



Me Protocol

The Rewards Layer for the AI Economy



INFLECTION POINT

“

Agentic commerce is here.

But what happens to **\$180b of rewards**
when agents start buying for us?

”

REALITY

99% of rewards programs are closed
and unprepared for AI agents



REQUIREMENTS

The Age of AI demands **change**



From closed → **Connected rewards programs**



Customers loyal to brands → **Brands loyal to customers**



Occasional → **Constant incentives**



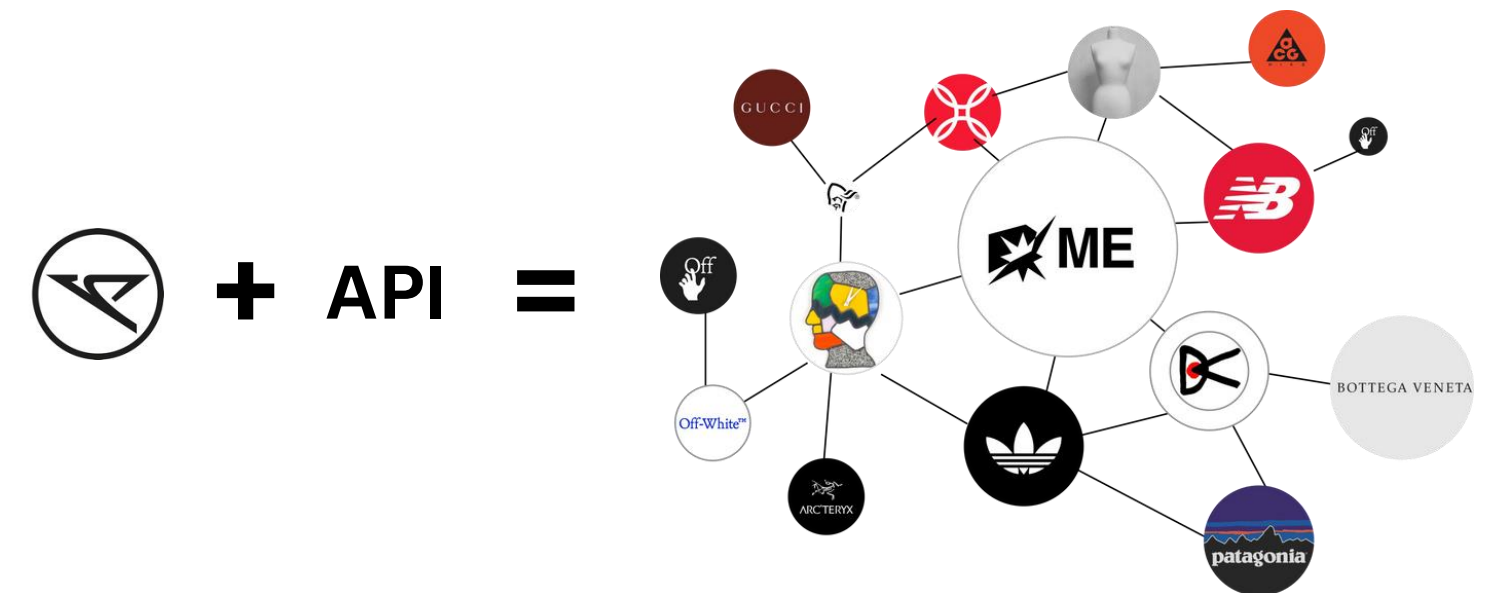
Points tricks → **Delivering real value**



