



MERCURY

WHITE PAPER

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FOREWORD

We have witnessed phenomenal growth in the Web3 gaming sector in recent years. Web3 technology provides players and creators more ownership, agency, and opportunity than they've ever had before – all while introducing significant new revenue streams without negatively impacting the game experience for users.

Even in the face of challenging market conditions, global revenues from blockchain gaming are expected to grow to \$50 billion by 2025 – 10 times the rate of traditional gaming. For game studios, the monetization opportunity is substantial; crypto gamers are 62% more likely to purchase in-game content than their regular gaming counterparts.

Game studios have yet to fully realize that potential, as barriers to entry remain high for studios looking to build, deploy, and market blockchain games. The ever-evolving landscape of Web3 technologies, vendors, integrations, terminology, and standards adds layers of complexity. Getting funds in and out of games, especially in a multi-chain world, introduces additional overhead and user experience friction. Worse still, most offerings available on the market today address only one of the many pieces a studio needs to be successful. To stitch these offerings together requires individuals with skill sets that are expensive and hard to find. Not only does

this cost a studio time and money, but it also distracts from the real focus: creating a great game.

There is a clear opportunity for a complete protocol that abstracts away this complexity, can be used by existing game developers and marketers, and allows game studios to focus on their main mission of building great games and the communities around them.

This is exactly what the Mercury Protocol aims to do.

Mercury was built and battle tested by the AAA game studio behind the Web3-powered extraction shooter Shrapnel. Its leadership team has a track record of delivering large-scale commercial services at major Web3 and cloud companies. The protocol was created with deep understanding of the full ecosystem and integrations used in building and launching a game and is designed to satisfy the high expectations of both game developers and their marketing counterparts.

Mercury's robust capabilities and outcome-focused approach empowers studios – from the smallest indies to the heavyweights of AAA – to do more, quickly and with confidence.

MARC MERCURI
CHIEF BLOCKCHAIN OFFICER



INTRODUCTION

PREPARE FOR LAUNCH

Mercury empowers game developers and marketers to usher in a new era of ownership, agency, and opportunity. It delivers composable, intuitive, and easy-to-use services in a complete package, with an approach unique to the market.

Mercury was built with the understanding that game developers want to “focus on the fun” and not divert their team, time, or funding to the complex, constantly evolving landscape of Web3 technologies, vendors, and integrations. With Mercury, developers can work with weapons, gear, and cosmetics and don’t have to establish ongoing expertise in ERCs, EVMs, ZKs, or other Web3 tech.

The protocol abstracts away that complexity and delivers a robust set of game developer-friendly primitives in areas such as content, commerce, and chain, with critical integration capabilities.

The team behind Mercury understands that successfully launching a game title

involves not just game development, but also game marketing. Before, during, and after game development, the marketing team needs to engage and grow a community. While other gaming protocols largely ignore the needs of marketers, Mercury understands their importance, treating them as first-class citizens and providing capabilities and experiences to make their jobs easier.

Mercury was built with support for the capabilities, ecosystem, and integrations needed for building and launching a game, from gaming engines to backends to platforms for social marketing, user acquisition, community events, analytics, and more. Mercury has established relationships and incentives with market leaders in each of these areas. These platform integrations deepen Mercury’s network effect, benefitting users of all kinds.

A COMPREHENSIVE AND COMPOSABLE PLATFORM

Mercury's core capabilities span the 4 Cs: "content, commerce, chain, and connect." Each can be used independently or combined as needed. All capabilities include samples and documentation demonstrating how to use them together with unified support in a single protocol. Mercury provides market-leading breadth and flexibility and enables developers and marketers to easily create powerful, immersive Web3 experiences for their audiences.



DELIVERED AS POWERFUL WEB3 GAMING PRIMITIVES

General cloud computing platforms like Amazon Web Services (AWS) or Microsoft Azure introduced primitives in areas such as compute, networking, and storage. These became building blocks that allowed many other companies to rapidly build out applications and experiences at lower costs.

Mercury follows this approach, delivering a powerful, composable set of Web3 primitives for gaming. Primitives are built around familiar concepts (users, wallets, items, inventory, etc.). They're intuitive and easy to use, enabling game developers and marketers to deliver a wide range of experiences quickly, without specialized Web3 talent.



