



\$MTX Tokenomics Whitepaper





Table of Contents

1. **Introduction**
 - Overview of the Matrix.fun Platform and \$MTX Token Ecosystem
2. **Market Landscape, Problem, and Opportunity**
 - The Current Landscape
 - What's Broken
 - The Opportunity
3. **Platform Architecture and Tournament Mechanics**
 - Any Token, Any Game, Any Tournament
 - Supported Formats and Game Types
 - Tournament Types: Airdrop vs. Elite
 - Token Entry and Rewards
 - Roles and Participation Flow
 - Access to Re-Entry Systems, Fiat Tools, and Custom Token Dashboard
4. **Incentive Systems and Reward Distribution**
 - Reward Structure Overview
 - \$MTX Utility and War Chest
 - Host Incentives and Tournament Fees
 - Participation Incentives
 - Community Incentive Campaign
 - \$MTX Drop: Platform-Wide \$MTX Rewards
5. **Tokenomics (\$MTX)**
 - Overview
 - Core Utilities of \$MTX
 - War Chest Participation
 - Staking and Un-Staking Logic
 - Economic Positioning
6. **Token Distribution and Vesting Schedules**
 - \$MTX Overview
 - Token Sale Metrics
 - Token Allocation & Distribution
7. **Partnership Strategy**
 - Token Project Partnerships
 - Ecosystem-Level Campaigns



- Community-Based Partners
 - The Official Matrix Meme Guild Token
 - Game Studio and Developer Partnerships
 - Matrix.fun is Ecosystem Infrastructure
- 8. Regulatory Compliance and Risk Mitigation**
- Skill-Based Gameplay, Not Gambling
 - No Custody or Financial Services
 - Fiat Entry and Payouts via Partner Platforms
 - Token Verification and Tournament Controls
 - User Controls and Local Compliance
 - Fair Play, Cheating, and Game Security
 - Game Publisher Relationship Disclaimer
- 9. Implementation Roadmap**
- Phase 1: Platform Foundations & Beta Launch
 - Phase 2: Ecosystem Activation & \$MTX Launch
 - Ongoing Focus
- 10. Matrix User Flow Diagram**
- Overview of the User Journey
- 11. Conclusion**
-

1. Introduction

Overview of the Matrix.fun Platform and \$MTX Token Ecosystem

Matrix.fun is the infrastructure layer for token-powered engagement. It enables any token to be used inside games, tournaments, or community events, not for speculation, but for real participation. Projects can host competitive formats, task-based quests, or meme-driven battles where users enter and play using the token itself. Players earn rewards based on skill or activity, helping projects distribute tokens more effectively while giving holders something real to do.

From casual browser games to high-stakes leaderboards, Matrix.fun supports a range of engagement formats without requiring projects to build games, write custom code, or rely on bots and giveaways. It turns tokens into tools for community participation, and tournaments into a fair, on-chain distribution system.

In the last cycle, meme tokens like \$PEPE, \$SHIBA, and \$DOGE proved that crypto communities could be powerful. Tokens launched in seconds, and millions of users rallied around them,



forming cult-like movements that drove virality, liquidity, and identity. But most of these tokens lacked one thing: infrastructure. There was no system to sustain that energy, reward real participation, or grow engagement in a scalable way.

This cycle, even good projects are struggling to last. Airdrops are gamed. Campaigns burn out quickly. Holders flip and move on. KOLs (Key Opinion Leader) are hesitant to promote or participate due to reputational risk. And most tokens, even with strong narratives, still rely on short-term tactics like Discord raids or one-off prize incentives.

Matrix.fun exists to change that.

2. Market Landscape, Problem, and Opportunity

A. The Current Landscape

The gaming and crypto sectors each have large, active user bases, but they remain disconnected. The global gaming market generates over \$200 billion annually, with billions of players worldwide. Meanwhile, crypto has onboarded tens of millions of retail users through tokens, communities, and on-chain activity. Despite the overlap, most crypto users have no meaningful way to use their tokens beyond trading or speculation.

At the same time, meme coins and community tokens have proven their ability to attract massive attention. Tokens like \$PEPE, \$WIF, and \$SHIBA built large, loyal followings in short periods, often with no formal product or utility. These communities form quickly, but they also fade just as fast due to the lack of tools for sustained engagement.

Web3 gaming emerged to address this gap, but most implementations fall short. Many blockchain games are low quality, grind-based, or gated behind complex wallets and sidechains. Traditional gaming platforms offer better user experience, but remain closed off to token ecosystems entirely.

B. What's Broken

Most token projects today face the same challenges:

- No scalable way to engage users post-launch
 - Airdrops are botted, gamed, or farmed, wasting supply
 - Quests and loyalty platforms generate shallow participation
-



- KOLs avoid engagement due to reputational risk or lack of monetization tools
- Communities lose momentum quickly without recurring, structured activity
- Web3 games rarely align with the tokens, users, or cultures they're meant to serve

As a result, most tokens, even with strong communities, struggle to retain users, maintain visibility, or create real value beyond price speculation. The infrastructure to connect tokens, users, and games simply doesn't exist in a scalable or accessible way.

