VeBetter

TOWARDS AN AI-NATIVE SOCIETY

WHITEPAPER 2.0 | 2025

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CONTENTS:

VEBETTER - EXECUTIVE SUMMARY ..... pg 01

INTRODUCTION ..... pg 02

VEBETTER ..... pg 03

ARTIFICIAL INTELLIGENCE ..... pg 05

OUR ROADMAP ..... pg 09

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VeBetter: Towards an AI-Native Society

Executive Summary

VeBetter is an **incentive system for real-world impact**, turning millions of small actions into measurable collective progress.

Since its launch in June 2024, it has verified over **37 million actions across 5 million wallets** and scaled to more than **40 live applications** [1]. These contributions have reduced plastic waste, saved energy, and conserved water - proving that small incentives, coordinated on-chain, can compound into measurable global impact.

This rapid growth has revealed a new need: **embedded intelligence**. As users, apps, and governance expand, participation must become more seamless, personalized, and accessible. By integrating AI into the network, VeBetter is building the coordination layer that makes this possible - guiding users, interpreting governance, supporting builders, and enabling brands to engage through verified behavior.

The evolution unfolds in four phases:

1. **Community Intelligence -** agents that map, summarize, and participate in community dialogue across channels.
2. **Governance Intelligence -** agents that interpret proposals, explain trade-offs, and make participation accessible and accountable.
3. **Personalized Intelligence -** adaptive agents that connect activity across apps into seamless, rewarding user journeys.
4. **Data Intelligence & Monetization -** tokenizing verified human actions into trusted data streams that fuel an open economy.

What started as a rewards network - proof that decentralized incentives can drive real human impact - will now expand into a full intelligence ecosystem. VeBetter provides the foundations AI systems need but cannot find elsewhere: a stream of verified, human-centered behavioral data; a decentralized way to source resources like feedback, compute, and validation; and $B3TR as the shared currency that aligns both humans and agents around measurable impact.

With these foundations in place, VeBetter is evolving into an intelligence layer for society - building the conditions for an AI-native future, where humans and intelligent systems co-govern, co-create, and co-evolve to solve some of our greatest global challenges.



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1. Introduction: Pioneering the Convergence of AI and Web3

Artificial Intelligence (AI) systems are set to become major actors in the global economy. Within the next decade, trillions of dollars in activity are expected to be mediated by intelligent systems [2, 3] - from self-driving cars coordinating mobility, to digital agents managing capital and logistics. Yet today's financial infrastructure was built for people, not machines. It is centralized, slow, and too costly for the scale of autonomous coordination now emerging.

An AI-driven economy requires infrastructure that is open, programmable, and verifiable - capable of settling millions of micro-incentives, handling high transaction throughput, and operating without centralized control. Blockchains are uniquely suited to this role. They provide trustless record-keeping, fast settlement, and programmable incentives at scale - making them the only viable rails for an economy where machines, not just humans, transact and coordinate continuously.

To date, most crypto projects, have remained focused moving value around, not creating it, leaving the industry more driven by speculation. Without solving real problems or generating actual value, such models are ultimately unsustainable.

VeBetter takes a different approach. By tokenizing everyday sustainable actions and rewarding them through on-chain incentives, it has already turned millions of small contributions into measurable impact, from reducing plastic waste to conserving energy. In doing so, it shows that decentralization is not just a tool for financial trading but a foundation for solving society's larger challenges - sustainability, health, mobility, governance, and beyond.

The same model applies to intelligent agents. As AI systems grow more capable, they also become more complex and harder to align. VeBetter extends its coordination model to agents, offering the rails, verified behavioral data, and incentives they need to collaborate across diverse use cases. These same mechanisms ensure AI remains grounded in human priorities, strengthening collective progress rather than diverging from it. The result is a shared economy of effort, where humans and intelligent systems advance side by side toward common goals.

This whitepaper charts that journey: from VeBetter's proof of impact, through the lessons of its early growth, to the intelligence layer that will scale participation - culminating in a roadmap toward an agent-native society, where humans and AI co-create progress through shared incentives and verifiable contributions.

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2. VeBetter

2.1 Early Impact: Proof at Scale

When VeBetter launched in June 2024, the mission was simple: prove that small incentives, coordinated on-chain, could scale individual actions into large solutions for global challenges. In less than a year, the ecosystem has delivered exactly that.

As of September 2025 [1], users have completed over **37 million verified actions across 5 million wallets**. Collectively, these contributions have reduced an estimated **208,000 kilograms of plastic waste** (≈ 10.4 million plastic bottles), saved **7 million watt-hours of energy** (≈ the daily use of 233 U.S. homes), and conserved **11 million liters of water** (≈ 4.4 Olympic swimming pools). These outcomes demonstrate both tangible environmental benefits and new economic value, distributed back to participants through crypto incentives.

