MINGO

Executive Summary

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MINGO is a Web3 platform focused on solving a clear and scalable problem: the broken state of event ticketing.

Using Hedera Hashgraph's enterprise-grade infrastructure, MINGO provides event organizers and attendees with a secure, transparent, and fraud-resistant ticketing solution. This isn't a proof of concept. It's a live, working product with real partnerships, live ticket sales, and direct user acquisition channels already in motion.

MINGO's strategic focus is to onboard the next wave of users into Web3 by meeting them where they already are — events, games, and entertainment. Our mobile-first app simplifies the entire user journey, from wallet creation to ticket purchase to in-app gameplay and rewards. The experience is intuitive by design. Users don't need to know they're interacting with blockchain, they just know it works.

The MINGO ecosystem includes:

- **MINGO Tickets**
  Blockchain-powered ticketing that offers real ownership, resale controls, revenue share mechanisms for organizers, and a fully traceable secondary market.
- **MINGO Play**
  Lightweight mobile games like AstroKarts that drive engagement, increase on-chain activity, and extend user lifetime value.
- **MINGO Wallet**
  A single interface for users to store tokens, swap assets, and access the full MINGO ecosystem without ever leaving the app.

Every layer of the product is tied to the $MINGO token. Users can buy tickets, game assets, and other ecosystem content directly with $MINGO. Revenue from ticket sales includes automated token burns, helping to manage supply. Our games distribute rewards in $MINGO, and partners or organizers use the token to unlock advanced functionality and stake access to premium features.

We're not building for speculation, we're building utility. $MINGO is a core part of the user journey, driving real transactions and engagement across all verticals. The token isn't an add-on. It's how the system runs.

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Introduction

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As the digital world expands, new forms of ownership, value, and engagement are emerging through assets like cryptocurrencies and NFTs. However, the user experience remains fragmented and often inaccessible. Many blockchain platforms struggle with scalability, high fees, and intimidating interfaces. For everyday users, managing digital assets can be clunky, confusing, and disconnected, leaving a massive gap between innovation and adoption.

Introducing MINGO

MINGO addresses these challenges head-on. Built on Hedera Hashgraph, MINGO provides a scalable, secure, and energy efficient platform for managing, transacting, and enjoying digital assets. Whether you're buying a ticket to a real world event, collecting NFTs, or playing Web3 games, MINGO brings it all into one seamless, intuitive ecosystem.

MINGO's Vision & Scalability

We're building toward a future where Web3 complexity fades into the background. While some blockchain elements are still visible to the user today, our long-term goal is to abstract this entirely, making interactions with digital assets feel as natural and effortless as traditional apps.

Our current products, MINGO Tickets, MINGO Play, and MINGO Market, serve as the foundation for a much broader digital entertainment ecosystem. These verticals are chosen for their clear product-market fit, giving us a focused runway while building out scalable infrastructure to support future expansion across entertainment, commerce, and beyond.

Our Commitment

We're not here to chase hype. We're here to build lasting value. MINGO is committed to continual product refinement, strategic partnerships, and unlocking real-world utility for users and partners alike. Every step we take is in service of making digital experiences more useful, more enjoyable, and more accessible for everyone.

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Hedera Hashgraph

At the core of the MINGO platform is Hedera Hashgraph, a next-generation distributed ledger technology chosen for its exceptional capabilities that far surpass traditional blockchain systems. Unlike blockchain, Hedera Hashgraph employs a unique consensus algorithm known as 'gossip about gossip' combined with virtual voting, which results in faster, fairer, and more secure transactions.

Key Advantages of Hedera Hashgraph

- **Speed**: Hedera Hashgraph processes transactions at significantly higher speeds compared to traditional blockchains, supporting up to 10,000 transactions per second (TPS) with minimal latency. This capability is crucial for ensuring that MINGO's applications, from gaming to ticket sales and redemptions, operate smoothly and efficiently in real-time.
- **Security**: With asynchronous Byzantine fault tolerance (aBFT), Hedera provides the highest-grade security achievable, safeguarding against attacks and ensuring no single point of failure. This security protocol is vital for maintaining the integrity and trustworthiness of all transactions within the MINGO ecosystem.
- **Fairness**: The consensus algorithm of Hedera Hashgraph ensures that no single participant can control the order of transactions, a common concern in many blockchain environments. This fairness is integral to applications like MINGO Market, where transaction order can significantly impact market dynamics.

