

MATCHAIN

DECENTRALIZING AI ON-CHAIN

The decentralized and scalable AI chain securing identity and
data sovereignty



ADDRESSING A GROWING MARKET

Raising awareness about data sovereignty and digital identity

Inadequate utilization of Web3 data for UX

Maturing AI-integrated solutions

Market Size and Growth

- The global **AI market** is projected to **reach \$739 billion in 2030** with a **CAGR of 15.8%**
- The **global machine-learning market** size was \$158.8 billion in 2023 and is **expected to grow to \$528 billion in 2030**
- The **global natural language processing (NLP) market** was valued at \$23.7 billion in 2023 and is **expected to grow to \$63 billion in 2030**

Identity Addressable Market in Web3

- TAM - **\$47 billion** (DeFi TVL \$38 billion, DAO Treasuries \$3.8 billion, Airdrops \$5 billion)
SAM - **\$430 million** (43 million non-unique users in DeFi x \$10 revenue per user)
- Global protection market - **\$257 million**
- Extending digital identity services to the unbanked population in ASEAN could increase the region's economic contribution from **\$17 billion to \$52 billion by 2030**

PROBLEM STATEMENT



Broken economic flywheel
(centralized AI companies
monetize on users twice)



Users lack control over
their data and its value
(data ownership)



Fragmented digital
identities across platforms
(identity segmentations)



Dependency on corporations
for data worth assessment
(data pricing monopolies)

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SOLUTION OVERVIEW

Matchchain's approach to solving these problems:



MatchID

A single profile for seamless Web2 and Web3 access



Data Sovereignty

Users understand and control the value of their data



Data Monetization

Users earn from sharing their data with consent



AI Integration

AI enhances data value and utility through analysis

ADVANTAGES & SUCCESS

Unique advantages of Matchchain

- Incentivized user data set for socialFi, gameFi, sports engagement, financial services, and more
- Cross-chain/platform data aggregation (inclusive data feed)
- User profiling dashboard with data score
- Commitment to user sovereignty and interoperability
- On-chain as well as off-chain data analysis through MatchID social logins
- Paid traffic - from questionable web2 models to authentic data in web3

Success metrics on mainnet (matchscan.io)



Total UAWs

27.3M



Daily UAWs

2M



Daily Transactions

2.62M



Total Transactions

428.9M

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PRODUCT & KEY FEATURES

MatchID

Secure, chain-agnostic wallets stored in a single DID with behavioral insights

- User-friendly onboarding process through Gmail and Web2 social media logins
- Users can **bind multiple chain-agnostic wallets** to their MatchID and store all their assets in one place
- If users do not have an existing wallet, we automatically create one for them
- We index public data without collecting non-public information. Personal data, including Soulbound Tokens (SBT) and Proof of Humanity (POH), is protected by **Zkpass** technology, ensuring privacy. We never store personal data; instead, we mint the proof of humanity on-chain
- The MatchID SDK comes with a dashboard for developers to see their users' analytics. Users also get a personal dashboard to view their entire portfolio. Both dashboards have an integrated AI agent that you can interact with to ask questions and get insights

Match Hub

Unified front-end for seamless interaction

- The MatchID is **interoperable**, providing a single sign-in across any dApp and chain in the Match Hub
- Match Hub collects data of what dApps users are accessing
- Web3 dApp store for all chains

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PRODUCT & KEY FEATURES

AI Analytics

AI-driven **user profiling** to unlock user data value

- Our AI technology indexes public data while safeguarding personal data with Zkpass technology. We use AI to aggregate, vectorize, and filter this data, creating **personalized user profiles** and optimizing it for large language models (LLMs)
- Users must provide consent to sharing their behavioral data. The personal information stored within the MatchID is private and confidential
- The MatchID acts as a **unified marker** to track and **uncover the intrinsic connectivity** of the user's behavior which will be used for **knowledge graphs and graph neural networks**
- In partnership with data marketplaces, we empower users to **monetize their own data**, giving them control and ownership over their digital footprint

Traffic Generation

Tools to drive user engagement and adoption

- Data analytics gathered by AI will be used to personalize the MatchID and user experience and reward user loyalty

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FLOWCHART



USER ONBOARDING MATCHID

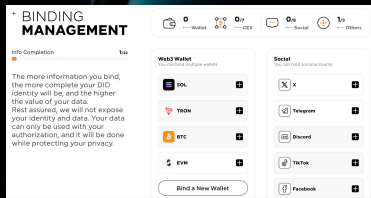
Account Abstraction

Seamlessly onboard new users to Web3

Account Binding

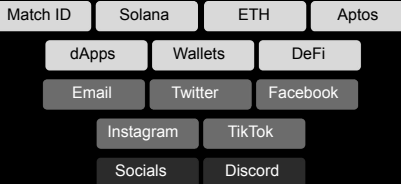
Existing Web3 users to bind wallets to MatchID

