

# MOTTOKEN

Building value through  
knowledge



**MASTERS OF TRIVIA**  
KNOWLEDGE GAMIFIED



# CONTENTS

<b>Contents</b>	2
<b>Executive Summary</b>	3
<b>The MOT Vision and Ecosystem</b>	4
The Vision	4
Problem 1: Lack of Incentives in Traditional Trivia Games	4
Problem 2: Monetization Challenges for Knowledge-Based Games	4
Problem 3: Fragmentation of Trivia and Gaming Communities	4
Problem 4: Exclusion of Non-Crypto Users	5
Problem 5: Kickstarting a tokenization project	5
The MOT Ecosystem	5
Platform Overview	5
Token Overview	6
<b>Token Roadmap</b>	7
Phase 1: Ideation & Planning (Achieved)	7
Phase 2: Token Creation and Testnet Development (Achieved)	7
Phase 3: Presale and Token Launch (Q1 2025)	7
Phase 4: Post-Launch Expansion (Q2 2025)	7
Phase 5: Token Expansion (Q3 2025-)	8
<b>Tokenomics</b>	9
MOT Tokenomics Overview	9
Token Specifications	9
Token Allocations	9
Presale Details	10
Token Sale Proceeds	10
Presale Unlock Schedule	10
Presale Pricing Tiers	10
Post-Presale Liquidity and Oversubscription Reserves Pricing Tiers	11
Vesting, Distribution, and Sustainability Mechanisms	11
Token Utilities	12
<b>Platform Marketing and Token Adoption</b>	13
In-App Token Adoption Initiatives	13
Off-Platform Marketing Initiatives	14
<b>Recap &amp; Cheat Sheet</b>	15
MOT Token Highlights:	15
Roadmap & Milestones	15
2024 Highlights	15
2025 Goals:	15
Tokenomics	15
Allocations	15
Presale Structure	16
Growth Initiatives	16
Key Differentiators	16
Why Invest?	17

# EXECUTIVE SUMMARY

---

**Masters of Trivia (MOT)** is a global trivia platform combining the fun of gaming with the joy of learning. Launched in April 2024 and already reaching an international audience of 50k+ Monthly Active Users (MAUs), MOT has quickly developed into a fast-growing, global community of trivia enthusiasts.

By launching the **MOT Utility Token** as its native currency, Masters of Trivia now aims to further scale its platform by introducing tokenized incentives to drive deeper engagement and user loyalty. MOT Users will be rewarded with MOT Tokens for completing quizzes, winning trivia battles, and participating in challenges. Alternatively, users who prefer to “Pay to Play” will be able to purchase tokens from other token holders.

In exchange for MOT Tokens, users will be able to unlock access to premium content, exclusive tournaments, insider communities, and merchandise, among many other incentives. Additionally, players may opt to sell their tokens in exchange for cryptocurrency or fiat. This will create tangible value for users and drive both engagement on the platform and demand for MOT Tokens.

Backed by robust tokenomics and a decentralized framework, MOT is designed for sustainable growth and engagement. Its adoption as the native currency of a proven, fast-growing platform with a global reach — including participants from 196 countries — will ensure widespread adoption and utility.

# MASTERS OF TRIVIA

KNOWLEDGE GAMIFIED

# THE MOT VISION AND ECOSYSTEM

---

## The Vision

The driving vision behind MOT Token development is the creation of a tightly integrated ecosystem where knowledge, competition, and rewards converge to create value, both utilitarian and financial, for all stakeholders.

To realize this vision, the MOT Token aims to address several gaps or shortcomings in gaming in general, and trivia games in particular, as well as reduce barriers to cryptocurrency adoption. This will require addressing several problems.

### ***Problem 1: Lack of Incentives in Traditional Trivia Games***

- **Problem:** While trivia games can provide short-lived entertainment, they usually fail to create strong, engaged user bases. Often this is down to a lack of meaningful rewards for players' time, effort, and knowledge.
- **Solution:** Rewarding players with MOT Tokens will enable a robust incentive system where players can earn tangible rewards for their time and achievements. This will build a direct link between participation and value.

### ***Problem 2: Monetization Challenges for Knowledge-Based Games***

- **Problem:** Free-to-play games usually rely solely on ads or premium purchases for monetization. This can alienate users and limit growth.
- **Solution:** Creating a dynamic, in-app economy where users can trade, earn, and spend MOT Tokens can provide an alternative revenue stream.

