MWX

MWX Private Round Investor Deck

Decentralized Agentic AI Marketplace for SMEs

MWX

Private Round

Round Highlights:

7% Token Allocation at $0.06/token (Target Raise: $4.2M)

Public Listing:

DEX launch planned Oct 2025 at $0.10/token (MWX Token / $MWXT)

MWX

Executive Summary

Proven Foundation

MWX is a spin-off of MediaWave, one of Indonesia's top enterprise AI analytics platforms with 15+ years history serving government, SMEs, and major brands. This isn't a project built from scratch, its built on battle-tested AI infrastructure.

Vision

The world's first decentralized "agentic" AI marketplace, a platform of autonomous AI agents designed to solve real problems for 400M+ SMEs worldwide . MWX combines ready-to-use AI solutions with transparent Web3 payment rails and incentives to democratize AI access.

Momentum

Seed round closed (3% sold at $0.02). Strong community growth with 5,000+ whitelist sign-ups and 18,000+ Telegram members (organic traction) and 13,000+ X followers. Beta launch in Q3 2025. Public DEX listing targeted for Oct 2025 at $0.10 (providing a clear path to liquidity).

Opportunity

Raising $4.2M in this Private Round to fuel global launch. Early investors at $0.06 enter at a ~40% discount to public price, riding MWX's mission to become the default AI marketplace for SMEs.

MWX

Executive Summary

Yose Rizal
Founder of MWX

Nanda Ivens
Co-Founder of MWX

Founder & Co. Founder

Led by Yose Rizal (MediaWave founder, ex-Telkomsel Commissioner) who left his telecom board role in May 2025 to focus fully on MWX. He's joined by Nanda Ivens (ex-Tokocrypto CMO, 20+ years experience of Adversiting & digital marketing)

Advisors

MWX also backed by top-notch advisors such as Mr. Ruby Alamsyah (digital forensics and cyber security expert, 20+ years digital forensics experience), Ms. Pandu Sastrowardoyo (former IBM, Co-Founder of Indonesia Blockchain Association, Executive Producer & Host of Bloomberg Technoz)

Strategic Partner

Supported by top-tier partners Google and AWS (cloud, security, and go-to-market support) & IDRX (Rupiah Stable Coin)

MWX

The Problem:
SME AI Gap

AI Adoption Lags for SMEs: Despite AI's promise, only ~33% of SMEs in developed countries use any AI tool, much lower than large enterprises. The vast majority of the world's ~400 million SMEs have no access to AI that could boost their productivity.

Barriers to Entry: SMEs face multiple hurdles, high costs to develop or buy AI, lack of in-house tech talent, and solutions that are too complex or not tailored to small business needs. Fragmented tools and data silos, integration complexity, and vendor pricing volatility further deter adoption .

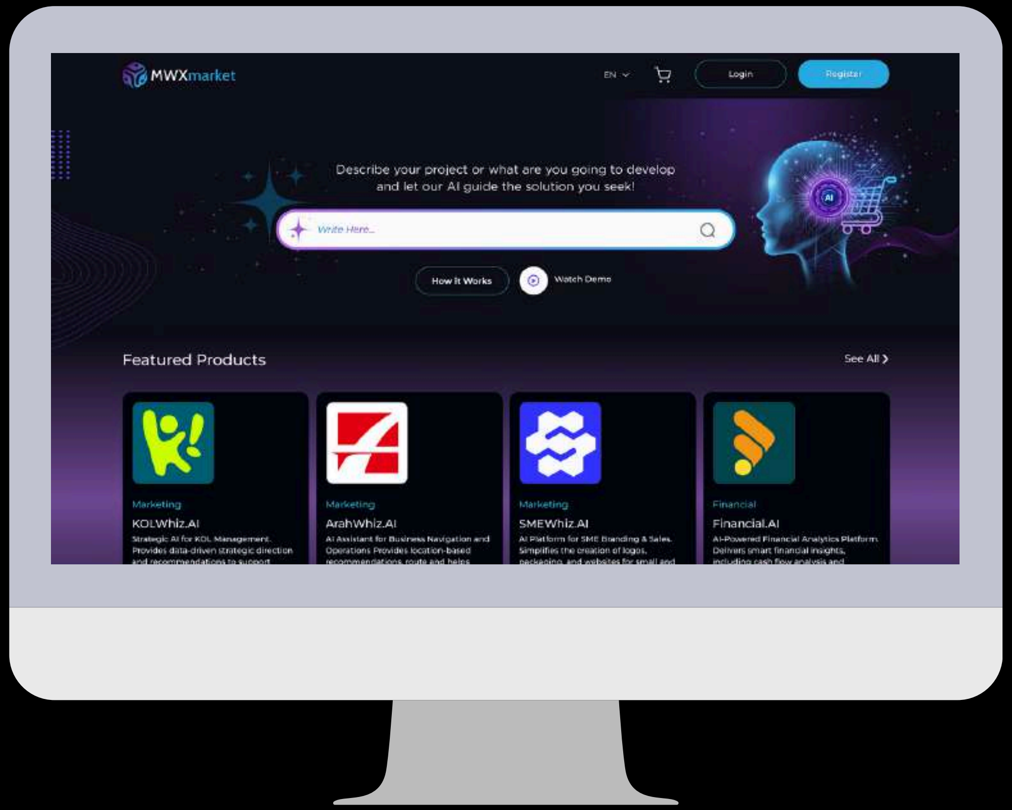
SMEs Falling Behind: Larger corporations leverage AI for efficiency and growth, widening the competitive gap. SMEs, which forms the backbone of global economies, risk being left behind in the AI revolution due to these structural disadvantages.

Real Pain Points: For an SME, implementing AI (e.g. for automating operations or gaining customer insights) can be intimidating. There's no "app store" for AI where a small business owner can easily find trusted, ready-to-use AI solutions this is the gap MWX aims to fill.

The Solution

MWX is an open marketplace of plug-and-play AI “agents” autonomous AI applications that SMEs can deploy instantly to solve specific business problems. It’s like an AI app store where SMEs can find enterprise-grade AI solutions with one click

AGENTIC AI MARKETPLACE WITH READY-TO-USE AI SOLUTIONS



How It Works: Through MWX, a small business can access AI agents for tasks like marketing automation, inventory forecasting, customer service bots, etc. Agents act with autonomy and can even collaborate with other agents on the platform , delivering end-to-end solutions without the SME needing deep AI expertise.

Built on Proven Tech: MWX leverages 15+ years of AI R&D and products from MediaWave. The underlying AI models and analytics have been tested in real-world deployments (government projects, corporate campaigns), ensuring reliability and effectiveness from day one.

Web3 Powered: The platform uses blockchain for trust and incentives. All transactions are transparent on-chain, and the MWXT token underpins the economy used for payments, staking, and governance. This aligns the ecosystem: users, AI providers, and the platform all have skin in the game via the token.