C. The Opportunity

Matrix.fun addresses this gap directly.

Instead of building a new game, Matrix.fun makes it possible for any token to power interactive formats, including tournaments, quests, meme competitions, and custom challenges, all with on-chain interactions and real player participation.

The opportunity is threefold:

1. **For Token Projects:** Tools to run real community engagement campaigns, not just Twitter raids or Telegram sticker spam. Matrix.fun provides tools to host fun, skill-based events that fairly distribute tokens to actual participants, not bots.
2. **For Users:** Use their tokens for something fun, skill-based, and rewarding, beyond watching price charts and asking "wen Binance".
3. **For the Ecosystem:** Create a scalable, composable layer for community retention, engagement, and utility - the same way Galxe unlocked loyalty, and Pump.fun unlocked creation.

Matrix.fun sits at the intersection of gaming, tokens, and on-chain engagement, turning community energy into structured, repeatable activity that rewards users and grows ecosystems over time.

3. Platform Architecture and Tournament Mechanics

Any Token, Any Game, Any Tournament



Matrix.fun is a flexible infrastructure platform that allows any token to be used for interactive, community-facing events. These include tournaments, challenges, quests, and meme-based competitions. Events are hosted through the Matrix.fun interface and follow standardized rules for entry, prize allocation, and reward claiming.

Projects or community members can configure events by selecting a game, defining the structure, setting entry and reward tokens, and launching the event. Matrix.fun handles the underlying tournament logic, participant tracking, and prize distribution through its on-chain and off-chain ledger systems.

Supported Formats and Game Types

Matrix.fun will support a wide range of engagement formats, including:

- **Leaderboards:** Ongoing competitions where players aim to achieve the highest score or win count.
- **Bracketed Tournaments:** Structured elimination formats suited for skill-based play or creator-led events.
- **Casual Quests:** Entry based on simple social tasks (e.g. follow on X, join Telegram), often used in airdrop tournaments.
- **Battle Royale (One-off Games):** Fast-entry, time-limited events - such as 5-minute daily tournaments or small-group PvP's.

Matrix.fun will support both browser-based casual games (e.g. pinball, darts, chess) and API-connected games (e.g. Brawl Stars, Dota 2, League of Legends). Players link their game accounts where required, and performance is tracked automatically.

Tournaments are fully customizable, hosts define rules, entry logic, prize pools, and visibility settings. This ensures Matrix.fun can support everything from large-scale community launches to daily low-friction events.

The platform is built to support both casual and competitive formats, making it inclusive for everyday users while still supporting more advanced or skill-based events. Projects can also customize their tournaments by integrating branded assets. For example, a community could launch a PEPE-themed version of a pinball game (on supported games) or apply token-specific art and visuals to the tournament registration pages. Branded asset support is currently available for select browser-based games and may be offered through Matrix.fun's subscription



tiers or partner onboarding process. This gives communities a way to embed their token identity directly into gameplay and enhance engagement through visual recognition.

Tournament Types: Airdrop vs. Elite

Matrix.fun offers two primary tournament models, depending on the host's goals and audience:

- **Airdrop Tournaments:** Designed for high participation and accessibility. These tournaments often use low entry fees or task-based entry, and aim to reward most or all participants. Prizes may be distributed proportionally based on performance or completion. These formats are ideal for memecoins, projects, or chains looking to drive on-chain distribution, engagement, and visibility.
- **Elite Tournaments:** Focused on skill and competition. These formats reward only the top performers, based on score, elimination, or ranking. Entry is typically higher, and rewards are concentrated among winners. These are suited for KOLs, guilds, and communities with competitive players.

Both formats run on the same infrastructure, with the host selecting the structure and reward curve when setting up the tournament.

Token Entry and Rewards

Each tournament on Matrix.fun includes two key token components:

1. **Entry Token:** This is the token players use to join. It can be any ERC-20 or SPL token, including meme coins, L1/L2 tokens, or utility tokens. Hosts specify the token contract address when setting up the event.
2. **Reward Distribution:** A portion of the entry pool is distributed to winners. A set percentage goes to the host, and a portion is allocated to \$MTX stakers who meet the pre-set participation requirements as claimable airdrops. Task-based tournaments may not require token entry, but still use a prize pool funded by the project.

Prize claiming is manual and handled through the Matrix.fun interface. Matrix uses a combined on-chain/off-chain ledger system to enable gasless re-entry, wallet-based tracking, and transparent reward logic. Note: Tournament prizes are distributed in the host's chosen token. \$MTX is not required to participate in tournaments, it is used to power the system through setup fees, staking, boosting, and participation & reward mechanism.



Roles and Participation Flow

Matrix.fun supports four main user roles within its system:

- **Project Owners:** Define the tournament parameters and fund the prize pool using their own token. They can run campaigns for visibility, user onboarding, or retention.
- **Hosts:** Operate the tournament: including setup, promotion, and community interaction. Hosts earn a percentage of the prize pool and benefit from driving participation.
- **Players:** Connect wallets, join tournaments using supported tokens, and participate in games. Players receive rewards based on performance or completion. Players can also refer others to join tournaments.
- **\$MTX Stakers:** Stake \$MTX and meet the pre-set participation requirements on the platform to earn ongoing airdrop rewards from all tournaments on the platform. Rewards are distributed in the tournament's native token. Stakers can also boost tournaments to increase their visibility and earn additional rewards.

