Introduction

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Abstract

Moongate is an attention asset protocol disrupting the $1Tn+ attention economy. The protocol consists of two key layers - a utility layer for any brands to issue smart tokens to drive real-world engagement; and a data layer for users to monetize their engagement data.

Moongate protocol aims to disintermediate centralized platforms and maximize brand-consumer value. It also introduces an innovative “engage-to-earn” mechanism that promotes active consumer participation for brand rewards and a share of $MGT emission.

Moongate protocol consists of four key modules: Moongate Campaign, a no-code engine to issue smart tokens with real-world use cases (i.e. NFT tickets, memberships, phygital collectibles); MoonPass, a decentralized ID with rarity stamp and reputation score that accumulates rewards; Moongate Rewards, a marketplace for consumers to selectively and securely share data to brands for rewards; and MoonPad, a brand/memecoin token launchpad.

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