which the $MKI Tokens is deployed are also subject to fluctuations that directly and indirectly could impact the token's value in the market. The Participant must comprehensively acknowledge price fluctuation risks of the cryptocurrency market and that still cryptocurrencies are traditionally subject to these significant price fluctuations that are beyond the control of the Company and driven mostly by exterior or market forces. The Participant also recognises their $MKI Tokens value can go down as well as up and they could lose some or all of their investment.

Other Risks:
The Participant acknowledges and accepts the inherent risks connected with $MKI Tokens, including, but not limited to, risks associated with money laundering, fraud, exploitation for criminal purposes and any other unanticipated dangers. If any of the risks described in the terms are unacceptable to the Participant and the Participant is unable to comprehend them, the Participant should refrain from acquiring, holding, or using $MKI Tokens.

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