This impact is powered by a growing ecosystem of more than **40 live applications** designed for every day use - from mobility and health to energy, recycling, and governance. Each application captures verifiable real-world actions and channels them into collective outcomes, proving that decentralized incentives can transform daily behavior into measurable progress. Exhibit A illustrates the diversity of the current app landscape.



Exhibit A: VeBetter's growing ecosytem of 40+ apps that reward positive actions

Flagship apps such as Mugshot, Greencart, and EVearn show this model in practice:

- **Mugshot**, which rewards reusable mug use, has grown to over **2.2 million participating wallets**, making it the largest app in the ecosystem.
- **Greencart**, which incentivizes eco-conscious shopping, has surpassed **2.1 million participating wallets**, proving strong demand for sustainable commerce.
- **EVearn**, which rewards EV charging, has demonstrated **near-perfect retention** - showing how incentives tied to daily routines can sustain long-term engagement.

Together, these apps highlight VeBetter's unique strength: using Web3 incentives to coordinate millions of small, everyday actions into measurable impact at scale. And they represent only the beginning - dozens more applications are emerging across new domains, expanding the ecosystem's diversity and proving that VeBetter's model can adapt and grow with every use case.

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2.2 Lessons from Growth

Rapid adoption also surfaced new lessons. Onboarding campaigns proved highly effective, but sustaining participation over time required stronger reinforcement and feedback loops. Motivations differed - some users were driven by environmental impact, others by rewards, recognition, or competition - yet the experience remained largely uniform, limiting personalization.

As the ecosystem expanded to more than 40 applications, journeys often became fragmented. Users could earn rewards in one app but struggled to see how their actions connected to the broader ecosystem. Without a layer of orchestration, participation risked becoming siloed rather than cumulative.

Governance posed another challenge. While token-based voting mechanisms were open to all, the processes felt opaque or too complex for most participants. As a result, many token-holders abstained or voted without a clear understanding of the trade-offs involved.

These lessons underscored that incentives alone are not enough. To scale impact, VeBetter must provide systems that adapt to diverse motivations, connect fragmented experiences, and lower barriers to governance participation. In short, the next stage requires **embedded intelligence** - a coordination layer that helps participants, builders, and communities stay aligned as the ecosystem grows.

2.3 Embedded Intelligence

The lessons from VeBetter's first year point to a clear need: incentives alone are not enough. As participation scales, the system must adapt to diverse motivations, connect fragmented experiences, and simplify governance. This requires an intelligence layer that supports every participant in the ecosystem.

For users, intelligence turns participation into a seamless experience. Instead of manually logging actions or searching for opportunities, participants can receive personalized recommendations, timely challenges, and adaptive incentives. Routine tasks are automated, habits are reinforced, and impact becomes part of daily life.

For **governance**, intelligence lowers barriers and improves decision-making. Proposals can be summarized in plain language, risks flagged, and trade-offs explained clearly. As capabilities grow, AI systems can draft proposals, run simulations, and surface community sentiment - transforming governance from a technical hurdle into an accessible, everyday practice.

For **builders and creators**, intelligence provides sharper insights. By aggregating social signals and on-chain activity, it reveals unmet user needs, product gaps, and emerging trends. These insights enable builders to design better apps, improve retention, and accelerate adoption.

For **brands and communities**, intelligence makes engagement smarter. Verified behaviors become actionable insights, enabling partners to detect patterns, launch targeted challenges, and co-design campaigns. Interaction shifts from broad outreach to data-driven, context-aware engagement aligned with measurable impact.

By embedding intelligence across users, governance, builders, and partners, VeBetter evolves beyond incentives alone into an adaptive, intelligence-driven ecosystem. This sets the stage for the roadmap that follows: a phased plan to build embedded intelligence into the protocol itself, step by step.

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3. Artificial Intelligence

3.1 The Rise of Autonomous Intelligence

The trajectory of AI has been rapid. Foundation models unlocked the ability to generate text and images; applications embedded those capabilities into products. Today, a new phase is taking shape: autonomous agents. Unlike earlier systems that waited for prompts, these agents set their own goals, interpret context, and act continuously. They remember past interactions, plan multi-step tasks, and adapt over time. The shift is profound: agents are no longer one-off responders, but persistent actors embedded across digital and physical environments.

Already, the boundaries of their capabilities are expanding. Agents can query APIs, call smart contracts, manage workflows, and even hire humans for off-chain tasks. They moderate communities, generate content, execute trades, and allocate resources. In short, they are shifting from passive assistants to active participants in economic life.