- **Energy Efficiency**: Unlike proof-of-work (PoW) blockchain networks, Hedera Hashgraph's consensus mechanism requires significantly less energy, making MINGO an environmentally friendly choice. This efficiency aligns with our commitment to sustainability and responsible innovation.

Architectural Overview of MINGO

MINGO leverages Hedera's features to create a robust digital ecosystem:

- **Scalable Network Design**: Designed to scale effortlessly with demand without compromising on speed or security, MINGO's network architecture ensures that as the user base grows, system performance remains optimal.
- **Cross-Platform Integration**: MINGO's architecture supports seamless integration across different platforms and services within the ecosystem, such as MINGO Wallet, MINGO Play, and MINGO Tickets. This integration ensures users can interact with various services without friction, enhancing the user experience.

Innovating for the Future

Looking ahead, MINGO plans to continue exploring emerging technologies that align with our vision of a seamless and secure digital asset ecosystem. This includes ongoing assessments of blockchain innovations and potential integrations to keep MINGO at the forefront of technological advancement.

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Seamless Integration Across Services

The MINGO ecosystem is designed as a cohesive and interconnected platform where each component enhances the others, creating a unified user experience that simplifies the management and enjoyment of digital assets. At its core, the MINGO Wallet acts as the central hub, connecting services like MINGO Play, MINGO Market, and MINGO Tickets, allowing for seamless transactional flows and a consolidated user interface. This integration ensures that users can easily navigate between different services without the need for multiple accounts or disjointed processes, fostering a robust environment where digital assets are easily accessible, manageable, and enjoyable.

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MINGO Wallet

Your Gateway to Digital Asset Management

MINGO Wallet is engineered to offer a secure, intuitive, and versatile solution for managing cryptocurrencies and NFTs. Built on the Hedera Hashgraph platform, it ensures top-tier security and speed, catering to both novice and experienced web 3 users.

Features:

- Progressive Web App
- HTS-asset support for cryptocurrencies and NFTs.
- Integrated with MINGO Market, MINGO Tickets, and MINGO Play for direct transactions.
- Enhanced security protocols to protect user assets and data.
- User-friendly interface that lowers the entry barrier for new users.
- Simple wallet recovery with Magic Link

Functionality:

- Acts as the central hub that links all other ecosystem components.
- Allows for nearly real-time transactions and updates, reflecting changes across the platform instantaneously.
- Supports staking and rewards distribution.

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MINGO Play

Casual Gaming with Play-to-Earn Models

MINGO Play introduces a gaming platform where players can earn rewards through gameplay. Integrating directly with MINGO Wallet, it offers a seamless experience for managing and utilizing in-game winnings.

Features:

- A variety of games with play-to-earn mechanics.
- Direct integration with MINGO Wallet for accessing and utilizing digital earnings.
- Community-driven events and tournaments that enhance user engagement.

Functionality:

- Enables gamers to earn MINGO tokens through skill-based gameplay.
- Facilitates easy transfer of assets between the game environment and the wallet.
- Links with MINGO Market for trading in-game assets and NFTs created or earned within games.

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Revenue Model

MINGO's revenue model is designed to ensure the platform's long-term sustainability and growth. Through diversified revenue streams that leverage the unique capabilities of the Hedera Hashgraph technology, MINGO creates economic value while enhancing user engagement and ecosystem health. Here’s an overview of how MINGO generates revenue from its integrated services:

MINGO Tickets

MINGO Tickets implements a competitive pricing strategy that includes a combination of a percentage commission and a fixed fee per transaction. Specifically, MINGO charges a 6% commission plus $0.55 per ticket sold. This structure is strategically priced below industry standards, where commissions can be as high as 12.5%, making MINGO an attractive option for event organizers. This fee structure not only ensures the platform's profitability but also enhances its appeal in the event ticketing space.

Example Calculation: For a major event like a concert with ticket sales totaling $13.5 million from 90,000 tickets at $150 each, MINGO would generate $860,000 in commission revenue, providing substantial funds to support platform operations and strategic reinvestments.

MINGO Market

The MINGO Market, our NFT marketplace, generates revenue through transaction fees. A 2% commission on each sale within the marketplace is standard, supporting the ecosystem while remaining competitive with other NFT platforms. These fees are used not only to cover operational costs but also to reinvest in platform enhancements and marketing efforts to attract new users and creators.

