The MECCA project is a Solana chain-based initiative that leverages blockchain technology to connect diverse industries, including shopping, gaming, webtoons, and payment services, into a unified ecosystem.

MECCA

# MECCA PROJECT WHITE PAPER

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# 01. Introduction

## What is? MECCA Project

### With :

Solution of SOL BLOCK Chain
Tech Token

### Usage :

Shopping, Game, Webtoon
Online Payment of WEB 3.0

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The MECCA project is a Solana chain-based initiative that leverages blockchain technology to connect diverse industries, including shopping, gaming, webtoons, and payment services, into a unified ecosystem.

MECCA centers around the MECCA token to deliver innovative and tangible benefits to its users. By integrating the strengths of various industries through blockchain technology, MECCA offers a decentralized value ecosystem, providing users with a fair and transparent solution for enjoying the digital economy.

With the fast transaction speeds and low fees of the Solana chain, MECCA enables users to shop efficiently, enjoy gaming, consume webtoon content, and make payments with ease.



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# 02. Overview of the MECCA Project

The MECCA project is an innovative solution that establishes a blockchain-based integrated value ecosystem, connecting diverse services such as shopping, gaming, webtoons, and payment systems through the MECCA token.

While MECCA DApps and platforms in each sector operate independently, they provide an environment where a single MECCA token can be seamlessly used across shopping, gaming, webtoons, and payment services. Additionally, users can earn or utilize MEA tokens through various activities such as game play rewards, shopping incentives, and content payment benefits.

## MECCA Project Rewards -
## Game play rewards, shopping rewards, content payment benefits, etc.

### Core Objectives

The MECCA project aims to revolutionize digital services through blockchain technology by advancing digitalization in sectors such as shopping, gaming, webtoons, and payments. It is designed to provide users with a more efficient and intuitive experience.

Users can actively engage with the MECCA platform, earn rewards, and freely utilize tokens across various sectors. Additionally, MECCA plans to develop and deliver blockchain-based DApps and integrated web platforms to expand its ecosystem into diverse economic frameworks. Through strategic partnerships, MECCA will enhance the versatility and scalability of its platform, progressively increasing its influence in the global market.

### Key Features

*Based on the Solana Chain*

- High-speed transaction processing.
- Low transaction fees.
- Optimized environment for global scalability.



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### *Diverse Services and Integration*

- **Shopping Platform :** Payments and rewards powered by MECCA Pay.
- **Gaming Platform :** Play-to-Earn model offering MECCA token rewards.
- **Webtoon Platform :** Content payments and NFT-powered e-book marketplace.
- **Payment Solution :** Seamless online and offline payment systems.

### *MECCA Token-Centric Economy*

The MECCA token underpins an interconnected economic network, enabling activities such as payments, transactions, rewards, and participation in the broader cultural and consumption ecosystem. This supports a self-sustaining circular economic model.

### *Scalable Ecosystem*

MECCA continues to expand its ecosystem by integrating various DApps and blockchain-enabled web platforms, creating opportunities for both users and developers.

The MECCA project is not merely a collection of services but aims to harness the power of the MECCA token to generate synergy between services, building a sustainable blockchain ecosystem.



**MECCA Project =** **A Sustainable Blockchain Ecosystem**
**Economic Synergy through Web-Based Connectivity**



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# 03. MEA Token Overview

The MECCA token is the core utility token of the MECCA ecosystem, serving as a medium for payments, rewards, and transactions across platforms and DApps.

## Roles and Utilization of MEA Token



### 1. Payment Method

- **Shopping Platform :** Payments for goods and services using MECCA Pay.
- **Webtoon (NFT Book) Platform :** Payments and transactions for webtoon and net-cartoon content.
- **Gaming Platform :** Purchases of linked game items and characters.



### 2. Rewards and Incentives

- Token rewards for gameplay in the Play-to-Earn model.
- Cashback and rewards for payments made on the shopping platform.



### 3. NFT Transactions

- MEA tokens serve as the primary payment method for digital asset transactions in NFT marketplaces within the webtoon and gaming platforms.
- Used for acquiring and reselling ownership of limited-edition e-books or game items.



### 4. Utility within the DApp Ecosystem

- Payments, rewards, and access to services across various DApps using MEA tokens.
- Continuous expansion of token use through integration with new blockchain applications.



### 5. Connector Across Services

- Functions as a common payment method across shopping, gaming, webtoon, and payment platforms.
- Facilitates a consistent user experience across multiple services using the token.



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# Unique Features of MEA Token



## 1. Diverse Use Cases

- The MECCA project is designed for practical use across various online consumption industries, such as webtoons, shopping, and gaming, rather than being confined to a single mega-platform.



## 2. Global Accessibility

- Built on the Solana chain, allowing for fast transactions with extremely low fees, enhancing accessibility.



## 3. User-Centric Ecosystem

- Enables users to engage in various activities like shopping, gaming, and webtoons while earning tangible rewards and benefits.