This structure aligns incentives across all participants, hosts are rewarded for building activity, projects gain ongoing engagement, players earn fairly, and \$MTX holders benefit from system-wide usage.

Access to Re-Entry Systems, Fiat Tools, and Custom Token Dashboard

Projects that want to access Matrix.fun's full infrastructure, including the re-entry system and fiat payment integration via Acwires.com, can do so by completing a one-time project verification process.

Verified projects unlock the following features:

- Access to the Matrix.fun re-entry system, which allows players to re-enter tournaments using unclaimed rewards from previous events. All balances are tracked off-chain and do not require custody.
- Access to fiat on-ramp and off-ramp tools, including credit card entry and payout rails, provided and fully operated by regulatory compliant 3rd party providers (e.g. Acwires.com).



- A custom token profile page (similar to a Dexscreener token page) where projects can display tournament history, token branding, social links, and important community information.
- A private token dashboard where project owners can:
 - Allocate budgets or prize pools
 - Add sub-hosts such as community managers or KOLs
 - Manage tournament visibility and structure
- A verified host badge (similar to a checkmark) to signal legitimacy and trust to users. This badge appears on both the project profile and tournaments hosted by verified entities.

This verification process allows token projects to operate more effectively on Matrix.fun, gives them dedicated control over their ecosystem presence, and enables their users to engage with tournaments through a fully integrated experience.

4. Incentive Systems and Reward Distribution

Matrix.fun is designed to align incentives across all participants: token projects, community hosts, KOLs, players, sponsors, and \$MTX ecosystem participants (stakers). The platform distributes rewards based on real activity, whether that's tournament performance, hosting, community engagement, or supporting the platform through staking and boosting.

Reward logic is consistent across all events and formats, and all token flows are trackable on-chain or through Matrix.fun's internal ledger system.

Reward Structure Overview

Each tournament on Matrix.fun distributes value across three main groups:

1. **Players:** A portion of the prize pool is awarded directly to players based on performance (in elite tournaments) or participation (in airdrop tournaments). These rewards are paid in the host's chosen token and are manually claimable.



2. **Hosts:** Hosts receive a fixed percentage of the prize pool as a management fee for organizing and promoting the tournament. This creates an incentive for projects, KOLs, and community leads to run events.
3. **War Chest Recipients:** A percentage of the prize pool from every tournament is allocated to the **Matrix.fun War Chest**. This pool is split between:
 - **\$MTX Stakers:** Users who meet the pre-set participation requirements and stake \$MTX are eligible to claim War Chest rewards based on their staked amount and duration. This aligns value capture with ecosystem contribution.
 - **Golden Ticket Participants:** Active tournament players can earn Golden Tickets through participation. These tickets give access to progressive giveaway draws funded by the War Chest, rewarding consistent engagement and platform activity.

Currently, referral activity is tracked, but there are no referral rewards tied to tournament prize pools at this time.

\$MTX Utility and War Chest

\$MTX is the token that powers key functions of the Matrix.fun platform. While it is not required for users to join or win tournaments, it is used to operate, promote, and sustain the broader ecosystem.

A percentage of every tournament's prize pool, in the native token, is collected as a platform management fee, which is allocated to the War Chest, a global pool of native tokens used to reward both \$MTX ecosystem participants (stakers) and active platform participants (players).

The War Chest is split between two groups:

- **\$MTX Stakers:** Users who meet the pre-set participation requirements and lock and stake \$MTX become eligible to claim a share of the War Chest. Their allocation is based on amount staked, time staked, and share of total stake.
- **Platform Participants:** Players earn Golden Tickets by actively participating in tournaments or completing daily challenges. These tickets are entered into weekly or monthly reward giveaways, which are funded by the War Chest.



This system ensures that both eligible stakers and players are rewarded proportionally to their contribution.

Boosting, Trending, and Visibility Logic

Boosting allows \$MTX stakers to promote specific tournaments by staking \$MTX directly on the event. The more \$MTX allocated to a tournament, the higher it ranks in the platform's trending feeds and discovery sections.

This system functions similarly to Dexscreener or DexTools trending models, where tokens trend based on liquidity or volume. On Matrix.fun, tournaments trend based on community support via \$MTX staking, rather than price movement.

Boosting serves two purposes:

- **Increased Visibility:** Boosted tournaments appear more prominently on the platform, drawing more players and generating higher prize pool volume.
- **Reward Access:** Boosters are eligible for bonus shares of the War Chest tied to the tournament they boosted, creating an incentive for early and active support.

This creates a signal-based discovery mechanism where the most active or community-backed tournaments gain more exposure, without relying on centralized curation.

