cat in a dogs world (MEW)

Introduction

MEW is the first worldwide entertainment brand and retail product line started by a cat-themed IP token community on Solana. More than just a token, MEW aims to enter into mainstream consciousness by bridging the worlds of crypto and pop culture (art, culture, and media). Ironically embodying the concept of an *'underdog' (a David vs Goliath archetype),* MEW's story is about a cat who lives among rats in a world that is ruled by dogs and their evil corporation SHIBEX.

MEW IP Expansion

MEW is building a worldwide entertainment brand in the traditional web2 space, and at real life events; all leading to sales via online and offline retail channels. Building the MEW IP and growing demand for MEW products, whether they're games, video content, apparel, or collectibles, all build utility into the $MEW token via direct token integration for each channel.

More details on **MEW IP Expansion** can be found on

Art and Animation

MEW takes a new approach with relatable content that spans various demographics:

1. Cowboy Bebop Homage: https://twitter.com/mew/status/1782560151385313723

2. Friendship Webtoon: https://twitter.com/mew/status/1787274588843646988
3. Dragon Ball Z: https://x.com/mew/status/1948408847980241014
4. Cat Pic Reply Thread: https://twitter.com/mew/status/1786718834856214939
5. Attack on Titan: https://x.com/mew/status/1921770442773201246
6. Totoro (Miyazaki): https://twitter.com/mew/status/1786304804261937335
7. Doomscrolling meme: https://x.com/mew/status/1947491391585849516
8. TIME magazine: https://twitter.com/mew/status/1785104843998466455
9. The Lion King: https://x.com/mew/status/1951028538477330474
10. 3D Build: https://twitter.com/mew/status/1782109917492469793

IP Token Thesis

1. To capture attention, the strongest IP tokens leverage their community to co-create content/memes - the token then acquires emergent properties that transcend the creator's vision and takes on a life of its own.
2. Active participation engenders a sense of ownership and belonging that goes beyond monetary incentives.
   a. Crowdsource memes/content from community → Drive attention to the token → people buy and evangelize → virtuous viral loop
   b. For WIF, it was the hat — not the dog — that allowed users to transpose the meme onto an infinite number of scenarios and actively participate in the storytelling

Unique Selling Point: A token + lifestyle brand with real IP

1. Virality

   Berger, author of "Contagious: Why Things Catch On" – which is on CZ's reading list – identified 3 principles on how to make content go viral:

   a. Ethos (Character): underdog (or David vs Goliath)
   b. Pathos (Emotions): The world is against me. Encircled. Outnumbered. Under siege.
   c. Logos (Logic): Anyone can relate to the feeling of being an underdog (a cat in a dog's world)
2. Launch narrative and distribution strategy
   a. Fair launch + statement of intent
      i. Unlike Pepe, no wallets were blacklisted. MEW was truly a fair launch.
      ii. We eschewed the presale meta (many of which have been abandoned) and publicly burnt 2888 worth of SOL to signal our belief in the project
         1. https://solscan.io/tx/y1ETdrb4dY174g7z1LZGWUwWJLxvCtUkRYDVzAx8G1568roECKTpar3RhxkcNqQai6gvSniYt98UrvCRkQU2rrP
      iii. Raydium liquidity confirmed locked on Dexscreener:
         1. https://dexscreener.com/solana/879f697iudjgmevrkrcnw21fcxiaeljk1ffsw2atebce

        2. Currently $30M locked liquidity, one of the largest on-chain locked liquidity pools
- b. Airdrop
  - i. 10% of supply earmarked for airdrops to the Solana community has already been distributed
    1. 5% has been distributed to BONK and WIF holders
       - a. Leading to an organic Ansem tweet about MEW
    2. 5% will go to SAGA phone users
       - a. Working closely with the Solana Foundation

3. <u>MEW owns the IP to its content</u>
   - a. Contract address contains the word 'MEW' - MEW1gQWJ3nEXg2qgERiKu7FAFj79PHvQVREQUzScPP5
   - b. Popcat, Pepe, and WIF run the risk of being sued by the IP owners for [copyright infringement](#)
   - c. Birdeye/CMC routinely receive legal notices to remove copyright infringing content

4. <u>Top-down and bottom-up Storytelling</u>
   - a. Our storytelling will center around 'underdog' scenarios involving the image of a cat
     - i. We drew inspiration from Neo from 'The Matrix', who had to battle 100s of Agent Smiths
     - ii. MEW's official brand voice will be kid-friendly, but we will leave the community to make edgier content if they so desire
     - iii. [Cowboy bebop inspired animation](#)

5. <u>Give users agency via co-creation of user-generated content (UGC)</u>
   - a. Allow people to find their own meaning in the IP
     - i. Everyone has felt like a cat in a dog's world (underdog) at one point or another
       1. We will encourage our community to remix images of MEW into an infinite variety of "underdog" scenarios across our socials
       2. Content begets more content: it sparks interactions, amplifies chatter, and creates a self-reinforcing loop that drives both user acquisition and retention
   - b. Release MEW assets to our community so that they can create UGC.
     - i. KYC (KNOW YOUR CAT) Meme competitions
       1. Tell us what it means to be a cat in a dog's world. Comment on this tweet/post with a picture or a meme that depicts an 'underdog' scenario.
          - a. Top entries will be added to our sticker pack and/or stand a chance to win prizes
            - i. We are exploring an arrangement with the Solana Foundation to provide a limited number of SAGA phones
     - ii. AIGC (AI-generated content)
       1. We will add an AI word prompt automatic image generator on our website and socials, trained on the art director's illustrations, to

provide a frictionless way for users to generate 'underdog' content involving MEW within seconds.

6. <u>Illustrative list of interpretations that the community can apply to the 'underdog' theme</u>
    a. Through co-creation of content, the community can tell the story of what it means to be a cat in a dog's world.
        i. Due to its open-ended nature, the types of 'underdog' content can range from PG-friendly to edgy (anti-woke).
            1. Squid Game
            2. Physical 100 / Singles inferno
            3. Startup founders vs predatory VCs
            4. John Wick vs assassins
            5. [Game of Thrones](#)
            6. Trial of Galileo Galilei/Socrates
            7. Julius Caesar (Ides of March)
            8. Bitcoin vs regulators
            9. Cody Rhodes vs the Bloodline in WWE
    b. We will employ heavy use of puns and wordplay around the word 'MEW'.
        i. MEW Jeans, MEW World Order, The Cat stays on, CAT-egory killer
            1. Mewing is a viral technique that's supposed to change the appearance of your jawline (or pawline).
            2. MEW-TATE to even the odds in a underdog situation
                a. MEWlady (strong crypto cult following)
                b. THE CAT STAYS ON!
                c. What's the next cat-alyst?
                d. KYC - KNOW YOUR CAT
    c. IRL marketing at events like HK blockchain week and Token2049 (Dubai)
        i. Sponsor [MEW swag](#) + MEW mascot photos with industry KOLs
            1. [[1] thundr on X: "$mew and $wif link up in dubai? prolly nothing mewn dat @MewsWorld @dogwifcoin @blknoiz06 https://t.co/YlLnddcPdZ" / X (twitter.com)](#)

Social Traction

Since launching on 26 Mar 2024, MEW has caught the attention of top KOLs with a combined reach of **4.8M followers**.

