



Capital Investment Platform

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Introduction

The M7 team at its core has always focused on innovation, from humble beginnings of developing community owned coins that pushed the boundaries of what was currently popular in the DeFi “meme” coin space through to our trend setting success with DogeBack, we’ve never shied away from taking calculated risks as long as we were doing them for the right reasons.

That is why we are excited to unveil what we believe is our next step as an evolving team and a true testament to our core tenets of investor value and innovation: the M7 Capital Investment Platform (CIP).

This platform will be a one-stop-shop for investors looking for safe and effective Dividend Yield Tokens, which we are dubbing Capital Asset Tokens or CATs, and what we believe will be revolutionary in the DeFi Vault space: our Capital Investment Vaults or CIVs.

These vaults will allow investors to stake our Capital Asset Tokens and compound their holdings, not by cannibalizing the Capital Asset Tokens themselves, but by using the dividends they generate to buy back and increase holdings. By pooling together funds from multiple investors, it will multiply the buying power and create a positive feedback loop of value.

Investors will also have a chance to drive the direction of platform through our Governance token the M7 Capital Governance Token or CGT. Holding the CGT will allow investors to have a say in what CATs are added to the platform and take part in daily trading competitions where they can win a share in the platform profits. Further, benefits will be developed and released as the platform matures.

M7 Capital Asset Tokens

The lifeblood of the M7 Capital Investment Platform will be our portfolio of dividend yield tokens we are calling M7 Capital Asset Tokens or CATs. Each CAT will be a relatively simple token that will be directly tied to an existing asset on the Binance Smart Chain.

Crypto Asset Yield Tokens

We will be handpicking only the strongest projects, consisting predominantly of Binance-Pegged assets that mirror other chain tokens or coins that are the mainstay of the crypto world; assets such as Bitcoin, Ethereum, Cardano, and many other household names.

Synthetic Asset Yield Tokens

We are also doing something that we are extremely proud to say is a DeFi first and what we are seeing as our “olive branch” to traditional investors that have looked at the relatively wild space we call home; Synthetic Asset dividend yield tokens.

These special tokens will offer dividends in other asset classes such as stocks, futures, and commodities. Initially we will be looking to offer household names such as Google, Apple, and Tesla but as more become available across other asset classes, we will aggressively release these to increase the range of products available to our investors.

M7 Platform Governance Token (VAULT)

To allow investors to contribute to the growth and expansion of the M7 Capital Investment Platform we will be offering our Platform Governance Token: Vault (VAULT).

This will allow investors to have a say on:

- The roadmap of assets that are added
- Take part in the daily trading competition for a chance to win a share of that day's platform profits, and
- Future benefits that will grow and become available as the platform matures

M7 Revenue Structure

The platform and by extension the team will earn the revenue required to keep developing, pushing boundaries and innovating through the following ways:

- A performance fee leveraged on each M7 Capital Investment Vault against the dividends accumulated not against the underlying CAT.
- A small tax on each side of the on-chain transaction when the M7 CATs are traded, and
- A small tax on each side of the on-chain transaction when the VAULT token is traded

These fees will be outlined in more detail when the tokenomics for the CIVs, CATs and VAULT are finalised



M7 Capital Investment Vaults

The concept of our Capital Investment Vaults (CIVs) are similar to other Vault systems available, each vault being a smart contract that tracks an investors staked funds relative to the total pool, for example if there is a CIV with \$100k worth of funds deposited and an investor deposits another \$25k for a total of \$125k the vault will distribute vault tokens relative to your 20% holdings and use these to track returns and if a withdrawal is made the balance that is taken.

The differentiator for our CIVs is they are directly tied to our Capital Asset Tokens (CATs), these CATs are dividend yield tokens tied to other assets available on the Binance Smart Chain (BSC) network.

Where other aggregator vaults use LP tokens from various other exchanges, market makers or farms and work by allowing the investor to stake LP tokens, accounting for their share of the liquidity pool and earn a return relative to that balance. The process for earning that return is as follows, using a CAKE-BNB farm as the example.

An investor has added CAKE and BNB to the CAKE-BNB liquidity pool, earning CAKE-BNB Liquidity Pool (LP) tokens relative to their investment, taking those tokens and staking in a CAKE-BNB vault will auto-compound the CAKE rewards into more CAKE-BNB LP tokens.

To facilitate this compounding process the vault will take the earned CAKE, swap half for BNB, liquify the proceeds with the remaining CAKE and add all the resulting LP tokens to your balance. The net positive effect is a LP balance increase for the investor but a net negative price impact for CAKE as it puts constant selling pressure to complete the compounding process.

