



## MUP White Paper 2.0

### 1. Overview

Multiple Up Point (MUP) is a dual-gold standard cryptocurrency backed by two types of core assets:

- **Physical gold** – tangible reserves of real-world gold.
- **Digital gold** – highly liquid cryptocurrencies such as Bitcoin and Ethereum, which have significant long-term appreciation potential within the evolving Web3 ecosystem.

MUP is built on an ERC-20-compliant blockchain, with a total issuance of 8.1 billion tokens — one for each of the world's 8.1 billion people. Unlike “air coins” with no intrinsic value, MUP is underpinned by tangible dual-gold standard assets, forming a floor price.

When the floor price reaches the hundred-billion USD level within 10 years, MUP's market capitalization is projected to exceed one trillion USD. With inherent value and 24/7 global liquidity through blockchain exchanges, MUP is positioned to:

- Support corporate blockchain listings.
- Enable long-term wealth accumulation.
- Facilitate intergenerational asset transfer.

### 2. Treasure Vault Mechanism

The Treasure Vault holds the dual-gold standard assets, which belong entirely to all MUP holders.

Rules:

- Assets can only be deposited into the Treasure Vault.
- Withdrawals require the destruction (burning) of MUP tokens in exchange for the equivalent value of assets.
- These rules are enforced by smart contracts.

Economic effect:

- As MUP supply decreases through burning and Treasure Vault assets grow through continuous injection, the backing value of each token increases over time.
- This mechanism rewards holders who delay selling or burning with higher future returns.
- It establishes a strong foundation for corporate listings and sustainable long-term value growth.

## 3. Funding & Asset Allocation

A total of 4.1 billion MUP (~50.6% of supply) will be sold, with 100% of proceeds allocated as follows:

1. **50%** – Purchase dual-gold standard assets and lock them in the Treasure Vault.
2. **49%** – Repurchase MUP from the open market and burn it.
3. **1%** – Distribute as “red envelopes” for community rewards.

Additionally:

- **51%** of all revenues from the founding participant’s Goldpay platform, blockchain exchanges, corporate blockchain listings, and future income streams will be used to purchase dual-gold standard assets and lock them into the Treasure Vault — further increasing the floor price over time.

## 4. Blockchain Listing Model

In traditional IPOs, companies convert private shares into publicly tradable stock after extensive regulatory review by banks, auditors, lawyers, and securities bodies.

The MUP blockchain listing approach:

- Eliminates complex intermediaries and approval layers.
- Requires no equity dilution — companies simply allocate a portion of their monthly revenue to a dedicated account.



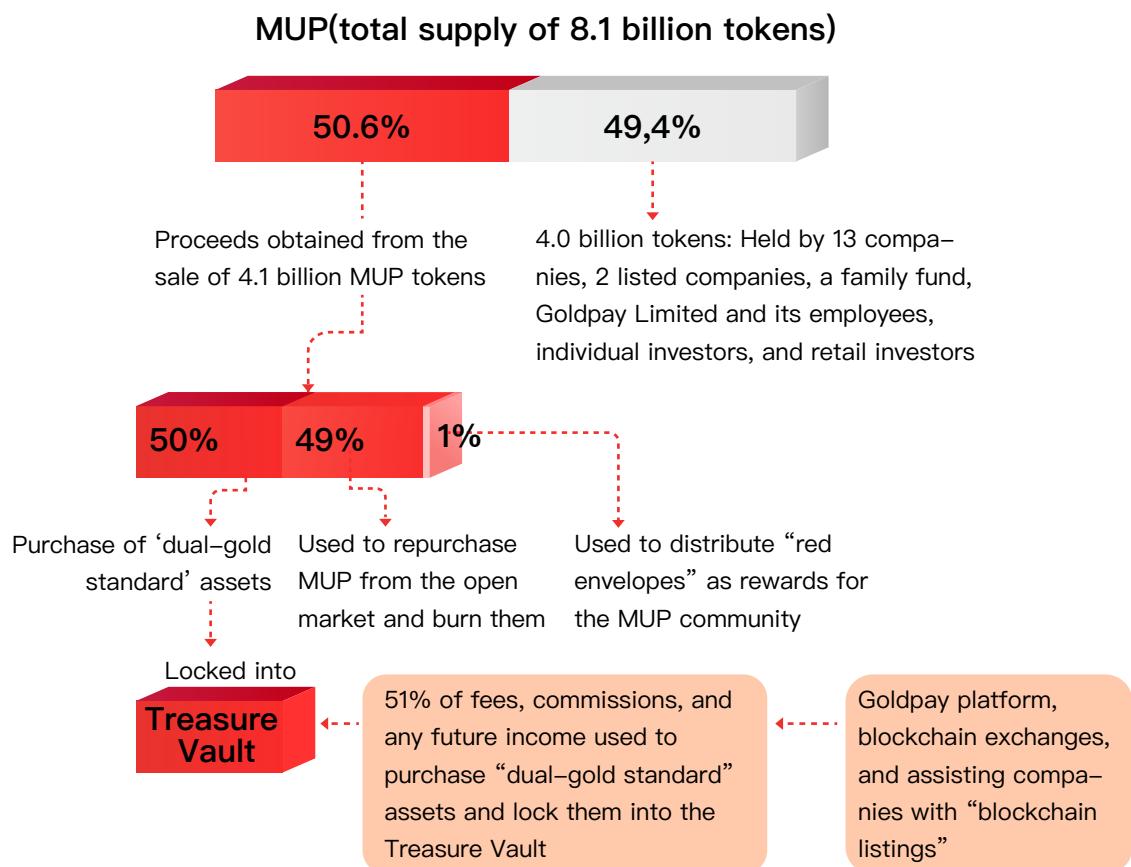
- When MUP appreciates, they may exchange revenue with the issuer for MUP at an agreed price.

**This process functions like a mini-IPO:**

- Acquire MUP at a lower cost, sell it at higher market prices, or hold it as an appreciating asset.
- Enjoy 24/7 liquidity, unlike traditional stock markets.

The issuer aims to onboard 100 companies in the first phase, positioning MUP as a high-value asset embraced by diverse enterprises for financing, growth, appreciation, and liquidity.

## 5. Issuance & Distribution



**Primary issuance** — Conducted via asset-for-asset exchange (physical gold for MUP), with no fiat currency involved.

**Secondary market** — MUP trades 24/7 against USD stablecoins on blockchain exchanges.

Distribution:

- 4.1 billion MUP (~50.6%) — Locked in a transparent guarantee pool; proceeds from sales fully reinvested into community rewards and value growth (see Section 3).
- 4.0 billion MUP (~49.4%) — Held by 13 companies, 2 listed companies, a family fund, Goldpay Limited and its employees, and other investors, distributed across centralized and decentralized platforms such as Goldpay APP, RICHLBERG, KlickI, and Uniswap.

## 6. Compliance & Risk Statement

- The MUP team will comply with all relevant jurisdictional regulations and will not promote in restricted regions.
- The issuer makes no guarantees of returns; MUP's value will fluctuate based on market conditions, potentially leading to losses.
- Blockchain participation carries risks such as smart contract vulnerabilities and cyberattacks.

• Participants should fully understand these risks before acquiring MUP.

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**Founding Participant : Goldpay Limited**

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