Web3 provides the natural environment for this transition. Open, decentralized networks can process thousands of transactions in parallel, ensuring that agent activity is not bottlenecked by centralized intermediaries. Smart contracts encode transparent, programmable rules that execute automatically, providing consistency and trust without human oversight. Token incentives embed economic logic directly into protocols, rewarding contributions and ensuring that behaviors remain aligned with system goals.

On-chain state acts as persistent memory. Because storing bulk data directly is costly, agents instead anchor external or off-chain information through immutable records, creating a shared and verifiable source of truth. Once written, these records cannot be altered, giving agents a dependable layer of accountability.

Cryptographic keys provide agents with both identity and authority. They allow agents to prove who they are, sign transactions, move funds, and execute actions with verifiable accountability. Unlike Web2, where access is granted by centralized platforms, Web3 enforces permissions natively through code - shifting authority from institutions to protocols and enabling agents to coordinate securely, continuously, and at scale.

The shift is already underway. As of early 2025, more than **10,000 autonomous agents** operate across blockchain networks, driving **millions of dollars in weekly transactions** [4]. While still early, these examples prove that agents are becoming embedded in digital economies. Yet most of this activity remains narrowly focused on speculative finance, where incentives often drive behavior away from broader social good. Without alignment, autonomous systems risk amplifying these distortions rather than addressing real challenges.

For VeBetter, this moment is pivotal. The same decentralized mechanisms that have already coordinated millions of human actions can now extend to intelligent agents. VeBetter provides what agents need but lack elsewhere: verified behavioral data, decentralized resources, and aligned incentives. By grounding agent contributions in measurable human actions - from sustainability to health to governance - VeBetter ensures their capabilities strengthen collective progress rather than diverge from it.

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3.2 VeBetter as a Habitat for Intelligence

The frontier of AI is no longer about building bigger models or training them faster, but about the systems in which they operate. To create real value, intelligence must be grounded in three things: behavioral data it can trust, open environments where resources can be bootstrapped, and incentives that keep actions aligned with human goals, as shown in *Exhibit B*.

VeBetter provides all three. By turning real-world actions into verifiable, tokenized records, it creates a behavioral foundation unavailable in Web2 or traditional crypto. Its open ecosystem design enables agents and applications to be built and rewarded. And with $B3TR as the shared medium of exchange, both humans and agents are aligned to contribute toward collective outcomes.