## 4. Sustainable Circular Structure

- Facilitates a natural cycle of token usage within the platform through payments, rewards, and NFT transactions, enhancing the economic value of the ecosystem.

# Role and Growth Potential of MEA Token

The MEA token empowers users to enjoy efficient and integrated digital experiences.

As the MECCA ecosystem continues to expand, the demand and use cases for the token will grow accordingly. With applications in shopping platform payment systems, Play-to-Earn gaming rewards, webtoon NFT transactions, and participation rewards in diverse DApp ecosystems (culture, economy, content, etc.), the practical value and utility of the MECCA token will be further strengthened.



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# 04. MECCA Ecosystem

The MECCA ecosystem begins with core services such as shopping, gaming, webtoons, and payment solutions, establishing a sustainable value network built on MEA tokens and blockchain technology.

## 1. Key Components of the Initial Ecosystem



**Service Platforms**



**Shopping Platform**



**Gaming Platform**



**Webtoon NFT Marketplace**



**Crypto Payment Solution**

### Expandable Ecosystem :

- **WEB 3.0 Expansion :** Leveraging initial platforms to broaden into various cultural industries (e.g., music, film, performing arts) and other sectors.
- **WEB 3.0 and AI Integration :** Collaborating with emerging industries such as WEB 3.0 and AI services to introduce diverse DApps, expanding the ecosystem's user base.

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## 2. Participants and Their Roles in the Ecosystem



### Users :

- Earn and utilize MEA tokens through various activities on initial platforms such as shopping, gaming, and webtoons.
- Contribute to the ecosystem by accessing services in expanded cultural and industrial sectors.



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### Content Creators and Developers :

- Provide digital content like webtoons, games, and NFTs, creating revenue opportunities.
- Develop DApps for new industries and contribute to ecosystem expansion.



### Business Partners :

- Collaborate on payment system integration, NFT trading, and initial platform operations.
- Expand the ecosystem and attract users through partnerships with companies from diverse cultural and industrial sectors, including AI services.

**MECCA Business Ecosystem**

**Users – Content Creators and Developers – Business Partners**



## 3. Interactions Within the Ecosystem

### Value Connection Between Platforms :

- MEA tokens enable seamless integration of various services, enhancing user experience.



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### Reward System :

- Rewards are provided for activities such as gameplay, shopping payments, webtoon consumption, and time spent on shopping platforms.
- Tailored reward systems will be introduced as the ecosystem expands into cultural and industrial sectors.

### MECCA Business Rewards :

- Activities rewarded include gameplay, shopping payments, webtoon consumption, and time spent in shopping malls.

## 4. Sustainable Ecosystem Expansion

### Cultural and Industrial Sector Expansion :

- Extend into diverse cultural industries such as music, film, and performing arts.
- Collaborate with healthcare, education, logistics, and other industries to broaden the MECCA ecosystem's scope.

### DApp and Partnership Development :

- Diversify the ecosystem by collaborating with new industries and developing additional DApps.

### NFT and Digital Assetization :

- Enable the tokenization of assets not only on existing platforms but also in expanded cultural and industrial sectors.

### Community Activation :

- Implement reward programs for global users and partners, incorporating ongoing feedback for continuous improvement.






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# 05. Shopping Platform

## MECCA Shopping Platform - Time-Based Engagement Reward Pool (Advertising Revenue, Platform Revenue, Ecosystem Fund) Provided

MECCA's shopping platform provides a digital environment powered by blockchain technology, enabling payment systems for physical goods while offering sustainable benefits and incentives for user engagement.

To maximize user participation, the MECCA shopping platform has introduced a time-based reward system and a reward pool that offers benefits based on accumulated points.

The reward pool is continuously funded through platform revenue, advertising revenue, and the ecosystem fund, ensuring transparent distribution of rewards based on various user activities, such as time spent on the platform, transactions, and referral activities.

### Key Features

#### *MECCA Pay Payment System*

- Supports payments for digital and physical goods using MEA tokens.
- Provides a fast and cost-effective transaction environment based on the Solana chain.

#### *Time-Based Reward System*

- Tracks users' time spent on the platform through a centralized server and rewards them accordingly.
- Platform cash is automatically accumulated for users who remain on the platform for a certain period, which can later be converted into MEA tokens.

#### *Reward Pool Management*

- The reward pool is a dedicated fund established to provide user rewards, serving as a core component of platform engagement.



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### *Funding Sources*

- **Platform Revenue :** A portion of product sales fees and entry revenue is allocated to the reward pool.
- **Advertising and Partnership Revenue :** Revenue generated from in-platform brand advertisements and affiliate partnerships is reinvested into the reward pool.
- **Ecosystem Fund Utilization :** A portion of MEA tokens is allocated to the reward pool to stimulate early ecosystem activity.

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### *Reward Distribution Model*

- Distribution limits are set based on the proportion of MEA tokens available in the pool and the total rewards requested to ensure operational stability.
- User activity data (time spent, transaction history, etc.) is reviewed, and platform cash is converted into MEA tokens for eligible users.

