



OUMUA

EVERY WALK WITH YOUR PET BUILDS THE WEB3 M2E EXPERIENCE.

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OUMUA VISION

Every Step With Your Pet Deserves a Reward

Life with companion animals has evolved beyond a simple relationship of coexistence and has become an essential lifestyle that complements structural changes in modern society. Amid aging populations, the rise of single-person households, and increasing urbanization, pets play a critical role in providing emotional stability and maintaining daily routines. This directly influences both physical activity levels and mental well-being of individuals. From a market perspective, companion animals are no longer passive objects of consumption. They function as lifestyle partners that reshape the daily patterns of their guardians and naturally encourage repetitive and sustainable activities. Everyday interactions with pets such as walking, movement, and play occur with high frequency and regularity, forming a structural foundation for long-term engagement and strong user retention. Within this context, the blockchain industry is also undergoing transformation. Digital assets and reward systems are no longer confined to specific actions or objectives; instead, they are expanding toward converting everyday movement and lifestyle data into measurable value. However, the current Move-to-Earn (M2E) ecosystem remains largely designed around individual exercise or running activities and fails to sufficiently reflect the lifestyle structures of a broader user base that prioritizes daily living particularly pet guardians. Globally, pet owners represent a demographic with high interest in and receptiveness to digital healthcare and Web3 technologies. Despite this, M2E platforms designed around life with companion animals remain absent. Although movement with pets is already a recurring part of everyday life, there is no existing structure that systematically records these activities and transforms them into value. OUMUA focuses on this gap. It records all movements shared with companion animals such as walking, play, travel, and health management as digital data and connects them to a Web3-based reward structure. This goes beyond simple activity tracking and establishes a system in which life with pets itself accumulates on-chain value.

OUMUA designs the daily lives of companion animals and the responsible actions of their guardians into a unified economic structure based on NFT, IoT, and SocialFi technologies. Each pet is recorded as an independent entity with a unique activity history and lifetime data, while guardians experience continuous participation and rewards through everyday life shared with their pets. OUMUA defines this ecosystem as Virtual Pet Movenomics. Participants document their daily lives with their pets, accumulating unique stories that extend beyond individual experiences and expand into a digital environment shared with a global community. OUMUA goes beyond a technology-driven platform and builds a new lifestyle blockchain ecosystem that transforms everyday life with companion animals into a living economy.



MARKET BACKGROUND

Where Pets Shape Daily Life, A New Market Emerges

Globally, companion animals are no longer perceived as mere pets but as family members and daily companions. This shift in perception has expanded pet-related spending from one-time purchases into a continuous lifestyle domain, forming an independent economic structure. Within this flow, the pet industry has established itself as a new market commonly referred to as the “pet economy.” The global pet market has already surpassed the scale of hundreds of trillions of Korean won. According to Statista and Global Market Insights, as of 2022 the global pet market was estimated at approximately USD 260 billion, and is projected to grow at an annual average rate of over 6 percent, exceeding USD 400 billion by 2030. This demonstrates that the pet industry is not a temporary consumer trend, but a long-term growth sector.

The pet market is expanding beyond traditional consumption centered on food and supplies into a wide range of industrial domains. In the healthcare sector, services such as wearable devices, insurance, and telemedicine are emerging. In the mobility sector, pet-dedicated transportation services and related infrastructure are being developed. Within the content industry, pet-focused social media platforms and video-based creators are generating new consumption patterns. In the technology sector, AI-based diagnostics, IoT devices, location tracking, and health management solutions are being rapidly adopted.

In particular, digitally native generations such as Gen MZ and Gen Alpha tend to view spending on companion animals not as a matter of convenience, but as a reflection of their life values. They prioritize pet health and emotional bonding, and show high acceptance of data-driven services and digital healthcare solutions. These characteristics form a structural foundation that naturally encourages repeated usage and long-term participation.

By contrast, the integration of blockchain-based reward systems with the pet industry remains at an early stage. Existing Move-to-Earn ecosystems are primarily designed around individual running or exercise activities, structurally excluding everyday and repetitive movement shared with companion animals. Although actions such as walking, play, movement, and health management are already established parts of daily life, there is no system that systematically records these behaviors and converts them into value.

This gap suggests the emergence of a new market opportunity at the intersection of the pet industry and the digital economy. Life with companion animals is built on behavioral structures characterized by high frequency and continuity, providing sufficient conditions to expand into a long-term participation model and a trust-based economic framework.

A close-up, macro shot of a dog's fur, showing the texture and color variations of the hair. The fur is a mix of brown, tan, and grey tones, with individual hairs clearly visible. The lighting is soft, creating a warm and intimate feel.

ECOSYSTEM OVERVIEW

From Everyday Care to a Living Economy

The OUMUA ecosystem combines life with companion animals and blockchain-based rewards, but its point of departure lies not in tokens, but in social responsibility. OUMUA is designed on the premise that before any economic structure formed by pets and their guardians, activities that support unprotected lives and socially vulnerable groups must come first.