Host Incentives and Tournament Fees

Hosts on Matrix.fun earn a fixed percentage of the prize pool from each tournament they organize. This percentage is set at the time of creation and is publicly visible to all participants before joining. It serves as a direct incentive for organizers, whether token projects, KOLs, or community leads, to run engaging, well-attended events.

To access hosting capabilities, Matrix.fun supports two models:

1. **Setup Fee (Per Tournament)**
By default, all tournaments require a setup fee paid in \$MTX. This setup fee is separate from the prize pool and contributes to the War Chest and platform operations. It also creates a cost-based incentive for hosts to promote their events and reduce spam.
2. **Subscription Model (SaaS Tiers)**
For high-frequency or partner hosts, Matrix.fun offers subscription-based hosting tiers.



These packages may include:

- Flat-rate monthly or quarterly pricing
- Discounts on per-tournament fees
- Access to premium features like branded pages, analytics, and automation

Additionally, verified projects (those who complete a one-time verification process) gain access to a project dashboard. This allows them to:

- Run multiple concurrent tournaments
- Allocate budgets across events
- Add sub-hosts (e.g. community managers or KOLs)
- Use branded tournament templates and premium tools
- Display a verified badge (checkmark) to signal authenticity and visibility

This structure ensures that both small communities and larger ecosystems can host events efficiently, while aligning rewards with participation and tournament quality.

Participation Incentives (Golden Tickets and Task-Based Entry)

Matrix.fun will include participation-based systems that reward players beyond just winning. These mechanics are designed to increase retention, reduce barriers to entry, and support non-competitive or first-time players.

- **Golden Tickets:** Players earn up to two Golden Tickets per day by participating in eligible tournaments, tasks, or events. These tickets enter players into periodic draws (e.g. weekly or monthly), funded by the War Chest. Winners are selected randomly from the active pool of participants. This mechanism ensures that even non-winning players have a chance to earn meaningful rewards.
- **Task-Based Entry:** In certain tournaments, players may enter without paying tokens by completing simple social or marketing tasks defined by the host. These may include:



- Following a project on X (Twitter)
- Joining a Telegram group
- Visiting a landing page or token profile

This format gives projects a way to incentivize engagement and reach new users without requiring upfront spend by players.

- **Onboarding and Low-Cost Events:** Hosts can configure airdrop style, free-to-join or micro-fee tournaments (e.g. <\$0.50 USD in the host token), ideal for new token launches, ecosystem quests, or onboarding Web2 users. In free (airdrop) tournaments, players can join without holding tokens or even connecting a wallet. If the tournament is run by a verified project, players can accumulate unclaimed rewards in the Matrix.fun claim portal. These players can re-enter future tournaments using their rewards, even before claiming, through the Matrix.fun re-entry system. Once they're ready, they can connect a wallet, claim their rewards, and fully onboard into the token ecosystem and community.

These mechanics help broaden the user base, increase repeat activity, and give every player, not just top performers, a reason to return and engage. They also create a Web2-to-Web3 bridge that rewards participation before onboarding friction becomes a barrier.

Community Incentive Campaign

Matrix.fun will launch a Community Incentive Campaign, with rewards drawn directly from the **dedicated Community Incentive allocation in the \$MTX tokenomics**.

- **Tournament Participation & Revenue:** For a defined period, users can join tournaments on the Matrix.fun platform by submitting partner tokens (such as CPT) as an entry fee. Upon submission, these tokens are treated as the property of the platform in exchange for providing the gaming service. They are then re-directed to the **Matrix War Chest**, where they are allocated toward future community rewards and staking incentives, rather than being sold or retained as direct profit.
- **Reward Mechanism:** Users' verifiable participation in these tournaments will immediately grant **Community Incentive Points (CIP)**.
- **CIP Status:** CIP are strictly non-transferable, non-tradable engagement metrics. They do not represent a legal claim, debt, or equity interest against the platform or \$MTX tokens.



They cannot be sold, transferred, or exchanged by the user.

- **Distribution Event:** At the time of the \$MTX Token Generation Event (TGE), the platform may, at its sole discretion, allow CIP to be redeemable for vested MTX tokens according to the published Community Incentive allocation and vesting schedule. Until TGE, CIP are displayed solely as participation rewards and engagement history in the user's portal.

This mechanism ensures that \$MTX distribution is driven purely by verifiable gameplay and engagement, not speculative activity. By rewarding players with non-transferable engagement points, Matrix.fun establishes a transparent and sustainable pathway for active community members to become \$MTX participants at launch.

\$MTX Drop: Platform-Wide \$MTX Rewards

The **MTX Drop** is Matrix.fun's ongoing, platform-wide airdrop program, rewarding participants across the ecosystem with \$MTX for their contributions, activity, and community impact. Unlike one-time campaigns, the MTX Drop is designed as a continuous incentive layer, ensuring that every type of participant, from casual players to KOLs, has a path to earn \$MTX before and after the Token Generation Event.