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### *Reward Distribution Process*

- User time and activity data are recorded in real-time.
- Accumulated reward cash is stored in the user account.
- Upon user request, the reward cash is converted into MEA tokens and distributed.

## Value of Reward Pool Management

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### 1. Maximizing User Engagement

- Rewards are provided based on user participation, such as time spent on the platform, transactions, and referrals, motivating active engagement within the platform.

### 2. Sustainable Reward System

- Platform and advertising revenue are reinvested into the reward pool, ensuring long-term reward distribution capability.



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### 3. Building a Circular Ecosystem Economy

- Rewards distributed from the reward pool are reused across MECCA ecosystem services such as shopping, gaming, and webtoons, creating a value circulation structure.

### 4. Transparency and Trustworthiness

- The reward pool's operations and reward distribution data are transparently recorded on blockchain transactions and disclosed to users.

### 5. Facilitating Product Purchase and Sales

- Supports the purchase of digital goods (game items, electronic content) and physical goods (clothing, accessories, etc.)
- Encourages active participation from both sellers and buyers, boosting platform transactions.

### 6. Discounts and Special Events

- Provides additional discount benefits to MECCA token holders.

## Vision for the MECCA Shopping Platform

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The MECCA Shopping Platform maximizes user engagement and satisfaction through its time-based reward system and sustainable reward pool. It aims to establish a sustainable blockchain-based shopping environment while delivering a fresh and valuable shopping experience to its users.



**Reward System (Time-Based)**




**Reward Pool (Establishing Reward and Consumption System)**



**Active User Participation and Feedback**



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# 06. Gaming Platform

The MECCA gaming platform is a blockchain-based ecosystem built on the Play-to-Earn (P2E) model, allowing users to earn and utilize MEA tokens by playing games. In-game items and assets are tokenized as NFTs, ensuring transparency in ownership and facilitating user-to-user transactions.



## Key Features

### *1. Play-to-Earn (P2E)*

- Rewards MEA tokens for game play and completing missions.
- Tokens can be used for purchasing in-game items or for other services.

### *2. NFT-Based Game Items*

- Tokenizes in-game items (e.g., skins, weapons, characters) as NFTs to certify ownership.
- Enables economic value creation through NFT transactions between users.

### *3. In-Game Marketplace*

- Supports transactions for items and characters using MEA tokens.

### *4. Integrated Gaming Ecosystem*

- Expands MECCA token use cases by collaborating with diverse gaming projects.



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## Expected Outcomes

### *1. Economic Value Through Play-to-Earn*

- Users gain tangible rewards through gameplay.

### *2. NFT Ownership and Free Trading*

- Blockchain technology guarantees ownership of in-game assets, ensuring transparent and unrestricted trading.

### *3. Gaming Scalability*

- Collaborates with various game developers and projects to continuously expand the MECCA gaming ecosystem.

The MECCA gaming platform goes beyond entertainment, enabling users to generate economic value and ensuring transparency in ownership and transactions through blockchain technology.

### *4. Additional Outcomes*

- **Extended engagement through real-time participation :** Free trading of NFT ownership. : Expansion into external cultural activities.

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# 07. NFT Webtoon Marketplace

MECCA's NFT Webtoon Marketplace combines webtoon content with blockchain technology, operating as two distinct platforms. This marketplace offers global webtoon creators and consumers opportunities for monetization and innovative experiences.



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# Webtoon Platform



The MECCA webtoon platform supports payments and access to webtoon content using MEA tokens. Users can conveniently view webtoons by paying with tokens, while webtoon creators and content developers can generate direct revenue.

The MECCA webtoon platform fosters a dynamic web ecosystem that links consumption and growth, benefiting both users and creators while promoting sustainable ecosystem development.

# NFT Webtoon Marketplace

MECCA's NFT Webtoon Marketplace distributes webtoon content as NFT books through smart contracts, ensuring ownership and scarcity of the content.

## Key Features

### *1. Webtoon Content Payment and Viewing*

- Offers a token-based platform for paying and viewing webtoon content using MEA tokens.
- Provides reward benefits or discount events upon payment.

### *2. NFT-Based Webtoon Publishing*

- Publishes specific episodes or limited-edition e-books as NFTs.
- Grants viewing rights exclusively to NFT owners via smart contracts.
- Allows limited-edition NFT distribution by specifying quantities.

### *3. NFT Transactions and Resale*

- Users can freely trade purchased NFTs with others in the marketplace.
- Automatically distributes a share of profits to webtoon creators through smart contracts during resale.



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*4. Limited-Edition NFT Sales*

*5. Creator Support*




**Enhanced Security for Webtoon Ecosystem Using MEA tokens**
**Resolution of Copyright Issues Through NFT Marketplace**
**Potential for Unrestricted Economic Activities**

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# Expected Outcomes

## 1. New Value Creation for Webtoon Content

- Guarantees ownership and scarcity through blockchain-based NFT publishing, offering new revenue models.

## 2. Maximized Creator Revenue

- Ensures transparent and automated revenue distribution via smart contracts for NFT transactions.



