

# METAHOME Whitepaper

## Founder's Greeting

Dear Community Members,

METAHOME is a platform that strives alongside all participants to bring to life the healthy and beautiful world that humanity has dreamed of for ages. All members of the METAHOME ecosystem will receive fair rewards according to their contributions.

METAHOME will establish itself as a community where all participants can communicate, transcending the limitations of time and space, from anywhere in the world. Here, our dreams will not remain mere ideals but will become achievable realities.

Furthermore, METAHOME is designed to provide appropriate rewards based on the activities of all participants. Through this, users will be able to enjoy economic freedom while leading healthy and beautiful lives within the platform.

We hope you will design your future with METAHOME, and we wish all participants the best of luck and success. Thank you.

Sincerely, METAHOME Founder

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# 1. Introduction

## 1.1 Project Background

In the modern digital society, user reviews and product certifications are at the core of a trust-based economy. However, existing centralized review platforms have the following problems:

- Manipulation of reviews and spread of false information
- Lack of proper rewards for review writers
- Lack of transparency and fairness due to platform data monopolization

METAHOME has built a digital certification platform utilizing blockchain technology to solve these problems. The platform records review data on the blockchain and provides rewards based on user activities, ensuring fairness and transparency.

## 1.2 METAHOME's Vision and Goals

METAHOME's vision is to build a healthy and fair digital certification ecosystem. Through this, our goal is to establish trust between users and businesses and improve the quality of products and services across society.

### Core Goals

#### Transparent Certification Process

Record all review and certification data on the blockchain to build trust.

#### Fair Reward System

Provide motivation by rewarding user activities (review writing) with META tokens.

#### Sustainable Ecosystem

Design a value circulation structure based on interactions between users, businesses, and the platform.

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## 2. Market Background and Problem Analysis

### 2.1 Market Demand and Growth Potential

The digital certification and review-based ecosystem is one of the fastest-growing markets today.

#### Market Status

**Review Platform Market Size:** The global review and certification platform market is estimated at \$30 billion as of 2024, with annual growth of over 15% expected.

#### Key Growth Factors:

- Increasing consumer demand for reliable reviews and certification data
- Trust emerging as a core value in the digital economy environment

### 2.2 Limitations of Existing Systems

#### Lack of Review Credibility

Fake reviews and manipulated ratings are prevalent, distorting consumer decision-making.

#### Absence of User Rewards

Existing platforms do not recognize review writers as key participants in value creation.

#### Corporate Trust Issues

In centralized systems, the business certification process is opaque, making it difficult to secure consumer trust.

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## 3. Why Blockchain?

### 3.1 The Need for Blockchain Technology

Blockchain solves the problems of the METAHOME platform through the following characteristics.

#### **Immutability**

Data recorded on the blockchain cannot be altered by anyone, ensuring the authenticity of reviews.

#### **Transparency**

All review and certification processes are verifiable on a decentralized network, building trust.

#### **Decentralization**

Distributes data ownership to users and businesses, overcoming the limitations of centralized systems.

### 3.2 Role of Blockchain Technology Applied to METAHOME

#### **Review Data Verification**

Written review data is recorded on the blockchain and stored in distributed storage like IPFS to ensure data integrity.

#### **Certification Process Automation**

Utilizes smart contracts to automate the business certification process and provide transparency.

#### **Reward System Construction**

Operates the reward payment process transparently and efficiently through blockchain.

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## 4. Why Token?

### 4.1 Economic Role of META Token

The META token is the core driving force of the METAHOME ecosystem and performs the following roles:

#### Review Rewards

When users write reviews on the platform, META tokens are distributed based on their contribution.

#### META MALL Transactions

META tokens are used to purchase products and services from METAHOME-certified businesses.

#### Staking Rewards

When users stake META tokens, a portion of platform revenue is regularly distributed as dividends.

#### Certification Fee Payment

Businesses use META tokens to pay certification fees when applying for METAHOME certification.

### 4.2 Token Utility and Circulation Model

The META token circulation model is designed around interactions between users, businesses, and the platform.