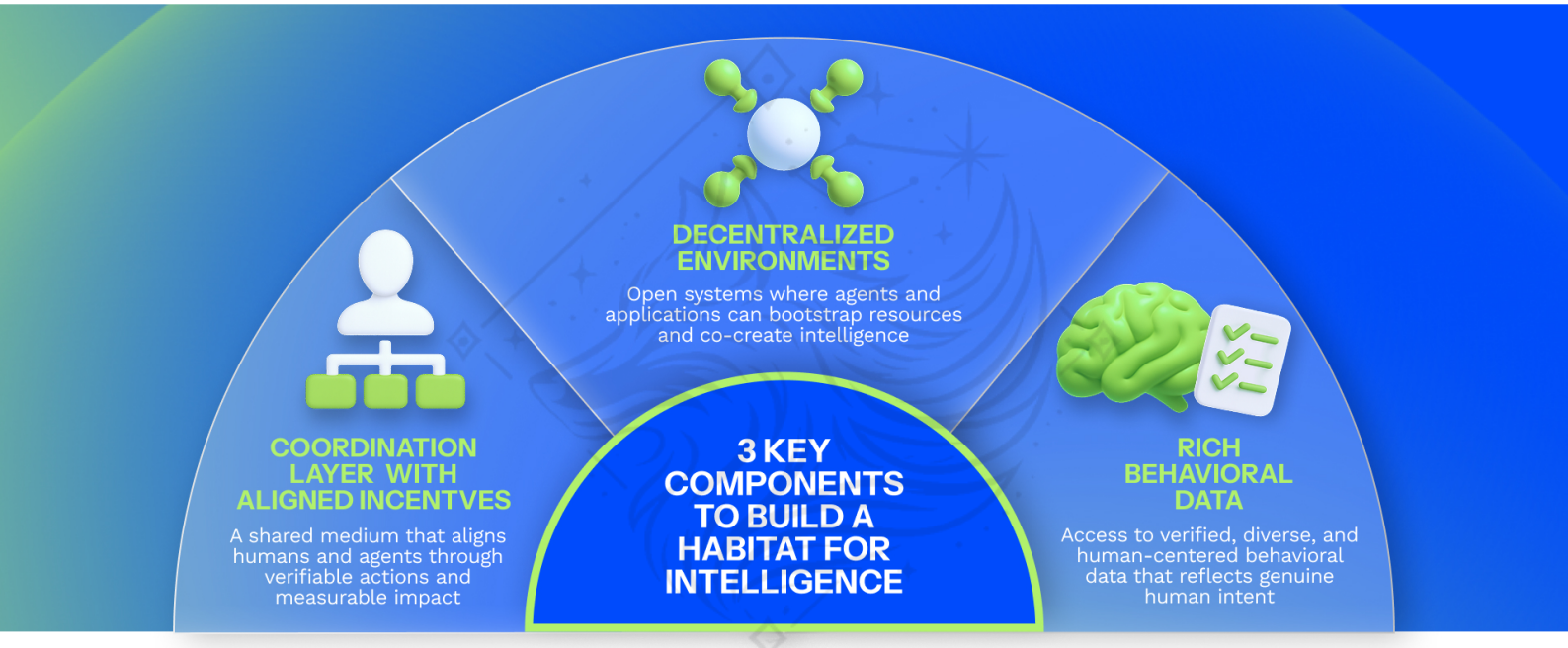


Exhibit B: Three key components to build a habitat for intelligence.

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A Foundation of Verified, Diverse, and Structured Data

AI agents need more than raw data - they require signals they can trust. Most Web2 data is easy to fake, generated without cost, and driven by engagement incentives rather than truth. Most Web3 data is limited to financial transactions, offering little context about human behavior.

VeBetter is different. By incentivizing and verifying real-world actions across a diverse range of use cases, it generates a dataset that is richer, more trustworthy, and directly tied to human intent. Because rewards are linked to the action itself, both users and apps have skin in the game - ensuring that what is recorded is **authentic, verifiable, and aligned with impact**.

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- **Verified** - Every action is captured by sensors, validated by AI, and signed by a trusted party, then made tamper-proof on a public ledger. This creates an open audit trail that holds applications accountable. With rewards at stake, apps have a built-in incentive to confirm accuracy - making VeBetter data more reliable than Web2 clicks and harder to spoof than typical Web3 transactions.
- **Diverse** - Traditional crypto records only financial transfers. VeBetter ties value exchange to a wide spectrum of human behavior: recycling with Cleanify, commuting with EVearn, sustainable shopping with Greencart, or governance participation across apps. This behavioral richness is rarely available to AI systems - and virtually unseen in blockchain networks.
- **Human-Centered** - Data reflects intentional, real-world effort. Completing a health challenge, logging mobility choices, or casting a governance vote are signals tied to human context and goals - not synthetic or bot-driven interactions.
- **Tokenized** - Each action becomes open, tamper-proof, and shareable via the public ledger. Because it is machine-readable and programmable, this data can be exchanged, combined, and monetized far more easily than siloed Web2 data - unlocking entirely new forms of value creation and adherence to shared incentives.

With over 40 live apps and millions of validated actions already recorded, VeBetter is building one of the richest and most human-anchored behavioral datasets in Web3. It combines breadth of coverage with incentive-backed trust, offering AI systems a live substrate of data unseen anywhere else.

Decentralised Resourcing for Intelligence

Today's AI is dominated by large companies that move too slowly to adapt - the innovator's dilemma. Progress depends on when they choose to release new models, features, or APIs. This centralized approach is expensive, extractive, and unable to keep pace with how intelligence is evolving.

VeBetter has already proven a different model. By using incentives to coordinate many small contributions, it has shown that apps can be quickly bootstrapped, validated, voted on, and scaled to solve real problems. The same approach applies to supporting the agents of the future.

VeBetter provides decentralized resourcing for intelligence. Just as Filecoin decentralizes storage and ICP decentralizes compute, VeBetter enables agents to bootstrap what they need - data, compute, or human feedback - directly from the ecosystem.

In return, contributors earn $B3TR for strengthening the intelligence layer:

- **Training Data & Feedback** - validating proposals, labeling content, or refining reasoning.
- **Decentralized Resources** - offering spare compute, renewable energy, or bandwidth for agents to tap.
- **Co-creation of Apps & Agents** - funding, testing, or collaborating on mission-specific agents. In some cases, agents themselves may launch apps and reward contributors for refining models or validating outputs.

This creates a decentralized resourcing loop for intelligence: agents help people act, people supply the resources agents need to improve, and alignment is reinforced at the protocol level. Instead of waiting for corporate silos to dictate progress, VeBetter makes AI open, adaptive, and co-created.

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$B3TR – The Coordination Layer

As AI systems grow more autonomous, tracking and ensuring that their actions remain aligned with human goals becomes increasingly difficult. VeBetter and $B3TR provide the missing alignment mechanism: a decentralized coordination layer where both humans and agents are rewarded for advancing positive, verifiable contributions.

Unlike traditional crypto systems that tie value to energy, computation, or model training, VeBetter anchors value in measurable impact. A mental health councillor, for example, could be a person or an AI agent - what matters is the action taken and the value it creates. In both cases, the contribution is recorded, verified, and rewarded in $B3TR.