Account holders to bind existing account to MatchID



UNIQUE ID DATA AGGREGATION

Combining on-chain and off-chain data



Unique ID

KYC Passport Data Points

Proof of ID



Partner with data marketplaces to empower users to monetize their own data, giving them control and ownership over their digital footprint

Profit



AI Facilitating User Profiling

- Aggregate, label, and filter data
- Analyse MatchID behaviours
- Create knowledge graphs and graph neural networks



Existing User



New User

- Rewards
- Targeted Ads
- Whitelists
- Tracking
- Performance monitoring
- Airdrops

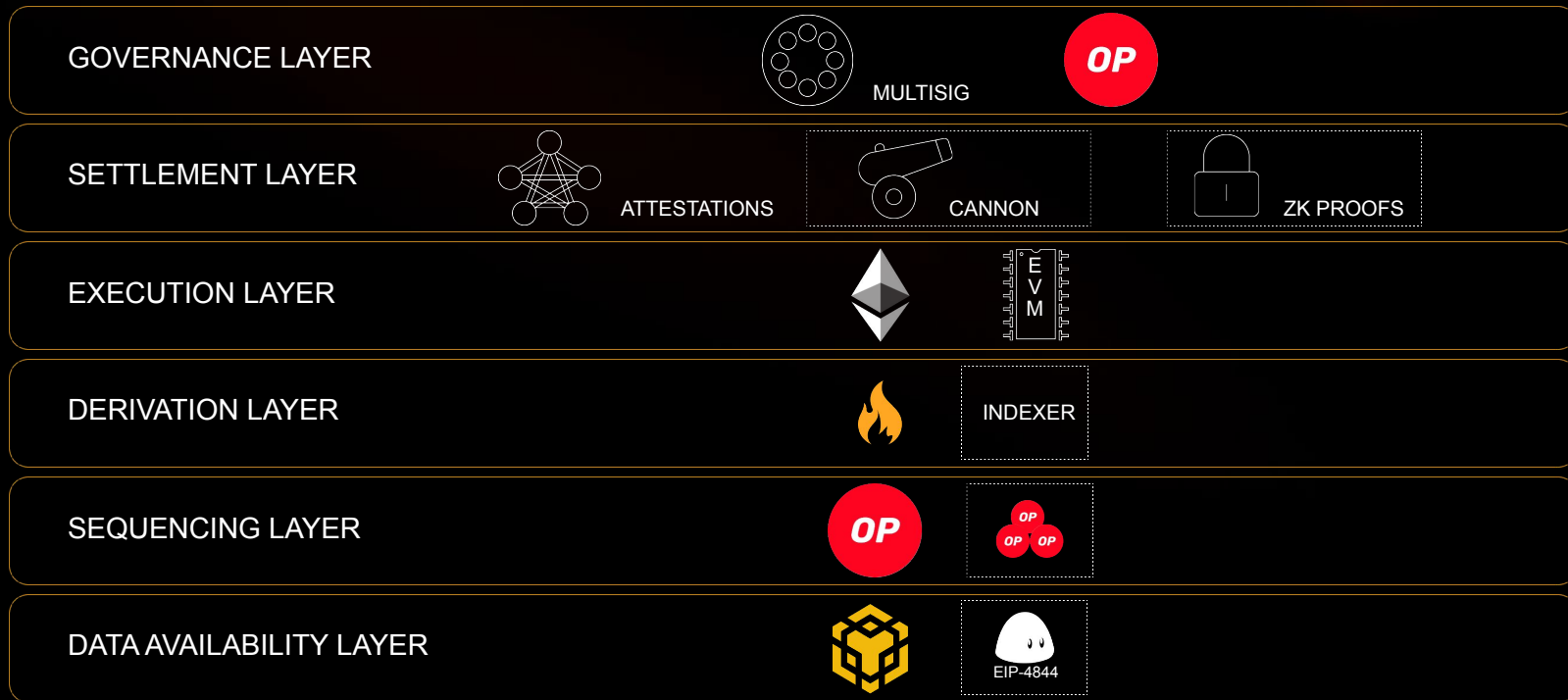


Universal Database Layer

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TECH STACK

EVM-Compatible L2 OP Stack on BNB Smart Chain

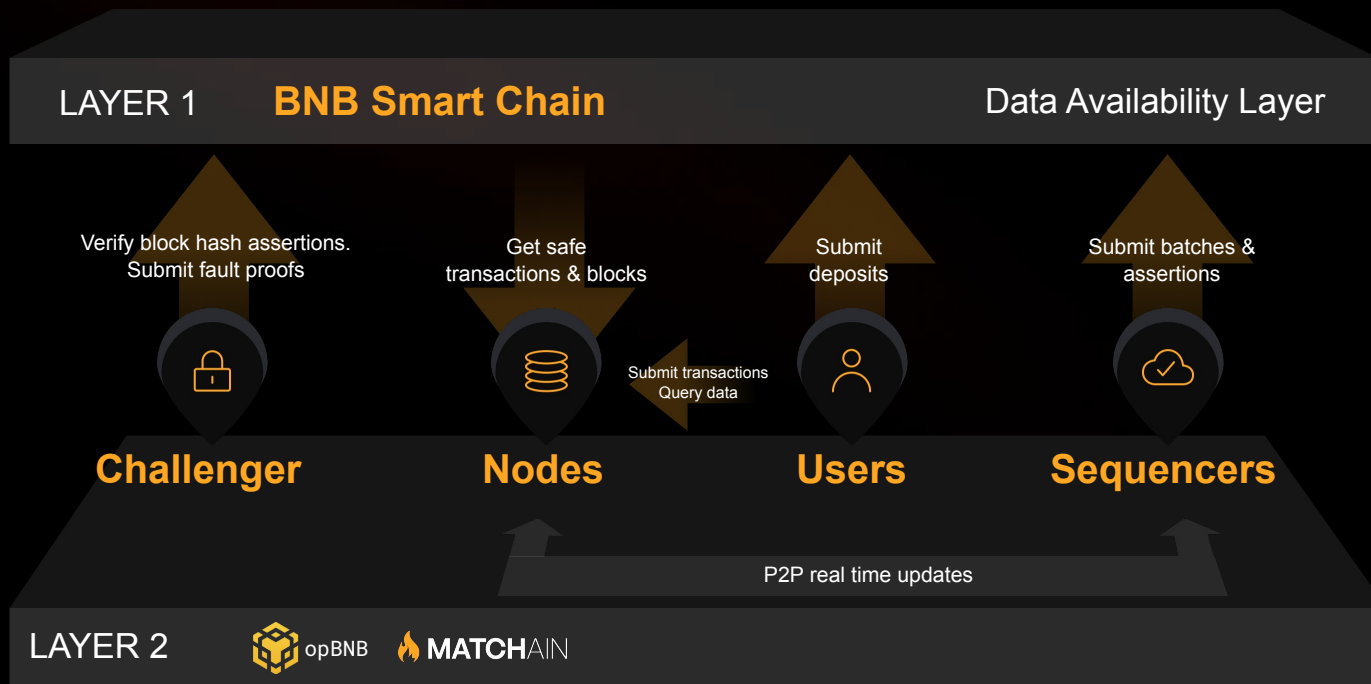


* RECTANGLE = PROPOSED

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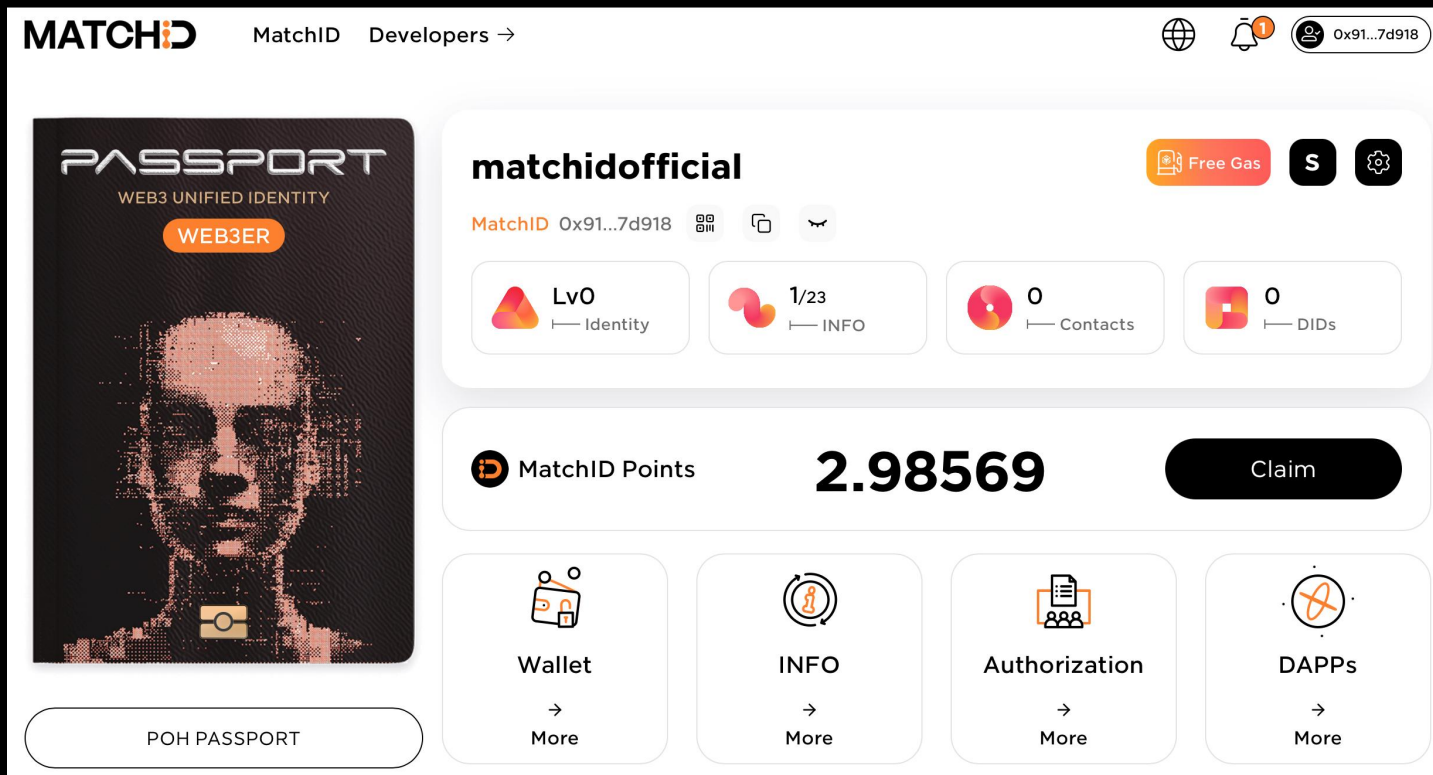
TECH STACK

