

Maollar (MAO) Protocol Whitepaper

— Native AI-Driven Decentralized Supply Chain Ownership Protocol



1. Executive Summary

In the traditional e-commerce era, platforms act as parasitic intermediaries, where consumer purchasing behavior is effectively "prey" for algorithms. The **Maollar Protocol** is a non-profit commercial clearing system built on the **Solana** public blockchain. By integrating East Asian supply chain APIs with **AI Agents**, the protocol captures **10% of gross profit** into the **MaoDAO Fund**. Consumers earn **Maocoin (points)** through shopping, which can be converted via an independent clearing protocol into **Maollar (MAO)**—a digital currency characterized by a constant appreciation logic.

- **Vision:** To construct a non-profit commercial underlying clearing protocol that is "Consumer-Owned, AI-Driven, and Mathematically Appreciating."

Glossary

Term (EN)	Definition & Function
MaoMall	The commercial execution layer of the protocol, responsible for global supply chain integration and Japan Quality Standard (JQS) maintenance.
Maocoin	Consumption points generated in the mall, representing the original share in MaoDAO.
MaoDAO	The asset reserve pool funded by trade profits, acting as the fiat-peg anchor for token value.
Maollar (MAO)	The governance token and redemption voucher, tradable on secondary markets or redeemable via the Fund.

2. Business Model: Decentralized Practice of the Vanguard Paradigm

We benchmark against **Vanguard**, the world's largest mutual fund. Maollar has no external shareholders; its sole mission is to maximize consumer interests, transforming every consumption act into a deterministic asset.

Ownership Reversion: MaoMall is not just another e-commerce platform, but a decentralized commercial protocol. Through its formula, the protocol returns the "consumption premium" to members of the **MAO (Market Altruistic Organization)**, who are both consumers and shareholders.

Consumption as Investment: When you purchase a product, you receive a digital asset that grows alongside global sales volume.

Quality Moat: Integrated with the **Japan Quality Standard (JQS)** to ensure every item in the AI-curated selection pool possesses extreme cost-effectiveness.

3. AI Agents: Defending Digital Sovereignty

This is the key distinction between MaoMall and all traditional malls. We are committed to reclaiming the power of selection from platform algorithms and returning it to users.

3.1 Resistance to Platform Algorithm Bias (Anti-Algorithm Bias)

Traditional platforms control users through "bid-ranking" and "big data price discrimination." In MaoMall:

Semantic Supply Chain: All products (including 1688 and subsequent suppliers) are screened via the Japan Quality Standard and converted into pure semantic vector data.

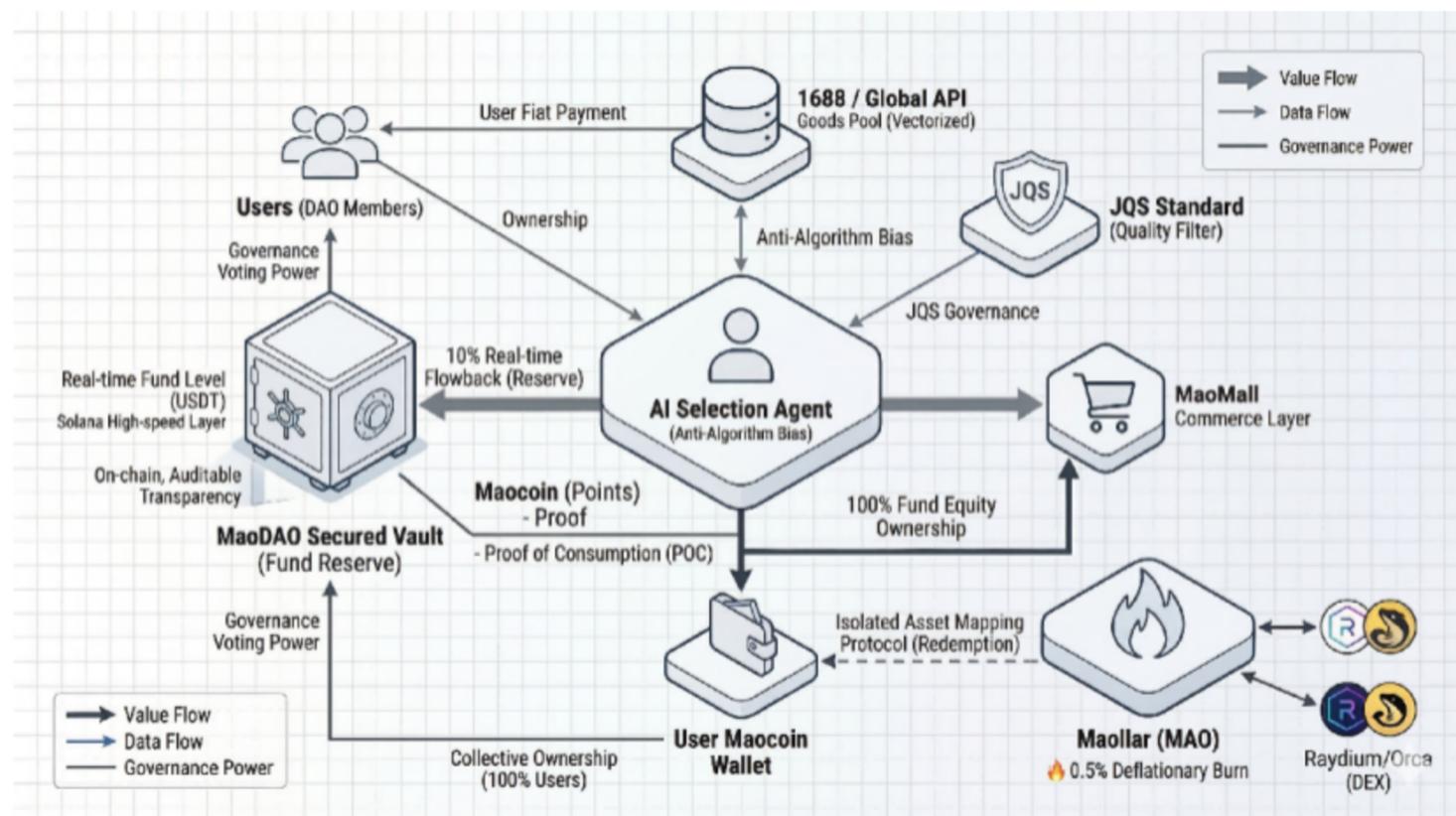
Autonomous AI Decision-Making: Customers possess exclusive API keys to interface with private AI assistants. AI reads underlying protocol data directly to make rational comparisons based on quality, price, and material, free from any advertising interference.