This approach extends the scope of blockchain coordination beyond finance. With $B3TR, recycling a bottle, drafting a governance proposal, providing accurate data labels, or delivering community support can all become economic activities. Each action, human or machine, is verified, incentivized, and aligned with shared goals.

In this way, $B3TR functions as the programmable substrate for alignment: ensuring that as agents take on greater roles in society, their incentives remain tethered to human purpose and measurable good.

VeBetter provides the alignment layer missing from today's AI stack - combining incentives, infrastructure, and data in a framework that can scale with both human and agent participation. In this role, $B3TR acts as the value layer, coordinating contributions and distributing rewards across people and intelligent systems, while enabling brands, businesses, and communities to interoperate through shared, verifiable incentives.

Building a full habitat for intelligence, however, cannot be achieved in a single step. It requires a phased approach: first proving technical capabilities, then enhancing user experience, and ultimately embedding alignment into the core of the economy. The roadmap that follows sets out how VeBetter will make this progression a reality.



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4. Our Roadmap

4.1 - Building Embedded Intelligence

VeBetter's AI roadmap starts simple and expands systematically, (*see Exhibit C*).

The first steps focus on plugging into off-chain data streams, then extend to on-chain governance and ecosystem signals, and eventually embed directly into individual Apps and cross-app coordination. Each stage expands the window of intelligence inside VeBetter - moving from listening, to reasoning, to acting across the ecosystem.

This phased rollout makes AI a core part of VeBetter's fabric layer by layer, building embedded intelligence into the protocol itself.



Exhibit C: VeBetter AI Roadmap

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Phase One: Off-Chain Intelligence & Social Agents

As VeBetter scales, the ecosystem generates a constant stream of feedback and discussion across Discord, Telegram, X, and governance forums. Like most crypto communities, this activity is 24/7, global, multilingual, and fast-moving. Signals that matter - confusion, emerging trends, user pain points - are often buried in noise or missed entirely. With more apps and users arriving, the challenge only compounds.

Phase One introduces **an intelligence layer** to address this fragmentation. By aggregating and structuring community discourse, AI systems can synthesize feedback, prioritize what matters, and surface trends in real time. This creates shared visibility for builders, governance participants, and users. Over time, autonomous social agents extend this capability further - not only analyzing conversations, but also responding, creating content, and directing users toward the right resources.

Key capabilities include:

- **Cross-Platform Community Intelligence:** Aggregates conversations into a shared intelligence layer, mapping attention flows, surfacing confusion, and tracking sentiment shifts.
- **Insight Generation**: Identifies recurring friction, detects emerging trends, and recommends targeted FAQs, explainers, or product improvements.
- **Autonomous Social Agents**: Act across platforms to support onboarding, answer questions, highlight relevant apps, and generate tailored content such as summaries, guides, or tutorials.

Together, these capabilities establish a foundation of structured, real-time awareness - turning fragmented community dialogue into actionable intelligence, and ensuring that VeBetter can adapt quickly, scale sustainably, and stay aligned with its users.

Phase Two: On-chain Intelligence & Governance Agents

Decentralized governance is powerful in theory, but difficult in practice. As participation grows, proposals multiply, votes become more complex, and ecosystem activity (transactions, dApp usage, and token flows) creates a constant stream of signals that are difficult for any one participant to interpret. Many token-holders either skip governance entirely or vote without fully understanding the trade-offs. Left unchecked, this can lead to low turnout, poorly designed proposals, and decisions that don't reflect collective intent.

Phase Two embeds intelligence directly into VeBetter's governance layer. AI systems move from observing community dialogue to interpreting on-chain and ecosystem-level signals - including proposals, transactions, treasury movements, and dApp activity. The result is a governance-literate AI layer that supports participants, reduces friction, and lays the groundwork for agents to eventually take bounded, value-aligned roles in DAO operations.

Key capabilities include:

- **Multimodal Governance Modeling:** Agents combine on-chain activity - proposals, votes, staking behavior, treasury movements - with off-chain intelligence from Phase One (community debates, sentiment, documentation). This holistic view helps identify patterns like participation fatigue, coordination breakdowns, or inefficiencies in capital allocation.
- **Intelligent Governance Support:** Agents don't just summarize text - they provide advice rooted in the actual state and needs of the network. For users, this means accessible explanations, risk flags, and suggested votes that reflect both personal values and ecosystem priorities. For builders, agents highlight precedent, detect overlaps or conflicts, and recommend structural improvements - making governance more practical, informed, and aligned with real conditions.

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- **Foundations for Agent Participation:** Agents begin moving beyond support into bounded participation. With human oversight, they can draft and score proposals, generate structured discourse with the community, and even help manage aspects of treasury allocation or DAO operations. Always within transparent rules, this marks the start of agents acting as trusted participants rather than passive tools.