SME-Friendly: No coding or big upfront investment needed. MWX offers a self-serve portal with an intuitive UI where business owners can browse AI solutions, read reviews, and deploy them quickly. Pay-as-you-go pricing means SMEs can start small and scale usage as they see results

MWX

Market Opportunity

TOTAL ADDRESABLE MARKET

≈ 400 Mio SMEs

≈ $600 Bio SaaS Spending

SERVICABLE AVAILABLE MARKET

≈ 400 Mio SMEs

≈ $600 Bio SaaS Spending

SERVICEABLE OBTAINABLE MARKET

≈ 1 Mio SMEs onboard target on 2028

≈ Marketplace take - rate (15 %)

400+ Mio
Global SMEs by 2030

$1,500
Avg Spending on SaaS

~US $600 BILLION SPENDING ON SAAS BY 2030

159 Mio
Global SMEs by 2030

$1,000
Avg Spending on SaaS (on emerging market

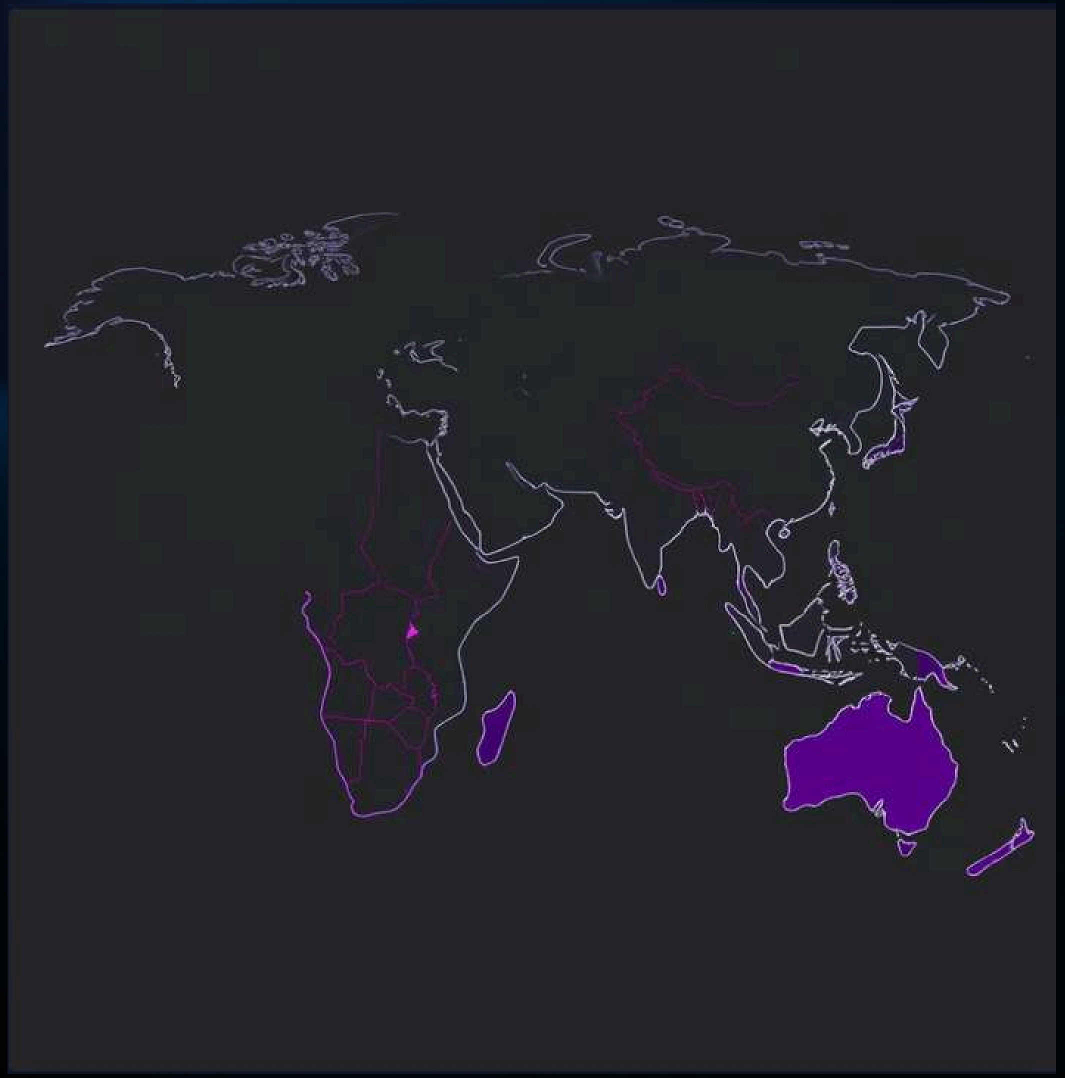
$159 B SAAS SPENDING ON EMERGING MARKETS

2 Mio
Obtaining 1.3% from SAM

$20
Avg Spending on SaaS

GMV UPLIFT PUSHES TOTAL REVENUE TOWARD $400M TARGET

Market Opportunity



SEA ● 71M SMEs

$60B SAM

LATAM ● 55M SMEs

$50B SAM

MENA ● 33M SMEs

$49B SAM

Initial focus on Southeast Asia (over 70M SMEs in ASEAN alone) gives MWX a fertile launchpad. Success here can scale to other emerging markets (India, Africa, Latin America) and eventually developed markets, riding the universal need for cost-effective AI.

Economic pressure (post-pandemic and recession concerns) force businesses to cut costs and automate. Governments are also pushing SME digitalization. MWX sits at the nexus of these trends enabling cheaper automation for businesses that need it most.

MWX

Market Opportunity

While big tech focuses on enterprise AI, the SME sector is a blue ocean for AI adoption. Few competitors, if any, offer a holistic AI marketplace tailored for SMEs especially one with tokenized incentives and decentralized architecture.