3.2 Privacy Sovereignty and Intent Localization

No-Tracking Search: Shopping intents and search behaviors remain on the user's local AI. Maollar acts only as the data provider and settlement layer, with no access to user privacy profiles.

Logic: We provide a pure supply chain API; your AI Assistant is responsible for the thinking.

4. Core Protocol Loop



Process Analysis:

Fiat Ingress: Users purchase physical goods in the mall using mainstream fiat currencies (USD/CNY/EUR, etc.).

Vectorized Commodity Protocol: Supply chain products (platforms like 1688) are structured for AI compatibility, ensuring AI Agents can instantly understand product essence (material, weight, supply chain path, etc.).

Value Flowback: Upon successful transaction, 10% profit is automatically allocated to the audited MaoDAO independent fund.

Token Anchoring: The system issues the corresponding amount of Maocoins based on the current **Fibonacci Milestone**.

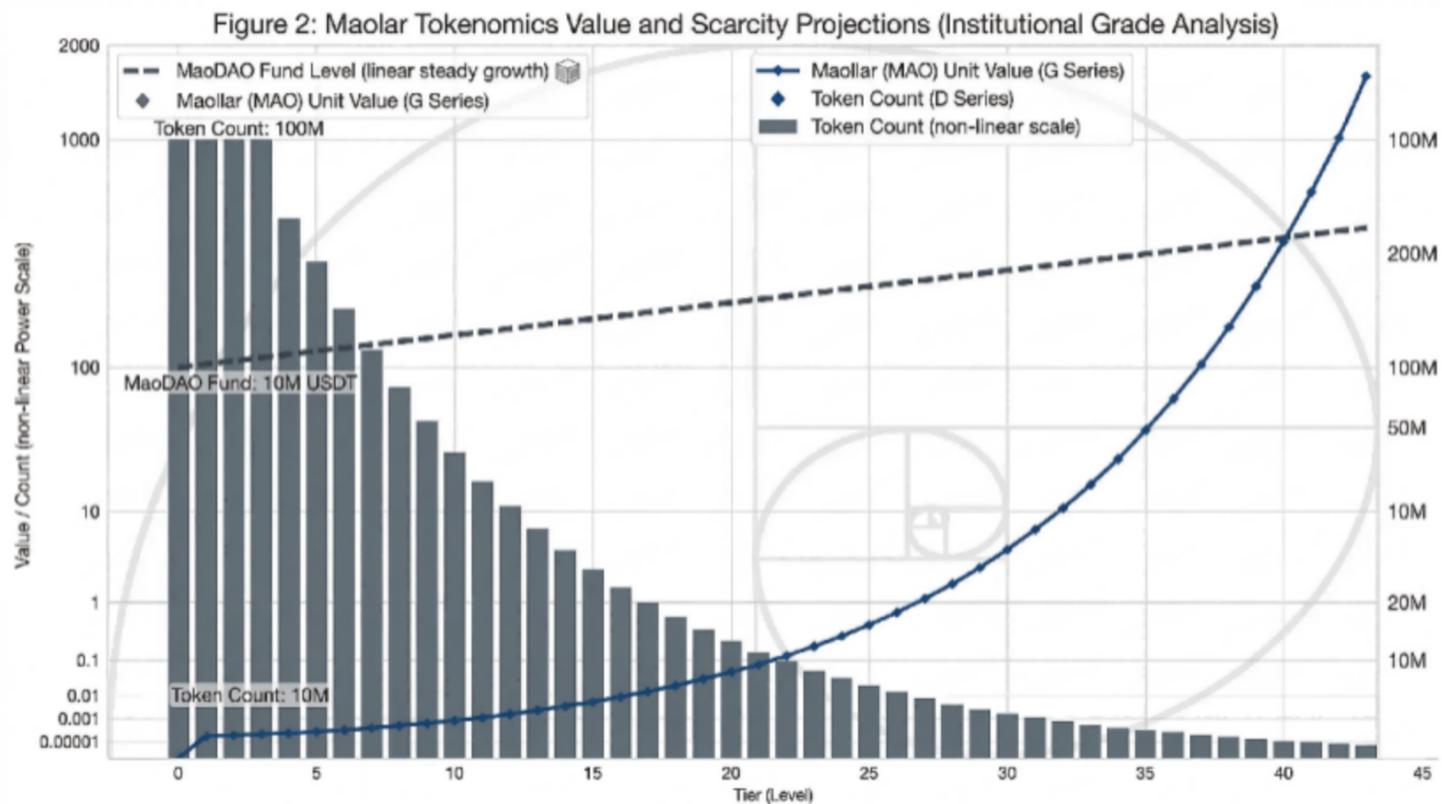
Merkle Tree Verification: Issuance and holding of points are verified via **Merkle Trees** to ensure immutability on the Solana chain.

Asset Unfreezing: Points are displayed upon payment and formally unfrozen upon delivery confirmation.

Independent Redemption: Utilizing a dual-layer isolation design, the mall handles points rewards while users convert points 1:1 into **Maollar (MAO)** via an independent clearing gateway to ensure global compliance.

100% Equity Ownership: Logically, the MaoDAO Secured Vault holds 100% equity in the MaoMall entity, ensuring management's execution goals are highly aligned with consumer interests.

5. Tokenomics: Mathematically Driven Constant Appreciation



The value logic of Maollar is established on a mathematical asymmetry:

Numerator and Denominator: The MaoDAO Fund (Numerator) grows linearly with sales, while the Maocoin issuance speed (Denominator) decreases sharply across Fibonacci Milestone tiers.

Deterministic Conclusion: The growth rate of the numerator consistently outpaces the expansion of the denominator. This asymmetry ensures that the token price is logically "worth more tomorrow than today."