While our vaults behave in a similar way mechanically, there is one key difference, we have an unrelated asset that our CATs generate that can be used in a buy back system that instead of negative selling pressure will put positive buying pressure on the underlying asset. Add to that the virtue of pooling multiple investors funds together, leading to a multiplier effect on the reinvestment strategy that will only grow with the compounding process the vault undergoes, the process for our CIVs would be as follows, using a Bitcoin Capital Asset Token (BTC-CAT) and the corresponding CIV as the example.

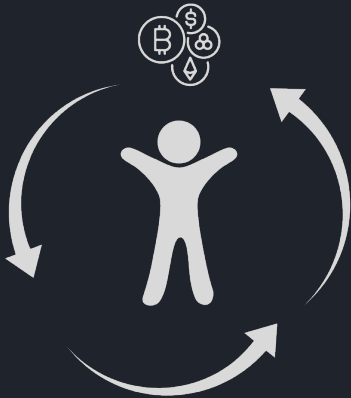
An investor has bought the Bitcoin Capital Asset Token (BTC-CAT) and there is space in the BTC-CIV to stake, so taking the tokens and staking them will add their tokens to the current vault pool and the Bitcoin dividends that would have gone to the investor's wallet will now go to the vault

To facilitate this compounding process the vault will take those Bitcoin dividends and directly swap them for the BTC-CAT token according to the set vault strategy and allocate the proceeds relative to an investors share of the pool increasing their staked balance and meaning the next cycle will result in a larger distribution, creating a compounding effect

There will be a hard cap on the amount of tokens a CIV can have staked, however we won't be locking deposits, so investors can withdraw at any time but they will be charged a withdrawal fee, once the tokens have been withdrawn other investors can then stake freely until the cap is reached again.

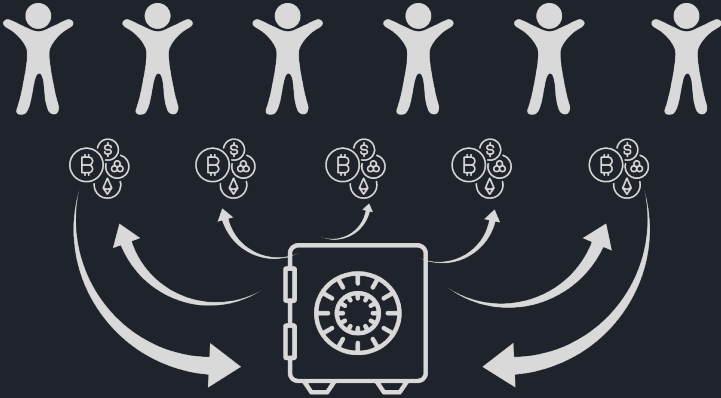


Holding an M7 Capital Asset Token



Passively Earn Dividends

Staking an M7 Capital Asset Token



Invest & Compound Earnings

Meet M7

The Core Team

Whilst the core team is made up of 7 people, we work with a large array of amazing mods and community leaders, as well as working with marketing companies to help us get maximum exposure across the world.

The 7 core team members are based across Europe and Australia, and met in a telegram group after a token was rugged. Frustrated by the lack of trust and transparency, the team set about launching trustworthy “community” tokens, and quickly built up a large following, with people willing to work and share and shill, all to ensure the community did not dump on each other. These “community coins”, primarily built around memes, regularly went above \$500k. The team however, wanted to work on something which would provide passive profit and dividends for their investors, so started working on Doge Back. Doge Back was a huge success, and surpassed most expectations.

Now, the team works with a wide net of amazing, proactive and reliable moderators who support the mission.

