



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.



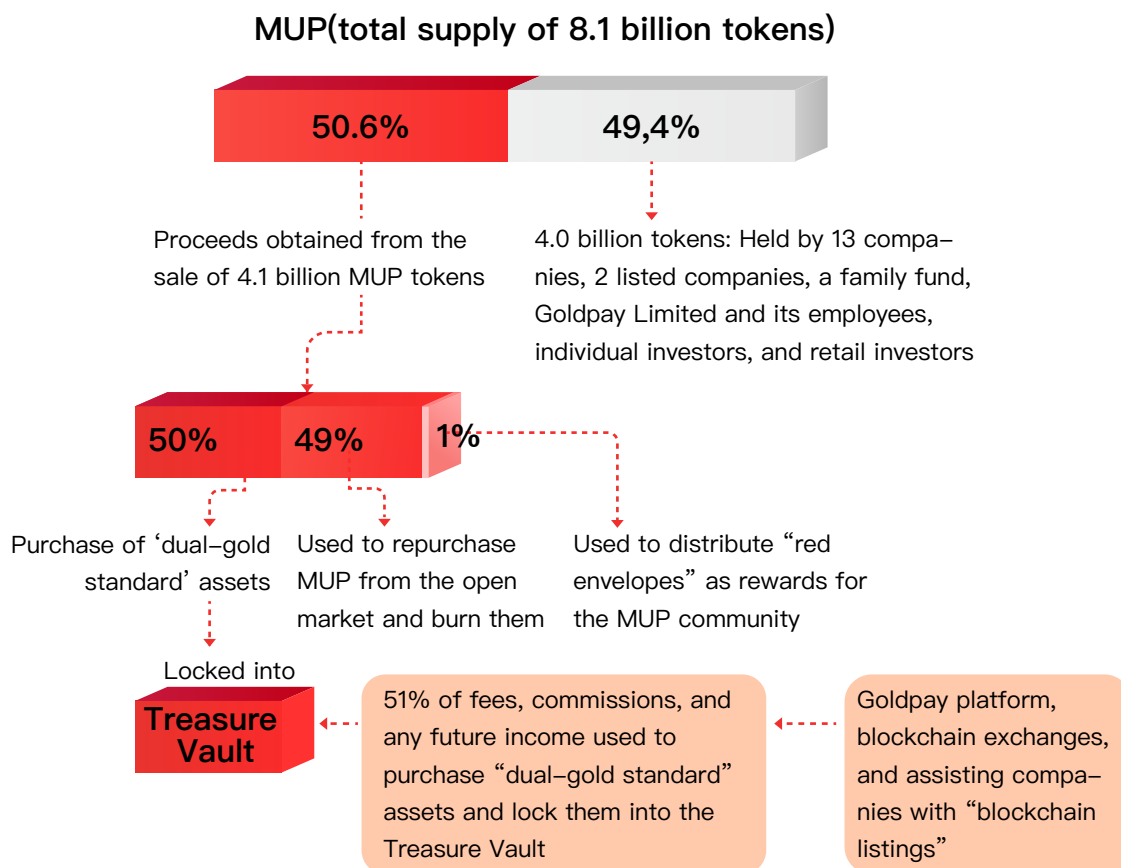
- When MUP appreciates, they may exchange revenue with the issuer for MUP at an agreed price.

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, RICHBERG, Klickl, 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.

Founder : Shangtoshi

Founding Participant : Goldpay Limited

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