$700 B
SaaS market by 2028

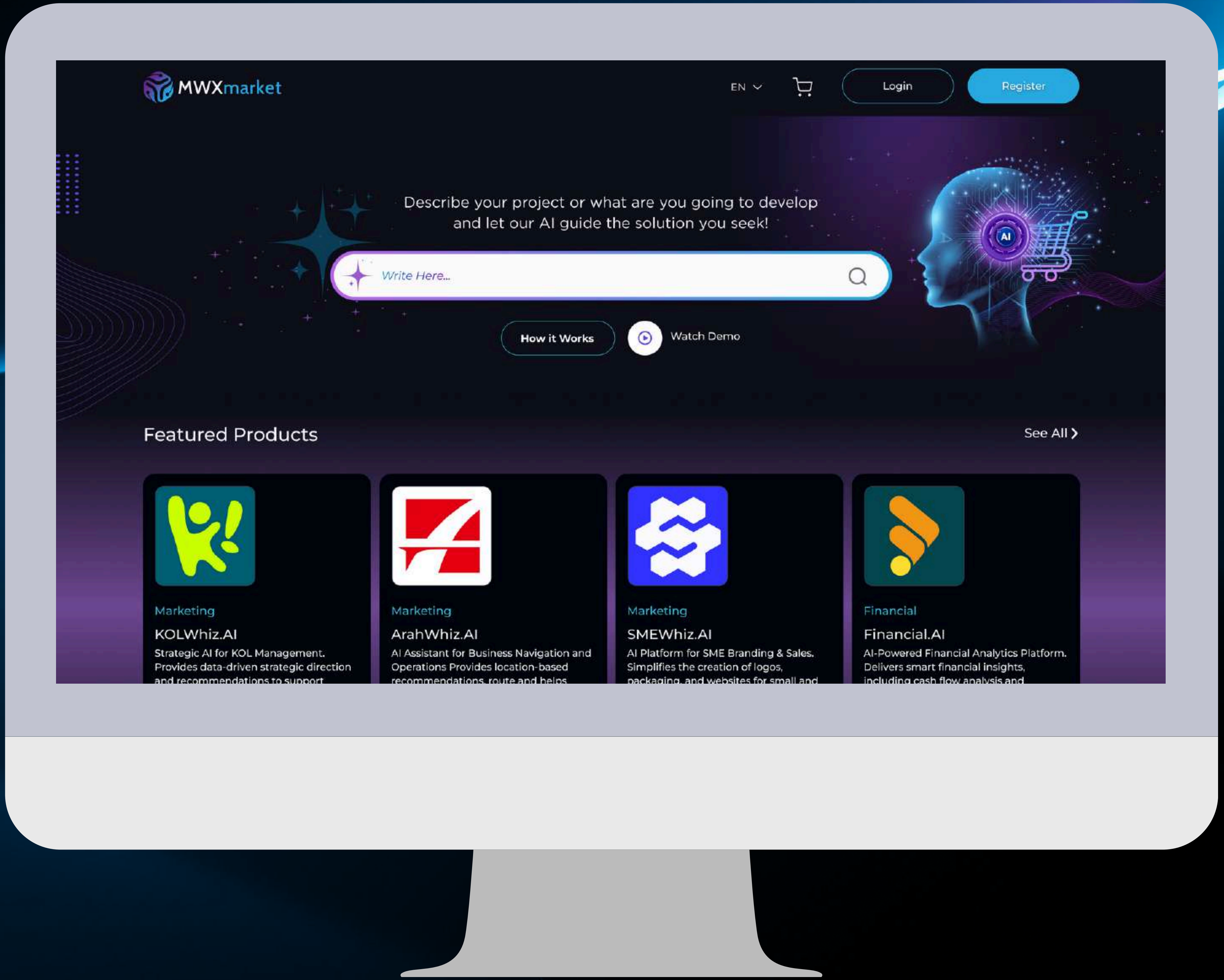
400+ Mio
Global SMEs by 2030

TARGETING ONLY 0.05% PENETRATION OF SAAS MARKET = CAPTURING $400M IN ANNUAL REVENUE

Huge Addressable Market:
Targeting the 400+ million SMEs globally that are increasingly seeking digital solutions. SMEs contribute over 50% of global GDP empowering them with AI unlocks enormous economic value.

AI Industry Boom:
The global AI software/services market is projected to grow from ~$115B in 2024 to ~$400B by 2030 (37% CAGR). Even a small slice of this market is significant e.g., capturing just 0.1% yields ~$400M in annual revenue.

Product Video Demo



MWX

AI Marketplace Overview

Visit our marketplace

Write clearly what solution you are looking for

Select the available solution

Checkout

*Show the step-by-step of an SME selecting an AI agent, configuring it, and seeing results

- Intuitive Discovery: SMEs can browse AI solutions by category or keyword. Each AI agent listing shows a description, use-case, pricing (e.g. monthly or per-use), and user ratings, making selection easy.

- One-Click Deployment: Once an AI agent is chosen, the SME can deploy it in a few clicks. For example, an “AI Marketing Assistant” agent can be connected to the SME’s social media or CRM via API keys – MWX handles all the heavy integration in the backend.

- Demo Use-Case: E.g., “Social Media Content Generator” agent – automates posting and engagement analysis. The SME owner selects the agent, enters basic parameters (industry, goals), and the agent begins working autonomously, posting content and responding to inquiries on behalf of the business. Results (analytics, leads) appear on the SME’s dashboard.

- User Control & Transparency: The SME can monitor agent performance in real-time, set limits or rules for the agent, and disable or switch agents anytime. All actions the AI takes are logged for transparency.

- For AI Providers: The demo also highlights how AI vendors upload their solutions – via a simple SDK and YAML manifest (tech providers can containerize their AI model and list it on MWX within ~1 week). MWX provides test sandboxes and ensures security, so SMEs only see vetted, quality offerings.

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Business Model

Diversified Revenue Model

MWX earns from more than just commissions, we've built multiple income streams for stability and scale:

SaaS AI Tools

First-party solutions sold to SMEs

Enterprise Licensing

First-party solutions sold to SMEs

Premium Subscription

First-party solutions sold to SMEs

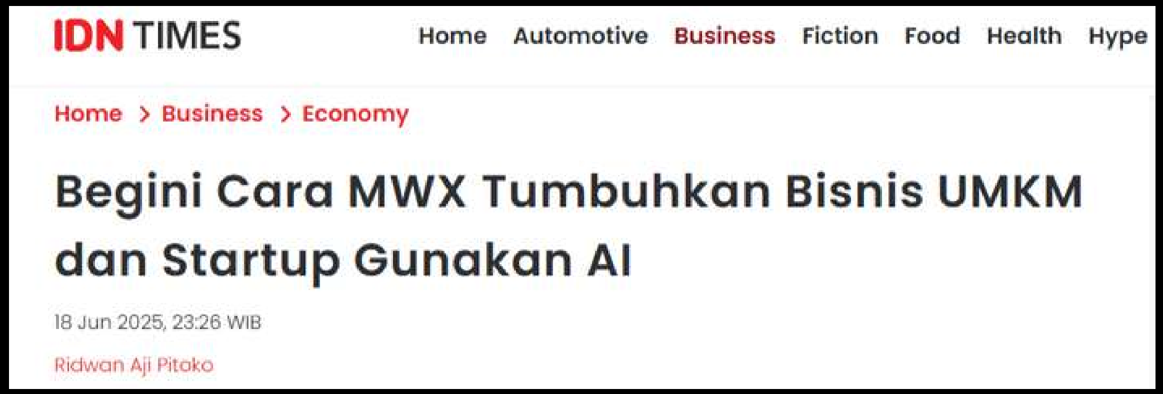
Revenue from Transactions: MWX earns a 15–20% commission on every AI service purchased or subscribed to by SMEs. Our success grows with vendor success, when they earn more, so do we.

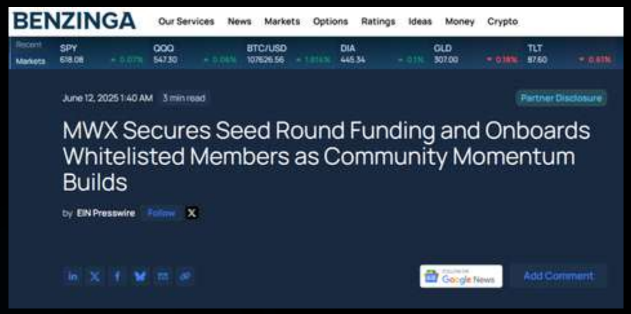
- **Token Utility Built-In:** MWXT is deeply integrated into the platform. Users can pay with fiat or MWXT, but MWXT users get discounts and bonus features, encouraging token use and driving demand.
- **Deflationary Tokenomics:** 20% of marketplace fees are burned, and 15% of platform profits are used to buy back and burn MWXT. As revenue grows, token supply shrinks creating potential value upside for holders.
- **Scalable Growth Model:** The platform grows efficiently as more AI vendors and SMEs join. Our vendor tools and support make onboarding fast, while referral and community programs fuel user acquisition.
- **Strong Competitive Advantage:** Over time, MWX builds a rich dataset on SME needs and agent performance. This allows us to highlight top solutions and fund new ones thus creating a self-reinforcing ecosystem that's tough to copy.