Ways to Earn the MTX Drop:

1. **Playing Tournaments:** Join any eligible tournament and earn \$MTX Drop points based on participation, placement, and consistency.
2. **Hosting / KOL / Projects:** Run tournaments as a verified host or project, and earn \$MTX Drop points based on turnouts.
3. **Community Content:** Create and share eligible content (videos, articles, streams) that promotes tournaments or showcases gameplay on Matrix.fun.
4. **Pill Game and Minigames:** Compete in Matrix.fun's daily and seasonal casual games, including the Pill Game, to accumulate points.
5. **Referring Players:** Invite new users through your referral code and earn \$MTX Drop points when they connect a wallet and participate.

How It Works:



- \$MTX Drop points are tracked in a unified account dashboard and reset at the end of each season.
- At the conclusion of each season, points are converted into \$MTX allocations, claimable by participants.
- The allocation pool per season is fixed, ensuring rewards are proportional to contribution and capped to maintain token economy stability.

Eligibility and Terms:

Participation in the \$MTX Drop is subject to eligibility requirements and restrictions, including regional availability. Matrix.fun reserves the right to modify, adjust, or alter the terms, qualifications, or distribution structure of the \$MTX Drop at any time, for any reason, without prior notice.

The \$MTX Drop ensures that \$MTX distribution is tied directly to platform growth and activity, rewarding the very users, creators, and projects that make Matrix.fun thrive.

5. Tokenomics (\$MTX)

Overview

\$MTX is the platform token of Matrix.fun. It is not used as a reward or prize token in tournaments. Instead, it powers the underlying infrastructure and reward systems that make Matrix.fun function.

Projects use \$MTX to host events. Active users who stake \$MTX on the platform gain access to the War Chest, which delivers airdrop rewards in the native tokens of every project that uses Matrix.fun. Boosters use it to promote tournaments. And verified hosts use it to unlock advanced tools and visibility logic.

Unlike speculative tokens, \$MTX functions as an infrastructure layer token. It scales with usage, not price action. The more tokens, communities, and games that run tournaments on Matrix.fun, the more value flows back to \$MTX stakers and users.

Core Utilities of \$MTX



Utility	Description
Tournament Setup	Hosts pay a setup fee in \$MTX to launch tournaments
Staking	Eligible stakers earn War Chest rewards in third-party tokens
Boosting Visibility	\$MTX can be staked to push tournaments into trending feeds
Verification Access	Verified projects use MTX to unlock fiat tools, dashboards, and permissions
Subscription Packages	\$MTX may be used for hosting tier access or discounted SaaS packages
Exclusive Holder Access	Holding at least 1 \$MTX grants eligibility for exclusive \$MTX Holder-only tournaments

Holding at least 1 \$MTX token grants the holder access to exclusive \$MTX Holder-only tournaments hosted on the platform. These events provide additional engagement opportunities and community recognition for \$MTX holders, further integrating them into the core of the Matrix.fun ecosystem.

War Chest Participation

The War Chest is a shared reward pool funded by a platform fee taken from every tournament hosted on Matrix.fun. It is distributed 50/50 between:

- **\$MTX Stakers:** Ecosystem supporters who have staked \$MTX
- **Golden Ticket Participants:** Active tournament players who earn entries by participating

Rewards from the War Chest are paid in the native tokens used by each tournament, not in \$MTX. This design gives eligible active \$MTX stakers exposure to a wide range of token ecosystems, even without directly participating in such various token specific events.

War Chest rewards are claimable manually through the Matrix.fun platform. The claim portal displays the reward token, amount, and claim history per user.

Staking and Un-Staking Logic



Users can stake \$MTX at any time to gain eligibility for War Chest rewards. All staking is handled via smart contracts and is fully self-custodial, Matrix.fun does not hold or manage user assets.

To qualify for staking rewards, users must stake a minimum of 15,000 \$MTX. This threshold helps ensure meaningful participation and may be adjusted in the future based on platform usage and token supply.

Once staked, tokens are subject to a 1-day un-staking period. This short delay supports ecosystem reward integrity while allowing users to exit with minimal friction. All stakings on the platform are self-custodial.

Stakers are not required to participate in individual tournaments. Their reward eligibility is based on the overall activity of the platform, meaning they benefit from any tournament that occurs on Matrix.fun, regardless of the token used or the host involved. To be eligible to claim accrued War Chest rewards, simple (non-boosting) \$MTX stakers must maintain a platform-wide (not a native token specific) active participation status on the Matrix.fun platform. This may include completing a minimum level of activity within each claim period, such as playing the Pill Game or participating in an eligible tournament. This requirement ensures that reward recipients are actively engaged in the ecosystem, rather than passively holding tokens, and supports compliance with applicable legal frameworks. Eligibility criteria may be updated from time to time at Matrix.fun's discretion.

Economic Positioning

\$MTX functions as an infrastructure token for the Matrix.fun platform. It is not used as a reward or prize currency within tournaments. Instead, it powers key actions across the system, including hosting, staking, boosting, and accessing advanced platform features.

As more tokens and communities use Matrix.fun to run tournaments, \$MTX becomes increasingly important for accessing infrastructure and earning system-wide rewards.

\$MTX is best understood as a platform-layer token, similar to how BNB powers Binance or how DexTools tokens control trending visibility. It captures value from the activity of other projects on the platforms, not from its own hype cycle.