CONTENT

Items
Inventory
Cosmetics
Weapons

Consumables
Throwables
Wearables
Maps

Metadata
Crafting
Manufacturing
Distribution

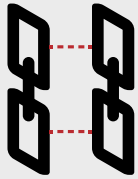


COMMERCE

Token
Fiat Onboarding
Wallets
KYC + AML

Payments
Fees
Royalties
Splits

Marketplace
Subscriptions
Battle Passes
Novel Monetization



CHAIN

Multi-Chain
Bridging
Free to Play Gas Model
Sponsored Transactions

Sign + Send Transactions
Chain Indexing
Off Chain Data Replication
Notifications



CONNECT

Game Engines
Gaming Backends
User Acquisition
Questing Platforms

Data and Analytics
Wallets
Foundations and DAOs
Web3 Infrastructure

DESIGNED TO MAXIMIZE THE ADDRESSABLE AUDIENCE

Mercury delivers significant value to the broadest audience of game developers and marketers with a laser focus on ideal outcomes. This enables Mercury to be used in existing games as well as new ones in a world of multiple connected chains.

OUTCOME-FIRST APPROACH

Mercury's approach contrasts with the conventional technology-first approach in Web3 gaming, which demands substantial expertise and resources. Instead, Mercury enables developers to work with familiar concepts and automates many of the intricate aspects of smart contract deployment, metadata management, and transaction handling. This significantly lowers the barriers to entry, making Web3 capabilities accessible to a broader audience and reducing development costs and timelines.

ENABLING EVERY GAME

Many Web3 gaming solutions focus largely on integrating with gaming engines such as Unreal or Unity and target only new games. Mercury integrates with popular gaming engines as well as popular gaming backends such as Playfab and Pragma. This enables thousands of existing games to be brought into the Web3 ecosystem without extensive rework.

Mercury synchronizes events between the game backend and the blockchain, ensuring seamless updates to items, inventories, and marketplaces. This enhances the game's functionality, extends gaming backend capabilities, and makes gaming backend products more appealing to developers seeking to enter the Web3 space, driving referrals to Mercury.

LINKED WALLETS

ADD WALLET

Marc's Bridging Wallet
0x80a80...5555b

Marc's NFT Wallet
0x80a80...5555b

MULTI-CHAIN BY DESIGN

Mercury supports multiple major blockchains, allowing developers and marketers to deploy and manage assets across various chains.



MULTI-CHAIN FOR DEVELOPERS

A multi-chain design mitigates individual chain volatility risk and maximizes revenue opportunities through chain-specific incentives and collaborations. Developers can easily transition between chains during a game's development lifecycle, ensuring they remain adaptable to market changes.

MULTI-CHAIN FOR MARKETERS

With Mercury's multi-chain capabilities, marketers can establish collaborations and campaigns with any major project, product, or chain. Mercury tracks ownership and metadata across chains, facilitating user profiling, user segment targeting, and customized rewards across different chains. This functionality supports exclusive content distribution and promotion, enhancing marketing effectiveness.

ENABLING CHAIN EXCLUSIVE CONTENT, DISCOUNTS, AND EXPERIENCES

Mercury allows games to offer chain-exclusive content and experiences, similar to console gaming exclusives.

Developers can establish business relationships with specific chains, providing unique content and

benefits to users. Mercury's ability to monitor multiple wallets associated with a user for asset ownership enables tailored rewards and early access based on user activity on specific chains.

PAYMENT AND FULFILMENT CAPABILITIES DESIGNED FOR A MULTI-CHAIN WORLD

Mercury facilitates seamless transactions by allowing games to configure preferences for asset locations and payment methods and locations. Sellers can receive payments in their preferred tokens in their location of choice, while buyers get assets where they are most useful, typically on game chains with low or no gas fees. Sellers can receive payments in locations with the most activity and liquidity, providing benefits such as reduced slippage on swaps. For buyers, fees can be paid on the lowest-cost chains. This streamlined process reduces friction and enhances the user experience, making digital asset transactions efficient and user-friendly.



MARKET LANDSCAPE

Analysis of market providers from IMX to Sequence shows a clear opportunity for a comprehensive platform of business primitives enabling high velocity, low-cost integration and adoption by existing mainstream developers.

Existing vendors have one or more of the following challenges:

- **Technology-First Approach** – Most platforms focus on technology, specifically, making Web3 development easier. This might take a Web3 learning curve down from 90% difficulty to 60% difficulty, but it still forces developers to understand advanced Web3 technologies and concepts.
- **Lack of Holistic Platform** – Platforms do not provide complete solutions, instead providing only some of the services needed to be successful. This forces developers to identify, validate, and integrate services from multiple vendors with increased service and support dependencies.
- **Unbalanced Value Exchange** – Providers often offer services and experiences in which benefits are uneven between providers and customers, often to the detriment of the game.
- **Chain Coverage** – Vendors are tied to a specific chain or subset of chains that are not aligned to the economic interests or ideal ecosystem opportunities for a game.
- **Wallet Coverage** – Providers prioritize wallets that are more aligned to their benefit vs. those of the game.
- **User Acquisition Strategy** – Platforms have a weak or non-existent user acquisition strategy or strategy execution issues.
- **Ecosystem Acquisition and Rewards Strategy** – Platforms with associated foundations and tokens have gaps in design and execution of ecosystem strategies