Deflationary Mechanism: Every on-chain interaction generates a **0.5% physical burn**, from a physical layer. This will accelerate the formation of token scarcity.

Mathematical Conclusion

The intrinsic fair value of MAO exhibits a logical one-way upward trend. This model is not just a projection, but a mathematical necessity written into smart contracts and driven by real-world trade flow.

Genesis Reserve

Initial issuance of **100 million Maocoins**. This asset pool will be used for:

- Establishing liquidity pools in secondary markets (e.g., Raydium/Orca).
- Supporting initial maintenance of the Japan Quality Standard system and global API interfaces.

6. Compliance and Asset Isolation Architecture

To adapt to global legal jurisdictions, we utilize a three-tier asset architecture and physical isolation design:

Compliance: The mall front-end operates solely as a "Consumption Points Incentive Program," adhering to global retail compliance.

Isolation: Conversions from points to digital currency (MAO) are conducted on an **independent clearing gateway**, achieving complete decoupling of business logic and digital asset transactions.

Redemption: Maollar is the sole redemption voucher for the fund. Holders can initiate unconditional buyback requests based on fair value at any time.

The above ensures the mall front-end retains only the retail attribute of "points for shopping"; all digital currency interactions, transactions, and redemptions occur in the independent clearing layer. Project authenticity is guaranteed via a Dual-Transparency Mechanism:

Audit Transparency: Issuance of points and fund flows are publicly auditable on Solana, ensuring the management team cannot move user assets.

On-Chain Transparency: Transaction evidence, token issuance, and fiat exchange are all transparently on-chain. Fund balances will be mapped to the chain in real-time via multi-sig wallets or oracles, achieving true

"Read-Write-Own."