EVM-Compatible L2 OP Stack on BNB Smart Chain



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MATCHID USER EXPERIENCE



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USE CASES



Blockchain Analysis

Predicting trends in tokens and analyzing blockchain transactions



Smart Contracts

Smart contract development and auditing



DAO Decision Making

Improved DAO governance via sentiment analysis and chatbots

Personalization

AI recommendation systems that assist in personalizing user profiles for enhanced user experience

Security and Privacy

Data anonymization and secure multi-party computation (SMPC) protocols

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MATCH ORIGINALS AND KEY PARTNERSHIPS

Match Originals



Over 6 million monthly active users and 200k+ daily active users



A fast, scalable blockchain-based API for modern ticketing platforms with 390k followers on X



Popular APAC web2 e-commerce platform with 1.5M DAU migrated to Web3

Key partnerships

60+ others



Google Cloud



inBetweeners

(Justin Bieber's NFTs)



NYU
BLOCKCHAIN



DUKE UNIVERSITY
BLOCKCHAIN CLUB



Rarible

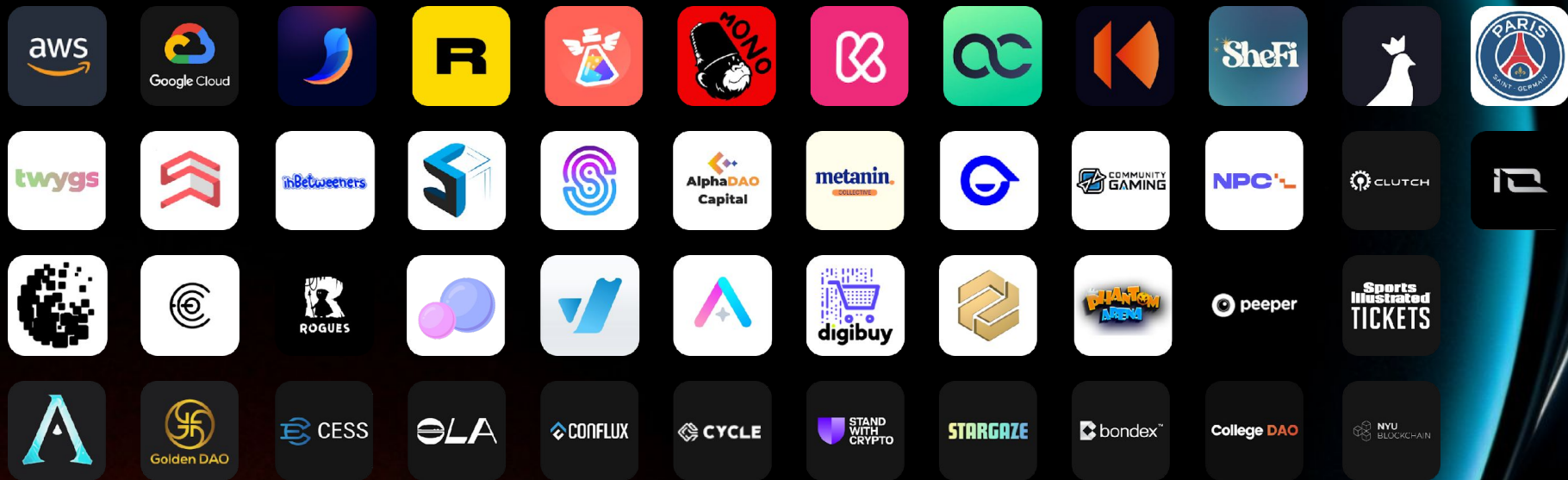
Joint Innovation Studio



OFFICIAL PARTNER

MATCHAIN

OUR ECOSYSTEM PARTNERS



MATCHAIN

Official Partner of Paris Saint-Germain



Matchain, the Exclusive Digital Identity Partner of PSG, established a [Joint Innovation Studio](#) and are integrating the MatchID SDK to transform fan engagement and user data security.