- Chris Burniske (288K followers, Founder of Placeholder Capital)
    - [[1] Chris Burniske on X: "@MewsWorld mewwwwwwwwwn" / X (twitter.com)](#)
- Raj (229.5K followers, Solana Co-founder)
    - [[1] raj 🖤 on X: "almost half of the cost of this device is covered thanks to this airdrop. incredible!" / X (twitter.com)](#)
- Anatoly (371.6K followers, Solana Co-founder)
    - [toly 🇺🇸| bip-420 on X: "🐱🐱🐱" / X (twitter.com)](#)

- - [1] toly 🇺🇸 on X: "Cat has been achieved internally https://t.co/NBofUM4Qbd" / X (twitter.com)
    - [1] toly 🇺🇸 on X: "How @solanamobile chapter 2 owners feel rn https://t.co/6rO987WH2u" / X (twitter.com)
    - [1] toly 🇺🇸 on X: "Forgot how to cat https://t.co/oTEpbKFrdj" / X (twitter.com)
  - Arthur Hayes (499.6K followers, Bitmex Founder)
    - [1] Arthur Hayes on X: "Arise Chikun! It's party time at #TOKEN2049 This is a guest-list only event. See y'all in a few weeks. https://t.co/8JrEtGNpcx" / X (twitter.com)
    - [1] Arthur Hayes on X: "I went into the kitty litter tray and found $MEW Meow bitches. 😘😘😘😘😘 https://t.co/rg6HYPPQQd" / X (twitter.com)
    - [1] Arthur Hayes on X: "Meow $MEW clawing its way to the top. https://t.co/svZOV1W8SD" / X (twitter.com)
  - Ansem (blknoiz06) (391.4K followers, WIF evangelist)
    - [1] Ansem 🐂🍶 on X: "pretty phenomenal doge has been around since 2012 & we've never had a competing cat coin that has maintained mindshare over multiple cycles" / X (twitter.com)
    - [1] Ansem 🐂🍶 on X: "memecoins as a trojan horse for mass onboarding retail is a crazy unlock w/ all of these solana phones if teams continue to airdrop aggressively to them" / X (twitter.com)
    - [1] Ansem 🐂🍶 on X: "@bryptokenneth3 https://t.co/REzxDIL1Va" / X (twitter.com)
    - [1] Ansem 🐂🍶 on X: "race for the first catcoin to $1B is on https://t.co/BxliOEkZ8j" / X (twitter.com)
    - twitter.com/blknoiz06/status/1773628485153481214
  - Rewkang (240.8K followers, Founder of Mechanism capital)
    - [1] Andrew Kang on X: "MEW, MOUTAI, ZEUS top of my last for the SOL coins" / X (twitter.com)
    - [1] Andrew Kang on X: "Still Alive Just been busy thinking about how much market share cats take up in a dogs world More meme talk soon https://t.co/wfESOiRmhl" / X (twitter.com)
    - [1] Andrew Kang on X: "We live in a world where cats are just as populous as dogs People will talk about Cat coin dominance just as they talk about ETH dominance We are at the early stages of this cat coin dominance run Submit https://t.co/4TTzMHVUdy" / X (twitter.com)
    - [1] Andrew Kang on X: "We are going to reach some serious levels of mental retardation for memecoins this cycle Think of the Memecoin ecosystem as essentially a Skill-based Global Lottery Platform. Players get to decide which lottery brand they want to buy tickets in, but the payouts and odds aren't... https://t.co/YYH5kFOnRD" / X (twitter.com)
  - Mr bank tips (1.2M followers)
    - MrBanks💰 on X: "$MEW 🔥 https://t.co/5H7JuEJASD" / X (twitter.com)
  - Meltem (260.8K followers)

- - [1] Meltem Demirors on X: "i love my dog coins but i bought a cat coin today. sadly can't buy it in my IRA yet but the day will come when the dogs and cats can fight for best performing asset in my retirement account 💕 i love living in the future https://t.co/mYxLv74vYZ" / X (twitter.com)
- Crypto Dog (775.1K followers)
  - [1] The Crypto Dog 📈 on X: "Fell to the peer pressure, aped $MEW. Not my field of ePAWertise, feels a little ePAWensive at $280m but looks clear to break ATH and run." / X (twitter.com)
- Horse (213.5K followers)
  - [1] HORSE on X: "Bought some $MEW because I am not a picker and as the largest leading Cat meme token it seems like a good way to capture any feline rotation rather than just indexing." / X (twitter.com)
  - HORSE on X: "At this rate $MEW looks like it will get a Coinbase listing before $WIF All joking aside, don't fade the project that comes out of nowhere with a stacked book and an oddly high market cap. Inorganic things like this are usually engineered to move. https://t.co/ZisTVhJE45" / X (twitter.com)
- Sibel (138K followers)
  - [1] Sibel on X: If $MEW doesn't hit a billion, I will eat my cat's shit. Confident enough? 🐱
- ThreadGuy (159K followers)
  - [1] ThreadGuy on X: "retail isn't here". retail:
- Yelo (162.9k followers, Faze clan Pro)
  - Yelo on X: "@MewsWorld ngl cleanest art in the game." / X (twitter.com)
- Ramenpanda (59K)
  - [1] RamenPanda on X: "Tell me which one has more upside potential $popcat $mew https://t.co/CAXHuygC3l" / X (twitter.com)
  - [1] RamenPanda on X: "$mew" / X (twitter.com)
  - [1] RamenPanda on X: "Only good memes are ones that have endured long periods of consolidation $mew is going to take over the dog world" / X (twitter.com)
  - [1] RamenPanda on X: "It's 🐈 vs 🐶 🐈 > 🐕 Escape from the 🐭 world" / X (twitter.com)
  - [1] RamenPanda on X: "Only good memes are ones that have endured long periods of consolidation $mew is going to take over the dog world" / X (twitter.com)
  - [1] RamenPanda on X: "$MEW @MewsWorld 🐱 will overthrow every single dog 🐶 in the crypto world Dethrone them all" / X (twitter.com)
  - [1] RamenPanda on X: "Cat 🐱 > Dogs 🐶 > Frogs 🐸 You can't fight it" / X (twitter.com)

Trending Statistics

- CoinMarketCap on X: "🔥 Trending on CMC Community These projects are becoming the talk of the town today: $INJ $TIA $MEW $OMNI $PUPS Join the conversations at: https://t.co/vHI1wrAcQF https://t.co/9MnEOIUWdO" / X (twitter.com)
- Top swapped token on phantom: Phantom on X: "This week's top tokens swapped on Phantom are: 1. MEW 2. WIF 3. PUPS 4. PONKE 5. BODEN Who will take the 🏆 next week? https://t.co/GbQ1dMkJw6" / X (twitter.com)
- Twitter trending [1] MEW on X: "trending… 🐱… prepare to be set free… https://t.co/7A9l3pvJRH" / X (twitter.com)

Trends for you

#SolanaMemeCoins
12.2K posts
Business and finance · Trending   ...

$MEW
240K posts
Trending   ...

Exchanges

Since launching on 26 Mar 2024, MEW has been listed on the following spot markets:

1. [Robinhood](#)
2. [OKX](#)
3. [Bybit](#)
4. [Upbit](#)
5. [Bithumb](#)
6. [Kraken](#)
7. [Kucoin](#)
8. [Revolut](#)
9. [Gate.io](#)
10. [HTX](#)
11. [MEXC](#)
12. [BingX](#)
13. [Backpack](#)
14. [Bitget](#)
15. [Bitmex](#) ...and many more

MEW has also been listed on [Binance Futures](#) and [Coinbase Futures](#)

Business Plan & Go-To-Market Strategy

Our vision is to be the most [widely integrated IP Token](#) across crypto and pop-culture.