AUDIENCES

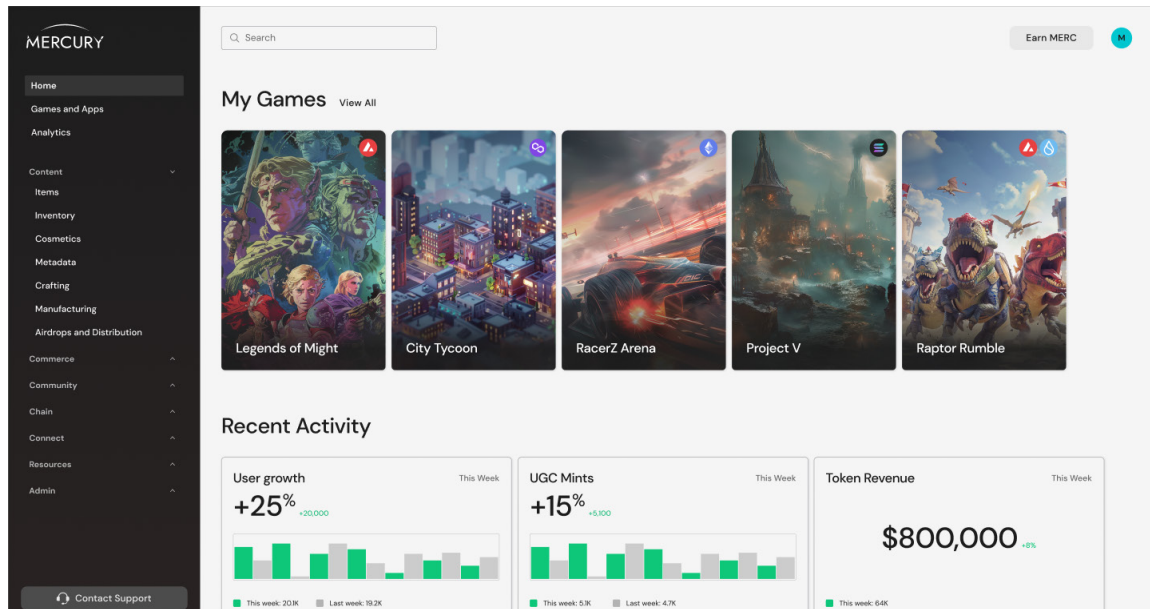
Mercury's target customers are studios and individuals creating games and applications (developers) and those creating, selling, or marketing content (creators).

Mercury delivers experiences, APIs, tools, and subscriptions aligned to each of these audiences.

MERCURY PORTAL

Mercury Portal enables both audiences to discover, enroll, configure, and monitor the capabilities they use in the platform.

The portal also includes no-code tools that can be used by developers, marketers, and creators.



DASHBOARD WITHIN MERCURY PORTAL

This screenshot shows the 'Create Item' form within the Mercury Portal. The sidebar is identical to the previous screenshot. The main area has a search bar, 'Earn MERC' button, and 'My Items / Create Item' header. The 'Create Item' section has tabs for 'Core', 'Media', and 'Metadata'. A 'Create Item' button is present. The form instructions state: 'Use the form below to create your item. This information will be used to manage your item in the future.' The form fields include: Environment (Optional) set to 'Development'; Active From and Active Until dates in DD/MM/YYYY format; Name 'Frostbite Longsword' and Description 'A long sword encased in ice.'; Game Item ID 'WeaponSkin_001_Skin001'; Category 'Cosmetic'; Type 'Weapon Skin'; Chain 'Avalanche'; Max Supply '10,000'; and Total Supply '1,000'. A 'Configurations' section contains a grid of 18 toggleable options: Bundleable, Burnable, Consumable, Cosmetic, Updateable, Bridgeable, Composable, Craftable, Tradeable, Promotable, Rechargeable, Transferrable, Remixable, Rentable, Skill Tree, Soul Bound, and Lockable.

CREATORS CAN EASILY DEFINE, CREATE AND, AIRDROP ASSETS VIA THE DASHBOARD

PRICING

Service calls and experience-based activities are priced in units.

- Service calls made by developers or partner integrations to Mercury APIs are priced using Service Units (SUs).
- Experience-based activities in which users interact with a web - or mobile-based experience vs. API are priced in Experience Units (EUs).

SUBSCRIPTIONS

Mercury has two types of subscription plans.