SOLUTION

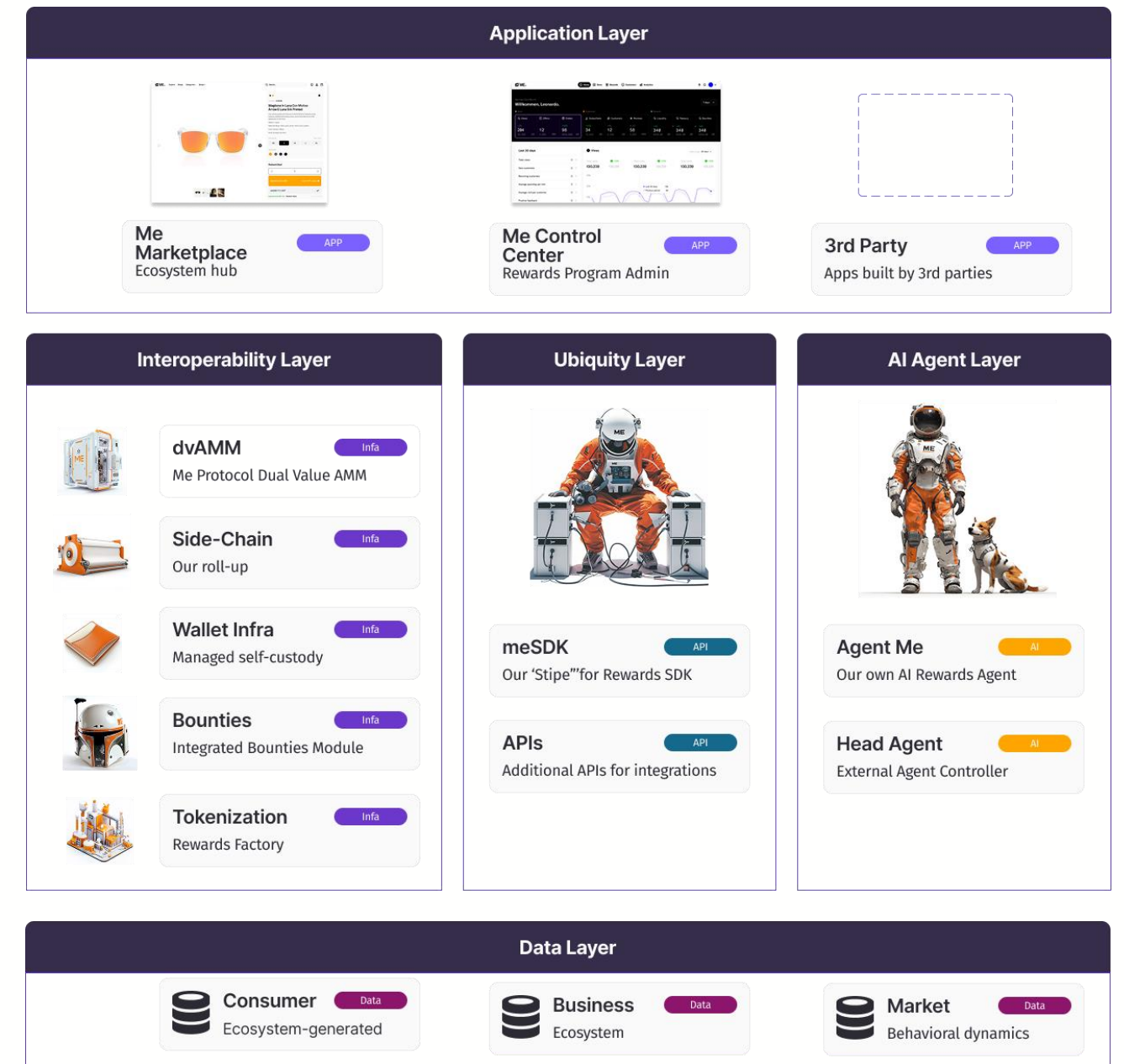
Me Protocol: Pivot to AI via API

- ✓ **Universal Rewards:** any reward, redeemed anywhere
- ✓ **Engineered for AI agents to discover, understand, transact and earn rewards**
- ✓ **'Bond-back' loyalty:** a human-to-brand connection in every reward transaction
- ✓ **Rolling incentives:** reward for anything and everything all year long



The Tech Stack for AI Rewards

- ✓ 6 integrated, cutting-edge products
- ✓ A full stack rewards platform built for the AI Economy
- ✓ Solves instant rewards interoperability (hard problem) through new IP
- ✓ Plug-&-play integration