MWX

Traction

Successful Seed Round in Q2 2025, 3% of tokens sold raising ~$0.6M to kickstart development. This round was oversubscribed, bringing in strategic angel and early-stage crypto fund investors who believe in MWX's vision.





Beta Launch Q3 2025: The private beta of the marketplace is set to launch on schedule in Q3 2025.

Government Endorsement: MWX and the Indonesia Ministry of Cooperatives & SMEs aim to digitize 100,000 SMEs in 12–18 months.

Public Launch: MWX is set for a $0.10 DEX listing in Oct 2025, coinciding with full platform access. The event will drive liquidity and global exposure.

13,500+ Followers

18,500+ Members

Whitelist 5,000+ Signup

MWX

Strategic Partnership

Google Cloud Platform

MWX is actively supported by Google, receiving cloud credits and mentorship from Google's startup & Web3 teams. Google Cloud is advising on our AI infrastructure, security best practices, and will co-host developer workshops to build AI agents on MWX. This partnership ensures we scale on a robust, secure cloud backbone (and aligns us with Google's AI/ML toolsets).

amazon

Amazon Web Services (AWS): MWX is also working closely with AWS under their startup program. AWS is providing technical architecture guidance (particularly on decentralized data storage, serverless functions for AI agents) and go-to-market collaboration. We benefit from AWS's vast resources in cloud security, compliance, and even co-marketing at AWS-sponsored events.

KEMENTERIAN UMKM

The Indonesian Ministry of SMEs is a key strategic partner on user acquisition and platform validation (as mentioned, an MoU to onboard 100k SMEs). We are also in discussions with a major state-owned bank in Indonesia to integrate MWX solutions for their SME clients (potentially bundling AI services with SME financing products).

VALUEX

MWX has developed alliances with AI and blockchain communities. Having been hand-selected through Valu3x's rigorous curation process, MWX will benefit from premium visibility to a global network of vetted investors, seamless token listing with built-in KYC/AML checks, deep-dive due diligence for enhanced credibility, and dedicated deal-room tools for ongoing investor engagement.

MWX

Technology & Security

MWX TECH STACK

AI Services Layer
(Containers, ML Models)

MWX Platform
(Orchestration, Marketplace Engine)

Blockchain & Token Layer
(Ethereum Smart Contracts)

AI Services Layer
(Audit & Encryption)

Scalable Microservices Architecture:
MWX runs on a containerized, microservices-based system (Docker/Kubernetes on Google Cloud & AWS), blending proven AI engines from MediaWave with a blockchain layer (Ethereum or L2) for token transactions, agent records, and governance.

Enterprise-Grade Security:
End-to-end encryption (at rest & in transit), multi-zone redundancy, DDoS protection, and regular vulnerability scans. MWX uses AWS Shield and Google Cloud Armor. All smart contracts undergo third-party audits before launch.

Data Privacy First:
SMEs fully own their data. AI agents operate only with user permission, with no unnecessary data centralization. Data can remain on the SME side or be encrypted on MWX's platform. GDPR and global data compliance ready.

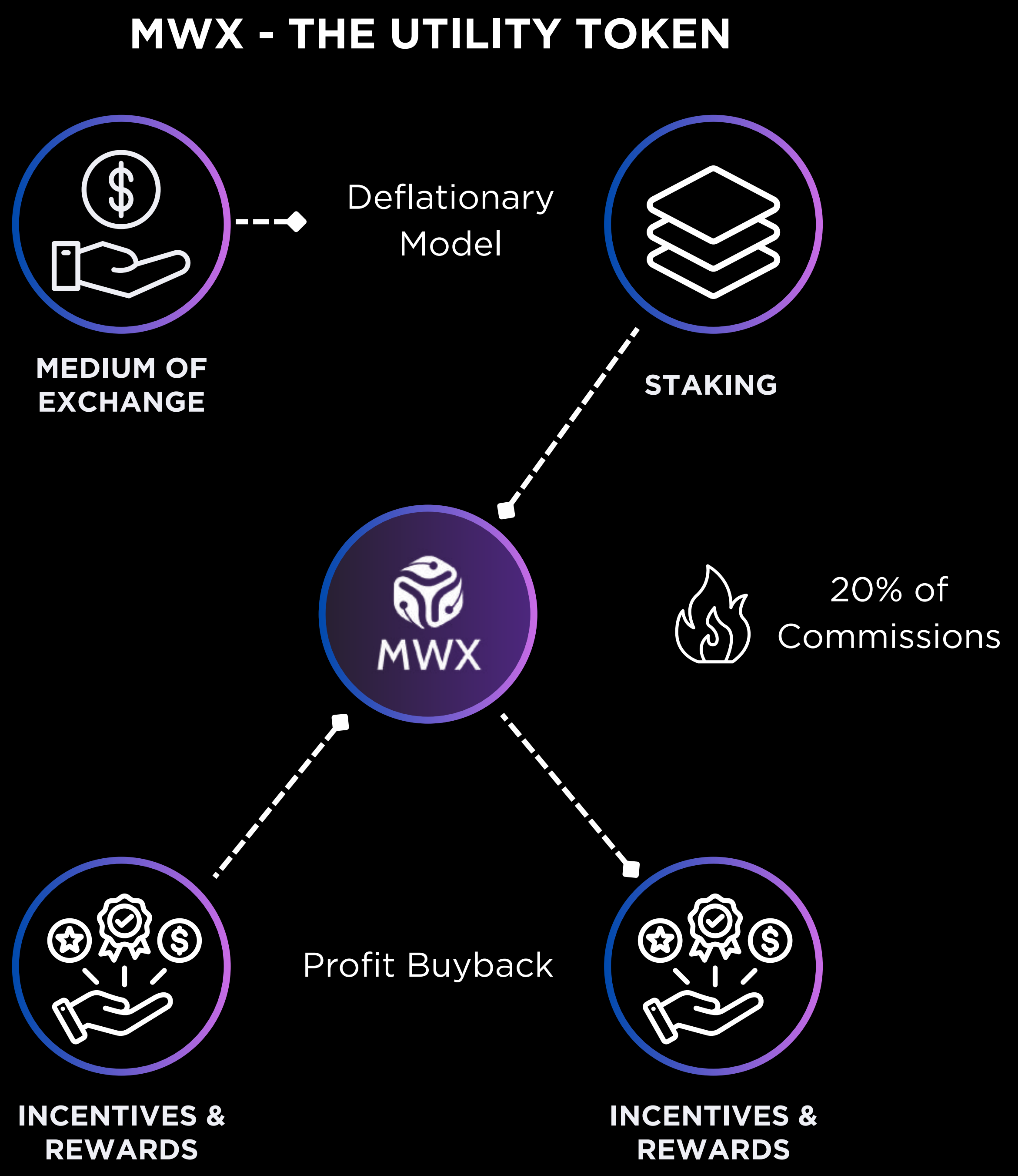
Agent Integrity & Safety:
Every AI agent is sandbox-tested for bias, security, and reliability. Each has strict, role-based permissions—for example, an accounting agent can't access unrelated files. This "least privilege" model minimizes risk.