In its initial stage, the OUMUA ecosystem is built around NGO-oriented activities such as rescuing and protecting abandoned dogs, supporting animal shelters, matching companion animals with socially vulnerable individuals, and providing essential daily supplies. The primary objective of this phase is to ensure that life with companion animals is not a privilege limited to specific groups, but something that can expand into broader society. These activities go beyond simple donations or campaigns and serve as the ethical foundation for the reward structures and economic system that follow.

Based on these social initiatives, OUMUA expands a Web3 reward ecosystem that converts the everyday movement of companion animals and their guardians into value. The OUMUA token is designed as an NFT-based decentralized reward medium in which pets and guardians participate together. All daily activities shared with companion animals such as walking, play, movement, and health management are recorded as data and linked to rewards. Rather than being limited to specific exercises or fitness activities, the core of the system lies in encompassing movement across everyday life as a whole. Within the OUMUA ecosystem, companion animals are not merely tools for earning rewards, but are recorded as independent entities with unique activity histories and lifetime data. A pet's movement, lifestyle patterns, and interaction data are accumulated within an NFT-based pet profile and are used as criteria for growth and evolution within the ecosystem. Guardians experience continuous participation and rewards simply by moving together with their pets.

OUMUA defines this structure as Virtual Pet Movenomics. It is a concept that transforms life with companion animals itself into economic activity, designed so that the repetition and continuity of everyday life naturally lead to long-term participation. Rewards are not designed for short-term profit, but to encourage pet health and the responsible behavior of guardians.

From a technical perspective, the OUMUA ecosystem is built on the Solana blockchain. Its fast block times, high throughput, and low transaction fees provide an infrastructure well suited to supporting a global base of companion animal users. Through this, OUMUA implements a decentralized platform in which NFTs, tokens, and decentralized application services are organically connected.

The OUMUA platform is not a single application, but an ecosystem that integrates diverse activities such as pet walking, health management, community participation, and content creation into a unified reward structure. Participants record their daily lives with their companion animals as data, which then expands into token rewards, NFT growth, and community contributions. At the center of the ecosystem are the participants themselves. Every user functions not as a mere consumer, but as an active agent who creates value through activity data generated together with their companion animals. As a result, everyday life with pets is accumulated not just as records, but as assets, forming a structure in which personal life and social value are simultaneously connected. Ultimately, the OUMUA ecosystem aims to create a continuous flow that connects the lives of companion animals and their guardians, social responsibility, and the digital economy. Blockchain-based rewards are the outcome of this process, while the starting point of the ecosystem always lies in protecting life and everyday living.

Participation and Reward Flow

The OUMUA ecosystem is designed as a structure in which companion animals and their guardians participate in stages, and everyday movement is converted into assets. The overall reward flow operates through the following steps.

The first stage is NFT issuance and ownership.

Users purchase or generate pet-based NFTs and become their owners. This is the initial entry point into the OUMUA ecosystem, through which users secure a digital asset that serves as the foundation for all subsequent activities and rewards.

The second stage is application installation and device integration.

Users install the official OUMUA application and register their wallets by connecting mobile devices or IoT devices. Through this process, activity data generated together with companion animals is collected and prepared for on-chain recording.

The third stage is daily activity tracking and reward generation.

Everyday activities shared with companion animals such as walking, exercise, play, and health management are recorded as data, and OUMUA tokens are generated based on this data. This process represents the core of the ecosystem, in which repetitive movements of daily life are directly converted into tangible value.

The fourth stage is utilization of the earned tokens.

Users can use the generated tokens to grow their NFTs, mint new NFTs, use them as a means of payment within partner services, or provide liquidity in external markets. This forms a structure that goes beyond one-time rewards, enabling assets to circulate within the ecosystem and leading to long-term participation.

Through this flow, users function not as mere data providers, but as active participants who create value at the center of the ecosystem.

Coin Utility

The OUMUA token is utilized in various ways across the ecosystem.

It is used for the growth and upgrading of companion animal NFTs.

NFTs that accumulate activity data gain higher reward efficiency through level progression and attribute enhancement.

It is used within the breeding system for creating new NFTs.

By combining two NFTs, users can generate a new companion animal NFT, thereby creating additional asset value.

It is utilized as a payment method for partner commerce and healthcare services.

The token can be used as a means of payment across a wide range of real-world partner services, including pet supplies, veterinary care, health management, and insurance services.

It is used for community activities and challenge participation.

The token is applied to event participation, special missions, and the cost and reward distribution structures required for community operations.

It is used as a transaction medium within the decentralized marketplace.

The token facilitates various forms of digital asset transactions such as NFT trading, exchanges, and rentals, forming liquidity within the ecosystem.

Through this structure, the OUMUA token functions beyond a simple reward mechanism and serves as a core unit that sustains circulation throughout the ecosystem.

Payment System

The OUMUA token is a digital asset generated based on the movement of companion animals and their guardians, and serves as an integrated payment method usable across the entire OUMUA ecosystem. Through practical utility that connects online and offline environments, it enables a pet-centered Web3 lifestyle.

In online environments, the OUMUA token is used across a variety of smart contract-based activities.

All payments such as the purchase of companion animal NFTs and related items, NFT growth and enhancement based on activity data, and breeding systems for creating new NFTs are processed on-chain in an automated manner. Payment flows are managed through request, approval, and completion stages, and a minimal level of network fees is applied to prevent duplicate transactions and ensure stable operation.