Me Marketplace: 5x rewards value



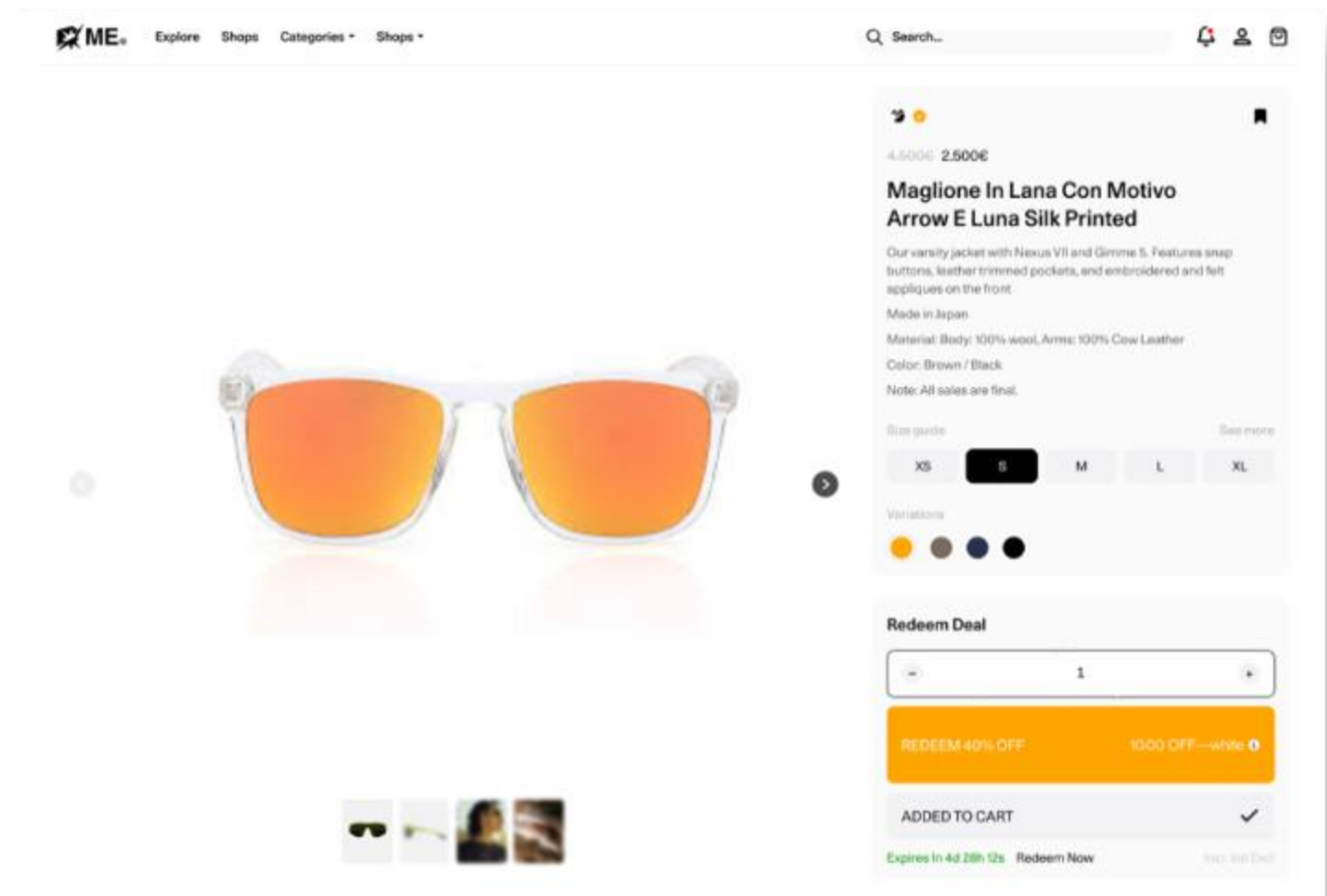
Acquire New Customers



Activate Existing Customers



Superior to White Label



Offers in the Me Marketplace

meSDK – embed rewards, anywhere



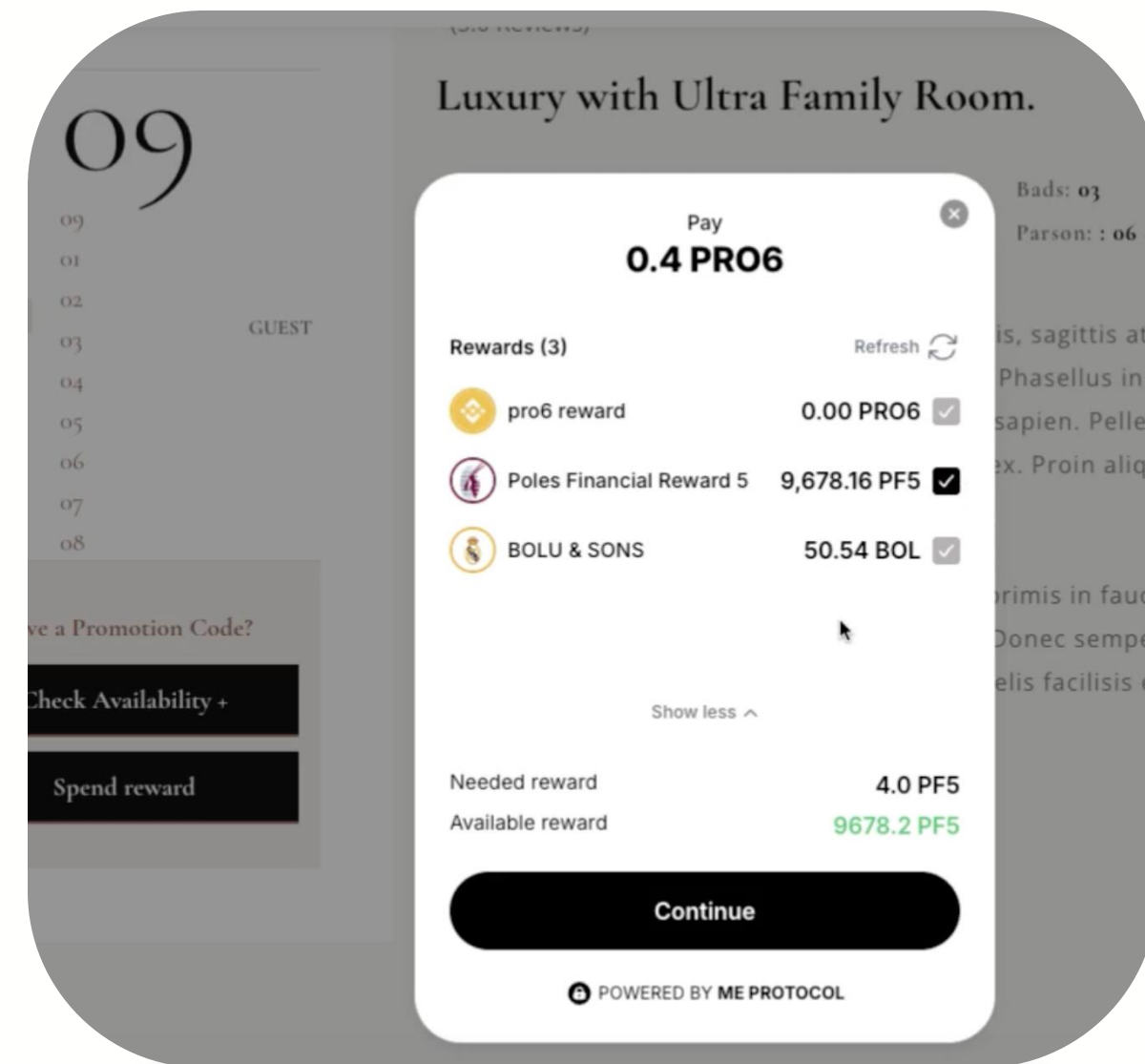
Directly accept rewards from any brand on any platform