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### 3. Increased User Participation

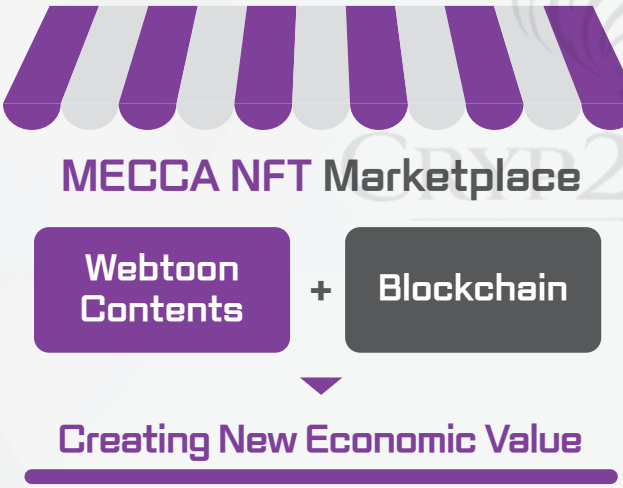
- Maximizes user engagement through MECCA token-based payment systems and NFT access rights.

### 4. Scarcity-Driven Premium Value

- Creates premium value for popular content through limited-edition NFT publishing.

## Vision of MECCA NFT Webtoon Marketplace

MECCA's NFT Webtoon Marketplace realizes ownership, transactions, and scarcity of webtoon content through blockchain technology, creating new economic value for both webtoon creators and users.






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# 08. Payment Solution

MECCA's payment solution is a blockchain-based payment system that provides fast and efficient payment services using MEA tokens both online and offline.

### Flexible and Easy Payment System Integration

Provides an easy-to-install payment system for businesses needing payment solutions. Offers API and plugin support to integrate MECCA Pay without complex development processes, providing an efficient and cost-effective blockchain payment environment for both users and businesses.

## Key Features of the Payment System -

## QR Code Payments / NFC Payments / Low Pay Fees Integration with Payment Networks like PayPal

MECCA's shopping platform provides a digital environment powered by blockchain technology, enabling payment systems for physical goods while offering sustainable benefits and incentives for user engagement.



To maximize user participation, the MECCA shopping platform has introduced a time-based reward system and a reward pool that offers benefits based on accumulated points.

The reward pool is continuously funded through platform revenue, advertising revenue, and the ecosystem fund, ensuring transparent distribution of rewards based on various user activities, such as time spent on the platform, transactions, and referral activities.






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## Key Features

### *1. Online and Offline Payment Support*

- Enables payments in online shopping malls and offline stores using MEA tokens.
- Maximizes user convenience through QR code and NFC-based payments.

### *2. Low Transaction Fees*

- PImplements an economical and efficient payment system leveraging Solana's low gas fees.

### *3. Global Payment Network*

- Supports cross-border payments through MECCA Payment.
- Expands into international payment markets through diverse partnerships

### *4. Reward and Benefit System*

- Offers token rewards for payments made via MECCA Pay.
- Provides cashback and special discount benefits based on payment activities.

### *5. Seamless User Experience*

- Features an intuitive interface and simple payment functionality for easy use by anyone.

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## Use Cases

- **Online Payments :** Payments using MEA tokens in Web 3.0 e-commerce platforms.
- **Offline Payments :** Real-time payments in offline stores via QR codes and NFC.
- **Global Remittances and Payments :** Fast and cost-effective payments for international transactions using MECCA Payment.





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# Expected Outcomes

## 1. Fast Transaction Processing

- Provides immediate payment support with Solana's ability to process thousands of transactions per second.

## 2. Low Fees

- Reduces costs for both users and merchants compared to traditional payment systems.

## 3. Global Scalability

- Delivers an optimized experience for global users by supporting cross-border payments.

## 4. Reward-Based Payment System

- Rewards users with tokens and various benefits for their payment activities.

MECCA's payment solution creates an innovative user experience and value proposition by providing a fast and cost-effective blockchain payment environment for online and offline markets.

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# 09. MECCA DApp Ecosystem

MECCA integrates various services and applications based on blockchain technology, offering new opportunities to both users and developers.

## Initial DApp Setup

MECCA leverages the advantages of blockchain technology to build a DApp ecosystem, creating an innovative and sustainable environment for both users and investors.

## Main Objectives

### 1. Ecosystem Activation :

- Initial DApps activate the MECCA ecosystem by providing concrete use cases for experiencing and utilizing MEA tokens.

### 2. Opportunities for Early Participants :

- Initial DApps, such as airdrops, ICOs, and staking, offer users the opportunity to receive MEA tokens early.

### 3. Community Formation and Expansion :

- Provides opportunities for users to actively contribute to the MECCA ecosystem, connecting them closely through various DApp activities.

### 4. Transparency and Trust Building :

- All transactions and activities are recorded on the blockchain, offering users security through transparency and reliability.



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# Expected Benefits

## 1. Creating Initial Demand for MEA tokens :

- Encourages token demand through the use of initial DApps, activating liquidity in the market and driving value growth.