1. <u>LOCUS animation studio</u>: First token to co-produce a 3D animated series
   a. LOCUS produces 3D movies and TV series primarily in the Korean market. After raising about $17.5 million in investments in their pre-IPO process last year, LOCUS is set to IPO early next year, with a focus on expanding internationally.
   b. LOCUS x MEW partnership announcement - [Twitter](#)
   c. Business Insider - [Link](#)
   d. Binance Square - [Link](#)
   e. TenCent news - [Link](#)
      i. <u>Yumi cells</u>: 3.5 billion views when it was released between 2015 and 2020 on Naver Webtoon.
      ii. <u>Red shoes</u>: Box office $9.7 million
2. <u>Solana chapter 2 mobile phone partnership</u>
   a. Working closely with Solana labs to develop games and applications within their mobile ecosystem
3. <u>Open source games</u>
   a. Open source game console (games already created)

4. Apparel and merchandise akin to Pudgy Penguins
   a. Branding on hats, t-shirts, backpacks in the style of MEW's backpack with a RAT companion (unique, makes the wearer feel 'connected' to the brand)
   b. We have the team who created Polygon, Unstoppable Domains merch store
5. Accepting $MEW payments with payment processor partners
6. Best-in-class art
   a. Top talent: Illustrator, cartoonist, Disney animator, internationally-renowned 3D model artist featured on Sotheby's
   b. MEW 3D model for games, GIF animations, and hobbyist acrylic figurines
   c. CCO art to encourage organic growth and scale brand recognition, brand MEW as a cultural icon (Hello Kitty, Pusheen)
7. Brand with universal appeal
   a. Can be endorsed by anyone because it's not exclusive to crypto and has mass appeal
   b. Everyone in the world has already heard of doge/shiba inu, cats are the second most loved animal in the world, and MEW is already the face of an organically developed cat trend that is clearly captivating mainstream attention
8. International growth
   a. MEW regional events program (Korea, China, Vietnam, Turkey, Anglophone markets)

MEW World Order (MWO) Economy & Governance

Facilitating value exchange

The MWO economy is designed to facilitate value exchange between (1) our community and (2) our partners. The community is incentivized to perform actions that benefit MEW's ecosystem and partners - integrating the MEW brand within mainstream consciousness by bridging the worlds of crypto and pop culture (art, culture, and entertainment)

Web3 thesis: Build a community, brand, following, and coordinate via $MEW token

   a. Tokens are a Schelling point, capturing economic value for strong recognizable brands
   b. SPL-20 and ERC-20 standards have massive developer and industry buy-in
   c. Token standard enables automatic partnership and integration potential with all web3 businesses (wallets, exchanges, payments, SocialFi, GameFi, DeFi)
   d. More popular token = more integrations = better for app developers = more advantages for token holders

The $MEW token will serve as the medium of exchange for the following:

1. **Airdrops** [✅ **Distributed**]: seamless and contactless coordination of airdrops to holders
   a. 5% distributed to BONK/WIF holders [✅ **Distributed**] (https://twitter.com/mew/status/1773153798388687211)
   b. 5% distributed to Solana Saga 2 mobile holders [✅ **Distributed**] (https://twitter.com/mew/status/1774891669319831836)

       i.   Every $MEW holder has already received multiple airdrops from other tokens

      ii.   In-app airdrops (customer retention)

     iii.   Co-marketing with other brands

2.   **GameFi** [⏩**in-progress** | Link to screenshots]

   a. $MEW token used in games **[Q3 2025 onwards]**

       i.   **In-Game Purchases:** Players can use $MEW tokens to purchase in-game items, skins, upgrades, and other virtual goods.

      ii.   **Rewards and Incentives:** Players earn $MEW tokens as rewards for completing missions, achieving milestones, and participating in events.

     iii.   **Peer-to-Peer Transactions:** Facilitates direct transactions between players, enabling them to trade, sell, or gift in-game assets.

     iv.   **Cross-Game Economy:** Use $MEW tokens across different games within the $MEW ecosystem, creating a unified gaming economy.

   b.   Game consoles (2 in development)

       i.   Partnership with BitBoyOne [Twitter] **[Q4 2025]**

   c.   2 MEW games

       i.   1 completed game to be released in **[Q3 2025]**

      ii.   1 game in production to be released in **[Q4 2025]**

     iii.   Use $MEW to purchase items in-game

3. **Token-gated Access to IP and Real-Life Experiences** [Link to screenshots]

   a. With web3 access controls, users can simply hold **$MEW** and get benefits. MEW can reach a worldwide audience natively this way

      i. **In-app conversion from fiat to tokens** for seamless onboarding to web3 via Moonshot app, Fomo app

         1. Moonshot app

            a. https://x.com/mew/status/1957197091295707602

            b. https://x.com/moonshot/status/1954845452144169275

         2. Fomo app https://x.com/mew/status/1957505536699580886

      ii. **Exclusive Content Access:** $MEW tokens will unlock exclusive digital content, including special episodes, behind-the-scenes footage, and limited-edition releases of our animated series.

         1. LOCUS x MEW partnership announcement [Twitter]

            a. MEW 3D animated series (episodes and special features for $MEW holders only) [✅**Partnership announced**]

      iii. **Event Tickets & In-Person Experiences** [Q1 2025 onwards]
      Purchase tickets to MEW-sponsored events, meetups, and conventions using $MEW tokens - providing holders with unique and memorable experiences. Participate in exclusive in-person experiences such as VIP events, meet-and-greets, and interactive sessions with creators and influencers, available only to $MEW token holders.

      iv. **Merchandise and Apparel** [Q3 2024]
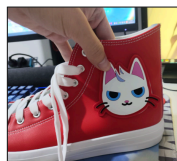
4. **DeFi** [Link]

   a. **Lending and Borrowing:** Lend $MEW tokens to earn interest or use $MEW as collateral to borrow other cryptocurrencies.

      i.   Lending / Borrowing

           1.   Save Finance [Link]

           2.   RainFi [Twitter] [✅**Integration is live**]

                  a. $MEW is live on Rain Fi's Magic Swap platform [Link]

           3.   Mango Markets [Twitter] [✅ **Integration is live**]

                  a. $MEW is listed on Mango Markets and users can lend / borrow on the platform [Link]

    b. **Oracles**

      i.   Pyth Network price feed across 55 blockchains [Twitter] [Price Feed] [✅ **Integration is live**]

      ii.   Oracles enable tradfi integrations

    c. **Payments:** Use $MEW tokens for peer to peer and online payments

      i.   **Travala** [Twitter] [✅ **Integration is live**]: $MEW tokens can be used to book flights and hotels

      ii.   **Solchat** [Link] [✅ **Integration is live**]: $MEW tokens can be used for direct peer-to-peer transactions within the Dapp, venmo style

      iii.   **PIP** [Twitter] [✅ **Integration is live**]

           1. $MEW is integrated in PIP's Social Pay [X, Reddit and the others], Pay Button, Payment Links, http://PIP.ME profiles and Invoices

      iv.   **droplinked.io/mew** [✅**Integration is live**]

           1.   Dropshipping site with MEW-branded merch, supports $MEW payments

           2.   Droplinked works with Polygon and Unstoppable official webshops

      v.   **AssetDash** [Link] [✅**Integration is live**]: $MEW has been added to SuperSwap Rewards.

5. Governance [Link] **[DAO is live]**

    a. Governance: $MEW token for voting

      i.   Token examples: BONK, FLOKI DAO

      ii.   Voting engagement for token holders

      iii.   DAO decision-making, token holders have utility via their decision-making ability

      iv.   Comparable examples:

           1.   Uniswap Governance

           2.   Jupiter Governance

MEW IP EXPANSION

MEW DAO

The MEW DAO has been launched on Realms to give $MEW token holders a direct voice in shaping the future of $MEW.

Through the DAO, members are able to create and vote on proposals, guiding the MEW ecosystem's initiatives, from community building to adding token utility.

The MEW DAO is live on Realms, the standard for Solana on-chain DAO infrastructure
https://app.realms.today/dao/4xYtJUsYs1V9NURZC3qi52YYcwPAk445Q1QsmZY8fXCe

https://mew.xyz/news/mew-dao-on-realms/

MEW Mobile App

The MEW Mobile App, the premier MEW news hub, is available on the Solana Mobile DApp Store.

$MEW token holders will get exclusive access to drops, information, and content produced by the MEW community. The MEW Mobile App expands the $MEW token utility via access to limited-edition apparel, collectibles, content, and other highly demanded items.