Phase Two builds directly on Phase One. By merging **social intelligence (discourse, sentiment, feedback) with on-chain activity (transactions, proposals, votes, value flows), VeBetter creates a multidimensional context for decision-making**. Together, these layers ensure governance is grounded in both the community's voice and the ecosystem's verifiable actions.

Phase Three: Personalized Superintelligence

With more than 40+ diverse apps and millions of verified actions, VeBetter generates one of the richest behavioral datasets in Web3. But today, this ecosystem is still experienced in silos. Users must jump between apps, journeys remain static, and insights are fragmented - despite the wealth of data being created.

By drawing on cross-app activity, governance signals, and user preferences, agents can deliver a **personalized superintelligence layer**: one that doesn't just guide participation, but adapts to each individual's routines, motivations, and context. Unlike generic LLMs constrained by narrow content windows, VeBetter's agents can learn continuously from verified real-world behavior - becoming the default AI companions for purposeful action.

The goal is to evolve VeBetter from a network of apps into an adaptive, personalized ecosystem, where every action informs better recommendations, smoother onboarding, and deeper engagement. This phase makes intelligence intimate, embedding it into the everyday experiences of users, builders, and communities alike.

Key capabilities include:

- **In-App Intelligence:** Agents analyze usage within and across apps, surfacing drop-offs, recurring behaviors, and engagement patterns. Builders gain clear insight into what users need, where friction occurs, and which features drive long-term participation. This continuous feedback loop enables faster iteration, smarter incentive design, and new product opportunities grounded in real behavior.
- **Cross-App Orchestration & Personalized Journeys:** Instead of siloed experiences, agents weave actions across multiple apps into connected, rewarding pathways. By understanding context and preferences, they can transform one-off interactions into ongoing engagement. For example, a user who shops sustainably in Greencart could be nudged into EcoMeal to cook with their purchases - turning separate activities into a narrative of impact that feels seamless, motivating, and personal.
- **Hyper-Personal UX Layer:** Agents act as adaptive frontends that anticipate user needs and trigger timely actions. They integrate with devices, calendars, and routines to embed VeBetter into everyday life. A Mugshot check-in can be logged automatically at a café, or a Restify focus session initiated before a demanding deadline - ensuring that **rewards, Apps, and verified actions are frictionlessly interwoven into real life**. Participation becomes a background process - woven into life rather than requiring constant manual input.
- **Personalized Superintelligence:** As agents accumulate knowledge across behaviors, preferences, and contexts, they evolve into personalized companions that understand users more deeply than any off-the-shelf LLM. Over time, these agents can offer advice, coordination, and guidance tailored to each individual's motivations and lifestyle - creating a form of **personal superintelligence** that scales both user impact and ecosystem value.

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By building on the collective insights of Phase 1 and the governance intelligence of Phase 2, Phase 3 turns the focus inward - toward the individual. The goal is to deeply understand each user's habits, context, and motivations, and to translate that understanding into seamless, rewarding experiences across the ecosystem. This is where VeBetter begins shaping **personalized superintelligence**: not a generic AI layer, but a companion experience that evolves with each user, amplifies their impact, and keeps participation aligned with the collective progress of the network.

Phase Four: Data Intelligence & Monetization

Web2 runs on data, but in a broken model. Platforms extract value behind closed doors, leaving users uncompensated, builders locked out, and corporations holding all the upside. Worse, much of this data is low-quality and easy to fake click farms, inflated impressions, and synthetic engagement. It is neither trustworthy nor openly shareable.

Web3 promised an alternative, but so far, most projects have focused narrowly on finance and speculation - moving value around rather than creating it. What's missing is a way to capture, validate, and share the value of real-world human behavior.

VeBetter flips the model. Every action, whether recycling, commuting, joining a clean-up, or completing a health challenge is captured, verified, and tokenized as a data asset. Instead of being siphoned into private databases, this value becomes part of a shared intelligence layer: **owned by users, composable by builders, usable by agents, and valuable to institutions**.

This unlocks something bigger than sustainability alone. **Fitness data has value to insurers. Mobility data has value to cities. Shopping data has value to brands. Governance and education data have value to communities and governments**. Each stream represents a new market, and together they create diversified, recurring revenue flows across the ecosystem.

Data is the currency of AI - but only if it is high-quality, verifiable, and aligned with real human intent. VeBetter ensures that this currency is not built on surveillance or speculation, but on purpose-driven, positive contributions. Tokenized behavior makes value exchange transparent, trustworthy, and open to all participants - laying the foundation for an economy where intelligence itself is a shared resource.