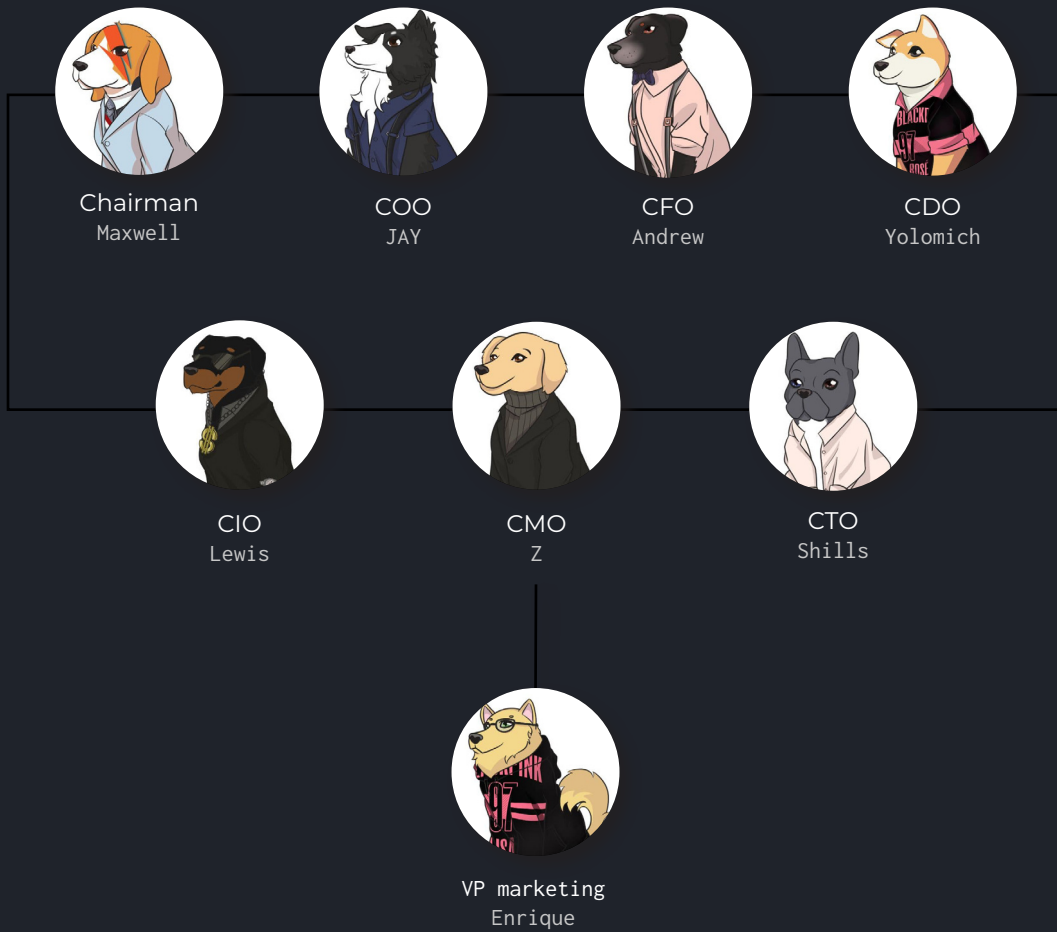
The team have decided not to doxx themselves, as anonymity is required for several of their jobs outside of crypto, however point to other scam coins where the information has been bought or fake. We believe our track record and transparency is a far better indicator of trustworthiness than a bought LinkedIn profile. We are also in the telegram chat and voice chat for large chunks of every day to answer questions, and importantly, to listen to feedback and recommendations from the community.

The Wider Team

As well as the core team, there are additional Heads of departments, these help in looking after the day to day running of telegram groups, social media, marketing and also further strategic development. We have dedicated designers, moderators, and community supporters, who are fully behind our long term vision and share our desire for more trust and transparency in defi.



Organisational Chart



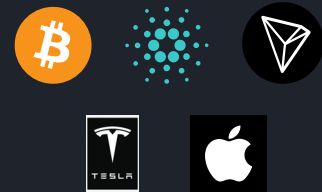
Roadmap

Network Expansion

Once established we will expand our platform offerings into other networks including Ethereum, Polygon and the new KuCoin Chain.

September 2021 forward

A vast rewarded ecosystem...



Launch of tokens

Each token will be a dividend yield token attached to one of the Binance-pegged tokens on the BSC

August 2021

Vault Platform

The platform token and first pools will be released late August

Testing

The team is keen on working the Vault Platform. This will be a time to test contracts

July 2021

DogeBack

DogeBack proposes an innovative feature in its contract: dividend payment in Dogecoin

Launched on 6th July



Marketing approach

With anything launched in the M7 CIP, we will promote it as a long term hold. We will stay away from any large scale pump and dumps, preferring stability in the coin. This has also been our approach towards marketing - preferring long term and professional strategies rather than putting 90% of the marketing wallet into a “hit and hope” influencer which could sink the coin, and with it, the investors money.

We’ve been consulting with local experts in regional marketing, and utilising their expertise to aim for maximum impact.

We know that marketing in the crypto world has changed recently, and our approach reflects this. We understand there is a difference in how crypto is spread and marketed and digested in different regions, which is why we’re working with agencies who understand this.

We’ve also approached other projects that we believe are legitimate and beneficial to our project to partner, and ensured that we make an effort to be listed on coin hunting sites, discussed publications, and finally, have approached several exchanges to inquire about the possibility of working with them in the future.

In addition to these formal routes, we have an active, thriving and passionate community. Our social media teams have recently got the attention of DogeCoin Creator Shigetoshi Nakamoto.

Future Proofing

We know that change, evolution and adaptation is key to every walk of life (not just crypto!) and we are no different.

We aim to be honest with our investors, to try new things, and to always own up when things don’t go to plan. We will host regular AMAs and ensure we listen to not only those we hire as consultants, but to the community and investors as well.



Disclaimer

The information provided in the whitepaper or anywhere else, does not constitute investment or financial advice. As always, you should only ever invest what you can afford to lose, and you should ensure you conduct your own due diligence and consult a financial advisor before proceeding with any investment decisions.

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