High Uptime & Fast Performance:
MWX targets 99.5%+ SLA uptime. Multi-cloud deployment (Google & AWS) with auto-scaling and edge computing keeps AI services responsive and available as user demand grows.

Regulatory Compliance:
MWX is structuring operations across crypto-friendly jurisdictions (Singapore for Marketplace, BVI/Cayman for Token Issuance). KYC/AML measures are in place for large transactions. This ensures institutional and regulatory readiness as fiat integrations roll out.

MWX

Tokenomics & Utility



MWXT isn't just a fundraising token, it's the engine that drives activity and value across the platform.

Core Utilities:

- Pay (Medium of Exchange): SMEs use MWXT to pay for AI services (or pay with fiat for convenience). Paying in MWXT unlocks discounts and bonus features.
- Stake: Users, SMEs, and AI vendors can stake MWXT to earn rewards, unlock discounts, or boost visibility (stake-to-save & stake-to-rank models).
- Vote (Governance): MWXT holders participate in DAO voting, shaping platform upgrades, treasury usage, and grant distributions.
- Earn (Incentives & Rewards): Active users (SMEs, AI developers, community evangelists) earn MWXT for contributions and milestones.

Deflationary Model (Scarcity by Design):

- Fee Burn: 20% of marketplace commissions are burned automatically.
- Profit Buyback: 15% of MWX's profits go toward buying MWXT from the market, partially burn it quarterly and distribute the rest as incetives for SME's.
- Result: As platform usage grows, more tokens get burned, reducing supply while demand increases, supporting long-term token value.

Hybrid Payment Flexibility:

- SMEs can pay in fiat (e.g., credit cards), but MWX handles backend conversion, keeping all platform activity tied to MWXT.

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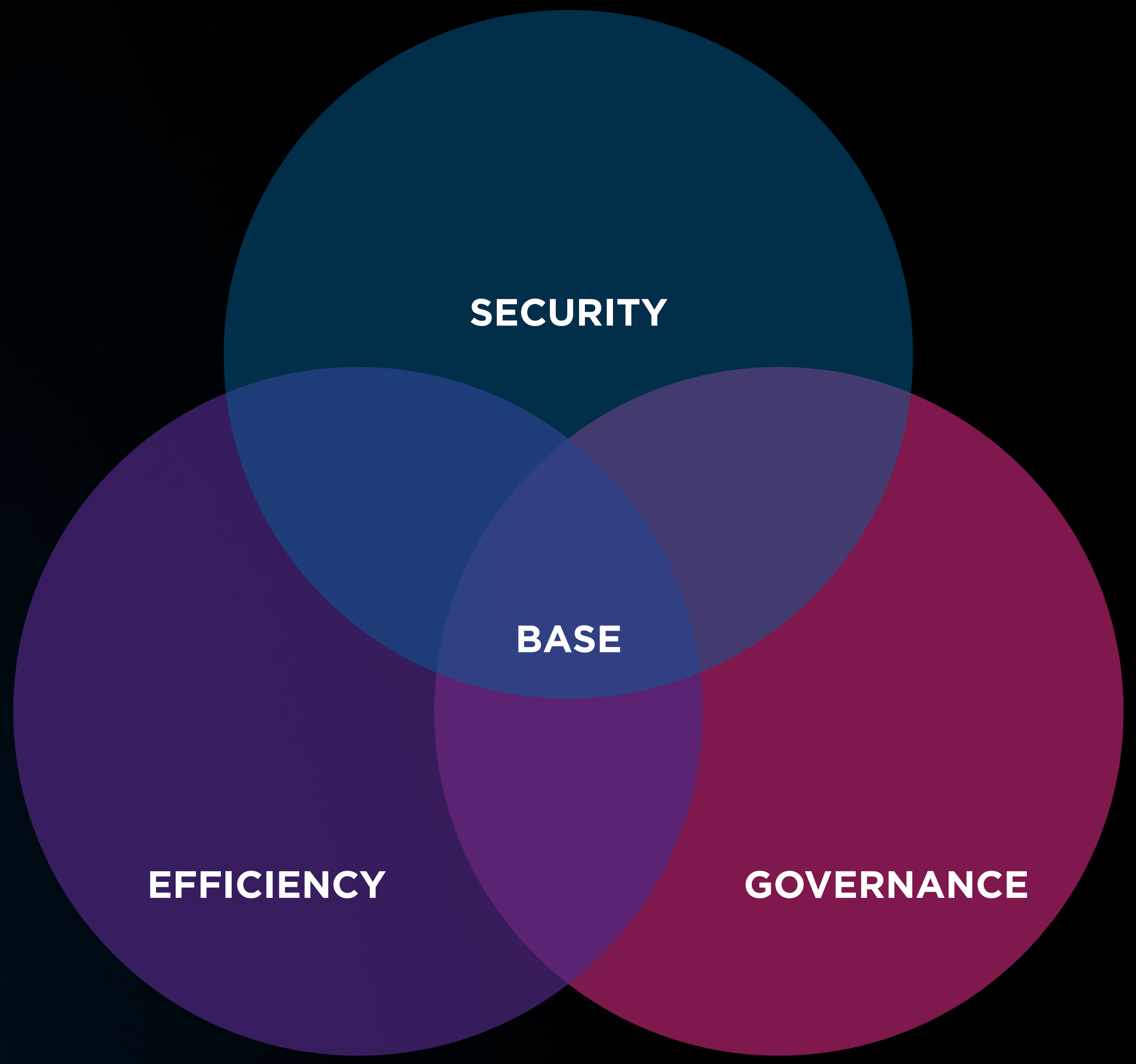
MWXT on Base — Token Specification



Built on Base (L2 on Ethereum)
- <$0.01 average gas cost; ~10,000 TPS throughput
- Inherits Ethereum’s security guarantees
- Coinbase-backed

ERC-20 Standard
- 18 decimal precision for micropayments
- Fixed 1 billion supply, minted once — no surprise inflation

UUPS upgradable
- Uses a lightweight proxy pattern (UUPS) to push hotfixes & feature releases
- 48h Timelock on upgrades for market visibility

Deflationary burn
Burnable token - platform auto 20% burn from every marketplace transaction, profit buy-back - distribute & burn

High Uptime & Fast Performance:
MWX targets 99.5%+ SLA uptime. Multi-cloud deployment (Google & AWS) with auto-scaling and edge computing keeps AI services responsive and available as user demand grows.