## 2. User Base Expansion :

- Attracts initial users with diverse opportunities and rewards, forming a foundation for ecosystem expansion.

## 3. Strengthened Ecosystem Sustainability :

- Early users and participants contribute to MECCA's long-term growth and stability.

## Key Features

### *1. Airdrops*

- Distributes tokens to initial members of the MECCA ecosystem to encourage participation.

### *2. ICO (Initial Coin Offering)*

- Conducts token sales to provide initial liquidity to the ecosystem.

### *3. Staking*

- Users can stake MEA tokens to earn additional token rewards.

### *4. Sponsorship and Referral Systems*

- Users can sponsor each other with MEA tokens and encourage additional participation through a referral system.



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# DApp Expansion

MECCA's ecosystem continues to evolve and expand beyond initial DApps, offering new opportunities for both users and developers, maximizing the utility of MEA tokens, and supporting stable ecosystem growth.



## 1. DApp Platform

Provides a platform for registering or participating in DApps within the MECCA ecosystem. Developers can utilize MECCA's blockchain technology to develop and deploy DApps, introducing diverse new applications to the ecosystem. Participants can use registered DApps to trade or earn rewards with MEA tokens.

### DApp Registration and Review Process :

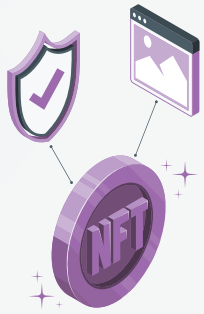
When developers register their DApps on the MECCA platform, they undergo an audit and review process based on MECCA ecosystem standards. The review evaluates the DApp's security, efficiency, user experience, and compatibility with blockchain technology. MECCA recognizes developer contributions by offering rewards to approved DApps, supporting ecosystem activity.




## 2. DeFi (Decentralized Finance)

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Provides decentralized financial services using MEA tokens. Users can manage assets, obtain loans, or earn interest through staking on the DeFi platform. Supports stable asset management and financial activities within the MECCA ecosystem.




## 3. NFT Webtoon Marketplace

Operates an NFT webtoon marketplace utilizing NFT technology. Buyers can own rare NFT webtoons, resell them, or pay with MEA tokens. Popular webtoons are issued as limited-edition NFTs, creating high added value.



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## 4. Gaming DApps

Allows users to engage in various activities, such as purchasing in-game items or enhancing characters, using MEA tokens. Provides MEA token rewards for in-game activities, establishing a Play-to-Earn (P2E) environment.

## Expected Outcomes

Decentralization and Transparency Operates on a blockchain basis, ensuring all data is transparently recorded and verified.

## Ecosystem Scalability

Expands the ecosystem by continuously introducing and developing new DApps.

## Enhanced MEA Token Utility

Increases token demand and value by enabling MEA token usage across diverse DApps.





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# 10. Utilization of Solana Chain

MECCA's Differentiation Using Solana Chain

The MECCA project is built on the Solana blockchain, offering a foundation for diverse services. Solana is a next-generation blockchain platform designed to overcome the limitations of existing blockchain technologies, supporting large-scale users and transactions, making it an ideal base for the blockchain ecosystem.

| Category | Ethereum | Solana |
|---|---|---|
| Token Transfer Speed | 10 seconds to 1 minute | 400 milliseconds |
| Contract Deployment Speed | Several minutes, depending on network congestion | 1–2 seconds |
| Transaction Cost | $0.50–$5 (up to $20+ during congestion) | $0.0001–$0.001 |
| Contract Deployment Cost | $5–$50 (up to $100+ during congestion) | $0.0005–$0.002 |
| Consensus Mechanism | Proof-of-Stake (PoS) | Proof-of-History(PoH)+ Proof-of-Stake (PoS) |

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Solana boasts an ultra-fast transaction processing capacity, capable of handling up to 65,000 transactions per second. This capability ensures seamless and delay-free operation for MECCA's various services, such as shopping, gaming, and NFT transactions, which require real-time payments and interactions. By offering intuitive and parallel blockchain services, **Solana establishes a fast and transparent web economic ecosystem.**

Additionally, Solana provides low transaction fees (gas fees). With an average fee of $0.0001–$0.001 per transaction, it significantly reduces the financial burden for both users and businesses. This enables the MECCA platform to offer an economical and efficient transaction environment for its users.

The Solana chain also offers horizontal scalability, allowing service expansion in line with the growth of the MECCA ecosystem without compromising network performance.



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In terms of security and decentralization, Solana combines Proof-of-History (PoH) and Proof-of-Stake (PoS) consensus algorithms to ensure network stability and data integrity. While Ethereum also employs PoS, Solana's PoH efficiently records the chronological order of events, further enhancing transaction processing speed.

MECCA leverages the advantages of Solana's blockchain system through SOL tokens, creating a newly envisioned all-encompassing online economic network seamlessly connected within its ecosystem.