In offline environments, the token is utilized as a payment method directly connected to real-life pet activities.

It is applied across the broader spectrum of everyday pet life, including pet insurance enrollment and coverage expansion, veterinary and healthcare services, pet-dedicated spaces and mobility services, pet food and supplies, and subscription-based services. Through this, the OUMUA token does not remain merely a digital asset, but functions as a practical medium of value exchange usable in real life.

The payment and verification system operates on a blockchain-based architecture.

All payment records are stored in an encrypted state, maintaining a structure that prevents tampering or manipulation. Authentication procedures are applied to foundation-approved user wallets to ensure system stability, and the minimal fees used to prevent spam transactions are reinvested into platform operations and ecosystem maintenance.

The OUMUA token serves as the economic core that connects payment functionality, NFT growth resources, and reward mechanisms into a unified system. As the token becomes more deeply integrated into the daily lives of companion animals, the overall value and scalability of the ecosystem grow in parallel.



PET ACTIVITY SYSTEM

Everyday Movement Becomes Verified Value

The Pet Activity and Identity System is the core operational structure of the OUMUA ecosystem. It records the everyday movements shared by companion animals and their guardians as reliable data and accumulates them as the digital identity of each pet. This system is not designed for short-term reward-driven activity tracking, but aims to establish a sustainable record structure that reflects the entire life of a companion animal.

OUMUA does not restrict activities with companion animals to specific exercises or mission-based actions. Repetitive behaviors that occur naturally in daily life such as walking, play, movement, rest, and health management are all included within the scope of activities. This design prevents distortion of real-life pet behavior while naturally encouraging responsible actions by guardians.

Activity data is collected through mobile devices and connected IoT devices. Basic metrics such as distance traveled, duration, location data, and activity frequency are used as primary indicators to determine activity validity, and over time are utilized to analyze the pet's lifestyle rhythm and behavioral patterns. All data is evaluated using composite criteria rather than a single metric, minimizing the possibility of simple repetition or artificial manipulation.

The Pet Activity and Identity System does not require excessive movement for reward optimization. With the health and stability of companion animals as the highest priority, upper limits are set on activity intensity and frequency. This structure discourages forced walking or abnormal movement and maintains participation aligned with the pet's real living environment.

Collected activity data is directly linked to the pet's digital identity. In OUMUA, each companion animal is registered not as a simple character or decorative NFT, but as a digital entity with unique identifying information. This identity is issued in the form of an NFT and managed as a single Pet Identity that includes the pet's basic information and initial state.

Pet Identity is composed of lifetime data accumulated over time, rather than short-term performance. Data gathered through everyday activities such as walking, movement, play, and health management is continuously accumulated within the Pet Identity and serves as the basis for determining the pet's growth stage and role within the ecosystem. This growth structure is designed not as simple level-ups, but as gradual changes that reflect the pet's actual lifestyle.

The Pet Activity and Identity System defines a pet's activity history as a long-term record asset. Periods of inactivity or abnormal patterns impose limitations on growth, preserving trust across the ecosystem. Through this structure, Pet Identity is positioned not as a short-term speculative asset, but as one that presupposes continuous participation and responsible management.

The system supports not only individual activities but also community-based participation. Collective activities such as guardian communities, walking groups, and region-based challenges are recorded as aggregated data, and these records are reflected as additional elements within Pet Identity. This represents a structure in which companion animals extend beyond individual ownership and become active entities within social relationships.

The Pet Activity and Identity System does not treat a pet's life as data that ends at a specific point in time. The time shared by companion animals and their guardians is accumulated as a single lifetime record, remaining as a meaningful asset for the guardian. This record structure forms the foundation for future expansion into memorial services or long-term preservation features.

Ultimately, the Pet Activity and Identity System aims to reflect the daily lives of companion animals and their guardians without distortion. Through a structure in which naturally occurring daily movement is recorded and accumulated time is converted into digital identity, the OUMUA ecosystem expands into a long-term lifestyle economy rather than a short-term reward system.

The Pet Activity and Identity System is not merely a data collection framework, but includes a verification mechanism designed to implement a trustworthy, behavior-based economy. OUMUA does not convert raw activity data directly into rewards; instead, it evaluates data validity and consistency through a multi-layer verification process.

Activity data verification is conducted through comprehensive analysis of time, location, movement patterns, repetition, and contextual information. Rather than relying on a single indicator, data is evaluated based on its consistency with behavioral patterns that naturally occur in a pet's real living environment. Through this design, abnormal behaviors such as simple automation, location spoofing, or unrealistic movement paths are structurally assigned lower reward efficiency.

The system applies adaptive criteria that take into account the pet's species, age, and living environment. Uniform activity standards are not imposed on all pets: differences between small and large breeds, as well as indoor-focused and outdoor-focused living environments, are reflected. This structure prioritizes pet health and welfare and prevents activity data from being distorted into a means of competition or display.