MWX

Vesting & Allocation

Fixed Supply: MWXT has a fixed cap of 1.0 billion tokens (no inflation). The distribution is carefully designed to balance funding needs, community incentives, and long-term commitment

Vesting Summary: The token allocation strategy heavily favors the community and project growth (over 50% toward ecosystem, treasury, airdrops). Early investors and team have significant lock-ups, which protects the market from immediate sell pressure and shows confidence in long-term value.

3%
SEED SALE

Seed Round (3% / 30M tokens)
Raised $0.6M at $0.02/token (completed).
Vesting: 12-month lock post-listing, then gradual release over 12 months.

7%
PRIVATE SALE

Private Round (7% / 70M tokens)
Currently raising $4.2M at $0.06/token.
Vesting: 12-month lock, then gradual release over 18 months (Oct 2026–Apr 2028).

10%
PUBLIC

Public Sale (10% / 100M tokens)
Planned for Oct 2025 at ~$0.10/token (likely via IDO).
Vesting: None (fully liquid at listing for public buyers).

18%
TEAM & FOUNDERS

Team & Founders (18% / 180M tokens)
Vesting: 12-month cliff, then release over 24 months.
(Designed to align the team with long-term success.)

5%
ADVISORS

Advisors (5% / 50M tokens)
Vesting: 12-month lock, then release over 24 months.
(Ensures long-term advisor commitment.)

28%
DAO & TREASURY

DAO Treasury (31% / 310M tokens)
Held for future ecosystem needs (e.g., partnerships, development, liquidity).
Access: Only unlocked by DAO/community vote.

13%
ECOSYSTEM GROWTH

Ecosystem Growth (15% / 150M tokens)
Used for user and developer incentives (grants, rewards, referrals, liquidity mining, etc.).
Distribution: Programmatic and milestone-based over time.

5%
COMMUNITY & PARTNERSHIP

Community Airdrop (5% / 50M tokens)
For early adopters, testers, and community campaigns to drive engagement from day one.

6%
LIQUIDITY

Liquidity Provision (6% / 60M tokens)
For seeding exchange liquidity pools (e.g., Uniswap, PancakeSwap).

5%
STRATEGIC RESERVE

Strategic Reserve (5%/ 50M tokens)
For maintaining liquidity during TGE

Go to Market Strategy

Marketing & Community Strategy

Global Launch with NinjaPromo
MWX has partnered with top-tier Web3 agency NinjaPromo to lead global go-to-market efforts. Their expertise in crypto growth and digital campaigns will accelerate adoption across key regions. This complements MWX's strong grassroots traction with 18K+ Telegram members.

Community-Led Growth
MWX fuels viral adoption through referral and affiliate programs that reward users in MWXT for bringing in SMEs and AI vendors. Early adopters and ambassadors receive token bonuses, turning the community into a powerful growth engine.

Content-Driven Campaigns
Aggressive digital outreach with educational content, case studies, and webinars like "AI for Small Business 101". Targeting SME owners via Facebook, LinkedIn, and local networks to highlight real success stories (e.g., "20% sales boost using MWX AI agent").

Indonesia First Launch (2025)
MWX launches in Indonesia, leveraging government ties and founder roots. In partnership with the Ministry of SMEs, we'll run nationwide workshops, offer free trials, and onboard the first 100K SMEs through digitisation programs.

Strategic Partnerships
We're partnering with Ministry of SME, SME associations, SaaS resellers, and financial/telco institutions to scale distribution, e.g. bundling MWX credits with SME bank loans or member benefits from chambers of commerce.

MWX

Growth & Expansion Strategy

SME Acquisition

To acquire and onboard:

- We hired a Global Web3 Marketing Agency, Ninjapromo, to execute a paid acquisition and education campaign
- We aim to partner with Ministers of SME in every ASEAN countries, at first, through the help of a Public Policy and Government Affairs Consultancy.
- Build a strong localized Ambassador program where they will essentially become “SME agents of success”, in order to assist SME’s onboarding and education

Global Expansion Roadmap

- Q4 2025 – Southeast Asia: Expand to Vietnam, Philippines, Thailand using Indonesia playbook and local partnerships.
- 2026 – MENA & South Asia: Tap into diaspora and development agency networks to enter new regions.
- 2027+: Worldwide Scale: Target 1M SME users by 2028. By then, token distribution and network effects will drive organic growth.

Metrics-Driven GTM

- We track CAC, activation, and retention in real time. The strategy is agile, focusing on what works best. Token-based incentives like airdrops help us acquire users more cost-effectively than traditional SaaS models.

AI Vendor Acquisition

To build a strong marketplace, MWX targets top AI developers via:

- Hackathons & Challenges (with Google/AWS support) – Winners get funding and fast-tracked marketplace access.
- Startup & University Outreach – Free onboarding, co-marketing, and exposure to SMEs globally with no upfront cost.
- Collaboration with key builder communities such as BASE to give builders support and a way to market their product Globally

MWX

Roll-out & Milestones

KPI	Q4 2025	Q4 2026	Q4 2027	Q4 2028
Cumulative onboarded SME wallets	20.000	300.000	750.000	1.000.000
12-month GMV (AI-agent spend)	US$4 m	US$30 m	US$120 m	US$250 m
Annualised burn of MWXT (deflation)	0.5%	1.5%	3%	5%

Go To Market Pillars

Engine	What we'll do	Why it scales
Government-led mass onboarding	Indonesia playbook – MoU with Kemen UKM (100 k SME in 12-18 mo) Replicate with national SMEagencies: SEA – Malaysia (SME Corp), VN (VINASME), PH (DTI/Go Negosyo). MENA – Saudi (Monsha'at/EVA), UAE (EEA), Egypt (EJB). LATAM – Brazil (SEBRAE), Mexico (ASEM), Peru (ProInnovate).	Government seal of approval → free acquisition at scale; bundled onboarding campaigns count toward each country's digital-transformation KPIs.
Digital marketing + performance ads	Always-on PPC (Meta, Google, TikTok) optimised to ≤ US$4 CAC. SEO: "AI for SMEs" hubs. Retargeting via email/WhatsApp until first paid task executed.	Digital channels capture the long-tail outside partner funnels and create data to refine targeting by vertical & country.
Community referral & MWXT incentives	Two-sided referral: 25 MWXT to referrer + 25 MWXT to referee after first US$20 spend. Leaderboard & quarterly bounties for top "SME ambassadors". Affiliate API for SaaS resellers & influencers to embed a "Launch with MWX" button.	Token rewards lower effective CAC, increase network effects, and reinforce MWXT utility as "growth fuel". The model already resonates with the community-led approach highlighted in the deck
Free-trial with token "airdrop credits"	Two-sided referral: 25 MWXT to referrer + 25 MWXT to referee after first US$20 spend. Leaderboard & quarterly bounties for top "SME ambassadors" Affiliate API for SaaS resellers & influencers to embed a "Launch with MWX" button.	Removes price anxiety, shows value immediately, and converts at 40-60 % paid-after-trial in pilot runs with Indonesian SMEs