Solana dApp Store URI: solanadappstore://details?id=xyz.mew.app

https://mew.xyz/news/mew-mobile-app-now-available-for-download/
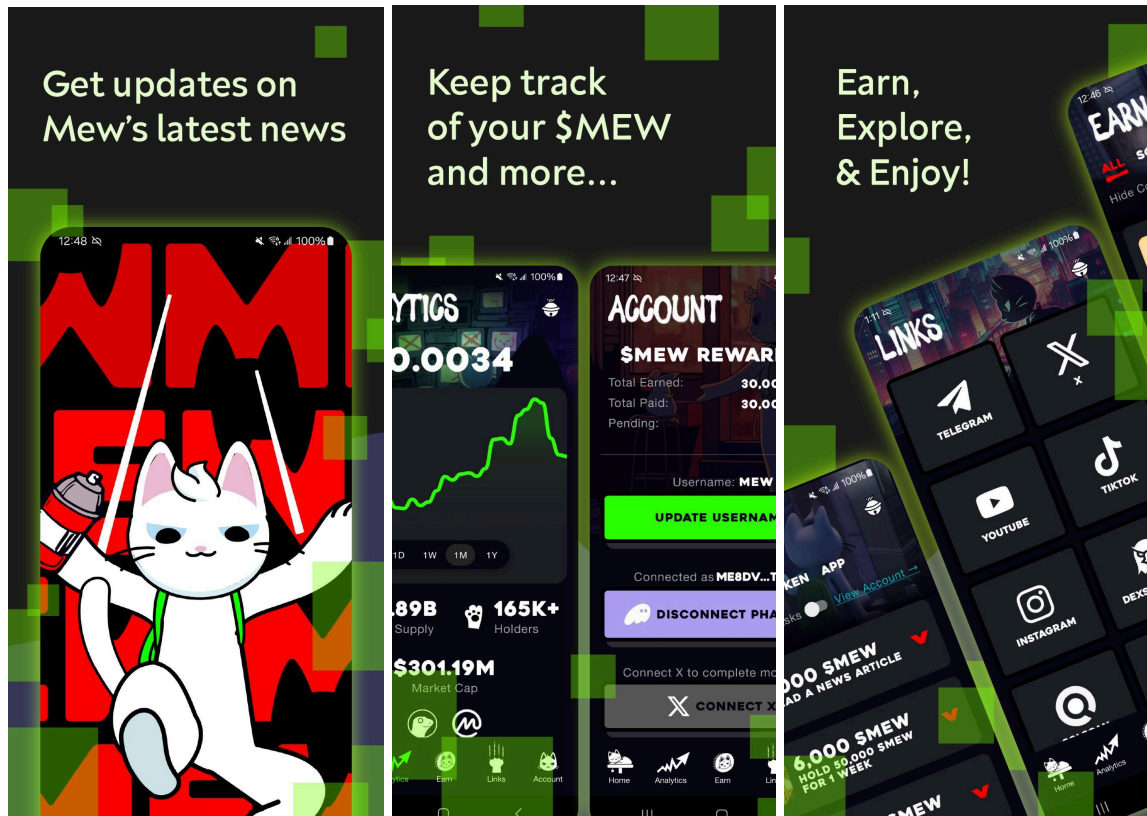
Market Studios x MEW Apparel Line (SOLD OUT)

On Thursday, July 24th, MEW and his friends took over the flagship store of Market Studios in Los Angeles where an exclusive collection of merch devised by the Market and MEW teams was available. Hosted by Max Evasion and Nick Cheo, the event featured DJ sets by Nick Cheo, Zetra, Hakeem and more.

SOLD OUT

SOLD OUT

SOLD OUT

MEW X MARKET KITTY SOCKS
$18.00

MEW MARKET KITTY BEANIE
$40.00

MEW MARKET KITTY FULL ZIP HOODIE
$110.00

https://mew.xyz/news/market-studios-x-mew-launch-party/

MEW Debuts At Anime NYC

With lines wrapped around the entire convention, MEW debuted at Anime NYC!

The MEW booth featured THE CLAW, a fully-playable, giant crane game with a chance to pick up an adorable MEW plushie, tote bag, figurine, or apparel.

continued below...

https://mew.xyz/news/mew-debuts-at-anime-nyc-convention/

MEW Partners with LOCUS Animation Studios to Create New 3D Animated Series

MEW is partnered with LOCUS Animation Studios to create a new 3D animated series

LOCUS has produced globally renowned IPs, like Red Shoes and Yumi's Cells, both popular in Korea. Their cinematic releases in total have reached 128 countries worldwide.

https://x.com/mew/status/1946552046922203317

https://mew.xyz/news/mew/
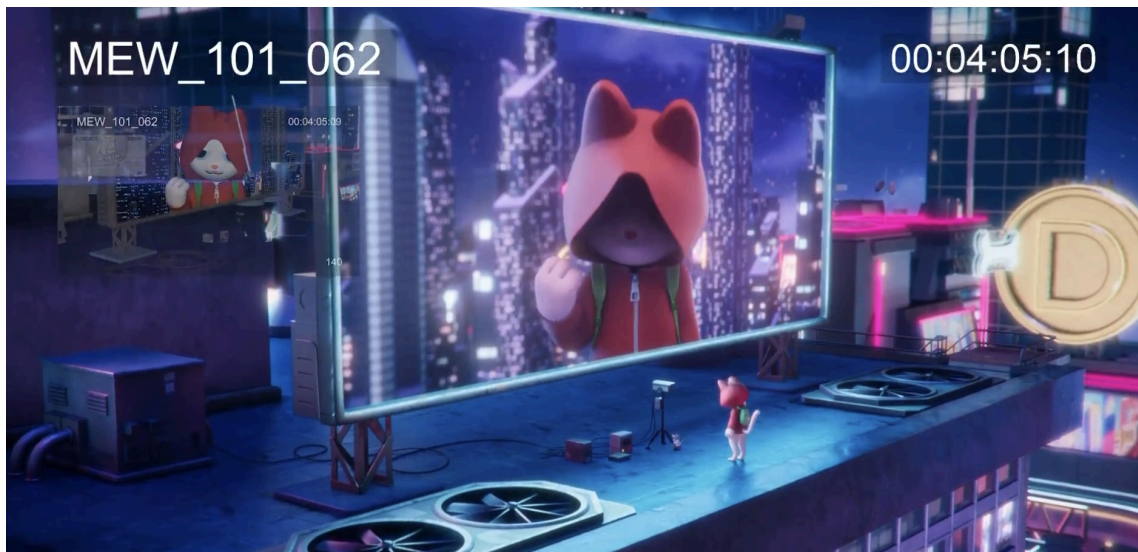
MEW at Atmoscon in Tokyo

MEW released an apparel line with Atmos at Atmoscon in Tokyo. At Atmoscon, MEW hosted a huge booth with games and the exclusive MEW x atmos apparel line that included 3 limited-edition t-shirts.

https://x.com/mew/status/1912341629631140201/

MEW NHRA Top Fuel Sponsorship

MEW is officially partnered with a Top Fuel team for the 2025 season.

MEW will have:

• Visibility on NHRA's channels with 30M+ annual combined TV and streaming viewers.
• Recognizable brand exposure during live FOX Sports broadcasts and YouTube highlight reels.
• In-person branding seen by thousands of trackside fans throughout the season.

Partnership highlights:

• Full branding on a 330-mph Top Fuel dragster.
• Prominent logo placement on driver suit, crew gear, and pit assets.
• In-race exposure across FOX, FS1, and http://NHRA.tv reaching millions of fans.
• Branding featured during national event interviews and winner's circle celebrations.
• On-site fan activation zones at Top Fuel NHRA national events.
• Co-branded video features, tech spotlights, and driver Q&As across media channels.

This partnership uses the fastest accelerating vehicle in the world to propel MEW's mission of bringing web3 to a mainstream audience.

https://x.com/mew/status/1919776985179701405

MEW Live on Travala.com

$MEW holders can book over 3 million hotels & flights globally with $MEW.