Pet Identity goes beyond simple NFT metadata and adopts a state-based structure. A pet's activity history is interpreted through multi-layered state information such as growth stage, activity stability, and lifestyle rhythm, which determines accessible functions and participation scope within the ecosystem. This state-based design encourages long-term management and consistent daily living over short-term activity concentration.

The Pet Activity and Identity System prioritizes trustworthiness over activity volume. Regularity over a given period, long-term stability of lifestyle patterns, and continuous guardian involvement are reflected as key evaluation factors. This suppresses abnormal behavior aimed at maximizing short-term rewards and encourages participation aligned with the realistic daily lives of pets and guardians.

To maintain data integrity, core activity outcomes are linked to on-chain records. While not all raw data is stored directly on the blockchain, verified activity results and state changes are recorded in an immutable form, enabling post-verification. Through this, continuity between activity history and Pet Identity is preserved regardless of external environmental changes.

Personal data protection and data control are also core elements of system design. Activity data of companion animals and guardian information are managed separately, and personally identifiable information is not stored on-chain. Users retain control over data disclosure scope and usage purposes, and ecosystem participation is based on the principle of minimal data collection.

The Pet Activity and Identity System does not pursue a closed architecture. It is designed with an extensible data structure in mind, considering future integration with external services, healthcare platforms, insurance providers, and research institutions. Through this, Pet Identity holds the potential to function beyond the OUMUA ecosystem as a common standard for pet-centered digital infrastructure.

In addition, the system aims to encompass the entire lifetime of companion animals within a unified record structure. Accumulation of activity data is not tied to specific reward cycles, but focuses on preserving the continuity of time shared by pets and guardians. This provides a structural foundation for future expansion into long-term record preservation, lifetime archiving, and memorial services.

Ultimately, the Pet Activity and Identity System transforms the relationship between companion animals and their guardians from simple participation into a sustainable record of life through technology. Data is not consumed but accumulated, and rewards are formed not on short-term outcomes but on long-term trust. Through this structure, the OUMUA ecosystem expands into an advanced lifestyle economy centered on everyday life with companion animals.

COIN ECONOMY

Utility First, Value Follows

The OUMUA coin economy is designed so that the everyday participation of companion animals and their guardians leads to a sustainable cycle of value. The core of this structure is not the maximization of short-term rewards, but the creation of a flow in which healthy lives for pets and responsible behavior by guardians are connected to long-term economic activity.

OUMUA tokens are generated as the result of activities that occur throughout the ecosystem. Everyday activity data such as walking, play, movement, and health management shared with companion animals is verified through the Pet Activity and Identity System, and tokens are issued accordingly. In this process, tokens are not externally injected resources, but are minted based on real actions that take place within the ecosystem itself. The token issuance structure follows a restrictive design to suppress inflation. Excessive activity within a short period or abnormal patterns are excluded from reward calculation, and participation methods that compromise the stability or health of companion animals are structurally blocked. As a result, token issuance is based not on the volume of activity, but on continuity and regularity. Generated OUMUA tokens are reused and circulated within the ecosystem. Tokens are consumed through various use cases, including the growth and upgrading of companion animal NFTs, creation of new NFTs, participation in community activities, and payments for partner services. This usage structure enables the token to function not as a passive holding asset, but as an actively utilized utility asset.

The OUMUA coin economy considers both consumption and burning mechanisms. A portion of tokens used in NFT growth, breeding, and specific service interactions is either burned or redirected as resources for ecosystem operations. This structure prevents uncontrolled growth of token supply and helps maintain long-term value stability.

In addition, the OUMUA token is designed with external connectivity in mind. Through payments across partner commerce, healthcare services, insurance, and pet-related offline services, real-world use cases are secured. This allows the token to function not only within digital environments, but also as a medium of exchange connected to real-life pet activities.

The OUMUA coin economy is also linked to social value. Early-stage activities such as abandoned animal rescue, shelter support, and pet assistance for socially vulnerable groups form the ethical foundation of the token circulation structure. Subsequent economic activity expands upon these values, and ecosystem participation extends beyond profit-seeking into social contribution.

In the long term, the OUMUA token functions as a common economic language that connects the lives of companion animals and their guardians. Generated through activity, used through participation, and sustained through responsible behavior, the token establishes itself as the central axis of the ecosystem.

The OUMUA coin economy does not treat everyday life with companion animals as something to be consumed, but as something to be accumulated and circulated. Through this structure, OUMUA builds a sustainable, pet-centered Web3 economy that goes beyond short-term trends.

Coin Network Effect

The OUMUA coin is not designed as a reward mechanism used only within a single service, but as an asset that forms network effects through participation and connectivity across the entire ecosystem. As the activities of companion animals and their guardians accumulate, the scope of coin usage and the range of participants naturally expand.

Individual user activities are recorded through the Pet Activity and Identity System, which then connect to NFT growth, community participation, and the use of partner services. In this process, the coin functions not merely as a reward, but as a common medium that enables interaction within the ecosystem. As participation increases, the density and applicability of activity data expand, forming a structure that simultaneously increases both the frequency of coin usage and the speed of circulation.

The OUMUA ecosystem extends beyond individual participation to communities, partners, and offline services. As a result, the coin operates not as an internal asset of a single platform, but as a network asset that connects the broader pet-centered lifestyle.