MWX

Media & Education Channels

Owned media	Content Cadence	Goal
Owned media	BAU Social Media Posts, Blog articles, Youtube SME Education,	Thought-leadership & SEO
Earned media	PR, Founder op-eds, Articles, Press Release,	Credibility with policy-makers & investors
Paid media	Sponsored LinkedIn “Success-Story” carousels, Meta lead-gen Ads, KOL campaign	Lead capture for CRM-nurture flows
Partner channels	Webinars co-hosted with Google Cloud, AWS, local banks & telcos; booths in govt roadshows	Trust transfer & bulk sign-ups
Community	Twitter/X spaces, Discord hackathons, offline “SME AI Clinics”, TaskOn and Galxe	Activate advocates and collect product feedback

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Roll-out & Milestones (Stage 1)

Quarter	Key Actions	Cumulative SME Targets
Q3 2025	Close private round & private beta (1 000 SMEs)• Finalise MoU with Indonesian ministry	1.000
Q4 2025	Public DEX listing (Oct)• 20-city Indonesia roadshow + free-trial token drop• Launch referral programme	20.000
Q1 2026	SEA expansion: Malaysia & Philippines pilots• Performance-marketing engine live	60.000
Q2 2026	Vietnam + Thailand joins; integrate SME-bank bundles	100.000
Q3 2026	MENA entry: Saudi (Biban Expo), UAE (Make It in the Emirates)	150.000
Q4 2026	Brazil & Mexico launch with SEBRAE / ASEM joint webinars	300.000

MWX

Roll-out & Milestones (Stage 2)

Quarter	Key Actions	Cumulative SME Targets
Q1 2027	Introduce vertical-specific agents (retail, F&B, services)	400.000
Q2 2027	LATAM scale-up (Peru, Colombia) + Spanish portal	500.000
Q3 2027	Africa starter (Nigeria SMEDAN digital week)	600.000
Q4 2027	AI Marketplace v2 with cross-agent bundles & upsell	750.000
Q1-Q3 2028	Continuous marketing/partner flywheel; Tier-1 CEX campaign	950.000
Q4 2028	1 000 000 SMEs activated + 5 % cumulative MWXT burn	1.000.000

MWX

Use of Funds

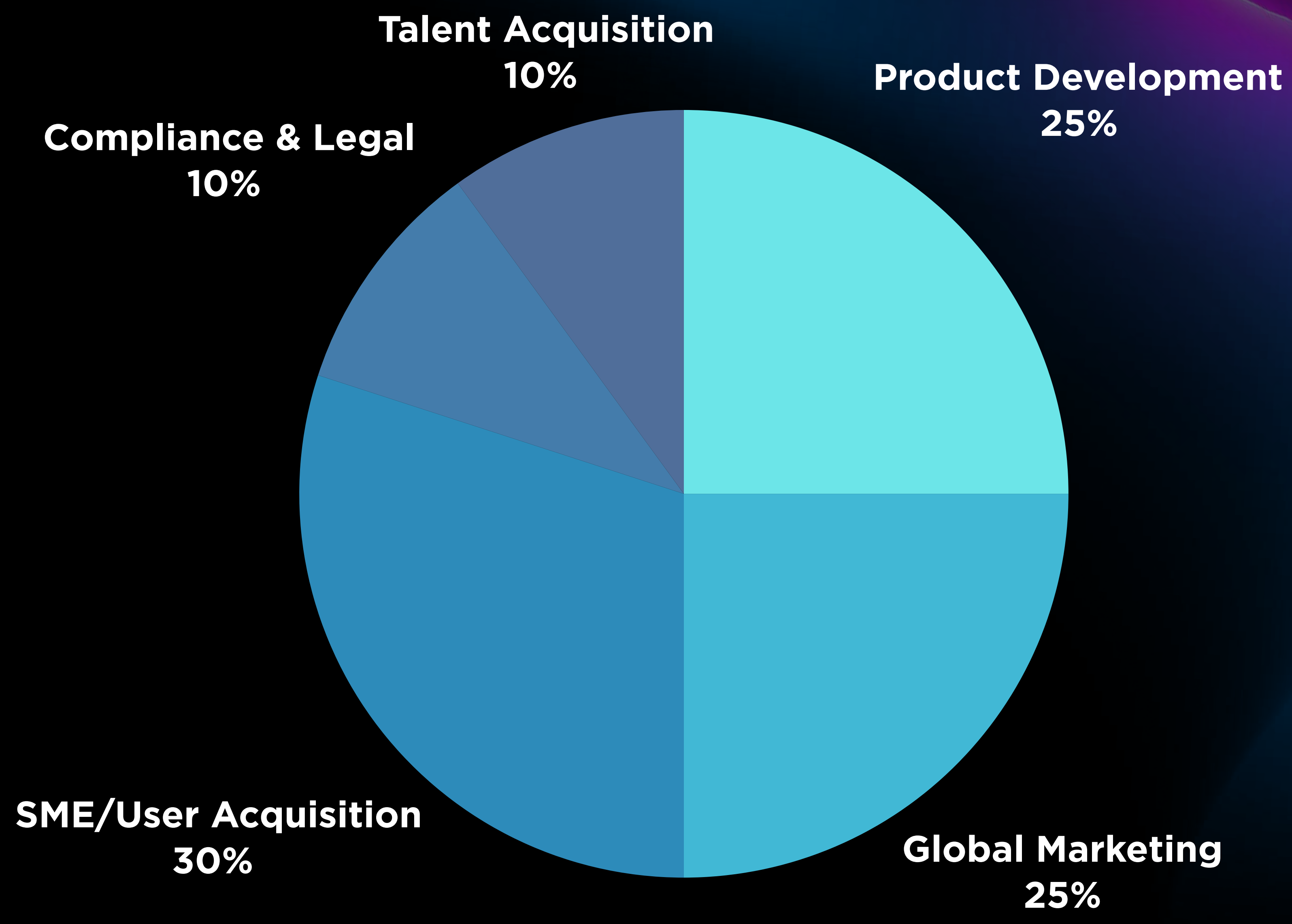
Product Development (~25%)
Scaling our tech team (AI scientists, blockchain devs, full-stack engineers) to speed up feature development. Focus: more AI agents, better UX, stronger scalability, and continuous AI R&D to stay competitive.

Global Marketing (~25%)
Building MWX into a trusted global AI brand through branding, content, digital marketing, community management, and industry events. Includes localized campaigns as we expand into new regions.

SME/User Acquisition (~30%)
Driving SME adoption through growth incentives: free AI credits for early users, referral bounties, workshops, and strategic partnerships (e.g., with banks/telcos). Goal: fast onboarding and user conversion.

Compliance & Legal (~10%)
Ensuring regulatory compliance across markets. Covers legal counsel, licensing, KYC/AML systems, corporate structuring, and possibly insurance for fund custody.

Talent Acquisition (~10%)
Hiring and retaining top global talent in AI, devops, product, and growth. Budget includes competitive pay and ongoing team training.



Founders & Team

Yose Rizal
Founder

Yose Rizal is a tech entrepreneur with 15 years of turning data and AI into real-world products. He founded MediaWave, Indonesia's first social-listening platform, and PoliticaWave, a real-time election forecasting tool. As Commissioner of Telkomsel, he helped lead the digital shift of Southeast Asia's largest mobile operator. More recently, he launched PEMILU.AI, the first generative AI campaign engine, and Reporthink.ai, an AI tool for producing investor-grade reports in under 24 hours. These innovations now converge in MWX, the world's first decentralized agentic AI marketplace built for SMEs.