Cat Food Supplements (September-October 2025)

MEW will have its own line of Cat Food Supplements, produced in partnership with DOD BIOTECH.
https://www.dodbiotech.com/en

These will be distributed via a local distributor on physical store shelves and purchasable on our store with $MEW tokens. This is the first major utility token that makes your cat healthier!

https://mew.xyz/news/coming-soon-mew-cat-supplements/

MEW Monetization and Business Plan

MEW

Token-based Economic Brand Value

- Web3 thesis: build a community, brand, following, and coordinate via **$MEW** token

- Tokens are a Schelling point capturing economic value for strong recognizable brands

- SPL-20 and ERC-20 standards have massive developer and industry buy-in

- Token standard enables automatic partnership and integration potential with all web3 businesses (wallets, exchanges, payments, SocialFi, GameFi, DeFi)

- More popular token = more integrations = better for app developers = more advantages for token holders

MEW
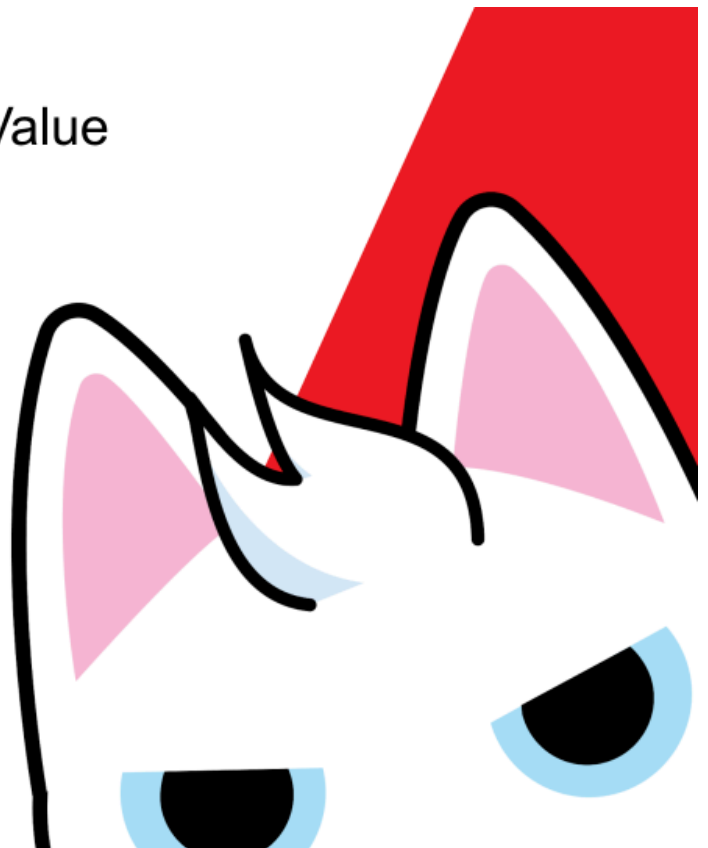
$MEW Token Value Capture Mechanisms

1. Airdrops

2. Payments

3. GameFi

4. Token-gated Access

5. SocialFi

6. DeFi

7. Governance (⬅SOON)

MEW

$MEW Token Utility: Airdrops

- Airdrops: web3 enables seamless and contactless coordination of airdrops to holders
    - Every $MEW holder has already received multiple airdrops from other tokens
    - This is similar to how $MEW was airdropped to Solana Saga 2 holders
    - NFTs, tokens, and other valuable digital assets can be airdropped to all holders
    - In-app airdrops (customer retention)
    - Co-marketing with other brands (potential examples: PYTH, Orca, Trust Wallet airdrops for $MEW holders, have begun plans with these partners already)

MEW

$MEW Token Utility: Payments

- Payments: $MEW token in-use for payments
  - Web3 payment rails via exchange partners
  - Integrated already: PIP [Twitter]
    - Pay Button, Payment Links, PIP.ME profiles (SocialFi), and Invoices
  - Integrated already: droplinked.io/mew
    - Dropshipping site with MEW-branded merch, supports $MEW payments
    - Droplinked works with Polygon and Unstoppable official webshops
  - Future integrations in-progress:
    - CoinPayments [Link]
    - NowPayments [Link]

MEW

$MEW Token Utility: GameFi

- GameFi: $MEW token used in games
- Tokens used to purchase goods (not P2E)
- Game consoles (2 in development)

Partnership with BitBoyOne [Twitter]

MEW

$MEW Token Utility: GameFi

3D Printed Open Source Console Developed In-house
$MEW token used in games for purchases (Not P2E)

MEW

$MEW Token Utility: GameFi

- MEW feature game to be released in early Q3
  - Use $MEW to buy items in-game.
    Examples below:

MEW
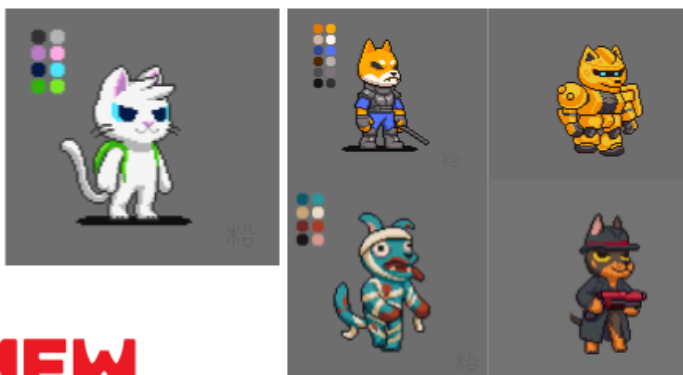
$MEW Token Utility: GameFi

MEW

$MEW Token Utility: GameFi

$MEW Token Utility: Token-gated Access

- Early and exclusive access to merchandise and episodes / animations is an effective way to monetize our brand
- With web3 access controls, users can simply hold **$MEW** and get benefits. MEW can reach a worldwide audience natively this way
- In-app conversion from fiat to tokens for seamless onboarding to web3
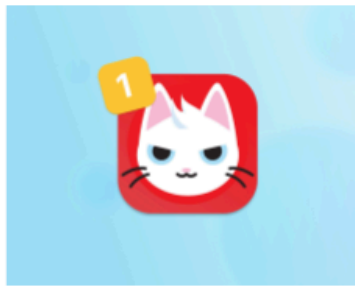
$MEW Token Utility: Token-gated Access

MEW 3D animated series (episodes and special features for $MEW holders only)
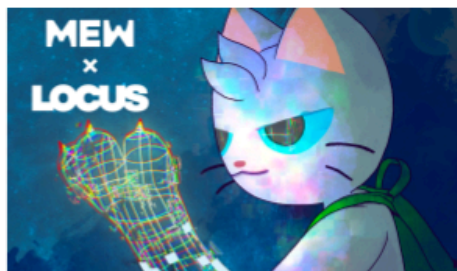
- LOCUS x MEW partnership announcement - Twitter
- Business Insider - Link
- Binance Square - Link
- TenCent news - Link
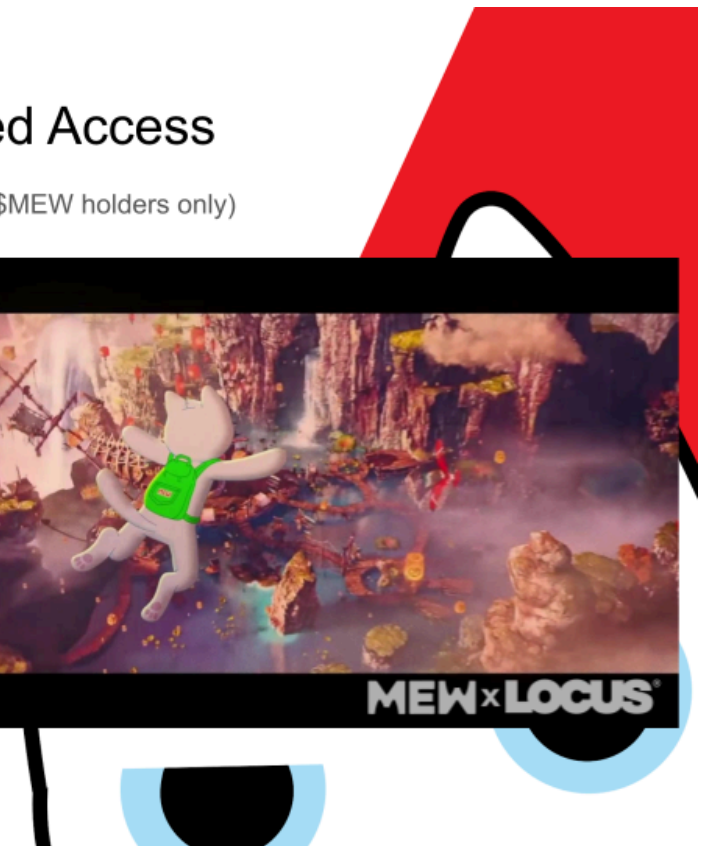
APPAREL

Life is a fucking simulation $MEW shirt out in the wild on a women who has no idea about solana shitters (I asked lmaooo)

We are so early boys! Send everything higher!