Coin Supply and Base Structure

The issuance volume and base structure of the OUMUA coin are designed with long-term ecosystem operation in mind. Initial supply is set at a limited level, and clear issuance rules are applied to prevent indiscriminate additional minting.

The coin is not supplied in unlimited quantities through external mining or simple purchases. It is fundamentally generated based on the real activity data of companion animals and their guardians, with this process verified through the Pet Activity and Identity System. Through this structure, coin supply is directly linked to internal ecosystem activity.

In addition, portions allocated for ecosystem operations, partner integration, and community activation are distributed according to predefined structures, and all circulation is managed under transparent criteria. This approach prioritizes long-term stability over short-term liquidity expansion.

Coin Earning Mechanism

OUMUA coins are earned through the everyday participation of companion animals and their guardians. The primary earning methods are based on repetitive and regular activities such as walking, play, movement, and health management.

Coin earnings are calculated based on continuity and regularity rather than the absolute volume of activity. Excessive activity or abnormal patterns are restricted in reward calculation, and participation methods that harm pet health or lifestyle stability are structurally excluded.

In addition to individual activities, coins can also be earned through community-based participation such as group walks, collective challenges, and cooperative activities. This structure goes beyond individual-centered rewards and encourages collaboration and relationship building within the ecosystem.

Coin Burn and Price Stability Mechanism

The burn structure of the OUMUA coin is a core element for maintaining ecosystem circulation and long-term stability. Coins follow a structure in which a certain portion is burned or converted into ecosystem operational resources at the point of use.

A portion of coins used in NFT growth, new NFT creation, and the use of specific premium services is burned. Through this, increased ecosystem activity naturally leads to a supply adjustment effect. This structure is designed so that circulating supply is gradually managed without external intervention.

The price stability mechanism focuses not on artificial price defense, but on generating use-based demand. As the coin's use cases expand across real-life and digital services, the purpose of holding shifts from speculation to utilization. As a result, price formation becomes linked not to short-term volatility, but to the level of ecosystem participation.

The value of the OUMUA coin is neither guaranteed nor fixed. Instead, the real activities of companion animals and their guardians, the degree of ecosystem participation, and the overall health of the circulation structure serve as the criteria that determine the coin's long-term stability.

A close-up, high-resolution photograph of a dog's fur, showing a mix of grey, white, and black strands. The texture is soft and detailed, with light reflecting off the individual hairs.

COMMUNITY & GOVERNANCE

Built by Participation, Sustained by Trust

The Community & Governance structure of OUMUA does not refer to a simple voting system or a formal DAO configuration. It represents the operational principles of an ecosystem built jointly by companion animals and their guardians, and serves as an institutional framework for maintaining long-term trust. OUMUA pursues a phased governance model in which participation and responsibility accumulate, rather than prioritizing technology-centered decentralization.

At the center of the OUMUA community lies real life shared with companion animals. Ecosystem participants are defined not as mere service users, but as members who provide activity data generated with their pets, contribute to the community, and participate in shaping the direction of the ecosystem. This structure transforms the community from a consumer group into a collective operating entity.

The governance structure expands gradually in accordance with the growth stages of the ecosystem. In the initial phase, a foundation-centered management system is maintained. This design aims to prevent decision-making confusion and short-term conflicts of interest that may arise before the ecosystem reaches stability. During this phase, NGO activities such as abandoned animal rescue, shelter support, pet matching for socially vulnerable groups, and provision of daily necessities are prioritized. Through these activities, the community shares OUMUA's ethical standards and directional values.

In the early governance stage, the role of the foundation is that of a coordinator rather than a controller. It establishes the fundamental principles of ecosystem operation, maintains stable reward structures and activity standards, and responds to external partnerships and regulatory environments. Throughout this process, all operational records and major decisions are transparently documented, with the community positioned to review and verify them.

As ecosystem participation increases and sufficient activity data accumulates, governance authority is gradually transferred to the community. OUMUA avoids governance rights distribution based solely on token holdings. Instead, eligibility for governance participation is granted based on criteria such as sustained activity history over a defined period, level of community contribution, and records of responsible participation. This approach limits speculative behavior and forms a decision-making structure centered on long-term participants.

Governance participants may engage in proposal submission and voting on key matters related to ecosystem operation. These matters include adjustments to reward structures, introduction of new services, partnership standards, scope of NGO activities, and regional community operation policies. Decisions are not made through single-round voting; instead, they proceed through phased processes that include prior discussion and review periods.

OUMUA's governance is designed as a multi-layered structure. Individual participants hold basic rights to express opinions and vote, while participants who achieve higher levels of contribution are granted proposal and review authority. Community operators manage regional activities and serve as connectors to global governance. This structure prevents both excessive centralization and disorderly decentralization.

Within the governance framework, the coin functions not as a tool of power, but as a symbol of participation. Coin holdings alone do not automatically grant decision-making authority; activity history and contribution levels are also reflected. This design blocks capital-centric dominance and preserves everyday participation with companion animals as the core governance criterion. Community activities are evaluated through a combination of quantitative data and qualitative contributions. Activities such as organizing walking groups, supporting local shelters, producing content, and onboarding new participants are recorded as ecosystem contributions, influencing both rewards and governance participation scope. This structure encourages not only participation, but also autonomous community growth and shared responsibility.