- Developer Subscriptions for developers and partners interacting primarily with Platform APIs and some experiences, include both Service Units and Experience Units.
- Creator Subscriptions for users who create, sell, or market content and prefer to do their work in experiences, include Experience Units.





SUBSCRIPTION TIERS

Subscriptions are available in multiple tiers — Free Forever, Startup, Plus, and Max — tied to the number and type of units, capabilities, and support level.

Free Forever tiers have a hard cap, while other tiers support levels of overage.

DEVELOPER SUBSCRIPTIONS

Subscriptions intended for developers and partners that interact primarily with Mercury API's and some Experiences.

			
FREE FOREVER	STARTUP	PLUS	MAX
No Cost Low # of EUs Some Capabilities EUs Capped Discord Support	Nominal Cost Modest # of EUs Most Capabilities EUs Overage Silver Support SLA	Higher Cost Larger # of EUs All Capabilities EUs Overage Gold Support SLA	Custom Pricing Custom # of EUs All Capabilities EUs Overage Custom Support

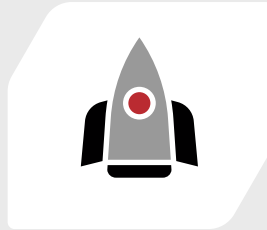
CREATOR SUBSCRIPTIONS

Subscriptions intended for marketers, creators and, Influencers that interact primarily with Experiences.



FREE FOREVER

No Cost
Low # of EUs
Some Capabilities
EUs Capped
Discord Support



STARTUP

Nominal Cost
Modest # of EUs
Most Capabilities
EUs Overage
Silver Support SLA



PLUS

Higher Cost
Larger # of EUs
All Capabilities
EUs Overage
Gold Support SLA



MAX

Custom Pricing
Custom # of EUs
All Capabilities
EUs Overage
Custom Support

TOKENOMICS

A commitment to ecosystem development, incentivization, and rewarding users forms the foundation of the Mercury Protocol.

A substantial allocation of the overall token supply (82.5%) will be used for this aim. Incentives, rewards, and token utilities have been carefully designed to support the ecosystem for the benefit of all users.

The Mercury Platform will be launched with MERC, an omni-chain ERC-20 token. MERC will have a 10 billion token supply and be launched on the Ethereum blockchain.

TOKEN DISTRIBUTION TABLE

The table below specifies the allocations, lockup and unlock schedule for MERC.

	ALLOCATION	% RELEASED AT TGE	LOCKUP [MONTHS]	UNLOCK [MONTHS]	FULLY UNLOCKED [MONTHS]
INVESTORS	10%	0%	12	30	42
ADVISORS	1%	0%	12	30	42
TEAM	6.5%	0%	12	30	42
REWARDS	25%	20%	0	24	24
NODE SALE	15%	0%	0	36	36
ECOSYSTEM	38.5%	46.67%	0	36	36
COMMUNITY AIRDROP	4%	100%	0	0	0
TOTAL:	100%	18.86%			

ENHANCED MERC LIQUIDITY

NODE AQUISITION

Service calls and experience-based activities are priced in units.

NODE PARTICIPATION

Token Holders will have the capacity to put their liquidity behind a node operator.

NODE OPERATOR

MERC Node Operators will have the capacity to bid on and fulfill cross-chain commitments.

PUBLISHING ARRANGEMENTS

MERC Token holders will have access to potential publishing arrangements on the Mercury Protocol.

PARTNER MERC PAYMENTS

Partners have the capacity to accept MERC token in their game. Based on that revenue they can receive discounts on their platform fees.