APPAREL

$MEW Token Utility: Token-gated Access

$MEW Token Utility: Token-gated Access

Merchandise in-progress

ROUGH DRAFT

ROUGH DRAFT

ROUGH DRAFT

$MEW Token Utility: Token-gated Access

Merchandise in-progress

ROUGH DRAFT

ROUGH DRAFT

ROUGH DRAFT

MEW

$MEW Token Utility: Token-gated Access

Merchandise in-progress

$MEW Token Utility: Token-gated Access

Merchandise in-progress

$MEW Token Utility: SocialFi

- $MEW as in-app payments for chat and tips
  - Solchat integration [Twitter]
  - Users can pay their friends in $MEW tokens (Venmo style)

MEW
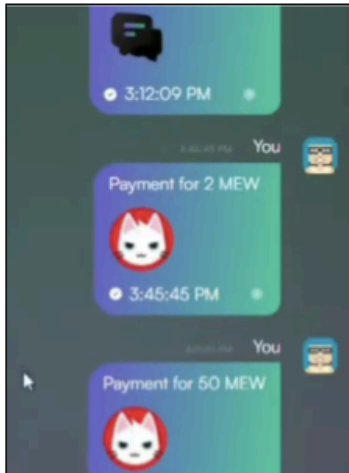
$MEW Token Utility: DeFi

- DeFi presents the biggest opportunity for $MEW token holders to natively use their token as a utility token within the broader crypto ecosystem
  - Lending / Borrowing
    - RainFi [Twitter]
    - Mango Markets [Twitter]
  - Oracles
    - Pyth Network [Twitter] [Price Feed]
    - Oracles enable tradfi integrations
  - DEX / V3-style LP
    - Orca (in progress)
    - Jupiter DCA (in progress)

MEW

$MEW Token Utility: Governance

- Governance: $MEW token for voting
  - Memecoin examples: BONK, FLOKI DAO
  - Voting engagement for token holders
  - DAO decision-making, token holders have utility via their decision-making ability
  - Comparable examples:
    - Uniswap Governance
    - Jupiter Governance
  - $MEW governance live now on Realms
    - The focus for MEW is on branding and creative in early phases
    - Users can decide direction and vote on which products are produced

MEW

$MEW Token Ecosystem (Current and Upcoming)

Airdrops
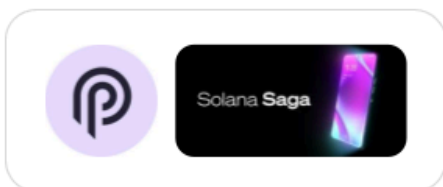
Payments
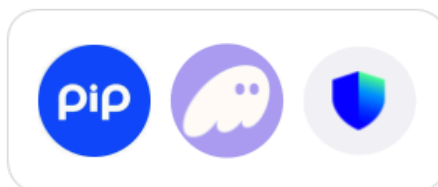
GameFi
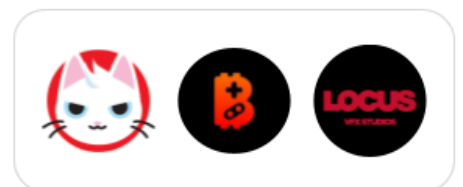
Token-gated access
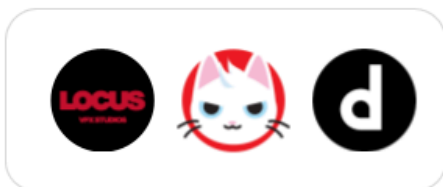
SocialFi
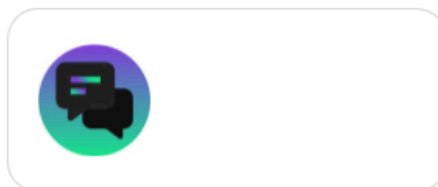
DeFi
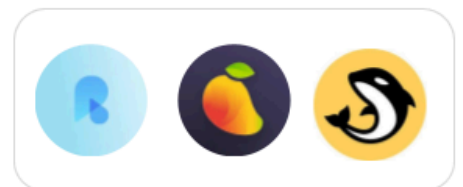
$MEW Token Ecosystem Roadmap

Mar'24-May'24

Token Launch and Live integrations

→ 10% **$MEW tokens airdropped** to Bonk / WIF / Solana Saga holders.

→ **Rain Fi, Mango Markets** live for Lending / Borrowing $MEW.

→ **Pyth network** feed integrated across 55 blockchains to enable TradFi.

→ **Solchat, PIP** for peer to peer and online payments using $MEW.

→ **MEW-branded merch,** supporting $MEW payments live on website.

→ Rewards for swapping $MEW on **AssetDash.**

→ **Partnership with Locus** for production of animated series

Jun'24-Sep'24

Ecosystem Expansion and Utility Development

→ Payments through $MEW using **CoinPayments** and **NowPayments.**

→ Liquidity Provision using $MEW tokens on **Orca, Jupiter.**

→ **Yield Farming, Staking** opportunities across different DeFi platforms.

→ Launch of 1st game and integrate **$MEW token for in-game purchases.**

Q4'24

In-app utilities and user engagement

→ In-app **conversion from fiat to $MEW tokens** for seamless onboarding to web.

→ Launch of 2nd game and integrate **$MEW token for in-game purchases.**

→ Game console development in partnership with **Bitboy One.**

→ **E-sports** expansion, Discord server using $MEW token as role-based access to events, giveaways, beta testing games, early access, and exclusive collab drops

Q1'25 onwards

IP Expansion

→ Purchase tickets to **MEW-sponsored events, meetups, and conventions** using $MEW tokens.

→ Unlock **exclusive digital content**, including special episodes, behind-the-scenes footage, and limited-edition releases of our **animated series** using $MEW tokens.

→ Launch **MEW DAO** using $MEW token as voting power for governance. Direction and decision-making within the MEW protocol and ecosystem.
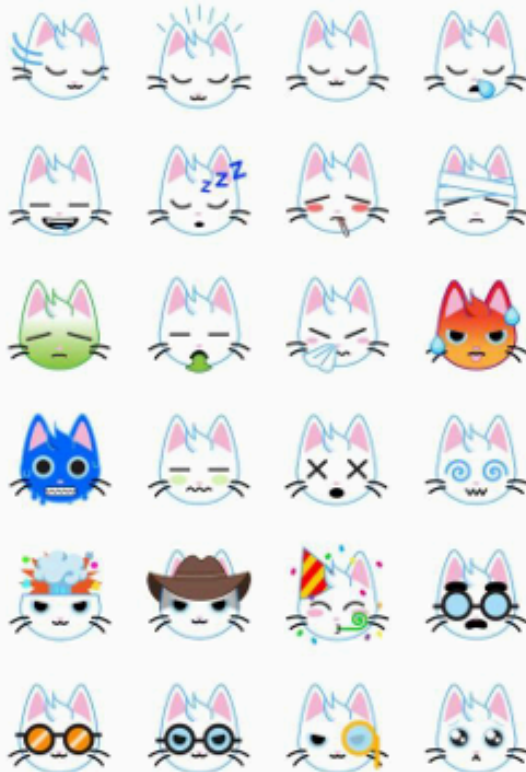
MEW Emojis (WeChat + Telegram)