OUMUA pursues a community structure designed for global expansion. Each regional community operates autonomously and may establish activities and rules suited to its local environment and culture. At the same time, global governance maintains shared values and standards, ensuring consistency across the ecosystem. This structure is designed to secure both decentralization and integration.

Regional communities may formulate their own proposals and operational plans, and upon meeting defined criteria, may be granted independent budgets and operational authority. In this process, global governance acts as a mediator, preventing regional imbalances or erosion of core values.

In the long term, Community & Governance functions as the trust infrastructure of the OUMUA ecosystem. Activity data accumulated through the daily lives of companion animals and their guardians gains meaning through the community and direction through governance. Through this process, OUMUA evolves beyond a technology- or reward-centered platform into a pet-centered Web3 ecosystem that grows based on participation, responsibility, and social value.

This expansion does not end with the growth of a single project. As OUMUA establishes itself as a standard within the global pet blockchain ecosystem, life with companion animals is recognized not as a peripheral application of technology and economics, but as a central use case of blockchain adoption. This helps shift the perception of blockchain from a speculative financial experiment to a technology that records and protects real-life relationships and responsibilities.

From a broader human perspective, OUMUA's Community & Governance structure presents a new participation model centered on quality of life. Everyday care and responsibility shared with companion animals are recognized as social value, and the experience of individual actions connecting to the community helps restore relational bonds that are often marginalized in digital society. This can lead to indirect mitigation of structural challenges such as aging populations, the rise of single-person households, and social isolation.

From the standpoint of the blockchain industry, OUMUA demonstrates the feasibility of use-based governance. A governance structure driven by participation, contribution, and responsibility complements the limitations of capital-centric decision-making and presents a sustainable Web3 operational model over the long term. This serves as a reference case for governance design applicable across other industries.

Furthermore, companion animal activity data and lifetime records accumulated through the global community hold potential for public-interest applications. They enable data-driven decision-making across areas such as shelter operations, welfare policy, healthcare research, and improvement of public pet-related services, contributing to an overall enhancement of animal welfare standards across society.

Ultimately, OUMUA's Community & Governance connects humans and companion animals, technology and community, into a single integrated structure. Participation originating from individual daily life expands into global trust, and that trust is reinvested into social value and technological standards, completing a virtuous cycle. Within this structure, OUMUA positions itself as a concrete example of how blockchain can contribute to human life, serving as a pillar in the expansion of a new digital civilization centered on life shared with companion animals.

TECHNOLOGY & SECURITY

Designed for Trust, Built to Last

Technology & Security form the foundation that allows the OUMUA ecosystem to maintain trust and scale over the long term. OUMUA does not position technology as a point of differentiation to be showcased. Instead, the highest priority of its technical design is to create an environment in which the daily lives of companion animals and their guardians are recorded reliably and reward structures operate consistently.

OUMUA is built on the Solana blockchain. Fast block times, high transaction throughput, and low network costs are essential elements for a Pet M2E structure designed for a global user base. Companion animal activity data is generated frequently and involves repetitive micro-transactions. OUMUA accounts for these characteristics and structurally eliminates designs in which user experience could be degraded by network latency or excessive fees.

The system architecture clearly separates on-chain and off-chain components. Activity data collection, initial processing, and pattern analysis are handled in an off-chain environment, while only verified results are recorded on-chain. This approach minimizes network load while preserving the integrity and transparency of core records. On-chain records serve as the basis for post-verification, audits, and dispute resolution.

The data pipeline connected to the Pet Activity and Identity System follows a multi-layered structure. Raw data collected from mobile devices and IoT devices is not transmitted directly on-chain, but instead passes through intermediate validation layers where consistency and anomalies are assessed. During this process, location spoofing, repetitive pattern exploitation, and abnormal activity flows are automatically filtered.

Smart contracts are designed with functional separation. Coin issuance, coin usage, NFT growth, payment processing, and governance execution are each implemented as independent contracts, preventing a single failure from affecting the entire system. Core contracts adopt an upgradeable structure, allowing flexible responses to ecosystem expansion and policy changes.

Smart contracts related to reward logic follow a conservative design approach. Upper limits and safety mechanisms are included to prevent excessive rewards caused by unexpected inputs or extreme activity data. This reflects OUMUA's principle of prioritizing long-term ecosystem stability over short-term profit maximization.

Security design is prevention-focused rather than reactive. Activities such as data manipulation, automated scripts, and location spoofing are structurally designed to be unprofitable or ineffective. Abnormal movement speeds, unreasonable activity frequency, and unrealistic route repetition are detected at the system level, and such activities are excluded or restricted in reward calculations. Wallet and payment security prioritize the protection of user assets. All transactions are executed only through user signatures, and neither the platform nor third parties hold authority over asset transfers. Coin usage and payment records are stored on the blockchain in an immutable form, ensuring transparency and traceability of transaction flows.

