# MXEL

Empowering Creators Through Decentralized Rewards

Whitepaper · Version 1.1

July 2026 · Solana

● Live on Solana Devnet — earn-only, never sold

## Abstract

MXEL is a decentralized platform that rewards content creators and their supporters through a sustainable token economy built on Solana. By bridging traditional social platforms (YouTube, Patreon, Twitch, Ko-Fi, GitHub Sponsors, Substack, and TikTok) with blockchain technology, MXEL creates a fair, transparent, and scalable reward system that benefits both creators and their communities.

MXEL tokens are never sold. There is no ICO, no private sale, and no investor allocation — every token is earned through verified creator and supporter activity. Creators earn for the audience they already built. Supporters earn for the support they already give, verified through the platforms they already use. The platform leverages Solana's high-performance blockchain to enable gasless, real-time reward distributions while maintaining complete transparency through on-chain verification. MXEL is currently in early access on Solana devnet: rewards accrue now and convert to on-chain MXEL at token launch on mainnet.

## 1. Executive Summary

### 1.1 Mission

MXEL's mission is to create a sustainable, decentralized economy that fairly rewards content creators and their supporters across multiple platforms, while building a community-owned ecosystem governed by stakeholders.

### 1.2 Key Features

- **Multi-Platform Integration**: Seamless connection with YouTube, Patreon, Twitch, Ko-Fi, GitHub Sponsors, Substack, and TikTok
- **Earn-Only Token**: MXEL is never sold — no ICO, no private sale. Every token is earned through verified activity
- **Fair Reward Distribution**: Price-linked allocation system ensures consistent USD value ($0.02 per verified subscriber)
- **Founding-Era Reward Rates**: The earliest creators earn at boosted rates on their own verified activity — a loyalty rate, not a return
- **Dual-Sided Rewards**: Both creators and supporters earn MXEL tokens
- **Decentralized Governance**: Community-driven decision making through DAO
- **Zero Transaction Fees**: Creators and supporters never pay gas fees
- **On-Chain Price Oracle**: Pyth Network price feeds are integrated in the reward contracts, with a protective floor; they activate at mainnet
- **Transparent On-Chain**: All distributions verified and recorded on Solana

### 1.3 Market Opportunity

**Creator Economy by 2027:** $480 billion projected

**Global Creators:** 300+ million

**Opportunity:** Reduce platform fees, provide additional revenue, reward community support

## 2. Problem Statement

### 2.1 Centralized Platform Control

Current creator platforms operate as centralized gatekeepers:

- **High Fees**: Platforms extract 20-50% of creator earnings
- **Opaque Algorithms**: Creators have no visibility into monetization rules
- **Platform Lock-In**: Audience relationships are controlled by platforms
- **Arbitrary Policy Changes**: Platforms can change rules without creator input

### 2.2 Supporter Value Extraction

Supporters who help creators grow receive no tangible benefits:

- No recognition beyond likes/comments
- No reward for the growth they help create
- Value accrues only to platforms, not communities

### 2.3 Fragmented Creator Economy

Creators must manage multiple platforms separately:

- Multiple dashboards and payment systems
- Inconsistent metrics and reporting
- Complex payout schedules
- Duplicated effort across platforms

## 3. Solution

### 3.1 MXEL Platform

#### Decentralized Infrastructure

- Built on Solana
- Smart contract transparency
- On-chain verification
- No single point of failure

#### Multi-Platform

- OAuth with 7+ platforms
- Unified dashboard
- Single reward system
- Simplified management

#### Fair Distribution

- $0.02 per verified subscriber
- Founding-era boosted reward rates
- Nothing to buy — every token earned
- Transparent calculations

#### Community Ownership

- DAO governance
- Treasury management
- Proposal voting
- Progressive decentralization