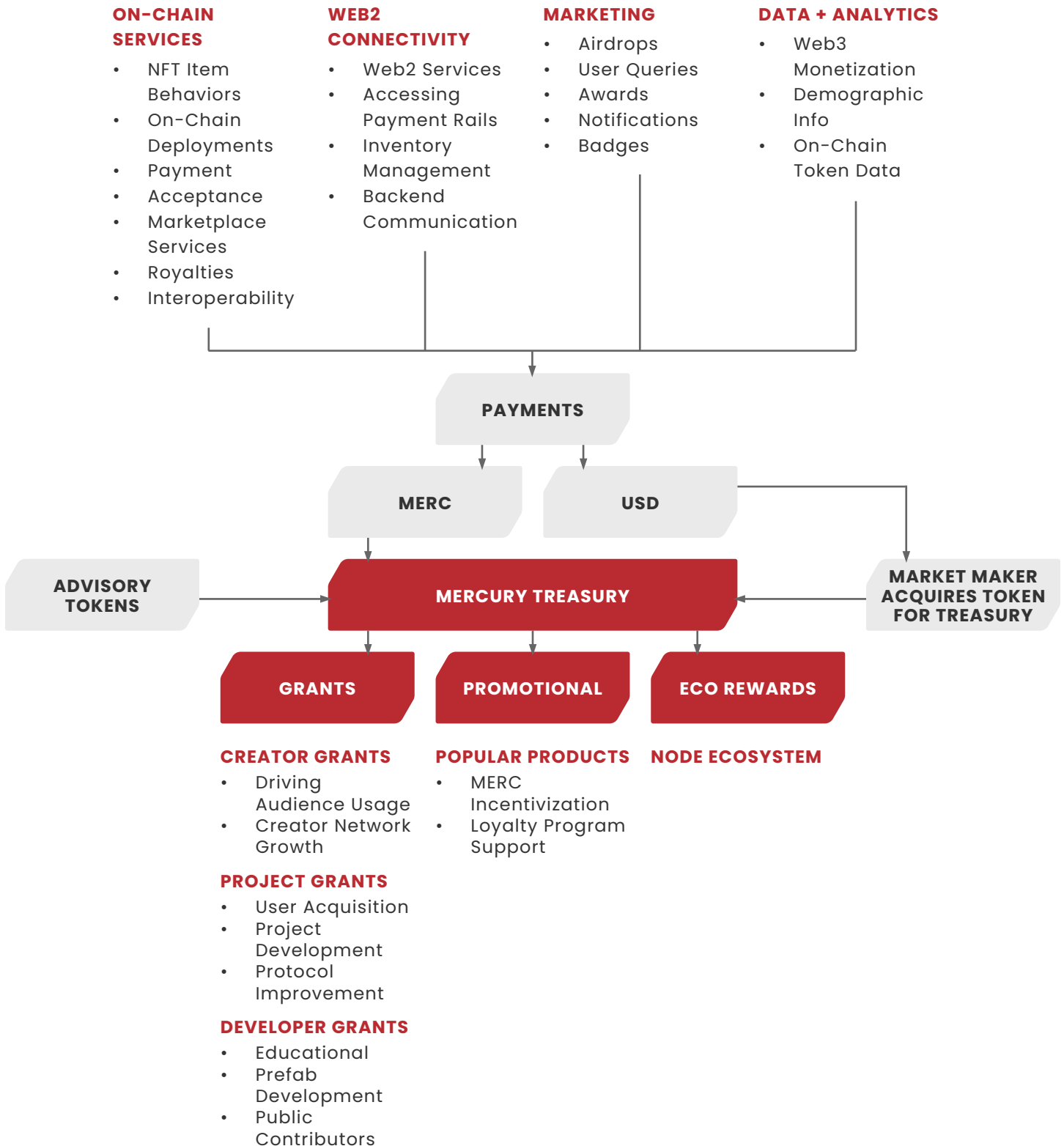
PARTNER TOKEN ACCESS

Token Holders will have access to potential partner airdrops based on their platform behaviors.

DAO ACTIVITY

Users will have the capacity to vote on publishing grants, feature development, platform grants.

TOKEN ECOSYSTEM



MERC LIQUIDITY POOLS

The Mercury Foundation is expected to make the token available on other chains, such as Mercury Network (see below) and major chains, to enable easy access and consumption by a broad audience.

FIAT ONBOARDING TO MERC

Fiat onboarding to MERC can be facilitated by the Mercury Protocol or other ecosystem partners in a streamlined experience. This is handled via relationships with third parties that facilitate a fiat conversion to USDC, which is swapped out to MERC. The broad availability of top-tier institutions facilitating fiat onboarding to USDC reduces friction and broadens the number of potential participants in the ecosystem.

MERC UTILITY IN THE MERCURY PLATFORM FEE MODEL

MERC delivers utility as a form of payment for Mercury services. Protocol users can pay with traditional USD payment methods as well as stablecoins such as USDC. These revenues are divided, with 66% of the funds going to consistent buybacks of the token from the open market. A portion of these tokens go back to the treasury to be used for grants and funding of the ecosystem, with a further portion of the tokens used for rewards. The DAO decides on the remaining 33%. Users can apply their votes with the token to various activities, staking, burning, additional grants, or having a USDC balance to pay for staffing.

SUPPORTING MERC VALUE AND NON-MERC TOKENS

Developers and partners may want to build experiences with or on the Mercury Protocol with their own token. Scenarios enabling this with benefits for the MERC token could include:

WALLED GARDEN TOKENS ON THE MERCURY NETWORK

In this scenario, the experience wants to offer its own in-experience unit of value, but not as a cryptocurrency. For example, a game wants to be able to sell quantities of 500, 1000, 2000, or 3000 gems. These gems are never tokenized, and players would effectively use fiat or MERC to purchase an asset that could be redeemed for delivery of these non-tokenized assets (gems).