Key Partnership Metrics:

- Potential to **onboard 150 million PSG fans** onto Matchain
- Access to **550 million users from PSG's ecosystem partners**, such as Qatar Airways, Nike Jordan, and Christian Dior
- Global visibility through marketing advertising during matches
- [Regular ticket giveaways for community engagement](#)

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GO TO MARKET

User growth

- Leveraging key partnerships for continuous growth / traction
- Engagement and retention through continuous AI-driven insights
- Collaborate with Web2 companies to transition large user bases to Web3, providing our infrastructure support
- JIS (Joint Innovation Studio) with PSG, serves as a cutting-edge platform for building and showcasing demos and proof-of-concepts (PoCs) to onboard 550 million fans

Ecosystem

- Infra layer: Partner with decentralized network computing and storage
- Middleware layer: ZKP technology, and developer tooling and services
- Initial Model Offerings
- Partner with AI dApps to integrate our AI infrastructure and enhance the AI ecosystem

Developers

- Partner with builders house/hackathons
- Web2 to Web3 blockchain transformation
- Provide grant support through Match Labs
- Incubate more Match Originals projects, offering comprehensive developer support

BUSINESS MODEL



Revenue streams with \$MAT

- Paid traffic subscription or advertising data
- Governance and participation fees
- 80% of gas fees on chain are returned to validators and treasury
- AI-driven data services and ecosystem fees
- 20% burnt



MatchID

- Freemium: subscription and usage-based pricing (B2B)
- Macro Behavior Monitoring (B2C): freemium and subscription pricing



Joint Innovation Studio by Matchchain and Paris Saint-Germain

- DApp Factory and Blockchain Transformation Services for Global Brands

Paid traffic and data requests are solely paid in \$MAT tokens
Payments in stable coins will be converted to \$MAT as well

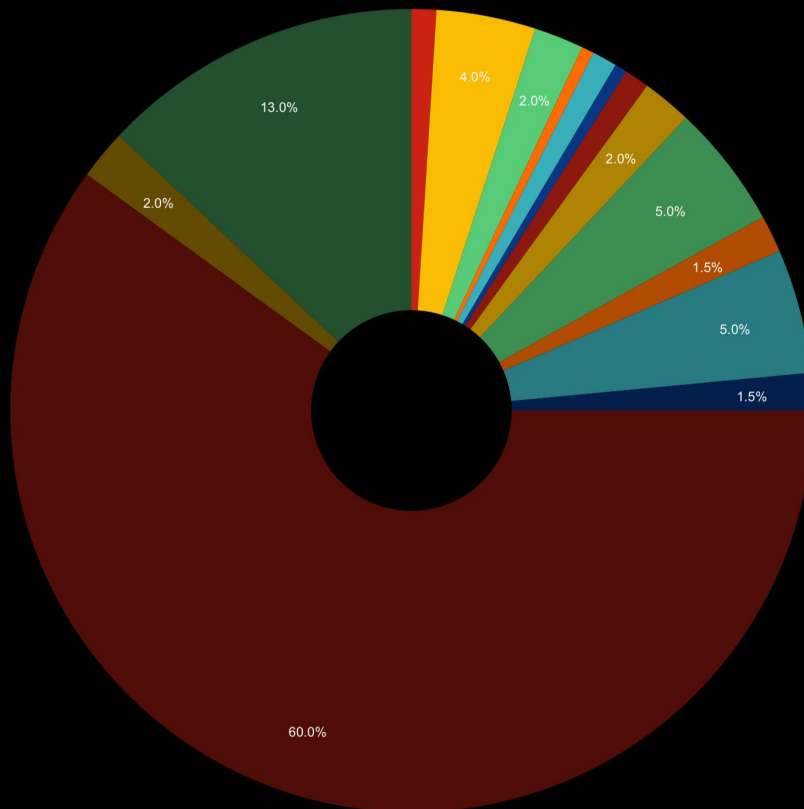
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TOKENOMICS

Total Supply

100,000,000 \$MAT Tokens

- Team SP
- Community Sale SP
- Angel
- KOLs
- Launchpad SP
- Advisors
- Tech Partners
- Ecosystem Growth
- Treasury
- Marketing
- Liquidity
- Airdrop
- Mining Rewards
- SP A
- SP B



	Total Supply %	Tokens	% of Allocation unlocked at TGE	% of total Supply unlocked at TGE	Cliff (In Months)	Daily Vesting (In Months)	Total Vesting (In Months)
Team SP	1%	1,000,000	0.00%	0.00%	149	1	150
Community Sale SP	4%	4,000,000	0.00%	0.00%	36	36	72
Angel	2%	2,000,000	0.00%	0.00%	12	18	30
KOLs	0.5%	500,000	5.00%	0.03%	1	16	17
Launchpad SP	1%	1,000,000	0.00%	0.00%	149	1	150
Advisors	0.5%	500,000	0.00%	0.00%	12	30	42
Tech Partners	1%	1,000,000	0.00%	0.00%	36	36	72
Ecosystem Growth	2%	2,000,000	0.00%	0.00%	1	48	49
Treasury	5%	5,000,000	0.00%	0.00%	6	90	96
Marketing	1.5%	1,500,000	0.00%	0.00%	3	48	51
Liquidity	5%	5,000,000	100%	5.00%	0	0	0
Airdrop	1.5%	1,500,000	20.00%	0.30%	-	-	-
Mining Rewards	60%	60,000,000	0.00%	0.00%	-	-	-
Super Pool (SP) A	2%	2,000,000	0.00%	0.00%	24	36	60
Super Pool (SP) B	13%	13,000,000	0.00%	0.00%	36	36	72