Example Calculation: If an NFT drop results in $1.5 million in sales, MINGO would collect $30,000 in transaction fees.

MINGO Play

MINGO Play monetizes through a variety of mechanisms:

- **In-app Purchases**: Players can buy in-game assets, power-ups, or special abilities using MINGO tokens.
- **Subscription Services**: Premium content, exclusive game features, or third-party games accessible via subscription.
- **Entry Fees for Tournaments**: Players can enter competitive play-to-earn tournaments, with a portion of the entry fees allocated as prizes and the remainder contributing to revenue.

Wallet Transactions

A minimal transaction fee of $0.01 is charged for each transfer or transaction within the MINGO Wallet, involving the sending of any NFT or amount of tokens. This fee structure is designed to be low enough to encourage frequent transactions while generating revenue to support wallet infrastructure and enhancements.

Long-Term Strategy

MINGO’s long-term strategy focuses on reinvesting a significant portion of its earnings back into the ecosystem to fuel growth and expansion. Revenue generated across MINGO’s platforms is allocated to fund technological upgrades, enhance user interfaces, expand marketing campaigns, and develop new features that attract a broader user base.

The diversified revenue model of MINGO ensures a balanced approach to generating income, maintaining competitive pricing, and reinvesting in the ecosystem. By aligning revenue generation with user growth and platform development, MINGO is poised to sustain and expand its market presence, providing value to users and stakeholders alike.

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MINGO Ticket

Innovative Ticketing Powered by Blockchain Technology

MINGO Tickets transforms event ticketing by leveraging blockchain to create NFT-based tickets, which are secure, unique, and tradable. Integrated with MINGO Wallet it offers a novel approach to buying, storing, and selling event tickets.

Features:

- Creation and distribution of NFT tickets for events.
- Enhanced security features that prevent fraud and ensure ticket authenticity.
- Capability for users to resell or trade tickets securely via the blockchain.

Functionality:

- Seamless integration with MINGO Wallet for immediate ticket delivery and management.
- Enables event organizers to issue tickets directly from the platform, reducing complexity and costs.
- Provides a new layer of engagement for eventgoers, turning tickets into collectible items with potential value appreciation.

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MINGO Market

A Marketplace For NFTs And Digital Assets

MINGO Market is an NFT marketplace that allows users to buy, sell, and trade digital assets in a secure and efficient manner. It is deeply integrated with MINGO Wallet, providing a seamless transaction experience.

Features:

- Range of NFTs including art, tickets, gaming assets, and more.
- Advanced search and filter tools to easily navigate the marketplace.
- Pay with Credit Card, HBAR and MINGO

Functionality:

- Direct purchasing and selling from MINGO Wallet, streamlining user transactions.
- Automatic updates of asset ownership within the user's MINGO Wallet.
- Facilitates users to create NFT collections and tokenise digital assets

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Token Overview

The MINGO token (MINGO) is the lifeblood of the MINGO ecosystem and is designed to drive and facilitate activities across the platform. As a utility token, it serves multiple critical functions within the ecosystem, from facilitating transactions and access to services, to rewarding users and incentivizing behaviors that contribute to the health and growth of the platform.

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Token Distribution Breakdown

The MINGO token ($MINGO) has a total fixed supply of 3.65 billion tokens, carefully structured to ensure long-term sustainability, incentivize key stakeholders, and support the platform's evolution. Below is a breakdown of how this supply is allocated to foster healthy ecosystem growth, team alignment, user acquisition, and liquidity provision.

Private Sale - 11% (401.5 million)

Allocated to early investors, these tokens provided the initial capital necessary for the development and operational setup of the MINGO project. These tokens are already in circulation, offering early backers immediate participation in the ecosystem.

Initial Coin Offering - 13% (474.5million)

Aimed at widening the token holder base, these tokens were offered to the public to enhance liquidity and foster broader community involvement. Originally issued as ERC-20 tokens in 2017, a bridge to transition these to the Hedera Hashgraph platform is scheduled for phased distribution between Q1 2025 and Q4 2025.

Team - 26% (949 million)

Founders: These tokens are allocated to the founding team in recognition of their vision and early contributions, already in circulation to incentivize ongoing support and development.

Team: This allocation covers key team contributors, with vesting structures designed to incentivize long-term commitment and performance. Initial allocations began in 2021 and new allocations are made as team members join, with most distributions subject to a 12-month cliff and multi-year unlock schedule tied to product milestones and platform growth.