This would be handled within the Mercury Protocol by:

- Virtual currency fulfillment with payment in crypto or fiat (“Vbucks model”).
- Game determines number of tokens to sell and fiat price, either in their native token or MERC.
- The game receives fees in MERC.

NEW, DISTINCT ERC 20 TOKEN ON THE MERCURY NETWORK

There are two options for new tokens. One allocates a portion of the CAP table of tokens to the Mercury Foundation and Neon Machine. The other assesses a higher set of fees for platform activity. When a CAP table option is offered by Neon Machine and the Mercury Foundation, the fees assessed would be reduced, commensurate with expected benefits.

To qualify for use on the Mercury Protocol, the token must be an omnichain ERC-20 token developed in partnership with approved advisory services, registered in the platform, with configured support via a fiat onboarding partner. Fees are set to ensure profitability, with these customers paying higher fees in their token. Fees are swapped to MERC and distributed in the standard way with integrated third-party services.

EXISTING, DISTINCT ERC 20 TOKEN BRIDGED TO THE MERCURY NETWORK

The token must be an omnichain ERC-20 token, registered in the platform, with configured support via integrated third-party services for fiat onboarding. To offset associated costs and maintain profitability, these customers' fees are higher, but still far less than the cost of staffing and implementing this functionality on their own. Fees are swapped to MERC and distributed in the standard way.

DISTINCT (NEW OR EXISTING) ERC20 TOKEN ON OTHER CHAIN

The token must be an omnichain ERC-20 token, registered in the platform, with configured support via integrated third-party services. Fees are set to ensure the profitability of supporting the token.

ECOSYSTEM REWARDS

At 82.5%, ecosystem development will be well-funded to enable the foundation to establish, operate, and support the Mercury Network. Allocations for ecosystem development are made in the areas of Operations, Rewards, Education, Grants, Payments, and Fees.

Operations receive 38.5% of the tokens minted for overall business operations,

including foundation governance.

Rewards receive 25% of the tokens minted to deliver benefits to Developer, Partner, Creator, and Influencer audiences. Tiered, performance-based programs are established for each of these audiences. Awards are distributed in the form of one or more of the following: Mercury Platform Service Units (SUs), Experience Units (EUs), or MERC.

INCENTIVES AND REWARDS FOR DIFFERENT AUDIENCES

Mercury Protocol SUs and EUs help subsidize the costs of developer and creator subscribers, and ongoing reduction of service costs aligned to a subscriber's success. In some cases, an organization may not want or be able to accept rewards, such as corporate customers with policies against holding cryptocurrencies. For these customers, we can evaluate ways to contribute MERC rewards to charities or open-source projects. This could potentially lead to community goodwill and tax benefits for the donor organization.

Developer Education receives 1% of the tokens minted to educate and grow the Mercury Network developer community. This includes creating samples, training materials, and developer tooling, as well as underwriting in-person and online events delivered by the foundation or regional affiliates.

Grants receive 3% of the tokens minted to underwrite projects designed to materially impact the health of the ecosystem.

Grants may take the form of Mercury Protocol SUs or CUs for developers and creators or MERC to subsidize user fees, fund development of network capabilities, migrate projects with established audiences from other networks, and

more. In future stages, funding direction is expected to be influenced by token holders.

ONGOING PAYMENTS AND FEES

In addition to initial token distribution benefits, the foundation receives payments and fees from experiences on the network. For experiences built on the Mercury Network, such as the Mercury Protocol, a percentage of fees collected are delivered to the experience creators as payments. In early stages, the remainder will be used to fund business operations and the rewards pool, with more going to the rewards pool over time.

MERC TOKEN BENEFITS FOR DEVELOPERS

The MERC token aims to create a healthy ecosystem for developers of all sizes on the platform and foster an economic loop that prioritizes supporting and growing the network and the community in areas such as:

1. Educating themselves or creating content to educate others.
2. Extending Mercury with new primitives for developers.
3. Supporting products and projects impactful to developers.

The goal is to rapidly onboard users to the platform from outside the traditional Web3 ecosystem and enable them to create products faster and less expensively than they can in the market today. We aim to improve innovation in this space in a way that is mutually beneficial to developers and the protocol.

EDUCATING OTHERS WITH LEARNING CONTENT

Developers can both create and consume content that helps users optimize their experience on the protocol. An educated consumer consumes more and requires less support. Developers are rewarded for successful completion of learning activities.