### ***Problem 3: Fragmentation of Trivia and Gaming Communities***

- **Problem:** Online trivia and gaming communities are huge, but are often fragmented across platforms and apps.
- **Solution:** The MOT Token acts as a unifying currency, incentivizing and rewarding participation within the Masters of Trivia app. Ultimately, this will help diverse trivia communities to gravitate towards the Masters of Trivia as a preferred platform.

#### ***Problem 4: Exclusion of Non-Crypto Users***

- **Problem:** Most blockchain-based projects struggle to bridge the gap between the crypto community and mainstream users. Often this is due to technical barriers to adoption or a fear of getting scammed.
- **Solution:** By integrating the MOT Tokens seamlessly into the Masters of Trivia platform, and by allowing users to “Play to Earn”, all financial and technical barriers to entry are removed.

#### ***Problem 5: Kickstarting a tokenization project***

- **Problem:** Many tokenization projects fail to get off the ground after failing to build an engaged community around the project.
- **Solution:** By launching a utility token centered around rewarding and incentivizing an existing community, the MOT Token overcomes this cold-start problem.

## **The MOT Ecosystem**

### **Platform Overview**

At the heart of the MOT ecosystem is the Masters of Trivia gaming platform – a global trivia gaming platform with users from 196 countries and 50k MAUs and counting. Available on web, iOS, and Android, the platform is designed to deliver a highly engaging experience for trivia enthusiasts through diverse quiz categories, multiple quiz and contest formats, and community-driven challenges.

### **Platform Highlights**

- A growing catalog of more than 30,000 trivia questions across 100+ quiz categories.
- Platform-wide multilingual support, with most quizzes available in multiple languages.
- Varied game modes, including single-play, 1-on-1 battles, multiplayer contests, and daily challenges.
- Multiple leaderboards and rewards to celebrate top achievers in various categories and further incentivize player engagement.

## Key Milestones

Since its relaunch in April 2024, the Masters of Trivia platform has achieved several notable milestones.

### Platform Highlights

- **Platform Launch** (April 2024): The Masters of Trivia gaming platform launches across the web, Android, and iOS.
- **100,000 Downloads** (September 2024): The platform achieves its first major milestone by crossing 100k downloads.
- **200,000 Downloads** (December 2024): Platform growth accelerates and the next 100k downloads are achieved in just three months.
- **50,000 Monthly Active Users (MAUs)** (January 2025): User engagement continues to improve as MAUs cross the 50k mark.
- **First Community Sponsorships** (2024-): Masters of Trivia strengthens its global footprint by entering into sponsorship agreements with rugby teams like Haguenau in France and the Hunslet Wolves in the UK.
- **Media recognition** (2024-): Masters of Trivia achieves early media recognition with earned media appearances across online and print publications like MSN, Yahoo, and New York Magazine.

## Token Overview

Serving as a utility token on the Masters of Trivia gaming platform, the MOT Token will become a cornerstone of the broader MOT ecosystem. With comprehensive utility and strategic tokenomics, MOT has been designed from the ground up to build and deliver value to token holders of all kinds.

### Token Highlights

- Utility-driven incentives and deep integration to drive interest from gamers on Masters of Trivia's platform.
- Strategic tokenomics ensures sustainable growth and long-term stability for all token holders.
- Decentralized innovation brings the transparency, security, and fairness to the platform that only blockchain can deliver.
- Global accessibility combines intuitive platform integrations with widespread listing on both Centralized (CEX) and Decentralized (DEX) Exchanges.

# TOKEN ROADMAP

---

## PHASE 1: Ideation & Planning (Achieved)

- **Feasibility and Design Analysis:** Market research to define feasibility, desirable ecosystem integrations, and token utilities.
- **Tokenomics Design:** Finalize MOT supply, allocation structure, vesting schedules, and long-term value creation.
- **Platform readiness:** Prepare the Masters of Trivia platform for MOT Token integrations, including wallet development, reward structures, and gamification features.

## PHASE 2: Token Creation and Testnet Development (Achieved)

- **Smart Contract Development:** Develop the MOT Token smart contract using the ERC-20 standard on the Base blockchain.
- **Testnet Deployment:** Testing of the MOT Token on Sepolia testnet to ensure seamless functionality.
- **Exchange Platform Development:** Build a platform for Masters of Trivia users to convert in-app coins to MOT Tokens.