Because War Chest rewards are distributed in third-party tokens (e.g. PEPE, SOL, MOVE, APT, WIF, BRETT, etc), \$MTX holders gain indirect exposure to many ecosystems simply by staking.



6. Token Distribution and Vesting Schedules

\$MTX Overview

Name:	Matrix.fun
Ticker:	\$MTX
Vertical:	EngagementFi, Infrastructure Gaming, Community Tools
Website:	https://matrix.fun/

Total Supply

Total Token Supply:	1,500,000,000
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Token Sale Metrics

Round	Price per token	FDV
Seed (<i>complete</i>)	\$ 0.00833	\$ 12,500,000
Private (<i>in progress</i>)	\$ 0.015	\$ 22,500,000
Members	\$ 0.01667	\$ 25,000,000
Public	\$ 0.0200	\$ 30,000,000

Token Allocation & Distribution

\$MTX is designed with long-term sustainability and community engagement at its core. Token supply will be distributed across four broad categories:

- **Backers & Investors:** Supporting early fundraising rounds and strategic capital.
- **Team & Advisors:** Reserved for contributors and advisors with long-term alignment.



- **Community Incentives:** A dedicated portion of supply is allocated to the Community Incentive Campaign and \$MTX Drop.
- **Ecosystem & Treasury:** Supporting liquidity, partnerships, ecosystem growth, and treasury reserves.

A detailed breakdown of sub-categories, percentages, and vesting schedules will be released in a future update closer to TGE.

7. Partnership Strategy

Matrix.fun is designed to be infrastructure, not content. Its growth depends on empowering other ecosystems, token projects, creators, and platforms to use its tools to drive their own engagement.

The partnership strategy is structured to support both short-term integrations and long-term ecosystem alignment.

Token Project Partnerships

Any token, whether a memecoin, altcoin, L1, or L2, can use Matrix.fun to create meaningful engagement for its existing holders and community members. Projects plug in by:

- Hosting branded tournaments using their own token
- Configuring formats (entry type, rewards, quests)
- Funding prize pools or campaign budgets
- Receiving a custom token page with tournament history, links, and tracking

Once verified, projects can assign sub-hosts, run ongoing events, and engage and reward their community through gameplay instead of speculative hype.

Ecosystem-Level Campaigns

Matrix.fun can also partner with entire ecosystems, such as:



- L1 or L2 chains
- Launchpad networks
- Accelerator programs
- Gaming studios with token portfolios

These campaigns include:

- Seasonal or branded events (e.g. *Gaming Summer with Movement Network*)
- Onboarding multiple projects from a single ecosystem
- Shared dashboards to track wallet usage, referral activity, token flows, and claim patterns
- Co-branded tournaments and leaderboards featuring all projects in that ecosystem

These ecosystem campaigns provide chains with a scalable, high-retention alternative to static quests or single-click airdrops.

Community-Based Partners: KOLs, Guilds, University Clubs, and Esports Teams

Matrix.fun can also support grassroots community partners who drive real user activity:

- KOLs can host verified tournaments and earn fees from their audience, without needing to promote tokens directly.
- Guilds and Clubs can organize recurring events using any supported token or free-entry logic.
- University gaming communities (e.g. clubs across APAC and India) already use Matrix.fun for casual competitions.
- In the future, esports organizations will be able to run branded leagues and tournaments on Matrix.fun using our creator dashboard and payout logic.

These partners benefit from low-overhead monetization tools and access to a wide range of token communities, while helping Matrix.fun reach new user segments.



Game Guild Community Partner Token

Matrix.fun's flagship gaming guild is powered by a single partner memecoin, already active, already widely held, and now positioned at the center of the platform's launch strategy.

Guild tournaments are fully branded and tied to token utility and powering community engagement on the platform. Ahead of the \$MTX Token Generation Event, holders of the guild token will have the opportunity to swap at a 10:1 rate for an exclusive pre-TGE \$MTX allocation during the Membership sale, rewarding both early adoption and active participation. *Terms & conditions set by Matrix.fun will apply.*

As a permanent fixture within the Matrix ecosystem, the Game Guild Community serves as a live demonstration of how sustained, skill-based engagement can drive long-term value for a token community, and as a model for future memecoin and altcoin partnerships to follow.

Game Studio and Developer Partnerships

Matrix.fun can also partner with game developers and studios to help them increase active user numbers, player engagement, monetize playtime, and integrate their games into token communities and ecosystems.

There are three main types of integrations:

- **Web2 Game Studios:** Casual or mobile game developers can integrate their titles into Matrix.fun to drive tournament-based retention and reach token-driven audiences. Matrix.fun provides the API logic for matchmaking, score tracking, and prize distribution, all while preserving the developer's core gameplay.
- **Web3 Game Projects:** Games with their own tokens or NFT ecosystems can use Matrix.fun as a tournament layer, creating community challenges, staking-based rewards, or PvP events without building custom infra. The platform can help Web3 games create structured, skill-based events that reward real players instead of grinders.
- **Branded or Sponsored Games:** Matrix.fun supports custom asset branding (e.g. PEPE Pinball) and game skinning. Token communities or partner chains can collaborate with game developers to launch branded versions of existing games, creating viral formats that drive awareness and usage.