Contingency - 1% (36.5 million)

Reserved for unforeseen needs, ensuring flexibility and readiness to address future challenges or opportunities.

Ecosystem Growth - 18% (657 million)

This fund is dedicated to future developments and expansions of the MINGO platform. Tokens from this fund are unlocked based on performance and the number of tickets sold through the platform.

Advisors - 1% (36.5 million)

Allocated to advisors who offer strategic guidance and expert insights. To date, only half of these tokens have been allocated and are typically vested over a period to ensure advisors' contributions are aligned with MINGO’s long-term success.

Community Rewards - 25% (912.5 million)

A significant portion is earmarked for community and engagement activities. This allocation highlights the commitment of MINGO to grow its user base and maintain a vibrant, active community.

Exchange Liquidity - 5% (182.5 million)

Allocated to ensure sufficient liquidity on exchanges, facilitating smooth trading and access for all users wishing to buy and sell MINGO tokens.

Category	Allocated	Circulating
Private Sale	401500000	401500000
ICO	474500000	474500000
Founders	72000000	40000000
Team	877000000	90000000
Advisors	36500000	
Ecosystem	657000000	
Community	912500000	50000000
Contingency	36500000	
Exchange Liquidity	182500000	
Total	**3650000000**	**1056000000**

Token Unlock and Distribution Framework

To promote long-term alignment and responsible distribution, team tokens are subject to vesting schedules tied to both time and performance. Allocations for team members and new hires include a 12-month cliff followed by annual unlocks contingent on key milestones such as platform usage and ticket sales growth.

Similarly, Ecosystem and Community Rewards tokens will be unlocked gradually in tranches based on MINGO’s operational growth, particularly cumulative ticket sales and active ecosystem metrics like user onboarding. This ensures that token distribution scales with real-world utility.

A detailed unlock forecast by year (2026–2032) and related performance targets will be included, along with assumptions for projected platform growth and liquidity benchmarks.

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Token Utility

MINGO tokens play a pivotal role in facilitating various transactions within the MINGO ecosystem. They are used across MINGO Market for purchasing NFTs, MINGO Tickets for buying event tickets, and within MINGO Play for handling in-game purchases. This widespread use across platforms ensures that MINGO tokens are integral to the ecosystem's operations, enhancing user experience and platform interconnectivity.

Transactions

MINGO tokens are essential for conducting transactions throughout the ecosystem:

- **Purchasing NFTs** on MINGO Market.
- **Buying tickets** via MINGO Tickets.
- **Handling in-game purchases** within MINGO Play.

These transactional uses keep MINGO tokens in circulation.

Staking Utilities

While staking is an important utility of MINGO token, it complements the broader utilities by providing additional benefits:

- **Access to Launches and Drops**: Staking tokens allow users to access new project launches and exclusive NFT drops on MINGO Launch, enhancing their investment and collection opportunities.
- **Guaranteed Ticket Allocations**: Users who stake tokens can secure spots for high-demand events available through MINGO Tickets.

Staking Options

MINGO offers tailored staking options to suit different preferences and outlooks:

- **Flexible Staking**: Provides a 5% APY, allowing for liquidity with a 24-hour withdrawal notice.
- **Vault Staking**: Offers a higher yield of 35% APY with a six-month lock-up period, catering to users seeking greater returns for their commitment.

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Deflationary Mechanisms

MINGO employs several deflationary mechanisms designed to gradually reduce the total supply of MINGO tokens, enhancing scarcity and value. These mechanisms are integral to our economic model, ensuring the long-term viability and appreciation of the token within the ecosystem.

Transaction Fee Burns

A portion of the MINGO tokens used for transaction fees across the various platforms within the ecosystem is permanently removed from circulation. This includes:

- **Ticket Sales**: From the 6% commission charged on MINGO Tickets, 1.5% of the total revenue generated in MINGO tokens is allocated to token buyback and subsequent burning.
- **NFT Marketplace**: Similarly, from the 2% commission on sales in the MINGO Market, 20% is dedicated to token buyback and burning.

Example Impact:

- In a high-profile event generating $850,000 in commissions, $255,000 worth of MINGO tokens would be burned, reducing the total token supply and helping to create upward pressure. At a token price of $0.10 this would result in a 0.07% reduction in the total supply

Staking & Lock-Up Periods

Staking MINGO tokens is a critical component of our ecosystem, serving a dual purpose of enhancing network participation and acting as a deflationary mechanism. By encouraging users to lock up their tokens, staking effectively reduces the number of tokens available for trading on the open market.