## PHASE 3: Presale and Token Launch (Q1 2025)

- **Private Presale:** Launch a private presale for early supporters, strategic partners, and select whitelisted participants.
- **Public Presale:** Launch a tiered public sale with more attractive pricing for early adopters.
- **Token Generation Event (TGE):** At the conclusion of the public presale, officially launch the MOT Token on the Base mainnet.

## PHASE 4: Post-Launch Expansion (Q2 2025)

**Initial DEX Listings:** Achieve first Decentralized Exchange (DEX) listings on platforms like Uniswap and PancakeSwap.

- **Global Adoption Campaign:** Launch marketing initiatives and collaborate with influencers to help promote the MOT Token and platform to a broader audience.

**Token Utility Launch:** First token utilities such as premium content and exclusive tournaments to launch on the Masters of Trivia Platform

## PHASE 5: Token Expansion (Q3 2025-)

- **Initial CEX Listings and Expanded DEX Listings:** Achieve first Centralized Exchange (CEX) listing on (KuCoin, Kraken, ByBit, Gate.io, etc.) while continuing to expand DEX reach.
- **Expanded Utility and Marketplace Launch:** Continue expanding token utility with initiatives such as an in-app marketplace where users can trade collectibles, rare trivia packs, and in-game items using MOT Tokens.
- **Partnerships and Integrations:** Partner with and introduce MOT Tokens to third-party gaming platforms and educational institutions, and integrate with other blockchain projects.
- **Advanced Features:** Where it makes sense, look to bring advanced features to MOT, such as staking and additional blockchain integrations.



# TOKENOMICS

---

The MOT Utility Token has been designed from the ground up to deliver a foundation for robust tokenomics that will ensure sustainable growth and long-term value creation.

Value creation will primarily be driven by continually expanding token utility within the Masters of Trivia gaming platform. Players will be incentivized to earn or buy tokens in order to unlock new features, premium content, and other rewards. This will also ensure early liquidity, with initial demand for tokens being driven by players who would rather “Pay to Play”.

MOT’s long-term stability is further enhanced by fundamental tokenomics design. Strategic mechanisms such as multi-year vesting schedules, staged presale unlocks, and controlled emissions will safeguard the token’s value and ensure long-term team member alignment with the project’s stated goals.

## MOT Tokenomics Overview

### Token Specifications

- **Supply:** 500 million MOT Tokens.
- **Decimals:** 18

### Token Allocations

- **Presale Pool:** 6% (30 million tokens)
- **Liquidity Pools and Exchange Listings:** 20% (100 million tokens), locked for 2 years.
- **Ecosystem Incentives:** 10% (50 million tokens).
- **Team and Advisors:** 15% (75 million tokens), vested over 3 years.
- **Development and Operations Costs:** 12% (60 million tokens).
- **Marketing Machine (TopRanked):** 12% (60 million tokens).
- **Investment Fund (Uniqorn):** 10% (50 million tokens).
- **Branding and Community Building (Intelligent Games):** 10% (50 million tokens).
- **Community and Partnerships:** 5% (25 million tokens).

# Presale Details

## Token Sale Proceeds

MOT aims to generate between **\$100k (soft cap)** and **\$2.775 million (hard cap)** in token presale, spread across a private presale, a public presale, and a post-presale liquidity and oversubscription reserve.

- **Private Presale (Phase 1):** \$100,000.
- **Public Presale (Phase 2):** \$975,000 (across three tiers).
- **Post-Presale Oversubscription Reserve:** \$1.7 million (across two tiers)

## Use of Proceeds

Proceeds from initial token sales will be allocated as follows:

- **Liquidity Provision:** 40%
- **Development and Operations:** 20%
- **Marketing and Community Growth:** 25%
- **Reserve for Ecosystem Incentives:** 15%

## Presale Unlock Schedule

All tokens sold during private and public pre sales will be subject to the following unlock schedule:

- 50% unlocked at TGE.
- 50% vested linearly over 6 months.

## Presale Pricing Tiers

Private Presale

- **Allocation:** 5 million tokens.
- **Price:** \$0.02 per token.
- **Funds Raised:**  $25M \times \$0.02 = \$100,000$ .

Public Presale: Tier 1

- **Allocation:** 10 million tokens.
- **Price:** \$0.03 per token.
- **Funds Raised:**  $10M \times \$0.03 = \$300,000$ .

Public Presale: Tier 2

- **Allocation:** 7.5 million tokens.
- **Price:** \$0.04 per token.
- **Funds Raised:**  $7.5M \times \$0.04 = \$300,000$ .