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USE OF PROCEEDS

ENGINEERING

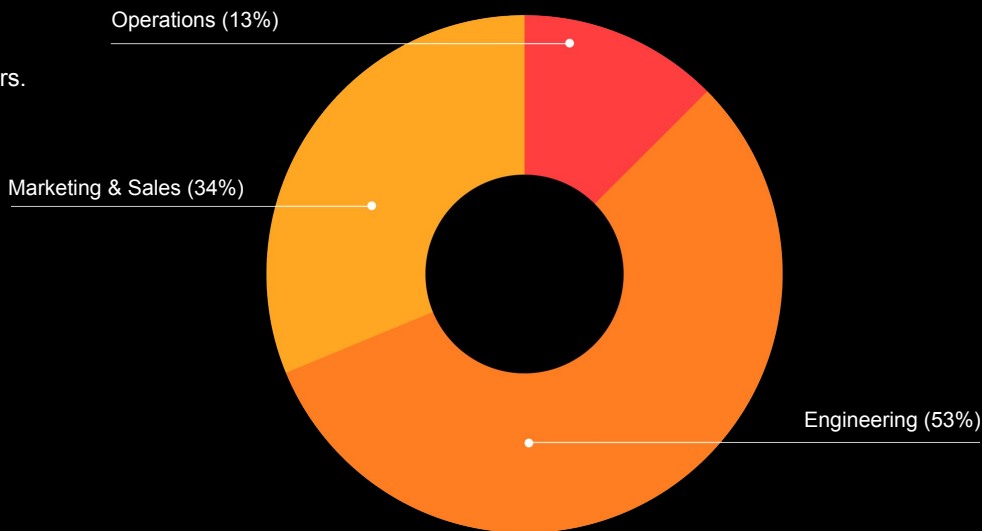
Our primary goal is to launch a secure, high-performing, and reliable AI-focused blockchain, MatchID - UID solution, and MatchHub. As a result, the majority of the funds raised will be allocated to our engineers.

MARKETING & SALES

Our second priority is to build a loyal user base. This will be accomplished by developing a strong brand identity to increase trust and recognition, establishing top-tier global partnerships to reach a wider audience, and actively engaging with the Web3 community for continuous feedback and support.

OPERATIONS

We will form a high-performing team with expertise in legal, project management, finance, and HR. Competitive salaries, benefits, and ongoing professional development will be crucial for attracting and retaining top talent.



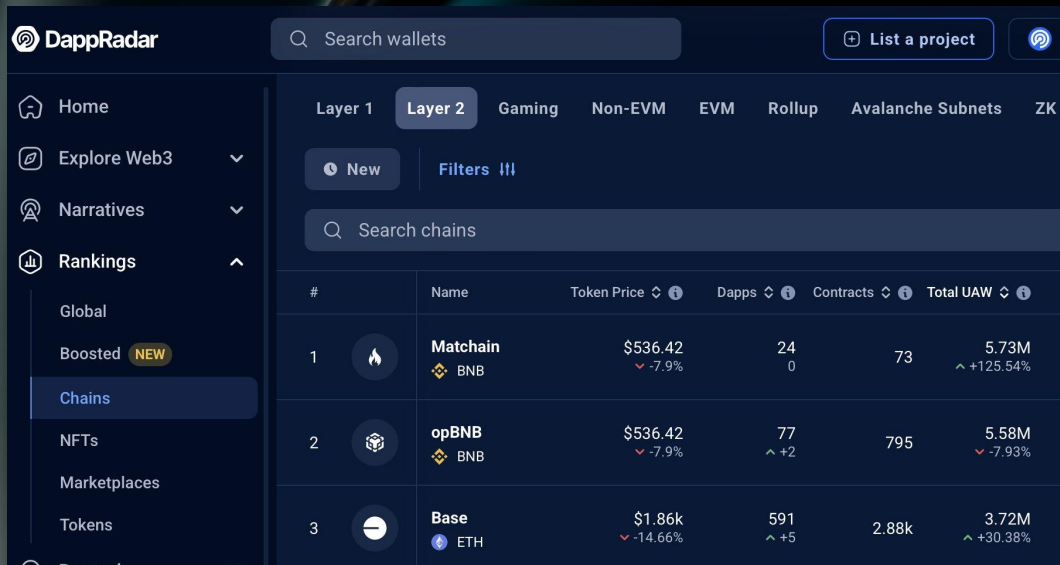
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COMPETITIVE ANALYSIS