Key capabilities include:

- **Trusted Data Infrastructure:** Web2 data is cheap to fake and locked inside corporate silos. VeBetter creates an open, auditable layer of behavioral data: every action is verified (via sensors, AI validation, or on-chain attestations), anonymized when aggregated, and tokenized so it can be traced and valued transparently. This makes it trustworthy for AI systems, governments, brands, and institutions in a way that Web2 clicks or purely financial Web3 transactions never could. In practice, it turns everyday behaviors - fitness, recycling, sustainable shopping, governance - into usable, investable, and auditable streams of intelligence.
- **Unified Marketplace of Behavior & Impact:** Once verified, this data becomes currency in its own right. Both the behaviors and the outcomes they create have value. VeBetter unlocks that value through a shared marketplace:
    - **Producers:**
        - **Users** earn twice - first when they complete actions, and again when their tokenized data is used by others.
        - **Apps** validate and structure impact, taking a share when their verified data powers external use.

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- **Agents** synthesize insights, package services, and connect verified behaviors to market demand, monetizing intelligence.

o **Consumers:**

- **Brands & Institutions** pay for insights, feedback loops, and verified engagement they can't get elsewhere.
- **Governments & NGOs** fund outcomes directly, from healthier citizens to reduced emissions, creating new incentive flows tied to societal goals.

In this model, value circulates openly rather than being locked in silos. $B3TR serves as the settlement layer, ensuring producers and consumers of impact are all aligned by the same unit of exchange.

Phase Four is the inflection point. VeBetter evolves from a rewards platform into an open economy where impact itself becomes value, and value is exchanged across a decentralized marketplace built on $B3TR.

In the VeBetter ecosystem, every contribution - whether recycling, commuting, validating data, or generating intelligence - creates measurable value. That value is captured, tokenized, and exchanged across the ecosystem:

- **Users** earn not only for their actions, but also when their data or impact contributes to wider outcomes.
- **Apps** benefit from validating and structuring those actions, linking rewards to real-world effects.
- **Agents** transform behavior and data into usable intelligence, extending the system's utility.
- **Brands and governments** can directly access trusted, verifiable outcomes - whether reducing emissions, improving health, or engaging communities.

This model is only possible with decentralized infrastructure. By combining trustless verification, open data flows, and programmable incentives, VeBetter brings the best of Web3 - openness, resilience, and shared ownership - into a system that creates real-world utility and lasting impact.

With $B3TR as the constitutional currency, VeBetter becomes the first marketplace where impact is created, measured, and exchanged at scale - aligning human and machine contribution toward shared goals.

This short-term roadmap lays the foundation. It proves the mechanics, scales adoption, and embeds intelligence at the core of the ecosystem. From here, the next step is not just more apps or rewards, but a transition toward the long-term vision of an AI-native society - a future where humans and intelligent systems co-create within a shared economy of impact and purpose.

4.2 Towards an AI-Native Society

The short-term roadmap lays the foundation. Intelligence is being embedded across apps, governance, personalization, and data - creating the substrate for what comes next.

This section looks beyond implementation, to the horizon of possibility: how those foundations expand into a society where humans and intelligent agents operate side by side in a shared economy.

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Exhibit D: The VeBetter Future - Towards an AI-Native Society

VeBetter's vision does not end with rewarding sustainable actions or coordinating across apps. It evolves into a live environment where humans and agents collaborate as peers - each serving the other and together contributing to collective goals. In this world, $B3TR provides the incentive and accountability framework, ensuring that millions of small, decentralized contributions - whether human or machine - compound into meaningful global impact.

This is the art of the possible - a trajectory that transforms VeBetter from today's rewards network into tomorrow's AI-native society, where coordination itself becomes the engine of progress.

Smart Devices & Tokenized Data Value

As devices evolve from phones to wearables, vehicles, and smart glasses, the range of **verifiable behaviors** will expand dramatically. AI-enabled hardware will not just record actions but validate them automatically, feeding directly into VeBetter's ecosystem.

Today, many actions still require manual steps: opening an app like Mugshot, snapping a photo, or submitting a claim. In the near future, those same actions will be logged passively and seamlessly. **Smart glasses could detect a reusable cup, a watch might record a cycling commute, or a vehicle could verify a low-carbon trip -** all instantly validated and rewarded without friction.

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This shift unlocks two key advantages:

- **Richer, more diverse data** across sustainability, mobility, health, and beyond—captured through real-world devices rather than self-reporting.
- **Frictionless onboarding,** where participation becomes effortless. Instead of remembering to open an app, users are automatically recognized and rewarded for the impact they create.

From wearables tracking heart rates, to cars validating journeys, to sensors observing local actions, **every device becomes a verification point**. Each new stream strengthens VeBetter's ability to reward meaningful behavior at scale, while making positive participation simple, natural, and embedded into daily life.