Public Presale: Tier 3

- **Allocation:** 7.5 million tokens.
- **Price:** \$0.05 per token.
- **Funds Raised:**  $7.5\text{M} \times \$0.05 = \$375,000$ .

## Post-Presale Liquidity and Oversubscription Reserves Pricing Tiers

Post-Presale Liquidity Sale

- **Allocation:** A reserve of 10 million tokens for DEX liquidity.
- **Price:** \$0.07 per token.
- **Funds Raised:**  $10\text{M} \times \$0.07 = \$700,000$ .

Strategic Partnerships and Private Investors

- **Allocation:** A reserve of 10 million tokens for private placements or partnerships.
- **Price:** \$0.10 per token.
- **Funds Raised:**  $10\text{M} \times \$0.10 = \$1 \text{ million}$ .

## Vesting, Distribution & Sustainability Mechanisms

To ensure long-term token stability and alignment of all early token holders, MOT Token allocations will be subject to certain vesting and distribution mechanisms.

- **Team and advisor allocations:** Subject to a 3-year vesting schedule.
- **Presale participants:** 50% unlock at TGE, with the remaining 50% vested linearly over 6 months.
- **Contractors and consultants:** Development and marketing consultants/contractors will be subject to performance-/milestone-based token release schedules.

Additionally, the following sustainability measures will also be put in place.

- **Liquidity Lock:** Exchange (DEX and CEX) liquidity allocations are locked for 2 years.
- **Buyback/Burn:** A small percentage of platform revenue may be allocated to token buybacks.
- **Controlled ecosystem rewards emissions:** Gradual release tied to platform engagement and growth metrics.

## Token Utilities

MOT Token utility will form the beating heart of all value creation for MOT Token holders. Early token utility initiatives include the following:

- **Rewards:** Masters of Trivia Players will earn MOT Tokens as rewards for achievements, participation in daily challenges, and leaderboard rankings.
- **In-App Purchases:** Players may use MOT Tokens to purchase exclusive in-app items and premium trivia packs, unlock special game modes, or access tournaments with entry fees paid in MOT.
- **Governance:** From time to time, token holders may be called upon to participate in governance by voting on key decisions, such as new trivia categories, app development, or reward distribution policies.
- **Peer-to-Peer Transactions:** Users can use MOT Tokens to trade with others within the ecosystem for services or items.
- **Marketplace Transactions:** A built-in marketplace could enable players to trade collectibles, rare trivia packs, and other items of value using MOT Tokens as the currency.
- **Event Participation:** Players may pay entry fees for special events and competitions with MOT Tokens. These could include exclusive tournaments or live trivia events with bigger rewards.
- **Advertising and Sponsorship:** Third-party advertisers can pay for ad placement in MOT Tokens.
- **Education and Learning Features:** Access to paid educational content and trivia training modules payable with MOT Tokens.
- **Charity Contributions:** Token holders can donate their MOT Tokens to select causes or charities as part of community-driven efforts.

# PLATFORM MARKETING & TOKEN ADOPTION

---

While token utility will be the primary mechanism driving value creation for MOT Token holders, the Masters of Trivia Platform's reach cannot be ignored. As the number of active and engaged users increases, so too will the sum total utility of the MOT Token, thus amplifying its value.

It is with this in mind that ongoing efforts to both market the Masters of Trivia platform and drive MOT Token adoption are central to the project vision. This will be achieved through a combination of in-app initiatives combined with off-platform marketing.

## In-App Token Adoption Initiatives

To help drive ongoing token adoption, Masters of Trivia will pursue several avenues of growth.

- **User-Friendly Integration:** Seamless integration into the Masters of Trivia app will help users without prior knowledge of blockchain or crypto adopt the token. Ongoing development here could include further simplifying the onboarding processes and linking existing payment methods to make it easy for non-crypto users to participate.
- **Free-to-Play with Earn Options:** Users can earn MOT Tokens simply by engaging in regular gameplay. Regular participation, achievements, and completing special challenges will allow users to earn MOT Tokens without having to purchase them initially.
- **In-App Wallet:** The Masters of Trivia app includes a built-in token wallet that manages MOT Tokens for in-app use securely and intuitively. This helps to delay, or entirely remove, the complexity of complications like external wallet setups.
- **Low Barriers to Entry:** Following user demand, micro-purchases will allow MOT Token users to engage with the ecosystem without significant upfront time/financial commitments.
- **Hybrid Economy:** Introducing dual-currency functionality could allow users can pay for certain features in either fiat or MOT Tokens. Over time, users will be incentivized to adopt MOT through discounts or exclusive benefits.