# 11. Token Information

### Token Distribution – MECCA

The token distribution of the MECCA project is designed to ensure sustainable growth and balanced operations within the ecosystem.

**Maximum Supply (Capped) :** 100,000,000,000 MEA across all chains.

### Multi-Chain Expansion

The MEA token was initially deployed on Solana but is designed to expand flexibly to multiple chains (e.g., BNB Chain, Ethereum, Polygon) as the ecosystem grows. This expansion will utilize strategic reserves, while the overall capped supply of 100,000,000,000 MEA will not be exceeded. All changes related to issuance and allocation will be transparently disclosed to the community and partner exchanges.

## Token Information

| | |
|---|---|
| **Chain** | Solana |
| **Name** | MECCA |
| **Symbol** | MEA |
| **Total Supply** | Solana Supply : 4,000,000,000 MEA |
| **Contract Address** | mecySk7eSawDNfAXvW3CquhLyxyKaXExFXgUUbEZE1T |



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# Token Distribution

## Ecosystem Rewards and Operations (40%)

- User rewards, Play-to-Earn incentives, staking rewards, and support for DApp ecosystems.
- Promotes ecosystem activation and encourages user participation.

## Team and Advisors (15%)

- Allocated to the team and advisors responsible for project development and technical maintenance.
- Includes lock-up periods to ensure long-term contributions.

## Marketing and Partnerships (15%)

- Supports marketing activities and global partnership building to expand the ecosystem.
- Provides incentives to drive platform and service adoption.

## Private and Public Sales (20%)

- Tokens for initial funding and investor acquisition.
- Facilitates market entry through private and public sales.

## Reserve (5%)

- Maintains a reserve for ecosystem expansion and unforeseen circumstances.
- Ensures funds for strategic opportunities and long-term operations.

## Exchange Liquidity (3%)

- Allocated for initial liquidity on exchanges during token listing.
- Supports price stability and market activity through initial market making.

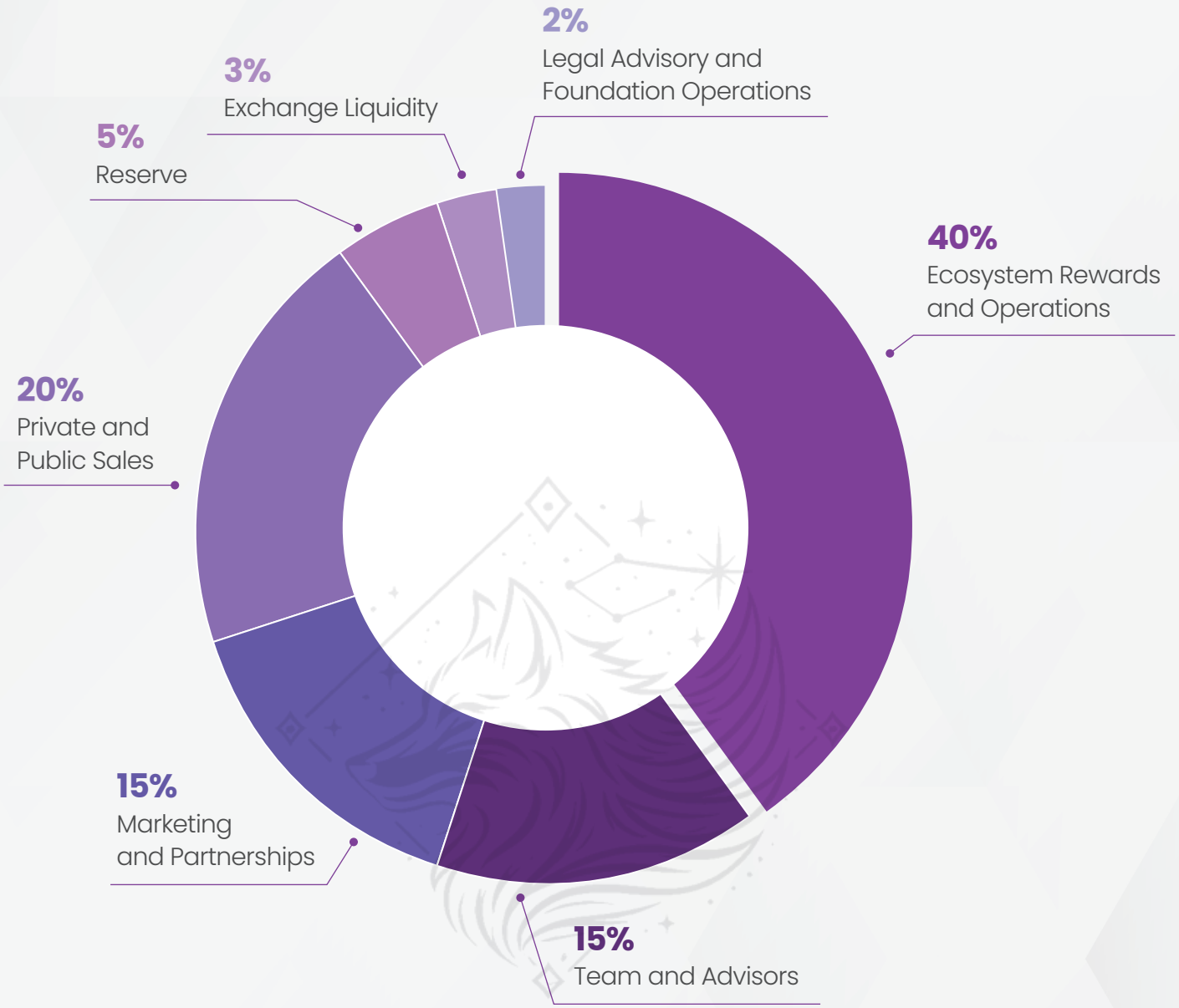
## Legal Advisory and Foundation Operations (2%)