### 3.2 How It Works

#### For Creators:

1. **1. Connect Platforms**: Link YouTube, Patreon, Twitch, etc. via OAuth
2. **2. Verify Audience**: Backend verifies subscriber counts through APIs
3. **3. Earn Tokens**: Receive an MXEL allocation based on audience size ($0.02 USD per verified subscriber), plus monthly growth rewards
4. **4. Founding-Era Rates**: The earliest creators earn at boosted reward rates on their own activity — a loyalty rate for joining early

5. **5. Receive Rewards**: Rewards accrue during devnet early access and convert to on-chain MXEL at token launch

**For Supporters:**

1. **1. Register Account**: Create a free supporter account or connect a wallet
2. **2. Verify Your Support**: Connect Patreon, YouTube, Twitch, and other accounts via OAuth — MXEL verifies the support you already give
3. **3. Earn Rewards**: Receive MXEL for that verified support. You never pay anything
4. **4. Invite Your Creator**: Earn a recruitment bonus when a creator you invite joins and verifies (learn how)
5. **5. Keep Earning**: Rewards accrue across every creator you support and convert to on-chain MXEL at token launch

# 4. MXEL Platform Overview

## 4.1 Platform Architecture

```
┌───────────────┐    ┌───────────────┐    ┌──────────────────┐
│   Frontend    │    │    Backend    │    │ Smart Contracts  │
│   (Web UI)    │───▶│   (Node.js)   │───▶│    (Solana)      │
└───────────────┘    └───────────────┘    └──────────────────┘
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                             │
      ┌───────────────────────────────────────────┐
      │        Platform Integrations (OAuth)       │
      └───────────────────────────────────────────┘
```

## 4.2 Smart Contracts

| Program | Purpose |
|---|---|
| `mxel-social` | Creator registration, verification, reward calculation |
| `mxel-patron` | Supporter rewards, verified-support tracking |
| `mxel-governance` | DAO proposals, voting, treasury management |
| `mxel-reserve` | Perpetual Reserve and treasury management |

## 4.3 Platform Integrations

🎥
YouTube
250+ subscribers
💜
Patreon
1+ active patron
🎮
Twitch
250+ followers
Ko-Fi
Verified page
☕
GitHub
Active sponsors
🐙
Substack
Published newsletter

# 5. Token Economics

Token Details:

- **Total Supply:** 84,000,000,000 MXEL (84 Billion)
- **Standard:** Token-2022 at mainnet mint (the current devnet token is classic SPL for testing)
- **Blockchain:** Solana
- **Decimals:** 9 at mainnet (the current devnet token uses 6)
- **How tokens enter circulation:** Earned only. MXEL is never sold — no ICO, no private sale, no investor allocation. 85% of supply goes to the community.

## 5.1 Token Distribution

| Allocation | Percentage | Amount | Vesting |
|---|---|---|---|
| **Patron Rewards** | 50% | 42,000,000,000 | Earned through verified supporter activity |
| **Creator Rewards** | 25% | 21,000,000,000 | Earned via audience allocation + monthly growth |
| **Recruitment & Referrals** | 5% | 4,200,000,000 | Earned by inviting creators who join and verify |
| **Community Campaigns** | 5% | 4,200,000,000 | Distributed through community events and challenges |
| **Perpetual Reserve** | 10% | 8,400,000,000 | DAO-controlled, long-term sustainability |
| **Team & Development** | 5% | 4,200,000,000 | Locked 2 years, then 3-year linear vesting |

## 5.2 Creator Rewards

```
Creator Allocation = Verified Subscribers x $0.02 USD worth of MXEL

Example:
- Creator: 10,000 verified subscribers
- Allocation: 10,000 x $0.02 = $200 USD worth of MXEL
- Plus monthly growth rewards as the audience grows
- Rewards accrue during early access and convert to on-chain MXEL at token launch
```

### Founding-Era Reward Rates:

The earliest verified creators earn at boosted rates on their own activity. This is a loyalty rate for joining early — not a return on money put in, because there is no money put in. As more rewards are distributed, the rate steps down to the base rate.