[User Review Activity] → [META Token Reward] → [META MALL Usage] →  
[Business Certification & Activity] → [Platform Revenue]

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## 5. Ecosystem Design

### 5.1 Platform Structure

METAHOME is designed around three main participants - users, businesses, and the platform - and their interactions.

#### Blockchain Network

All review and certification data is recorded on the blockchain to ensure transparency and integrity.

#### Smart Contracts

Key processes such as certification process, review verification, and reward distribution are automated through smart contracts.

#### META MALL (Digital Marketplace)

A platform providing products and services from certified businesses, offering exclusive discounts and benefits for META token holders.

### 5.2 Participant Interactions

#### Users

Role: Write product and service reviews, use and stake META tokens

Example Activity: User A purchases a healthcare product and writes a review → The review is recorded on the blockchain and verified, then META token rewards are distributed →

Additional product purchases on META MALL

#### Businesses

Role: Obtain product and service certification, register and sell products on META MALL

Example Activity: Business B applies for METAHOME certification and obtains the certification mark → Registers products on META MALL and expands user base

#### Platform

Role: Data verification and reward distribution management, providing the technical foundation for the ecosystem

Activity: Platform operation through certification fees and META MALL revenue, encouraging user and business activities through staking rewards

### 5.3 Ecosystem Sustainability

#### Transparent Data Management

Utilizing blockchain technology to prevent data tampering and introducing AI verification systems to automate review and certification processes

### **Trust-Based Economic Model**

Businesses build consumer trust through METAHOME certification, consumers enjoy benefits using META tokens and continuously participate in the platform

### **Circular Token Economy**

Users use META tokens received as rewards at META MALL to activate the ecosystem.

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## 6. Technical Architecture

### 6.1 Blockchain Network Design

#### Consensus Algorithm

METAHOME operates based on the Proof of Stake (PoS) algorithm.

- **Energy Efficiency:** Unlike PoW, PoS enables block creation without excessive energy consumption.
- **Network Scalability:** Provides faster transaction processing and lower fees.

#### Data Storage Structure

METAHOME manages review data in a hybrid structure of blockchain and off-chain storage.

**On-Chain:** Key metadata such as data hash values, user IDs, and timestamps are stored.

**Off-Chain:** Large review texts and multimedia files are stored using methods like IPFS.

### 6.2 Smart Contract Design

Smart contracts automate all activities in the METAHOME ecosystem and ensure trust.

#### Review Verification Smart Contract

When a review is written, the AI system performs preliminary verification, and then the smart contract records the review data on the blockchain.

#### Reward Distribution Smart Contract

META tokens are automatically distributed to users' wallet addresses based on verified reviews.

#### Business Certification Smart Contract

When a business applies for METAHOME certification, certification fee payment, data verification procedures, and product registration on META MALL after successful certification are automatically processed.

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## 7. Token Economics (Tokenomics)

### 7.1 META Token Issuance and Distribution Structure

Total META Supply: 210 billion tokens

Category	Allocation	Description
Ecosystem Participant Rewards	60%	Distributed to ecosystem contributors through reviews, certification activities, product purchases, etc.
Sale Allocation	20%	Public and presale allocation for initial funding and ecosystem expansion
Partnership & Collaboration	10%	Support for business certification, platform collaboration, and global partnership building
Team Allocation	5%	Rewards for platform development team and early operational staff (lock-up applied)
Reserve & Emergency Fund	5%	Emergency reserve for unforeseen situations and ecosystem stabilization

### 7.2 Supply-Demand Mechanism

#### Demand Side

- Business Certification: Businesses pay certification fees with META tokens
- META MALL Transactions: Users use META tokens when purchasing products

#### Supply Side

- Review Rewards: Platform issues META tokens based on user review activities
- Staking Rewards: When users stake tokens, a portion of platform revenue is provided as rewards

### 7.3 Incentive Design

#### User Incentives

Provides substantial rewards with META tokens and offers exclusive access and discounts on products and services at META MALL

#### Business Incentives

Strengthens brand credibility through certification and expands customer base using the platform community

## **Platform Incentives**

Ensures sustainable development and expansion based on platform revenue

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## **8. Platform Revenue Model**

### **8.1 META MALL Revenue Structure**

#### **Transaction Fees**

A small fee (1-2%) is charged on transactions between users and businesses.