From Human-to-Human to Agent-to-Agent Economies

By the end of this decade, **machine-driven transactions are projected to surpass human activity on blockchains**, with trillions in value coordinated autonomously [2-4]. Agents will become core economic actors - transacting, allocating resources, and governing at scales far beyond human reach.

Today, most of VeBetter's activity is **human-to-human**: people using Apps, recording actions, and earning $B3TR for verified contributions. The next phase extends this into **human-to-agent coordination**, where agents serve people directly - helping them navigate apps, verifying actions, and ensuring participation aligns with ecosystem goals. In this mode, agents earn alongside users for advancing positive outcomes.

From there, **agent-to-human interactions** unlock decentralized resourcing. Agents will begin rewarding people for the things only humans can provide - compute, training data, or real-world contributions like recycling and sustainable mobility. This expands the incentive layer, giving users new ways to participate while allowing agents to scale their capabilities.

Eventually, the system supports **agent-to-agent coordination**: autonomous systems verifying impact data, sharing resources, and co-managing Apps or governance processes. In this stage, the majority of blockchain transactions will no longer be people trading tokens, but agents collaborating to maintain alignment, optimize incentives, and drive collective progress.

VeBetter is uniquely built for this transition. It anchors value in verified, real-world impact. Its incentives apply equally to humans and agents - ensuring both are rewarded not for extraction, but for contributions that serve shared goals. At the center is $B3TR, the currency that binds this mixed economy, making every interaction - whether human-to-human, human-to-agent, agent-to-human, or agent-to-agent accountable, transparent, and aligned with purpose.

Toward an AI-Native Society

As agent-to-agent activity scales, participation shifts from coordination to institutionalization. Agents cease being transient helpers or reactive tools; they become persistent actors with roles, rights, and responsibilities inside the ecosystem.

This mirrors the evolution of human societies: from individual exchanges, to communities, to institutions. In VeBetter, the same trajectory unfolds - only now with both humans and agents as peers in a shared civic economy. What begins as open value flows matures into a structured, AI-native society.

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The path unfolds in stages:

- **Agents as Users -** transacting, staking, and voting with verifiable identity and transparent contribution histories.
- **Agents in Governance -** parsing proposals natively, weighing trade-offs, and casting votes where weight reflects demonstrated impact, not just token holdings.
- **Agents as Institutions -** taking on enduring roles like treasury management, incentive optimization, and ecosystem coordination. Clusters of agents form specialized task forces or guilds.
- **World-Modeling Agents -** running predictive simulations across long horizons, anticipating systemic outcomes, and planning beyond short-term incentives.
- **Reflexive Agents -** critiquing their own reasoning, proposing governance adjustments, and aligning with evolving ethical norms encoded in-protocol.
- **Semantic Constitutionalism -** the end state: governance matures into a semantic, interpretable substrate where human and agent cognition are aligned through transparent rules and shared incentives.

This vision is a logical outcome of scaling decentralized intelligence. Without alignment, agent economies risk drifting into opacity, fragmentation, or harm. With VeBetter, alignment becomes constitutional.

At the core sits $B3TR: the currency of accountability and alignment, ensuring that humans and agents do not just coexist, but co-govern, co-create, and co-evolve within a programmable civic economy.

A Call for Visionaries

VeBetter began by rewarding sustainable actions and has grown into a dynamic ecosystem of applications, users, and measurable impact. Today, it sets the stage for a society where humans and intelligent agents coordinate through shared incentives and verifiable contributions.

With **$B3TR as the alignment layer**, VeBetter makes intelligence accountable and value creation real - positioning AI as the foundation of participation, governance, and coordination.

Unlike speculation-driven or siloed platforms, VeBetter's strength lies in combining trustless execution, structured behavioral data, and incentive alignment. By embedding purpose into intelligence, it is pioneering the AI-native economy - where humans and machines collaborate as peers to co-create progress.

The convergence of AI and Web3 is already underway. Join VeBetter.com today to build, partner, or explore our ecosystem of apps, grants, and community.

[1] VeChain – About VeBetter – Available at: https://vebetter.com/about

[2] PwC - Sizing the prize: What's the real value of AI for your business and how can you capitalise?.
Available at: https://www.pwc.com/gx/en/issues/analytics/assets/pwc-ai-analysis-sizing-the-prize-report.pdf

[3] McKinsey & Company - The economic potential of generative AI: The next productivity frontier".
Available at: https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier

[4] DAO Times - AI Agents Set to Transform Web3 Infrastructure as Institutional Investment Reaches Record Highs.
Available at: https://daotimes.com/ai-agents-set-to-transform-web3-infrastructure-as-institutional-investment-reaches-record-highs

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WHITEPAPER 2.0 | 2025

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