- Covers legal advisory, regulatory compliance, and contract management.
- Supports long-term operation and management of the MECCA Foundation.

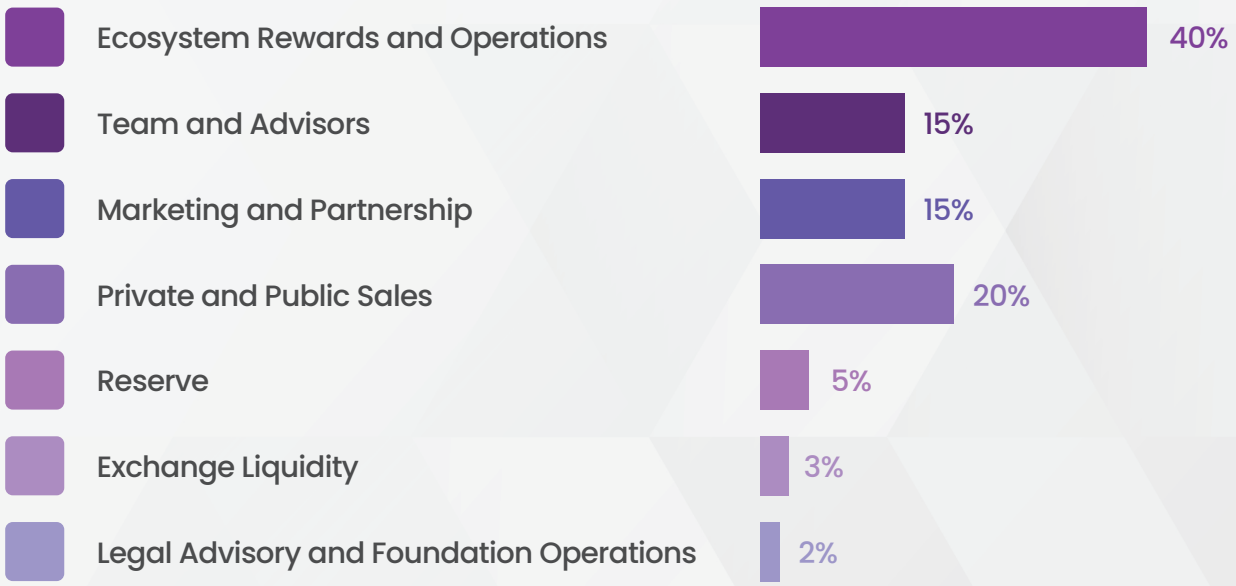
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# 12. Token Economy (Tokenomics)

The token economy of the MECCA project focuses on utilizing MEA tokens as the core asset within the ecosystem, providing diverse use cases and establishing a sustainable value circulation model.

## Token Economy Structure

MEA tokens serve as the central pillar of the MECCA ecosystem, acting as a medium for payments and rewards across services such as shopping, gaming, webtoons, and payments.

### 1. Circular Economy Model

MEA tokens enable continuous value circulation between users and service providers.

### 2. Mechanism for Token Demand and Value Growth

The MECCA ecosystem is designed to create continuous demand for tokens through user growth and service expansion, naturally increasing token value.

### 3. Token Flow and Economic Role

MEA tokens support economic interactions among various participants within the ecosystem.

### 4. Token Burn Mechanism

MECCA employs a token burn mechanism when necessary to adjust supply and achieve value stabilization.



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# 13. Roadmap

MECCA Project = Blockchain Ecosystem and Network Development Focused on User-Centric UI/UX = Growth into a Leading Project in the Global Blockchain Market.

The MECCA project's roadmap outlines clear goals and action plans, presenting the project's direction and vision. MECCA aims to build and expand its ecosystem step by step while focusing on technological development and global market entry.