#### **Advertising and Promotions**

Certified businesses pay additional costs to display products in premium positions within META MALL or run special promotions.

#### **Membership Services**

A paid membership subscription service is offered to META token holders, providing additional benefits such as free shipping and exclusive product access.

### **8.2 User Revenue Model through DeFi Integration**

#### **Staking Rewards**

When users stake META tokens, a portion of platform revenue is distributed as dividends. Staking rewards are settled daily, and users can withdraw their assets at any time.

#### **Revenue Sharing Program**

A portion of META MALL revenue is distributed as additional rewards based on user review activity scores.

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## 9. METAHOME Center (Soul Healing Center)

METAHOME Center is a digital memorial service combining AI technology and 3D virtual spaces. It preserves memories of the deceased in digital space and provides a new way of memorial experience through AI.

### 9.1 Service Overview

METAHOME Center is a platform that uses AI technology to restore the voice and speech patterns of the deceased and conduct memorial activities in 3D virtual spaces.

#### Digital Preservation of Memories

Permanently preserve memories with the deceased in digital space, accessible regardless of time and place.

#### AI-Based Communication

Uses AI technology to learn the speech patterns and personality of the deceased, providing psychological healing experiences to bereaved families.

#### Community Memorial

Provides a space where family and acquaintances can share and record memories together.

### 9.2 Key Features

#### 3D Memorial Space

Recreate spaces shared with the deceased in 3D. Digital implementations of parks, beaches, living rooms, and other life spaces allow memorial activities.

#### AI Letter Replies

When users write letters to the deceased, AI learns their speech patterns and personality to generate replies.

#### AI Voice Restoration

AI analyzes and restores voices from recordings or video voices. Restoration is possible with at least 1 minute of voice files.

#### Soul Healing

Place various 3D objects such as chrysanthemums, candles, and memorial tables in the memorial space.

### 9.3 Healing Space Themes

#### Memorial Theme

A traditional memorial space with an atmosphere of altars, chrysanthemums, and candles.

### **Healing Theme**

Recreates natural spaces like lakes and gardens for meditation and healing time.

### **Prayer Theme**

Recreates religious spaces like churches and temples for prayer and contemplation.

### **Hope Theme**

A future-oriented space composed of hopeful objects like wishing trees and balloons.

## **9.4 Usage Process**

**Step 1:** Consultation Application - Apply for free consultation by phone or online.

**Step 2:** Material Submission - Submit photos, videos, voice recordings, and other materials.

**Step 3:** Space Creation - Experts create the 3D memorial space and AI.

**Step 4:** Service Use - Perform memorial activities in the completed space.

## **9.5 META Token Payment System**

All products and services at METAHOME Center can be paid with META tokens.

### **Benefits of META Token Payment:**

- 10% additional discount on all services
  - Priority booking for META token staking users
  - Early access to new theme spaces
  - Eligibility for special events
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## 10. Community Event Programs

METAHOME hosts year-round offline events to strengthen the bonds among ecosystem participants and activate the platform. Anyone can participate, and top performers receive META tokens.

### 10.1 Event Overview

Timing	Event Name
Lunar New Year Full Moon	World Kite Flying Festival
April	ParkGolf Event
May	Wild Ginseng Harvesting Event
August	HORSE Treasure Hunt Event
October	ParkGolf Event
December	Christmas Event

### 10.2 World Kite Flying Festival

A kite flying event held during the Lunar New Year Full Moon. Participants create and fly kites in this celebration.

Ranking	Prize
Grand Prize (1 winner)	100,000 META
Gold (3 winners)	50,000 META
Silver (5 winners)	30,000 META
Bronze (10 winners)	10,000 META
Participation (All)	1,000 META

## 10.3 HORSE Treasure Hunt Event

A beach treasure hunt event held in August. Find accessories such as rings, necklaces, and bracelets hidden in the beach sand to win prizes.