Full rewards program in tiny little button.



Unique capability on the market.



Monetizing the Rewards Economy

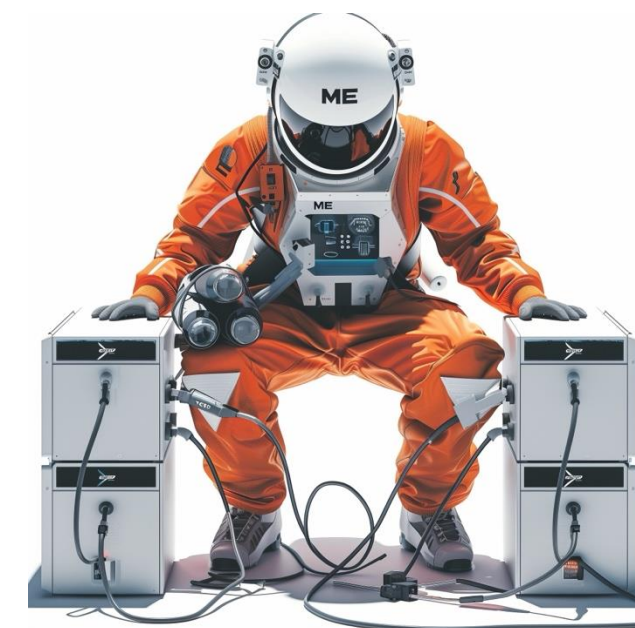
Cross-Brand Redemption → Cross-Platform Redemption



e.g. Me Marketplace

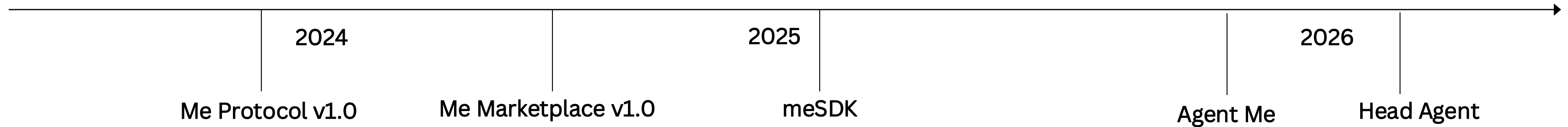
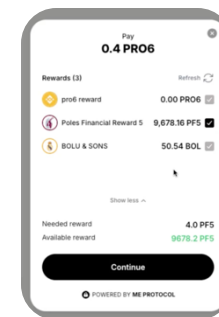
SaaS + Fees