WECHAT EMOJI
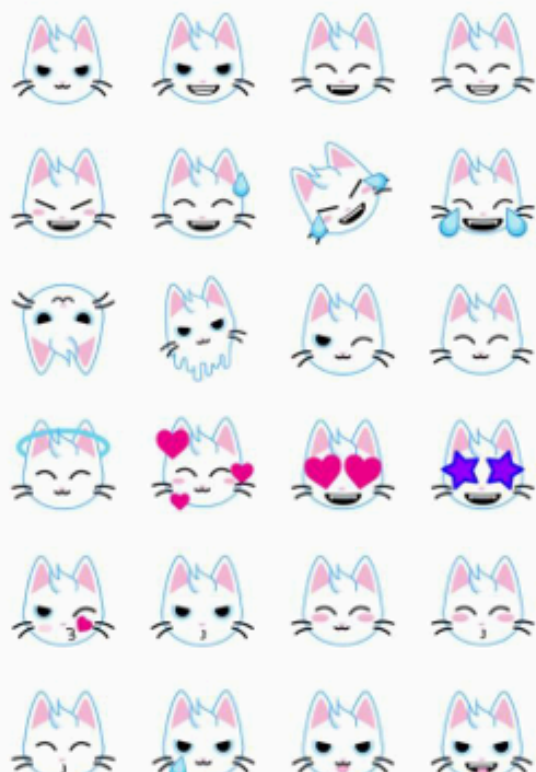
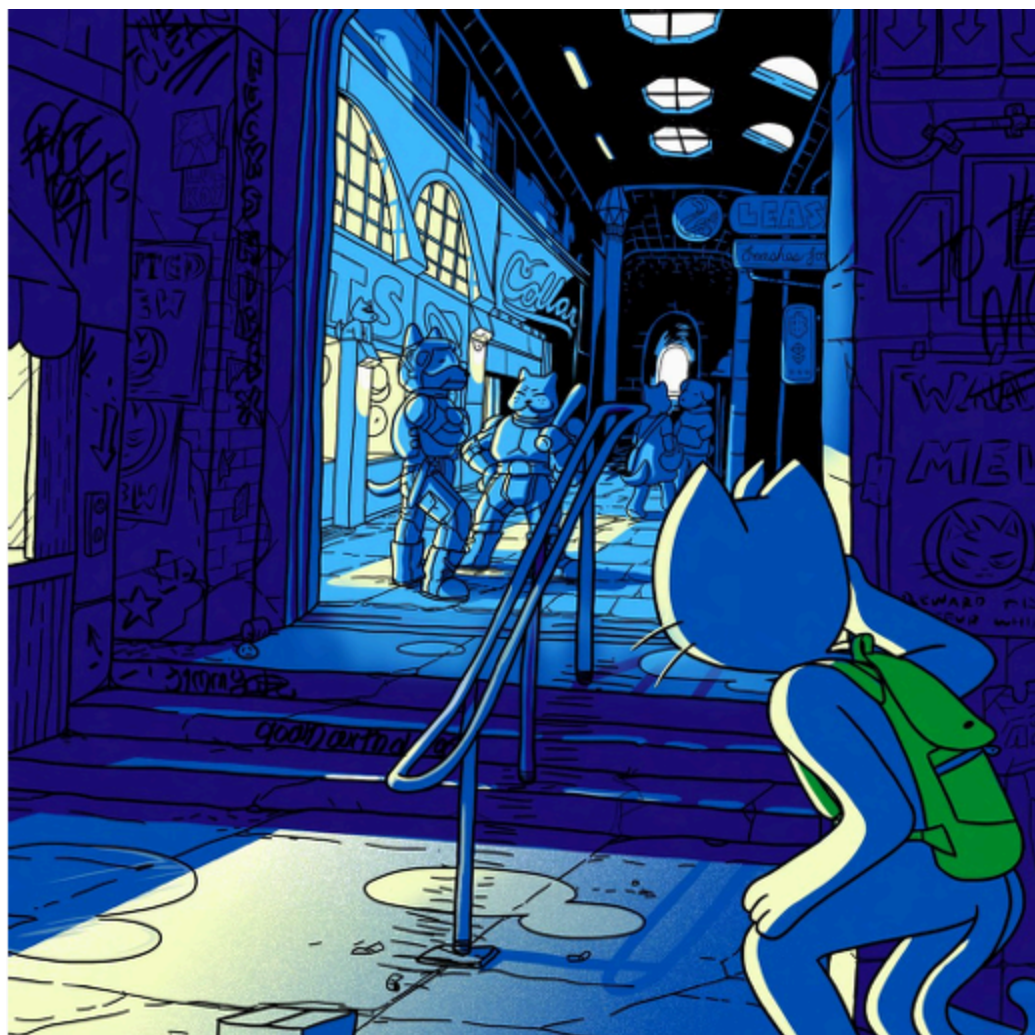¥MEW