OUMUA operates a phased security validation framework. In the initial stage, core functions are tested through internal testing and simulations. This is followed by validation in testnet environments and controlled settings using real user data. As the ecosystem scales, external professional audit firms conduct smart contract audits to proactively identify and eliminate potential vulnerabilities.

Data protection and privacy management are designed with global service operation in mind. Personally identifiable information is not stored directly on the blockchain, and activity data is managed in encrypted form. Users retain control over data disclosure scope and usage purposes, and the system adheres to the principle of minimal data collection. This design minimizes conflicts with region-specific data protection regulations.

OUMUA does not treat technology and security as static. Continuous structural improvements and updates are assumed in response to user growth, service expansion, and regulatory changes. Security is defined not as a one-time achievement, but as an ongoing process of trust accumulation through repeated validation and reinforcement.

Technology & Security may not be directly visible to users, but they constitute the core infrastructure that supports the entire OUMUA ecosystem. Through stable technical architecture and trustworthy security design, OUMUA provides a Web3 environment in which the daily lives of companion animals and their guardians can connect with confidence, forming a foundation scalable to global services.

OUMUA's technical design extends beyond the implementation of a single service and assumes long-term scalability and stability. The platform adopts a modular architecture in which core functions and auxiliary features are operated separately, ensuring that improvements or replacements of specific components do not affect the entire system. This allows new services and functions to be added flexibly as the ecosystem grows.

Data flows generated by the Pet Activity System are managed through distinct stages of collection, validation, state reflection, and reward linkage. Each stage has clearly defined roles and responsibilities, enhancing transparency in data processing and enabling effective error handling. This structure maintains data reliability while controlling operational complexity.

Smart contracts are designed based on the principle of least privilege. Each contract is centered on a single purpose, with core functions such as reward calculation, state changes, and payment processing operated in separated structures. Key logic is executed only after predefined validation procedures, minimizing risks from unexpected inputs or malicious calls.

OUMUA adopts an upgradeable technical structure, but changes are carried out in a controlled manner through predefined procedures and validation stages. To maintain both technical flexibility and operational trust, structural changes are transparently managed in coordination with the governance framework.

Core state changes and major events are linked to on-chain records and stored in an immutable form. While not all raw data is written directly to the blockchain, result-oriented records ensure external verifiability.

From a scalability perspective, OUMUA maintains a technical structure designed for integration with external services and partners. Interfaces can be extended with security validation and access control to support integration across diverse domains such as healthcare, insurance, and commerce.

Ultimately, Technology & Security remain largely invisible to users, yet serve as the stable backbone of the OUMUA ecosystem. Technology is not showcased, security operates quietly, and predictable system behavior supports an environment in which the daily lives of companion animals and their guardians can connect through trust. On this foundation, OUMUA continues to accumulate the technological credibility required to expand as a global pet-focused Web3 infrastructure.

ROADMAP & EXPANSION

From Foundation to Global Scale

The OUMUA roadmap is not an event-driven plan aimed at short-term performance, but a phased expansion strategy designed to build an ecosystem in which the daily lives of companion animals and their guardians can genuinely take root. Each phase progresses sequentially based on technical completeness, community maturity, and the formation of social trust.

Phase 1. Foundation and Social Impact

In the initial phase, OUMUA prioritizes the establishment of ethical foundations and trust within the ecosystem. The core focus of this phase is not token circulation or revenue structures, but tangible activities that connect companion animals with society.

NGO-oriented activities such as abandoned animal rescue and protection, shelter support, pet matching for socially vulnerable groups, and the provision of daily necessities are carried out first. Through these efforts, OUMUA clearly establishes that its pet-centered ecosystem does not begin as a mere technological experiment, but as an initiative grounded in social responsibility. At the same time, core technical infrastructure is built and internal testing is conducted. The foundational structure of the Pet Activity and Identity System is completed, and data collection and verification logic are tested in controlled environments. During this phase, closed testing and feedback collection are carried out with early community participants.

Phase 2. Core Platform Launch

In the second phase, OUMUA's core functions are released to the public. Through the official application, the collection of companion animal activity data begins in earnest, and NFT-based Pet Identity is connected with the coin reward structure. Everyday activities such as walking, play, movement, and health management are recorded, and rewards are generated accordingly. At the same time, NFT growth, basic community features, and initial partner services are activated. The objective of this phase is not rapid feature expansion, but verification of system stability and user experience. The community begins to take shape in earnest at this stage, with the introduction of region-based activities and small-scale challenges. Based on participant behavior patterns and system responses, reward structures and activity criteria are continuously refined.

Phase 3. Ecosystem Expansion

In the third phase, the OUMUA ecosystem moves beyond functional completeness and enters an expansion stage. Through partnerships, integration with companion animal healthcare, insurance, commerce, and mobility services is expanded. The use cases of the coin extend beyond digital environments into real-life contexts.

Community-based governance is gradually introduced during this phase. Participants with activity histories and contribution levels that meet defined criteria are able to submit operational proposals and participate in voting, while regional communities are granted autonomous operational authority.

Multilingual support and region-specific operational structures are introduced with global markets in mind, and activity models tailored to local cultures and environments are applied. Through this process, OUMUA transitions from a single service into a distributed global ecosystem.