- **Gamification of Crypto Adoption:** By introducing missions or achievements based on using MOT Tokens, Masters of Trivia could encourage non-crypto users to explore the ecosystem in a fun, low-pressure way.
- **Collaborations with Non-Crypto Platforms:** Seeking partnerships and integrations with traditional educational or gaming platforms will help promote MOT rewards or utility items to a broader, non-crypto audience.
- **Incentivized Referrals:** Masters of Trivia will reward users with MOT Tokens for referring friends. This will help to create a trusted network effect that introduces new users to the ecosystem.

## Off-Platform Marketing Initiatives

Marketing the Masters of Trivia app, along with the broader MOT ecosystem will ensure continued growth of the community. These efforts center around several key strategies.

- **Social Media Engagement:** Active promotion of the app and token through platforms like Twitter, Discord, Reddit, and Quora by sharing trivia challenges, sneak peeks, and possible token giveaways.
- **Ambassador Program:** Recruiting influencers, trivia enthusiasts, and crypto advocates to act as brand ambassadors will help expand brand awareness.
- **Partnerships:** Collaborations with gaming platforms and other trivia-related apps will help cross-promote the Masters of Trivia ecosystem.
- **Token Incentives:** Distributing small amounts of MOT Tokens to encourage signups, social media engagement, and other initiatives that will help drive platform growth.
- **Events and Sponsorships:** Hosting or sponsoring high-profile trivia events with large MOT prizes up for grabs will raise awareness among highly relevant communities.
- **Advertising Campaigns:** Leverage online ads to quickly reach target demographics and drive early adoption.
- **Press and Media Outreach:** Announce major milestones, events and tournaments, important partnerships, and other updates through reputable media outlets.

# RECAP & CHEAT SHEET

---

## MOT Token Highlights

- **Platform:** Masters of Trivia (MOT) is a global trivia platform with over 50k Monthly Active Users (MAUs) and counting.  
**Token Purpose:** MOT Token will power a decentralized rewards ecosystem and enable in-game utility.
- **User Engagement:** MOT Tokens reward players for achievements and participation. The in-app token utility creates strong incentives to earn or buy tokens.
- **Broad Accessibility:** No barrier to entry, even for non-crypto users. Multilingual platform with web, iOS, and Android apps.

## Roadmap & Milestones

### 2024 Highlights

- **April:** Platform relaunch with Web3 integration.
- **September:** 100k downloads.
- **December:** 200k downloads.
- **January:** 50k MAUs reached.

### 2024 Goals

- **Q1:** Token launch, private/public presales.
- **Q2:** Initial decentralized exchange (DEX) listings.
- **Q3+:** Expanded token utilities and centralized exchange (CEX) listings.

## Tokenomics

**Total Supply:** 500 million MOT Tokens.

**Vesting:** Presale tokens unlock 50% at TGE; the remaining 50% vest over 6 months. Team allocations vest over 3 years.

### Allocations

20% Presale.

20% Liquidity Pools & Exchange Listings.

15% Ecosystem Incentives.

10% Development, Marketing, and Team each

## Presale Structure

### Private Presale

- **Price:** \$0.02/token.
- **Allocation:** 25 million tokens.

### Public Presale

- **Tiered pricing:** \$0.03-\$0.05/token.
- **Allocation:** 25 million tokens.

### Funds Allocation

- Liquidity (40%)
- Marketing (25%)
- Development (20%)
- Incentives (15%).

## Growth Initiatives

- **Community Outreach:** Partnerships and media outreach to build brand recognition and trust.
- **In-App Initiatives:** No barrier to entry with integrated wallets, "play-to-earn" features, and gamified onboarding.
- **Off-Platform Campaigns:** Partnerships, social media, ambassador programs, and events to drive awareness

## Key Differentiators

- **Vision:** Gamified learning bridging knowledge, community, and blockchain.
- **Utility:** In-app purchases, governance, and marketplace transactions.
- **Innovation:** Possible plans for further scaling and multichain expansion.



## Why Invest?

- **Sustainability:** Transparent, utility-driven tokenomics with decentralized governance.
- **Growth Potential:** Strategic partnerships and user growth to ensure long-term value generation.
- **Experienced Team:** The MOT project is led by a highly experienced team with 50+ years of combined expertise in digital strategy, finance, and marketing.

**MASTERS OF TRIVIA**  
KNOWLEDGE GAMIFIED