Other developers may make contextual samples or tutorials that help utilize the platform in different contexts to bring new audiences to the platform or enable existing audiences to achieve success faster. Developers of these assets will be rewarded based on criteria including the ability to attract new and existing developers, successful completion, content ratings, and use of the content to move a project to production.

EXTENDING MERCURY WITH NEW PRIMITIVES

Developers can also become part of the Mercury ecosystem, creating additional or more complex primitives for custom experiences that other developers can leverage for their own products. Using blockchain and MERC, the creators of extensions to out-of-the-box primitives can receive a proportion of the value they generate for the platform. In some cases, bounties will be awarded for primitives, either as one-time awards or potential revenue sharing.

DEVELOPERS GROWING THE COMMUNITY

Developers are the core of the Mercury protocol. In addition to building a developer-friendly Web3 ecosystem, we believe that developers who refer companies to the Mercury protocol deserve to be compensated through

the Mercury economic loop. As companies using the platform benefit from time and cost savings, developers can earn loyalty rewards for referrals.

SUPPORTING IMPACTFUL PROJECTS OR PROGRAMS

Developers and businesses can redirect earned token rewards to open-source projects or charitable organizations. This is particularly valuable to businesses that are not permitted by corporate policies to receive tokens on their balance sheets but can contribute to software projects or charities aligned with their philanthropy efforts.

MERC BENEFITS FOR B2B PARTNERS

To support business clients and incentivize B2B onboarding, the platform enables interoperability with a wide range of payment methods. MERC reduces the barriers to entry for both blockchain-native and Web2 users looking to transact on the platform.

BUSINESSES GROWING THE COMMUNITY

Businesses that drive additional traffic to the ecosystem are also rewarded. The most popular applications within the system benefit from reduced capital requirements.

MERC UTILITY FOR MERCURY PLATFORM SUBSCRIPTIONS

MERC is the preferred form of payment for Mercury Platform subscriptions. For organizations that can't buy, hold, or pay with utility tokens, a fiat payment option is also available.

MERC TOKEN UTILITY FOR SUBSCRIPTION PURCHASES

MERC holders pay for a monthly or annual subscription in MERC with a signed transaction from their wallet to transfer funds. For holders of cryptocurrency other than MERC, the Mercury Foundation provides liquidity in the market to enable swaps from other currencies into MERC. For fiat holders able to purchase utility tokens, Mercury Protocol and other third parties offer interfaces that provide fiat onboarding and enable the conversion of fiat to MERC-priced subscriptions.

FIAT-BASED SUBSCRIPTION PURCHASES

Certain fiat holders are unable to purchase or hold MERC. Corporate policy may bar some organizations and geographies from acquiring, holding, or buying utility tokens. Local legislation or payment providers, such as credit card companies or banks that issue credit cards, may also prohibit these activities.

For these organizations, subscriptions can also be purchased with fiat currency. This is received by the foundation, which purchases and distributes MERC back to the Mercury Protocol to pay for subscription fees.

MERCURY NETWORK

The Mercury Protocol is chain-agnostic and designed for a multi-chain world.

The Mercury Network exists to complement other chains, addressing the needs of a segment of games with game mechanics and economic models that might otherwise be challenged to move to web3.

For large scale, free-to-play games, two of the biggest inhibitors for broader Web3 adoption are scale and cost predictability. Sending transactions on blockchain networks requires that users understand and embrace the concept of estimating and sending tokens to pay for deployment, execution, or transacting with code on the chain. The price of gas can fluctuate wildly based on network demands, and bad behavior and AI-driven bots can increase costs and decrease performance for other parties on the network.

Whether it's Ether on Ethereum, Matic on Polygon, or AVAX on Avalanche, it's common for Layer 1 networks to use a single token for both gas and utility. The ability to transact on the network and the performance and cost of those interactions can all be impacted by current or future network participants. This makes it difficult for businesses to predictably model their costs.

ADDRESSING SCALE

Mercury Network is a dedicated chain, with technology selected for high performance and concentrating the

number of participants deploying and interacting on the network. Mercury Protocol's features, such as augmented, off-chain data replicas and transaction prioritization, help reduce traffic to the chain, and prioritize the transactions that are sent.

BETTER COST PREDICTABILITY

A key component of the Mercury network is that it divorces the gas (MERCAS) from the utility (MERC) token to deliver price predictability.

The MERCAS token is the native token of the Mercury Network. It has an infinite supply and is used exclusively for the execution of transactions of the network. This allows for total control over the cost of transactions, which adds predictability.

In certain scenarios, such as free-to-play games, services are given away for free, with monetization occurring in other ways, such as the sale of cosmetic items for characters. These models are very difficult to implement in ways that regularly interact with the chain due to unpredictable gas prices. Having a distinct gas token with an unlimited supply helps avoid price fluctuations that might otherwise deter projects, products, and experiences being built on Web3.