Deflationary Influence Through Token Lock-Up

- **Reduced Market Liquidity**: When users stake their tokens, particularly for participating in launch events or securing ticket allocations, these tokens are temporarily removed from circulation. This lock-up decreases the overall market liquidity, which can help stabilize or increase the token price by creating a scarcity effect.

While staking is an important aspect, it is part of a broader set of deflationary mechanisms designed to ensure the long-term viability and value appreciation of MINGO tokens. It complements other strategies such as transaction fee burns and reward distributions, providing a balanced approach to managing the token supply and encouraging sustainable growth.

Ecosystem Incentives & Rewards

Part of the MINGO token supply is allocated for community rewards and incentives. While this mechanism does not directly burn tokens, it slowly distributes tokens in a way that promotes holding and reduces market supply pressure:

- **Community Engagement**: Tokens awarded for content creation, platform engagement, or promotional activities are often subject to vesting or holding periods, which aligns community members' interests with the long-term success of the platform.

Long-Term Deflationary Outlook

The combination of these mechanisms ensures a consistent approach to reducing the total token supply of MINGO. By creating scarcity through token burns and encouraging long-term holding through staking and rewards, MINGO aims to enhance the intrinsic value of its token. This strategy is designed to not only preserve but potentially increase the token's value as the platform expands and the demand for the ecosystem grows.

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Community Rewards

The Community Rewards Campaign within the MINGO ecosystem is designed to enhance user engagement, reward long-term loyalty, and strategically increase the circulation of MINGO tokens. By creating a comprehensive rewards strategy, MINGO aims to foster a vibrant and active community, align user incentives with the platform’s growth, and extend the token's utility and presence.

Features And Rewards Mechanisms

Regular Rewards Events: MINGO will host regular reward events to maintain community excitement and engagement. These events will occur randomly, ensuring sustained interest and participation within the ecosystem.

Hodler Specific Rewards: A special program will reward long-term hodlers who keep their tokens staked within the ecosystem. The rewards will be proportionate to the duration and amount of tokens staked, incentivizing sustained investment and support of the MINGO platform.

Milestone Based Rewards: Rewards will be tied to specific, undisclosed milestones related to wallet activity and transaction volumes. This approach ensures genuine engagement and contribution to the ecosystem without the risk of gaming the system.

Social Driven Rewards: Active community members who promote MINGO through social media and other online channels will be rewarded. This method leverages organic growth and word-of-mouth promotion, which are crucial for authentic community building.

Collaborative Rewards with Partners: MINGO will collaborate with other platforms and projects for joint reward campaigns. These collaborations will introduce MINGO to new user bases, facilitating cross-platform engagement and enhancing the token's market reach.

Exclusive NFT Rewards: Periodically, exclusive NFTs will be available for the community to claim. These NFTs will offer various benefits within the MINGO ecosystem, such as enhanced staking yields or early access to ticket sales, adding unique value and utility.

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Community Rewards Portal

To facilitate the Community Rewards Campaign MINGO will launch a dedicated portal that tracks participant engagement. This app will feature:

- **User Registration**: Users will register by linking their Twitter account.
- **Dashboard**: The user dashboard will display points, list available "quests," and provide instructions for participating in activities to earn points.
- **Engagement Tracking and Point System**: Engagement will be quantitatively tracked, with points awarded for actions such as likes and retweets received on MINGO-related content. These points can later be exchanged for MINGO tokens, directly linking community engagement with tangible rewards.

Phase 1: How It Works

MINGO has set up reward initiatives aimed at motivating users to contribute to and engage with its ecosystem.

Generate MINGO related content, accumulate points, and earn MINGO:

1. Once the @mingoapps handle likes your tweet, it starts to collect points.
2. For every view your liked tweet garners, it earns 1 point.
3. Later, these points can be exchanged for MINGO.

Only MINGO-related content will receive our like. In essence, the more you spread the word about MINGO, the more MINGO you stand to gain.

Incentive for Genuine Participation

To ensure the integrity of the campaign, measures will be in place to detect and exclude bot-driven or fraudulent activities. This will safeguard the campaign's authenticity, ensuring that rewards are earned by genuinely engaged community members.

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