SCAN QR CODE TO ADD STICKERS

Media & Product Highlights

MEW

catinadogsworld | mew.xyz | X mewsworld

cat in a **dogs** world

MEW
MEW
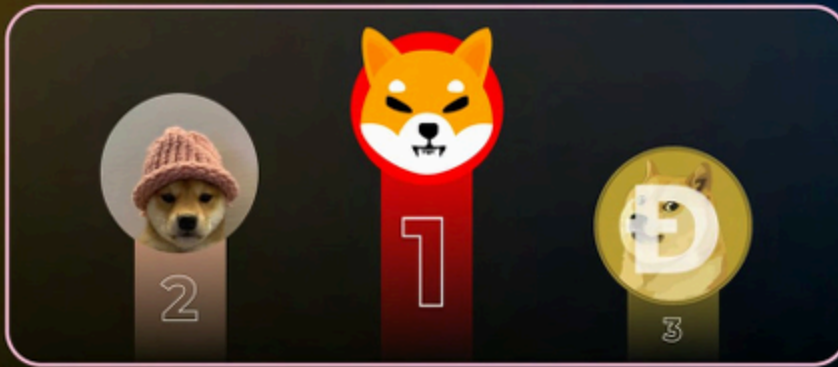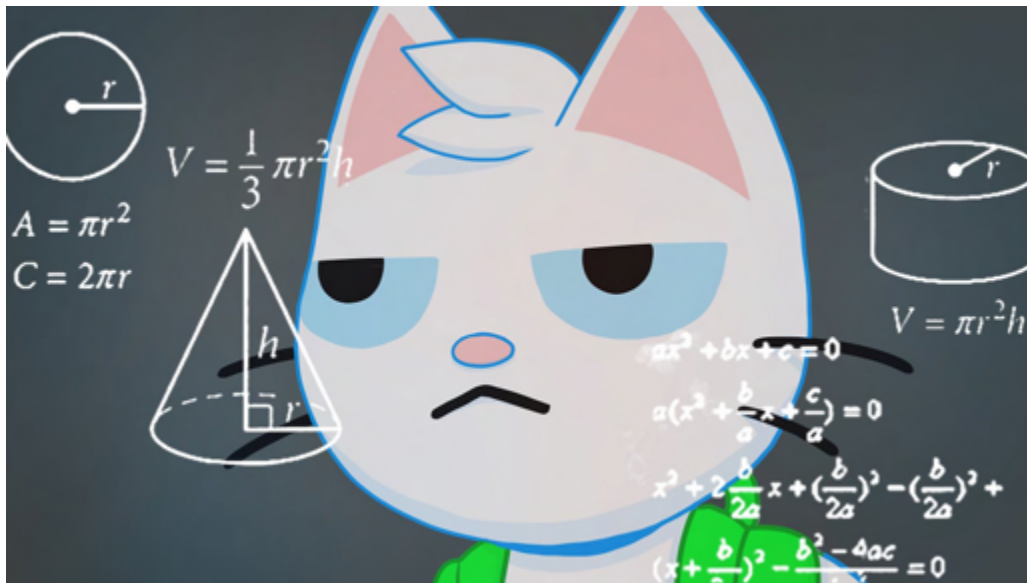MEW
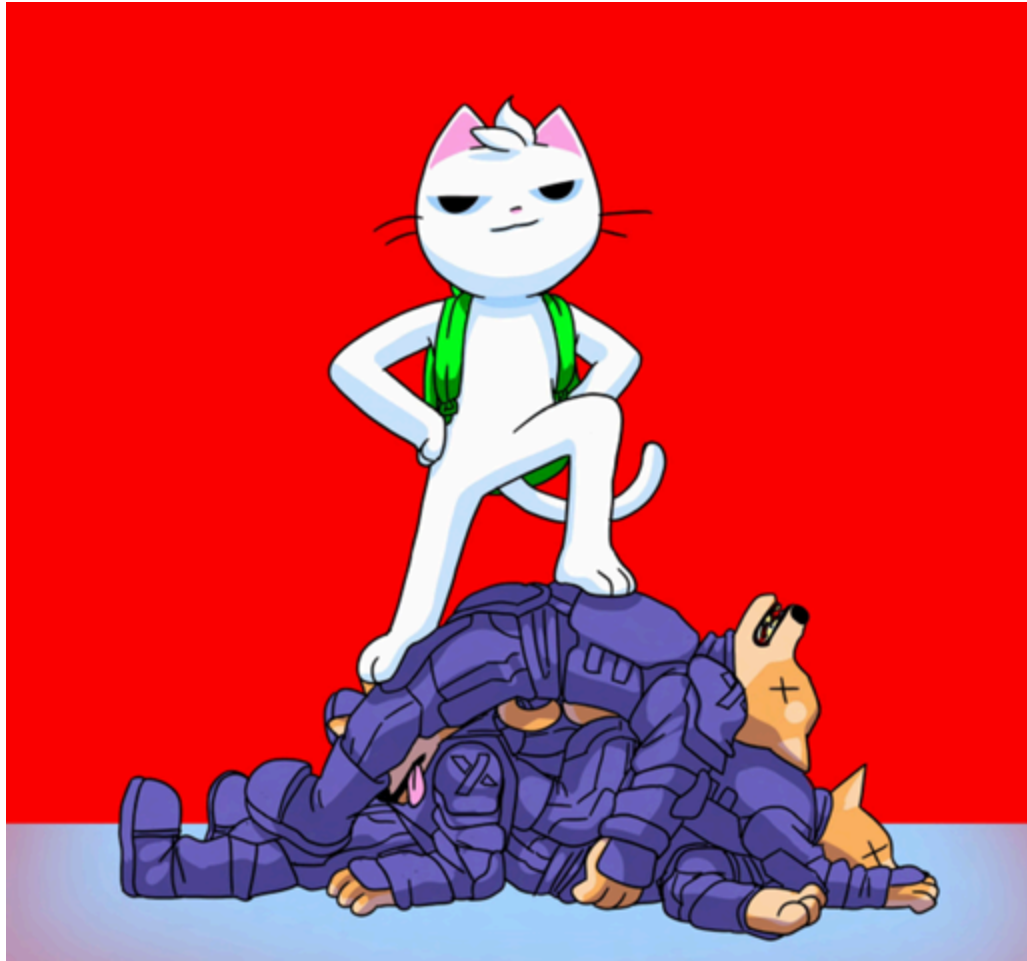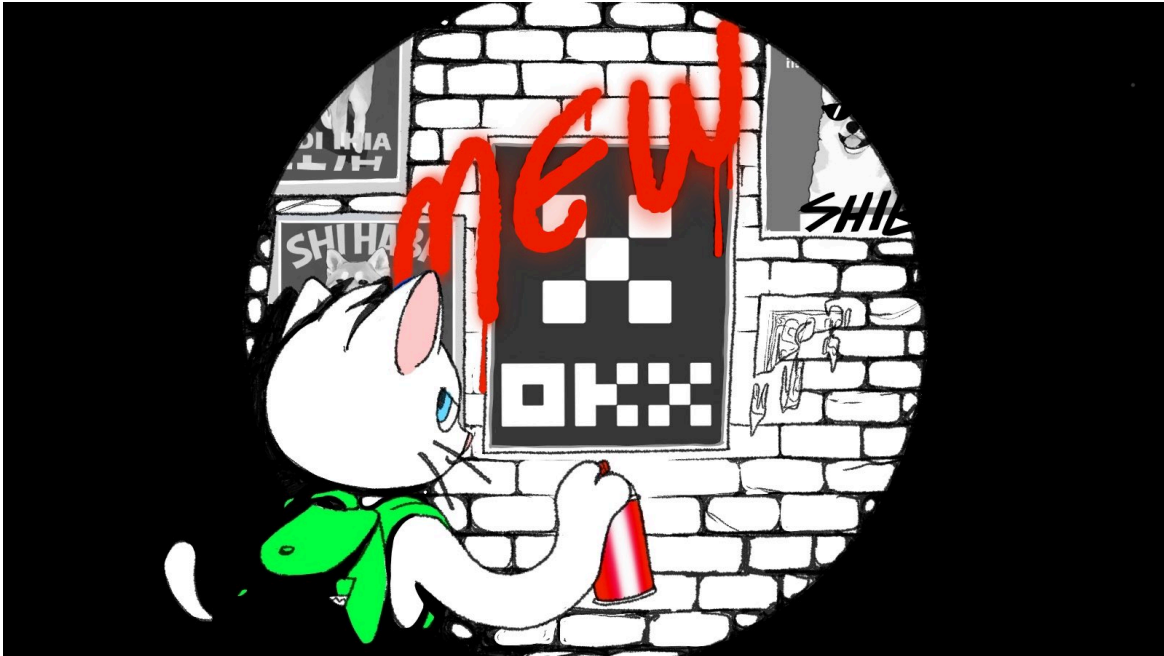MEW

cat in a dogs world

mew.xyz

catinadogsworld

mewsworld

ESCAPE
THE
WHEEL

MEW

cat in a dogs world

Top-down Storytelling (High production values)

CAT

RATS

WIF

DOGE

Bottom-up storytelling (UGC)

where's my mew mew handbag?

LMAO = Le' 猫 (Māo)
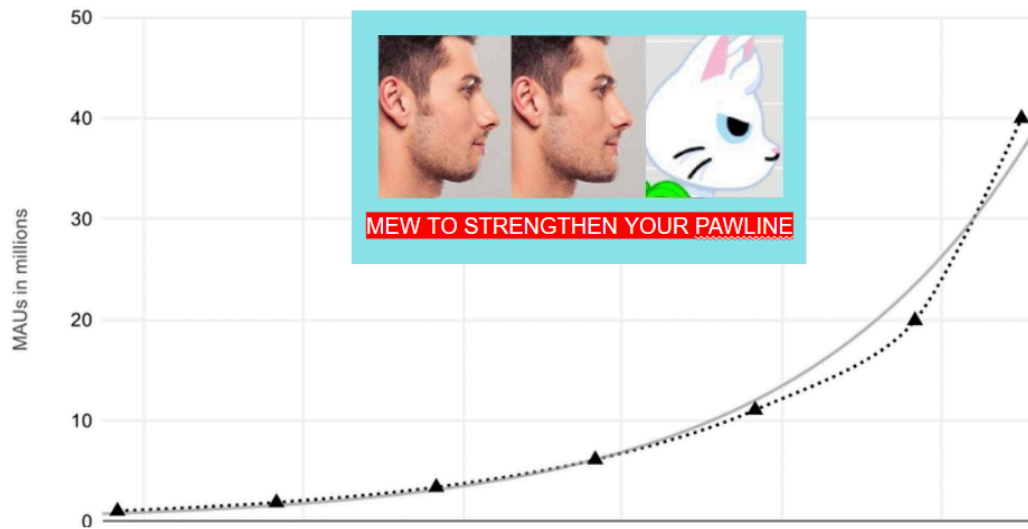
Cat in a dog's world = 猫在狗的世界里 (Māo zài gǒu de shìjiè lǐ)
Mew = 猫 (Māo) = MAU for T1 CEXes

MAU (MEWING ACTIVE USERS)

MEW TO STRENGTHEN YOUR PAWLINE

KYC (KNOW YOUR CAT)