Treasure Grade	Type	META Token Reward
Legendary	Diamond Ring	200,000 META
Epic	Gold Necklace	100,000 META
Rare	Silver Bracelet	50,000 META
Uncommon	Pearl Earrings	20,000 META
Common	Beaded Accessories	5,000 META

## 10.4 ParkGolf Event

Park golf tournaments held in April and October. A networking event at park golf courses, open to beginners and experts alike.

## 10.5 Participation and Reward System

METAHOME community events are open to everyone. Participation is possible regardless of META token holdings.

Currently, participation is free, but a participation fee of '1 USDT' per event may be introduced in the future.

### Annual Event Reward Pool

Event	Annual Allocation
World Kite Flying Festival	500,000 META
ParkGolf Event (April)	400,000 META
Wild Ginseng Harvesting Event	600,000 META
HORSE Treasure Hunt Event	1,000,000 META
ParkGolf Event (October)	400,000 META

Event	Annual Allocation
Christmas Event	600,000 META
Annual Total	3,500,000 META

# 11. Development Roadmap

METAHOME has established clear goals and a strategic development roadmap to become a global certification platform.

## 11.1 Major Development Phases and Goals

### Q1 2026: MVP Launch

Complete platform core feature development and testing. Release META MALL alpha version.

### Q2 2026: META MALL Official Launch

Expand collaboration with certified businesses and register products from the first 50 companies. Activate the trading system using META tokens.

### Q3-Q4 2026: Global Market Entry

Launch campaigns targeting Asia and North America markets. List on Top 10 global exchanges.

### Q1 2027: DeFi Platform Integration

Introduce staking features. Strengthen platform revenue model.

### Q4 2027: Achieve 5 Million User Base

Expand platform to Europe and Middle East markets. Increase certified businesses to over 500.

### 2028: Autonomous Ecosystem & METAHOME Center Official Launch

Build a fully autonomous blockchain-based ecosystem. Global launch of AI memorial services.

## 11.2 Implementation Schedule

Category	Timeline	Key Goals
MVP Launch	Q1 2026	Review features, blockchain-based data management and rewards
META MALL Official Launch	Q2 2026	Business certification and trading system activation
Global Market Entry	Q3-Q4 2026	Top 10 exchange listing and Asia/North America expansion



Category	Timeline	Key Goals
DeFi Platform Integration	Q1 2027	Staking and reward model implementation
5 Million User Base	Q4 2027	Europe and Middle East market expansion
METAHOME Center Official Launch	Q1 2028	Global launch of AI memorial services
Autonomous Ecosystem	Q3 2028	Fully decentralized ecosystem

## 12. Conclusion and Future Vision

### 12.1 Expected Benefits of METAHOME

METAHOME builds trust between users and businesses based on blockchain technology and META token economics, presenting new standards for the digital certification ecosystem.

#### Value Provided to Users

- Review writing activities can generate economic benefits through META token rewards
- Review data recorded on the blockchain is immutable and guarantees reliability
- Preserve memories with the deceased in digital space through METAHOME Center

#### Value Provided to Businesses

- Establish yourself as a trusted brand to consumers through METAHOME certification
- Acquire new customers and increase sales through META MALL

### 12.2 Global Expansion Strategy

#### Initial Entry (2026)

Secure initial users and certified businesses centered on Asia and North America regions. Strengthen META token liquidity through Top 10 exchange listing.

#### Market Diversification (2027-2028)

Expand services to Europe, Middle East, and other emerging markets. Expand region-specific certification processes and META MALL product lines.

#### Global Leadership (First Half 2028)

Enter the digital memorial service market with the official launch of METAHOME Center. Contribute to the standardization of the certification and review industry in collaboration with international consortiums.

#### Service Completion (Second Half 2028)

Establish a fully autonomous blockchain ecosystem to position ourselves as leaders in the global certification market.

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## **Closing Remarks**

METAHOME is a Web3.0 fair ecosystem platform based on trust, building a sustainable ecosystem that provides benefits to all participants - users, businesses, and platform members alike.

Beyond reviews and certification, from digital memorial services through METAHOME Center to participant engagement through community events - METAHOME will grow into a comprehensive platform that accompanies every moment of life.

We want you to become the owners and guide METAHOME to become the new paradigm of the global certification market.