This strategy turns Matrix.fun into a value layer for games, not just tokens, while expanding the variety and replayability of tournament content across the platform.



Third-Party Platform Integrations (Mid-Term Roadmap)

Matrix.fun is designed to plug into external platforms, expanding the surface area of token engagement beyond just gameplay.

Future integration paths may include:

- **Trading platforms:** e.g. exchanges or token trackers (display top tournaments, enable newly launched tokens to feature game tournaments)
- **Launchpads:** Matrix.fun can become a token utility and engagement layer post-launch, extending campaigns beyond TGE with built in tools for project owners
- **Streaming platforms:** Allow creators to stream tournaments directly and link claim portals or entry links
- **Wallets and explorers:** Embed tournament modules, leaderboard widgets, or reward claims inside existing token dashboards

These integrations position Matrix.fun as the engagement backend for the token economy, not just a standalone platform.

Matrix.fun is Ecosystem Infrastructure

Matrix.fun's long-term vision is to become the default infrastructure for token-powered engagement, the way Pump.fun powers launches or Galxe powers loyalty quests.

Instead of requiring tokens or games to reinvent their use case, Matrix.fun gives them tools they can deploy in minutes:

- Tournament logic
- Reward distribution
- Community dashboards
- Airdrop routing
- Onboarding and tracking tools



- Game integration and branding infrastructure

Every new partner, from a single token to a full game studio or chain, benefits from a modular system designed to scale with real community activity and engagement.

8. Regulatory Compliance and Risk Management

Matrix.fun is built with compliance in mind . This policy reflects the compliance position of Matrix.fun GmbH under Swiss law and is subject to periodic review and legal updates.

Skill-Based Gameplay, Not Gambling

All Matrix.fun tournaments are skill-based. Player outcomes are determined by gameplay performance, not chance, random mechanics, or speculative bets. No loot boxes, gacha elements, or gambling-style systems are used. This structure keeps Matrix.fun outside most global gambling classifications.

No Custody or Financial Services

Matrix.fun does not hold or manage user or third-party funds.

Entry fees paid on the platform become Matrix.fun's own funds, which it uses to incentivize users based on its own policies and business objectives.

All staking and boosting of \$MTX is conducted through self-custodial contracts. Users maintain full control of their tokens, Matrix.fun never takes custody.

While the reward logic is deterministic, successful transactions depend on blockchain infrastructure. Gas spikes, RPC outages, and network congestion may delay reward claims. Matrix.fun provides best-effort uptime but is not liable for third-party infrastructure failures.

\$MTX staking is not a yield-bearing or investment product. It grants access to platform-based participation rewards that are variable and performance-dependent. No fixed returns or financial guarantees are offered.

Fiat Entry and Payouts via Partner Platforms



Fiat payment flows are handled by external processors (e.g. Acwires.com). Matrix.fun does not issue or manage fiat transactions. Users entering or claiming rewards via fiat must complete any required KYC/AML steps with the provider. Projects using fiat campaigns must complete token verification.

Token Verification and Tournament Controls

Only verified tokens and approved hosts can access Matrix.fun's full tournament infrastructure. Verified tokens may create dashboards, enable re-entry systems, and launch branded events.

Hosts must clearly display:

- Entry conditions
- Prize pool size
- Reward logic and token used

Matrix.fun does not endorse, promote, or solicit the purchase of any token. All tokens used on the platform are third-party assets, and participation may result in exposure to high-risk, volatile tokens. Users should perform their own due diligence before joining any tournament.

Matrix.fun reserves the right to suspend or restrict tokens or hosts that violate platform rules, mislead participants, or create regulatory exposure.

User Controls and Local Compliance

Users are responsible for ensuring that participation is legal in their jurisdiction. Matrix.fun may restrict tournaments regionally.

Participants must be 18 years or older, or meet the minimum legal age in their country of residence. Access from sanctioned or restricted regions by the Swiss State Secretariat for Economic Affairs - SECO or by the other relevant authorities is blocked where technically feasible.

Fair Play, Cheating, and Game Security

Matrix.fun connects to third-party games but does not control in-game anti-cheat systems. While the platform applies moderation tools (e.g. score filters, game linking, manual reviews), ultimate enforcement lies with the game developer.



Matrix.fun may disqualify users or withhold rewards for rule-breaking behavior, but cannot prevent all forms of cheating. By participating, users acknowledge that game integrity is the responsibility of the game publisher.

Game Publisher Relationship Disclaimer

Some tournaments or games rely on public APIs or community overlays, not official integrations. Unless stated otherwise, Matrix.fun tournaments are not affiliated with or endorsed by the game developers or publishers.

IP ownership remains with the original game creators. Matrix.fun respects all rights and operates tournaments as community-driven experiences. No gameplay on Matrix.fun should be interpreted as a publisher-sponsored or licensed event.