Features	Matchain	SingularityNET	Ocean Protocol	Fetch.AI	Ritual
Primary Focus	Consensual data generation, aggregation and monetization	Decentralized AI Services	Decentralized data exchange	Autonomous economic agents	Decentralized AI training and deployment
Data & Identify Sovereignty	Yes	No	No	No	No
AI Model Marketplace	Yes	Yes	No	Yes	Yes
Data Marketplace	Yes	No	Yes	No	No
Interoperability	Yes	No	No	No	Yes
Scalability	Yes	No	Yes	No	No
dApp Smart Insights	Yes	No	No	No	No
Use Cases	Personalization, Performance-driven dApp optimization, User-traffic generation	Healthcare, Finance, Supply Chain, Education	Healthcare, Finance, Research, IoT	Smart Cities, Supply Chain, Energy, Mobility	AI training, Deployment, Data collaboration

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PROVEN IMPACT



The screenshot shows the DappRadar interface. The left sidebar contains navigation links: Home, Explore Web3, Narratives, and Rankings. The 'Rankings' section is expanded, showing 'Global', 'Boosted' (with a 'NEW' badge), 'Chains', 'NFTs', 'Marketplaces', and 'Tokens'. The 'Chains' tab is selected. The main content area is titled 'Layer 2' and shows a table of Layer 2 blockchains. The table has columns for Rank, Name, Token Price, Dapps, Contracts, and Total UAW. Matchchain is ranked #1.

#	Name	Token Price	Dapps	Contracts	Total UAW
1	Matchain BNB	\$536.42 ▼ -7.9%	24 0	73	5.73M ▲ +125.54%
2	opBNB BNB	\$536.42 ▼ -7.9%	77 ▲ +2	795	5.58M ▼ -7.93%
3	Base ETH	\$1.86k ▼ -14.66%	591 ▲ +5	2.88k	3.72M ▲ +30.38%

Matchain is the [TOP layer 2](#) by 7 days UAW on DappRadar

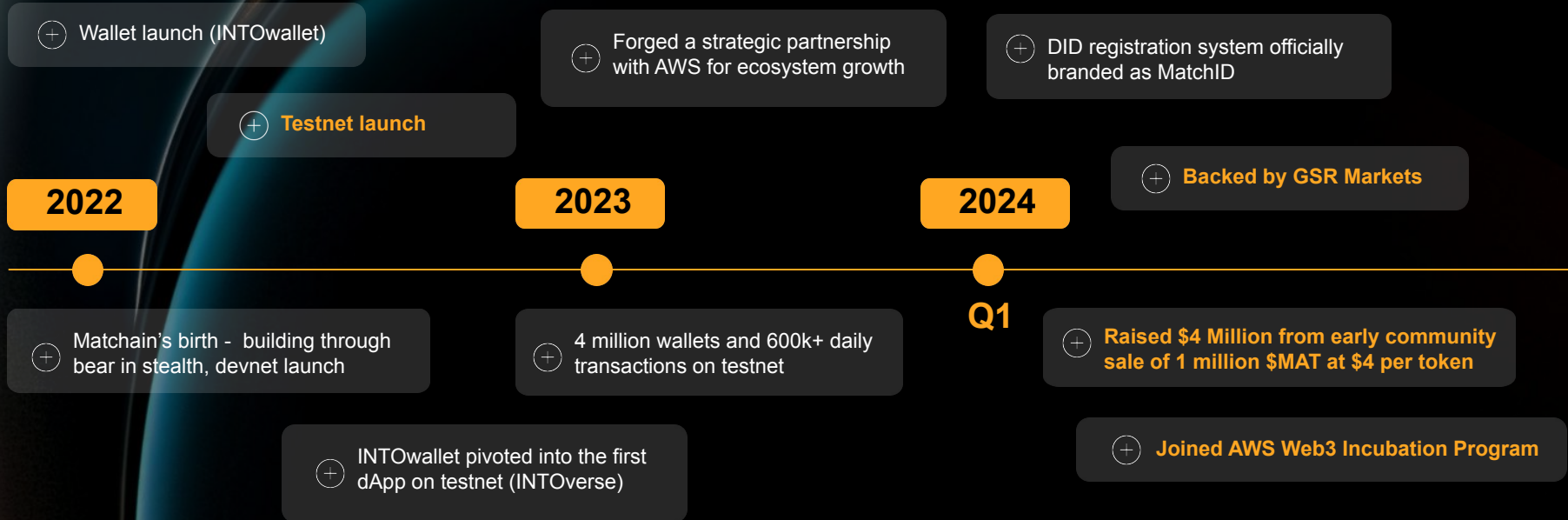
With over \$27.2 million Total Wallets and over 2 million Daily UAWs, Matchain ranks as one of the largest blockchain networks by active users on DappRadar.