## 2024 :
### Project Planning and Initial Development

- Formulate project concepts and whitepaper
- Review Solana-based blockchain technology and set up the development environment
- Design MEA tokens and establish the Tokenomics model



## 2025 (First Half) :
### Token Issuance and Ecosystem Building

- Issue MEA tokens and deploy smart contracts
- Initiate development of the shopping platform and MECCA Pay payment system
- Begin development of the Play-to-Earn gaming platform and NFT Webtoon Marketplace
- Establish partnerships with global cryptocurrency exchanges



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## 2025 (Second Half) :
### Platform Launch and Service Expansion

- Officially launch the shopping platform and MECCA Pay payment system
- Release the testnet version of the Play-to-Earn gaming platform
- Secure partnerships with global payment networks and content creators
- Strengthen scalability through integration with global webtoon and cultural web services

## 2026 :
### Ecosystem Expansion and Global Outreach

- Expand ecosystem through various DApp partnerships
- Conduct marketing and user acquisition campaigns to enter global markets
- Extend on/offline payment solutions
- Launch mainnets for the gaming platform and NFT Marketplace

## 2027 :
### Sustainable Growth

- Expand MECCA ecosystem's user base and strengthen the global community
- Broaden MECCA token utility: support additional services and DApp ecosystems
- Optimize technology and enhance Solana chain-based network performance

The MECCA project's roadmap aims to position MECCA as a leading project in the global blockchain market.



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# 14. Partnerships and Expansion Plans

The MECCA project is committed to building a sustainable ecosystem and expanding into global markets by securing partnerships across various industries and strengthening collaborative relationships. MECCA aims to enhance the practical utility of its tokens and platform while accelerating ecosystem expansion through strategic partnerships.

## MECCA Partnerships

Global Payment Network / Game Platform Partnerships / Webtoon and Content Production Collaborations / Ecosystem Creation through DApp Developer Support Blockchain Technology Partnerships

## Partnership Strategies

### Global Payment Network Collaboration

- Partner with global payment companies to introduce payment solutions.
- Expand online and offline payment infrastructure through MECCA Pay.

### Game Platform Partnerships

- Collaborate with popular blockchain games and game developers to implement MEA tokens and P2E systems.
- Activate NFT trading for game items and characters.

### Webtoon and Content Production Collaborations

- Work with webtoon production companies and creators to publish content as NFTs and increase marketplace participation.
- Attract content providers through creator support programs



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### DApp Developer Support

- Partner with various DApp development companies to introduce new applications to the MECCA ecosystem.
- Expand MECCA platform usage through developer incentive programs

### Blockchain Technology Partnerships

- Collaborate to improve Solana-based technology and enhance scalability.
- Secure technology partners to strengthen security and optimize the network.

## Expansion Plans

### Global User Base Expansion

- Expand the MECCA ecosystem to international markets through multilingual support and global marketing strategies.
- Introduce MECCA Pay and content platforms in key global markets.

### Expansion of Online and Offline Payment Solutions

- Build offline payment infrastructure by partnering with major merchants and retail chains.
- Broaden MECCA Pay adoption through partnerships with online shopping platforms.

### Ecosystem Expansion and Partner Onboarding

- Introduce new services and DApps to the MECCA ecosystem through partnerships with various industries.
- Foster a developer community to sustain ecosystem growth.

### NFT Marketplace Enhancement

- Tokenize a variety of digital assets such as art, music, in addition to webtoons and game items.
- Activate trading through partnerships with global NFT marketplaces.



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## Goals

- **Ecosystem Expansion :** Maximize the value of the MECCA platform through diverse partnerships and technological collaborations.
- **Global Market Entry :** Establish MECCA's global leadership by securing worldwide users and partners.
- **Sustainable Growth :** Provide tangible value to ecosystem participants and achieve long-term growth.

MECCA will continuously grow its ecosystem based on strong partnerships and global expansion strategies, positioning itself as a leading project in applying blockchain technology to real-world use cases.






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# 15. Disclaimer

This whitepaper is prepared to provide information about the MECCA project and does not constitute legal or financial advice. All content related to the MECCA project is based on planned directions and goals and may be subject to change during the actual implementation process.

## Disclaimer Details

### Accuracy of Information

- The information contained in this whitepaper is accurate as of the time of writing but may be updated or revised due to subsequent developments.
- The MECCA team is not responsible for any issues arising from errors, omissions, or changes in the whitepaper content.

### Investment Risks

- MEA tokens are not investment products and do not guarantee returns or value appreciation from holding the tokens.
- The responsibility for losses resulting from blockchain and cryptocurrency market volatility, regulatory changes, or technical issues lies solely with the user.

### Legal Compliance

- All activities related to the MECCA project must comply with the laws and regulations of respective countries and regions.
- Users are responsible for ensuring the legality of using and holding MEA tokens within their jurisdiction and bear the associated legal responsibility.



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## Technical Risks

- The MECCA project operates on the Solana chain, and technical defects, security threats, or network failures may impact the project's operations.
- The MECCA team cannot fully control these technical risks and is not liable for potential losses arising from such issues.

## Token Usage Restrictions

- MEA tokens are intended for use within the MECCA ecosystem and do not hold the status of legal tender.
- Users bear all responsibility for the use and trading of tokens.

This whitepaper is intended as a reference document to assist in understanding the MECCA project. The project team does not accept legal responsibility for direct or indirect damages resulting from the use of the information contained in this whitepaper.

Users should carefully make all decisions related to the MECCA project based on their own research and judgment.

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