This approach was developed initially and battle-tested in the AAA game Shrapnel.

MERC is used as the utility token of the Mercury Protocol and will be present on

all of the chains the protocol is supported on. An omnichain token aligned to the ERC-20 specification it can be used on or across any supported chains to provide utility. In addition, on the Mercury Network, the protocol abstracts gas fees with predictable costs paid in MERC.

COMPLEMENTING VS. COMPETING WITH OTHER CHAINS

The Mercury Network serves a segment of games that might otherwise be challenged to move to Web3.

Mercury Protocol is both chain-agnostic and multi-chain, which means that a game can choose the Mercury Network for high-volume, low-value transactions while using Mercury Network or other chains to handle transactions for payments.

As a result, the Mercury Network can bring in larger games that wouldn't otherwise be able to come to Web3, as well as bring new transactions — including purchases, high value assets, and currency bridging — to other chains. Regardless of chain, these transactions are facilitated by the Mercury Protocol.



GOVERNANCE

Governance on the protocol will allow the community to influence the direction of the treasury in various ways. Users can participate in the following:

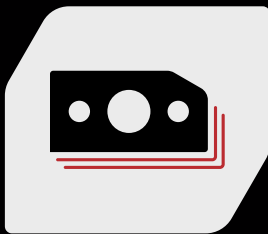
- Distribution of funding from platform usage
- Treasury management
- Publishing grants
- Hackathon events
- Platform feature development
- Direction platform grants
- Developer relationships

THE POTENTIAL FOR MULTI-INDUSTRY APPLICATIONS

Insights, template-based implementations, patentable novel IP, and partnerships across Web3 in Mercury can help expedite Web3 adoption across industries.

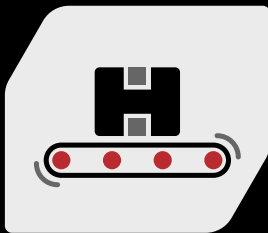
Gaming is the initial focus industry, driven by the fact that games are worlds with internal needs in areas such as finance, manufacturing, supply chain, commerce, media, and entertainment.

Outside of the gaming space, other areas of interest include tokenization of composited, rule-driven, and cross-chain assets. In addition to the fundamentals – scale, security, cost, and compliance (KYC, AML) – Mercury includes support for advanced scenarios such as asset manufacturing, distribution, fulfilment, payments (including split payments), insurance, delegation, renting, escrow, settlement, contextual metadata, drop shipping, etc.



FINANCE

Fungible and non-fungible tokenization of real-world and digital assets, bundling (opaque, transparent), insurance, escrow, settlement on chain with data indexing, order book for buying/selling assets, rich metadata support, and the ability to support cross-chain asset usage and analytics.



MANUFACTURING AND SUPPLY CHAIN

Support for tokenized assets that can be composited together and pulled apart over their lifetime, with provenance of both composite and individual assets, novel IP for constructive receipt of assets in supply chains, and support for cross-chain usage and analytics.



COMMERCE

Direct and auction-based selling of individual or bundled assets using fiat or crypto payments. Core features include fiat onboarding and display of current crypto pricing, settlement and refunds, and novel IP specific to Web3, all optimized with seamless wallet integration and a low-friction consumer experience.



MEDIA AND ENTERTAINMENT

Fungible and non-fungible tokenization of assets that are portable, composited, and rule-based, complete with provenance and authenticity. Novel IP in metadata service to support variant representations of assets in different contexts.

ROADMAP

REDSTONE



Q3 2024

Mercury Foundation Established

Mercury Portal (Website Only) Public Launch

Mercury Protocol Early Adoption Begins

- Chain, Commerce, Content, Connect Capabilities
- Mercury Developer SDK Alpha
- Mercury Gaming Backend SDK Alpha
- Mercury Data Publishing Alpha

Node Sale

Token Launch

ATLAS



Q4 2024

Mercury Foundation Community Proposals Open

Mercury Portal Beta Launch

Mercury Protocol Feature Update

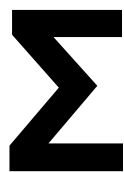
- Expanded Chain Support
- New Asset Monetization Features
- New Partner Integration

Mercury Developer SDK Beta

Mercury Gaming Backend SDK Beta

Mercury Data Publishing Beta

SIGMA



Q1 2025

Mercury Network Test Net Launch

Mercury Network Launch

Mercury Foundation Announces Grants

Mercury Protocol Generally Available

Mercury Developer SDK Generally Available

Mercury Gaming Backend SDK Generally Available

Mercury Platform Early Adopter Showcase