As of March 31st, 2025:

- **27.2M** Total Wallet Addresses
- **427.7M** Total Transactions
- **2M** Daily Unique Active Wallets (24H)

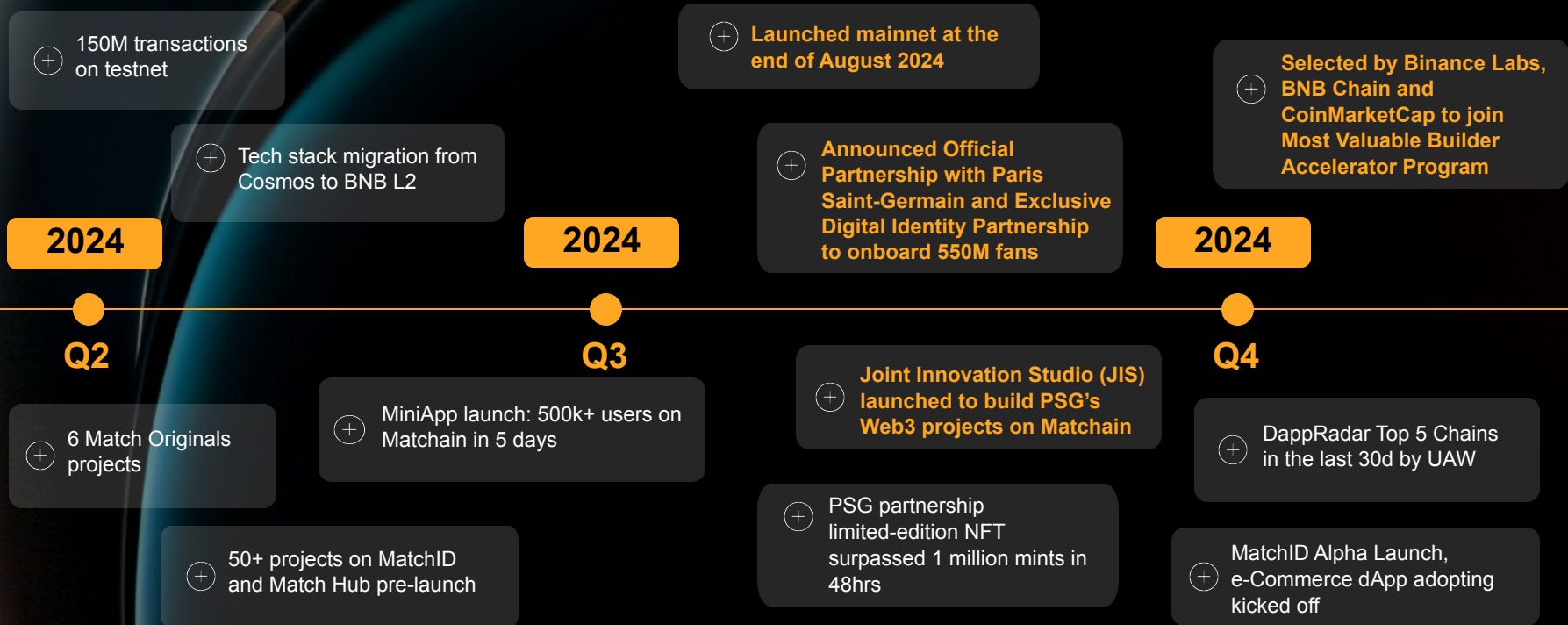
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JOIN US IN SHAPING THE FUTURE



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2025

Q1

⊕ MatchID Alpha Launch rolling out with PSG on-chain tickets lucky draw platform

⊕ DappRadar Top 1 Chain in the last 7d by UAW

⊕ MatchID Login SDK Alpha Launch

⊕ MatchID User 1 million registrations

⊕ MatchID 13k+ POH achieved
MatchID info sources authorized 16M+

2025

Q2

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THE MINDS BEHIND MATCHCHAIN

Profiles of key team members



Petrix Barbosa (CEO)

7 years blockchain veteran, Over 200+ Web3 investments, 20+ advisory roles, Former Olympic athlete with a global diverse network portfolio, London School of Economics and Political Science



Jessie Xiao (CCO)

Former Government Affairs Executive, Private Equity Analyst at Macquarie, Founder of BubbleDAO, Wellesley College and MIT



Tomasz Wojewoda (CSO)

Former Head of Growth and BD of BNB Chain, Growth Lead of Scroll, Head of Sales of Chainlink, Sales Director of Microsoft Azure



Anastasia Drinevskaya (CMO)

Former CEO of Cointelegraph Communications, M.S. in Economics



Ricky Zhou (COO)

Former business intelligence consultant, business model innovation author, MIS major

Advisory Board and Network Support

Token Relations

Anthony Pompliano and Jacquelyn Melinek (ex TechCrunch)

MVB 8

MVB 8 Program by Binance Labs, BNB Chain and CoinMarketCap

Gleb Kostarev

CEO and Cofounder of Blum, former Binance Executive

Sky Wee

Managing Partner at VC firms - LDA Capital, Elevate Ventures, and ATF Capital, and founder of Sky Ventures

Peter Yang

Former Managing Director of Fenbushi Capital, Head of Growth at Scroll



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team@matchain.org