| Total Distributed | Reward Rate | Tier |
|---|---|---|
| 0 - 8.4B | **10x** | Tier 1 |
| 8.4B - 21B | **5x** | Tier 2 |
| 21B - 42B | **3x** | Tier 3 |
| 42B - 63B | **2x** | Tier 4 |
| 63B - 84B | **1.5x** | Tier 5 |
| Thereafter | **1x** | Base |

## 5.3 Deflationary Mechanics

**Planned at mainnet:** a 2% transfer fee (via the Token-2022 transfer-fee extension), split:

- 1% burned (deflationary)
- 0.5% to the Perpetual Reserve
- 0.5% to the community treasury

Not active during devnet early access, and subject to change. Reward distributions to creators and supporters are always gasless and fee-free; this fee would apply only to secondary token transfers after the mainnet mint.

## 6. Technical Architecture

MXEL is built on Solana for high throughput (65,000 TPS), low costs ($0.00025 per transaction), and fast finality (400ms). Our smart contracts are written in Rust using the Anchor framework for security and efficiency.

**Why Solana?** High-performance blockchain with proven scalability, eco-friendly Proof of Stake, and growing DeFi ecosystem.

## 7. Reward Mechanisms

MXEL provides rewards for two key stakeholder groups: creators and supporters. Creators earn for the audience they already built and the growth they drive. Supporters earn for verified support they already give, plus recruitment bonuses for bringing their favorite creators on board. Every distribution is fair, transparent, and automated through smart contracts — and no one ever pays for tokens.

## 8. Governance

MXEL is designed to operate as a DAO in which token holders govern the platform. As planned, proposals will require staking 10,000 MXEL and will pass with 60–80% approval depending on impact, with the treasury controlled by a 3-of-5 multi-sig under community oversight. The governance program is built and will be activated as a post-mainnet phase; during devnet early access the platform is team-operated, with reserve and treasury funds held under multi-sig.

## 9. Security

Security Measures:

- Independent third-party security audit planned before mainnet (not yet completed — contracts are currently under internal review)
- Bug-bounty program planned at mainnet (target up to $100,000)
- Multi-sig admin controls
- Circuit breakers and rate limits
- On-chain oracle validation with a protective price floor (in the reward contracts)

## 10. Roadmap

### Phase 1 — Foundation & Early Access (Live now)

- Reward contracts deployed on Solana devnet; 84B MXEL supply minted
- 10+ platform OAuth integrations; creator dashboard operational
- First automated reward distribution executed and confirmed on-chain (devnet)
- Founding Creators program open; rewards accruing now

### Phase 2 — Mainnet Launch (Next)

- Incorporate MXEL Inc.; independent third-party security audit
- Token-2022 mainnet mint (84B supply, 9 decimals)
- Token generation event — every token earned, none sold
- Accrued devnet rewards convert 1:1 to on-chain MXEL; first mainnet distributions
- First 100 founding creators onboarded

### Phase 3 — Expansion & Governance (Post-launch)

- DAO activation and community governance

- Token-2022 transfer-fee and buyback-and-burn mechanics live
- Mobile apps and additional platform integrations
- Liquidity provisioning and broader exchange availability

## 11. Legal & Compliance

MXEL operates with full legal compliance including GDPR/CCPA data protection, identity verification where required for reward distribution, and consultation with regulatory bodies. MXEL tokens are never sold — there is no ICO, private sale, or investor program — and tokens are utility-focused with governance and platform usage rights. The only paid offering is the Founding Creators membership, a premium product purchase, not a token sale or investment.

## 12. Conclusion

MXEL represents a paradigm shift in how creators and supporters are rewarded. With 300 million creators worldwide and the creator economy projected to reach $480 billion by 2027, MXEL is positioned to capture significant market share by offering transparent, fair value distribution that traditional platforms cannot match.

Join MXEL Today →

## 13. Appendices

### Contact Information


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### Social Media

Twitter Discord Telegram

### Disclaimer

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Version 1.1 | Last Updated: July 2026