9. Implementation Roadmap

Matrix.fun is already live in beta and battle-tested. Since launch, the platform has powered over 600 individual tournaments, rewarded 2750+ winners, and facilitated over 40,000 game matches with the first token partner, CPT (Solana sub-token). To date Matrix.fun has onboarded more than 50,000 registered users. This traction confirms demand for skill-based, token-powered engagement, and validates the Matrix.fun infrastructure in live environments.

The roadmap below outlines how we will expand core features, unlock new partner use cases, and scale community adoption through the second half of 2025 and into 2026.

Phase 1: Platform Foundations & Beta Launch (Completed Q1–Q3 2025)

- Live tournament engine with casual & competitive formats
- Manual claim system (non-custodial)
- Token entry support (Solana-first)
- Community-led tournaments with CPT token community
- Daily Pill Game & leaderboard minigames



- Referral logic implemented
- Manual BD onboarding for token projects (internal dashboards)
- Verified partner dashboards for token teams & KOLs
- Re-entry system for web2 users + claim-onboarding flow
- Launch of branded casual games (e.g. PEPE Pinball)

Phase 2 Ecosystem Activation & \$MTX Launch (Q3-4 2025)

- \$MTX Token Generation Event (TGE) aiming for Q4
- \$MTX staking and War Chest reward mechanics go live
- Expand multi-chain token support
- Expand campaigns with memecoins, university clubs, and KOL networks
- \$MTX utility in airdrops, boosting, and host fee discounts begins

Ongoing Focus

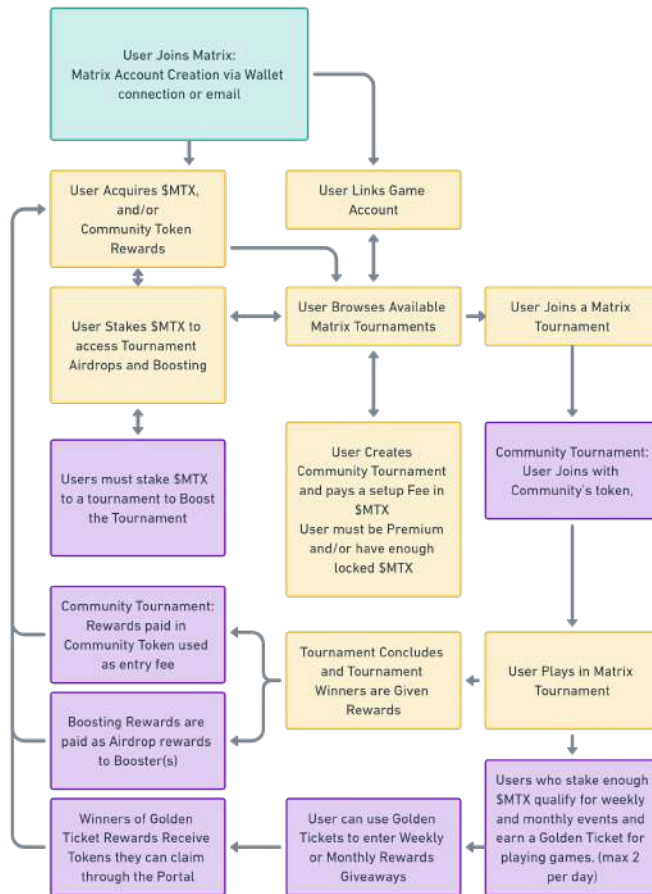
- Continuous onboarding of token partners across L1s, memecoins, and utility ecosystems
- Rolling campaign formats: leaderboard races, bracket showdowns, airdrop quests
- Strengthening MTX as the engagement-layer token across Web3
- Supporting verified communities with tools, analytics, and campaign design

Note: Matrix.fun's roadmap is adaptable and will respond to market trends, user demands, and partnership opportunities. Integration timelines may shift to prioritize platform growth and sustainability.



10. Matrix.fun User Flow Diagram

Overview of the User Journey



11. Conclusion

In the last cycle, tokens grew by vibes alone. Memes, raids, and community energy built cult-like movements around \$PEPE, \$SHIBA, and \$DOGE, even without products. But without tools to sustain engagement, most tokens faded just as fast as they rose.

This cycle is different. Community loyalty needs infrastructure. Utility needs to be visible. Growth needs to be earned, not farmed.

Matrix.fun is that infrastructure.



It's the platform where any token, memecoin, altcoin, L1, or L2 community can activate real engagement through fun skill-based tournaments, repeatable quests, branded games, and on-chain reward logic. Without needing to become a GameFi project or build a game. Without risking airdrop abuse. Without paying for click farms or shills.

Matrix.fun turns tokens into tools for fun, play, and retention, not just speculation.

- For token projects: it's a scalable, safe way to reward real holders and build momentum.
- For KOLs and creators: it's a monetization layer with zero reputational downside.
- For players: it's a way to earn, connect, compete, and earn with tokens that actually matter.

The next cycle isn't about having diamond hand holders again. It's about active communities. Matrix.fun is where tokens prove they deserve one.

Note: DISCLAIMER:

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