Nanda Ivens
Co. Founder

Nanda Ivens is a digital innovation leader with 20+ years of experience across Asia. He began at Edelman Digital, Ogilvy, and The Economist before co-founding Magnivate, later acquired by WPP and rebranded as XM Gravity. He served as CEO of XM Gravity and CEO APAC Region for Mirum Agency, driving regional digital transformation. He was Chief Marketing Officer at Tokocrypto, leading brand and ecosystem growth, and currently advises Web3 gaming platform Creo Engine while chairing strategic advisory firm GWH. At MWX, Nanda leads the world's first decentralized agentic AI marketplace, empowering SMEs and enterprises with ready-to-use AI solutions.

Arif Wicaksono
Director of Product & Protocol

Erik Palupi
Director of Operation

Muhammad Iqra Bilmaruf
Director of Legal & Token Strategy

Ilham Akbar
Director of Ecosystem

Puja Arsana Sujana
Blockchain and Community Expert

MWX

Advisors

Ruby Alamsyah

Global Advisor for Cyber Defense & Risk Governance

Ruby Alamsyah is a renowned expert in digital forensics and cyber security, with over 20 years of experience in investigating complex cyber threats and securing critical infrastructures. Widely regarded as Indonesia's foremost digital forensics authority, Ruby has led high-profile cyber investigations involving both state-level actors and global enterprises.

He is the first and the only Indonesian that became a member of International High Technology Crime Investigation (HTCIA). His role ensures MWX adopts global best practices in system security while fostering a proactive, security-first culture across teams and technology.

Pandu Sastrowardoyo

Global Strategic Advisor

Pandu Sastrowardoyo is a leading figure in Web3 and enterprise blockchain space. Formerly with IBM, she led blockchain initiatives across ASEAN and later founded Blockchain Zoo, a global think tank for decentralized systems. With deep expertise in governance, tokenomics, and infrastructure strategy, she advises governments, startups, and DAOs worldwide.

Justin T. Sumner

Global Ambassador for Investor Relations

Justin Thomas Sumner is a capital markets specialist with deep expertise in digital assets, cross-border fundraising, and early-stage ventures. He has advised Web3 and fintech projects across global markets, connecting them with strategic capital and institutional partners.

MWX

Investment Highlight

- Real Business, Not Just Hype: MWX is built on 15 years of proven AI success through MediaWave. Our tech already works at enterprise and government level, now we're repackaging it for SMEs. This gives us speed and credibility.
- Huge, Untapped SME Market: Over 400 million SMEs worldwide need affordable AI. Even tiny market share wins can drive big revenue and capturing just 0.05% of the $400B AI SaaS market could mean ~$200M ARR.
- First-Mover in a Blue Ocean: No other platform offers a global, decentralized, token-powered AI marketplace for SMEs. MWX is pioneering a new model at the intersection of AI and Web3, without facing big incumbents.
- Self-Reinforcing Token Flywheel: More users → more AI transactions → more token burns → rising token value → stronger incentives for adoption. MWX's deflationary tokenomics mean user growth = token value growth.
- Battle-Tested Team: With proven track records in scaling businesses and handling millions of users, the team blends corporate governance (Telkomsel experience) with viral growth expertise (community marketing, partnerships with Google, AWS, and Indonesian government).
- Early Traction & Validation: Seed round closed quickly, community whitelist oversubscribed, plus government partnerships secured. We already have a working beta and growing user base.
- Built-In Growth Optionality: MWX isn't just one product. It's a platform and launchpad. High-performing AI agents can spin off into standalone businesses or tokens, whilst giving MWX token holders future upside via airdrops, equity, or token rewards.

Fundraising Terms

Current Private Round: We are raising $4.2M by offering 70,000,000 MWXT tokens (7% of total supply) at $0.06 per token. This is an equity-free token purchase (SAFT structure for accredited investors).

Valuation & Upside: The implied valuation at private round is ~$60M (fully diluted). Public listing price ($0.10) puts the projected market cap at ~$100M, giving private investors a ~67% markup on listing. Beyond listing, we target significant growth with our internal projections (based on traction and market size) aim for multi-billion dollar network value in the coming years, as MWX becomes the fundamental business process infrastructure for SMEs.

Use of Proceeds: See "Use of Funds", essentially, the $4.2M will propel us through beta, public launch, liquidity management and into user growth phase. We anticipate it provides ~18+ months runway, by which time revenue from marketplace transactions will begin to support operations (and we can always access the DAO treasury for further growth if token holders approve).

Token Release for Investors: Private sale tokens will be locked for 12 months from the public DEX listing, then vest linearly over the next 18 months. This long-term vesting schedule ensures alignment with early investors whom are joining us for the journey, not a quick flip.

MWX

Timeline & Milestones

Q3 2025
Close Private Round and launch private beta with select SMEs and AI vendors. Smart Contract audit & deployment

Oct 2025
Oct 2025: Public DEX Listing at $0.10 and full platform launch. Major marketing push to drive awareness.

Q4 2025
Onboard 20,000+ Indonesian SMEs through government support. Marketing push for SME acquisitions. Launch token staking.

Q1 2026
Tier 1 CEX listing. AI solution provider onboarding on to marketplace. Begin ISO 27001:2022 Audit & ISO 27005 along with SOC 2 Audit.

2027
Worldwide presence, push into new markets. Achieve breakeven or cashflow-positive. On the path to achieve 1M SME Users by 2028.

2028
Stretch goal: 1M SMEs onboarded. MWX becomes the leading AI platform for small businesses. Expected full DAO governance. Achieve a 5% burn of Token.

MWX

Legal and Compliance

ENTITY

MWX Foundation (Cayman Island)
DAO & Treasury Governance

MWX LABS (BVI)
Token issuance, MWX web-3 development, RnD & payment processor

MWX Innovation Inc. (Panama)
Marketplace activity, merchant on-boarding and transaction

MWX Global Pte. Ltd. (Singapore)
Infratructure enabler and system integrator

SERVICE COLLABORATORS

Lanturn
Entity structuring & regulatory oversight in Singapore

Legalnodes.com
AI powered legal and compliance solution

Futura.io
Global ecosystem for legal and compliance

MWX

Why MWX, Why Now?

Transforming SMEs with AI + Web3
MWX isn't just a platform, it's a movement to empower 400M+ small businesses with AI, powered by blockchain. We're leading a new wave of disruption where AI meets Web3 for the SME economy.

Prime Time to Invest
With a working product, strong partnerships, and a clear go-to-market plan, this is a rare ground-floor opportunity. Backed by proven tech and a seasoned team, MWX offers massive upside with lower early-stage risk.

Join the Movement
Private Round allocations are limited. We're open to deeper discussions, product demos, or any due diligence you need. Let's build something big—together.

Thank You!

We appreciate your time and look forward to welcoming you into the MWX journey.

Get in Touch (whitepaper, demo video and other inquiry):

Website: www.mwxplatform.ai

Email: contact@mwxplatform.ai