Future = Data



e.g. meSDK

Roadmap to Universal Rewards










Interoperable

Ubiquitous

Agentic

Fragmented Competitive Landscape

	 ME	 Hang \$16m Series A	 Blackbird Labs \$11m Seed	 nectar Regional Coalition (acquired by Sainsbury's)	 PAYBACK Regional Coalition (acquired by AMEX)	 bond  Traditional Loyalty Management \$17b Sector
Open Rewards Infrastructure Needed to create fair exchange	✓					
Open Consumer Marketplace Needed for viable cross-brand redemption	✓					
Sector Agnostic Maximise TAM	✓	✓		✓	✓	✓
Exchangeable Fungible Rewards 73% of existing loyalty programs are fungible, 'points-based'	✓	⊗ Mostly NFT-based. Offer a kind of 'points'	✓	✓	✓	⊗ Fungible, yes. Exchangeable, in some cases.
Cross-brand Redemption 9 out of 10 consumers would prefer cross-brand redemption.	✓		✓	✓	✓	⊗ Coalition creation is possible
Liquidity Management Without it, rewards cannot be easily exchanged in an open system, and 'trustless' interoperability becomes unfeasible.	✓					
Your Own Rewards Why pay for rewards? Why dilute your brand equity? Use your own for maximum flexibility	✓	✓				✓

Builders and Backers

Founders



Robert Wesley

- Founder @ KIVU Technologies
- Co-Founder @ Cognitive Architectures
- International Diplomat @ UN
- MBA @ESADE



Paul Oamen

- Founder & Instructor, Blockchain Program @ Pan-Atlantic University
- Lead Engineer @ Zone Blockchain
- Co-Founder @ Usefull Technologies

Team



Boluwatife
Oguntoyinbo



Pedro
Fontana



Ayomide
Adebara



Daniel
Ivanov



John
Chimaobi



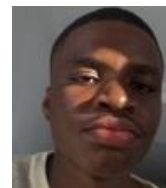
Joseph
Nwokotubo



Andreas
Fänder



Olamide
Oluwalana



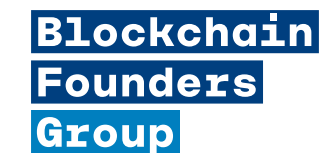
Daniel
Owolabi

Investors

Outlier Ventures*



500

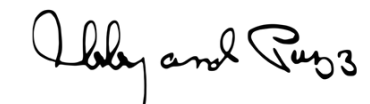


Sender Ventures



DataMining Tech

Brand Partners





Contact

Robert Wesley
CEO, My AI Inc.
wesley@myai.life

MAX VALUE

Coalitions Me Protocol

- ✓ **No more bilateral deals:** Brands list once into permissionless pools; become instantly redeemable across the network—no partner-by-partner negotiations.
- ✓ **Keep your currency (no brand dilution):** Points stay native—no forced “shared coin” or rename.
- ✓ **Real-time:** live rates, spreads, and caps – no rate cards or fixed tables
- ✓ **T+0 redemption settlement** (no float risk): Atomic redemption; merchants funded instantly
- ✓ **Lower breakage:** One-click, SKU-level redemption across brands.
- ✓ **Finance-grade control without a central gatekeeper:** Issuers/brands set controls.
- ✓ **Transparent:** On-chain audit trail
- ✓ **Internal AI Agent:** our ‘Agent Me’ optimizes rewards discovery, redemption and management
- ✓ **External Agent Gateway:** our ‘Head Agent’ manages external agent discovery and access.

COMPANIES AND BRANDS OVERVIEW



My AI Inc. is a US-based startup building the technology stack to power the Global Rewards Economy. As the architect of the innovative Me Marketplace and the Me Protocol rewards infrastructure, it specializes in bridging the gap between deep technology and hard-core commerce. With offices in the US, Europe and Africa, it empowers brands around the world to achieve unprecedented growth through advanced, interconnected rewards systems.



My AI Inc. is the developer of the **Me Protocol** and the suite of 'Me'-branded products that includes the Me Marketplace, Me Rewards App, and meSDK. The Me Protocol is a unique infrastructure that interoperates rewards systems. It gets its name from the Me Protocol Dual Value Automated Market Maker (dvAMM), a cutting-edge blockchain protocol that is at the core of the infrastructure and is the key component allowing for 'trustless interoperability' between individual reward systems.