

# MPROFY Manifesto

## The Dilemma: Trading Freedom for Infrastructure

Up until this point, all electronic communication and interaction has been centralized. Using a phone involves connecting to a telecommunications network. Sending email requires an email provider. Electronic interaction happens through social media. Our complete reliance on these tools of connectivity have brought massive power and wealth to those providing infrastructure. When we sign the Terms and Conditions required to use such electronic tools, we are signing away personal privacy and freedom at considerable levels. We exchange liberty for convenience. That may seem a fair trade given the powerful systems through which we interact on so many levels. However, it becomes unacceptable and intolerable when our personal lives and private information become tradable merchandise, bought and sold among those with power and privilege, including private corporations, political groups, and public agencies.

Centralization is not limited to tech giants and intelligence agencies. We sign away control and social capital in so many ways. Influencers draw huge audiences which drive traffic on social networks, but are powerless to truly engage and leverage that value, left at the mercy of manipulated algorithms and profit-driven policies. Ecommerce platforms take ownership of individual merchants' customer base. Network marketing companies rely on independent affiliates to drive sales, AND expand the salesforce, only to seize that data as a company asset.

## The MPROFY Response: Decentralized Infrastructure to Democratize Connectivity and Validate Ownership of Social Capital.

MPROFY's core objective is to empower individuals and organizations with an intuitive, decentralized, blockchain-verified platform to store their social capital, as well as optimize engagement through smart tools that enhance connectivity free of manipulation and control.

Our premise is simple. Your connections. Your networks. Your ownership. Your control. MPROFY is a tool in your hands to *hold your own* - to lay claim to one of the greatest assets you possess - your social capital.

MPROFY accomplishes this through tech infrastructure built upon blockchain technology which is structurally decentralized. Kindeck aims to lead the charge in blockchain-powered human connection free of central control, intrusion or manipulation.

The singular, unique nature of NFTs, enables creating a non-manipulable, irreversible record of your social capital. Kindeck provides you with the tools to document your personal human networks on blockchain, and build the value of your NFT profile through verifiable social data that is definitively owned and controlled by you. This non-fungible record is yours to leverage as you please, on your own terms, including the option to sell it on a peer-to-peer basis.

## At the Forefront of Internet Innovation

The dot com boom is generally categorized as web 1.0. It featured one-way access to online platforms.

Web2 brought the power of mobile connectivity, featuring two-way online engagement.

Web3 is characterized by decentralization. The public has become sorely disenchanted by tech giants' exploitation of private information, alongside manipulation of data and personal networks. This is driving the next major tech revolution, built upon blockchain technology which allows decentralized verification and trustless transactions. The world's business leaders and financiers recognize the inevitability of Web3 being THE infrastructure of the future, guaranteed to bring even greater disruption than both Web1 and Web2 combined because of Web3's seamless ability to interconnect people and businesses at a scale never seen before.

We are now at a major turning point which presents us with a powerful opportunity to ride the next wave of tech advancement or to be left behind in regret that we missed out yet again, because this wave is coming fast and strong!

MPROFY has the unique advantage of being ahead of the curve in development and adoption. We are ready to kick off now, giving us a strong first-mover advantage in the area of decentralized connectivity. And anyone can be part of it, because Kindeck is all about freedom of opportunity and engagement.

## Our Culture

### Our Vision:

To Provide Everyone with Freedom of Opportunity to Own and Engage Social Capital

### Our Mission:

**To Liberate Ownership**

MPROFY enables true ownership of social capital.

**To Optimize Engagement**

MPROFY enhances social connectivity.

**To Maximize Empowerment**

MPROFY empowers the community through education and innovation of artificial intelligence.

**To Equip With Cutting Edge Skill & Tools**

MPROFY provides the most advanced technology to empower the best in humanity.

**To Reward Engagement**

MPROFY supports leveraging social capital.

**To Expand Engagement**

MPROFY incentivizes network growth.

## Our Values:

**MPROFY is Interactive**

We are all about engagement and human connection. We will embrace human interaction enhanced by tech tools, rather than allowing technology to override relationships.

**MPROFY is Inclusive**

We celebrate diversity, and intrinsic human value. We support freedom and individual expression. We invite participation from people from all walks of life and social groups.

**MPROFY is Innovative**

We seek to leverage the latest technology trends to empower our community, especially tech solutions that stimulate discussion, connection, and enrichment.

**MPROFY has Integrity**

We are committed to conducting business and all interactions with integrity and transparency. We will treat all partners, stakeholders, clients, and the global community with honesty and respect.

## What is MPROFY?

MPROFY is a web3 development venture that applies cutting-edge blockchain technology towards enhancing human connectivity, characterized by individual empowerment and authentic peer-to-peer engagement.

MPROFY was founded by a diverse team of professionals with a wide range of expertise. MPROFY combines some of the most elite blockchain development teams, with business development experts, marketing specialists, successful entrepreneurs and influencers.

Recognizing the barriers to truly leveraging the value of social capital with existing, highly centralized platforms, the MPROFY Team seeks to disrupt the current social engagement landscape through truly empowering and liberating the individual with decentralized infrastructure that is tamper-free, non-manipulable, and transparent.

Through MPROFY, our community enjoys liberty rather than limitation, relationship rather than reliance, transparency rather than blind trust, independence rather than intrusion.

MPROFY is able to deliver totally trustless social networking solutions through the power of blockchain. Each MPROFY user engages with the platform through an NFT. Users are able to enhance the value of their NFTs through documenting their expanding networks and ongoing engagement. Users' social capital is recorded on their NFTs, ensuring full ownership and autonomy. In addition, MPROFY provides an expanding selection of smart tools to facilitate independent interaction, communication and engagement for all NFT holders without having to sacrifice privacy or relinquish possession of their personal networks. With a blockchain-verified record of social capital, users are able to fully leverage this for maximum benefit and bargaining power, because MPROFY can not and will not manipulate or exploit any personal information stored on NFTs. Total authority for the nature, scale and form of interaction on MPROFY lies with the user.

## Poised for Success

MPROFY is confident of its dominant position and high potential for success because:

### The Time is Right

The current landscape heavily favors Web3 projects. MPROFY is operating squarely within the most attractive frontier in online business - a sector that top venture capitalists and premier business leaders are betting heavily upon. In addition, MPROFY is not just a fad or trend. It is about leveraging Web3 tech for actual infrastructure and usability which will be with us for decades to come.

### The Mood is Right

Public sentiment leans heavily towards decentralized solutions, privacy, self-determination, etc. - all of what make up the founding principles of MPROFY. We respond to people's desperation to find alternatives to the intrusive, manipulative and opportunistic options currently available to them.

## The Team is Right

We are confident that the core MPROFY team embodies the expertise, resources, connections, and insight needed to make Kindeck a raging success.

## We Have First-Mover Advantage

Development of the core components and comprehensive concepts of MPROFY has been ongoing for years already. We are not just moving into the sector with an idea. We are ready for launch and poised for expansion.

## Roadmap

Released quarterly in a 90 day timeframe.