Phase 4. Global Scaling and Sustainability

The fourth phase represents OUMUA's establishment as a global companion animal blockchain ecosystem. At this stage, OUMUA completes a structure that accommodates participants from diverse regions and cultural backgrounds, without reliance on a single country or specific user group.

Global community governance operates in a stable manner, and ecosystem operations are decentralized around participant leadership. Technical infrastructure maintains both scalability and security, with continuous audits and updates conducted to support long-term operation.

In addition, this phase introduces unique services such as record preservation based on companion animal lifetime data, long-term archiving, and memorial expansion features. These services extend the relationship between companion animals and their guardians beyond temporary activities, transforming it into value accumulated over time.

Long-Term Vision

OUMUA's long-term vision does not stop at the success of a single service or securing market share within a specific industry. By connecting life with companion animals to the digital economy, OUMUA aims to establish itself as a global pet lifestyle infrastructure that expands the way humans live.

Companion animals are already deeply embedded in the lives of hundreds of millions of people worldwide. Amid structural changes such as aging societies, the rise of single-person households, and accelerating urbanization, pets function as essential beings that provide emotional stability and maintain daily life rhythms. Despite this role, life with companion animals has not been systematically recorded or protected as economic value. OUMUA addresses this gap from a long-term perspective.

The Pet Activity and Identity-based structure built by OUMUA transforms the daily lives of companion animals from a simple consumption domain into accumulable lifestyle assets. Repetitive behaviors such as walking, play, movement, and health management accumulate over time as meaningful data, extending beyond individual guardian experiences into social assets. This structure converts the lives of companion animals and their guardians from temporary records into sustainable digital lifetime data.

In the long term, OUMUA establishes a global standard for companion animal data. As activity data and lifetime records of countless pets across different countries, cultures, and living environments are recorded within a unified structure, a trust-based data infrastructure emerges that can be utilized across pet healthcare, insurance, welfare, and research fields. This serves as a practical foundation for improving the quality of life of companion animals.

From an economic perspective, the ecosystem centered on the OUMUA coin follows a fundamentally different path from speculative asset structures. The source of value lies not in external capital inflows, but in the real-life participation of companion animals and their guardians. As participation expands over time, this structure strengthens stability and forms a use-driven digital economy model. It serves as a reference case for sustainable models across the broader Web3 industry.

From a social perspective, OUMUA does not separate companion animal welfare from social responsibility. Activities such as abandoned animal rescue, shelter support, and assistance for socially vulnerable groups through pets and daily necessities are not external additions, but core components of the long-term vision. Through this approach, life with companion animals becomes a value that can expand across society rather than a privilege of a specific group.

In terms of community and governance, OUMUA presents a new model of global participation. Communities formed around the shared experience of everyday life with companion animals transcend borders, languages, and cultural barriers. Participants function not merely as users or investors, but as co-operators who jointly design the direction of the ecosystem. This represents a realistic and sustainable model toward which Web3 governance should aspire.

Technologically, OUMUA evolves not as a single platform but as a scalable infrastructure. By integrating with various decentralized applications, partner services, and offline systems, it functions as a hub for the pet-centered economy and provides an environment in which new services and industries can naturally emerge on top of the OUMUA ecosystem. Over the long term, this accelerates the digital transformation of the entire pet industry.

From a human perspective, the impact created by OUMUA goes beyond improving convenience. A structure in which time spent with companion animals is recorded and respected changes how human life itself is perceived. The experience of accumulating value through small daily actions and relationships presents a new value system centered on quality of life and relationships, moving beyond traditional economic structures focused on productivity and efficiency.

Ultimately, OUMUA redefines coexistence between humans and companion animals through technology and economics. This is not limited to a specific industry or trend, but represents a long-term shift in how humanity lives alongside companion animals. Within this structural inevitability, OUMUA positions itself not as a simple pet-related project, but as a leading global blockchain project representing a companion animalcentered lifestyle.

OUMUA's long-term vision is not a closed declaration, but a process realized over time. As the daily lives of companion animals and their guardians accumulate, as communities expand, and as social trust is built, the value of OUMUA becomes increasingly clear. Through this process, OUMUA continues to expand as a sustainable global pet ecosystem that connects technology, economy, society, and human life.

TOKEN DISTRIBUTION

Key Specifications



Digital Asset_
OUMUACoin (\$OUMUAC)

Token Type_ Solana (SOL)

Official Website_ <https://www.oumua.io/>

Consensus Algorithm_ Proof of History (PoH)

Founding Entity_ OUMUA Holdings

Country of Incorporation_ Costa Rica

Total Supply_ 85,200,000,000 OUMUA

Token Allocation Plan



30.00% for M2E ecosystem rewards

25.00% for Team

15.00% for Marketing

10.00% for Advisors

20.00% for Private & Pre-Sale

DISCLAIMER

Disclaimer Notice

This Whitepaper may be revised, amended, or updated from time to time without prior notice. This Whitepaper is provided solely for the purpose of delivering general information related to the OUMUA ecosystem and does not guarantee completeness, comprehensiveness, or finality under any circumstances. Nothing in this Whitepaper shall be construed as investment solicitation, financial advice, legal advice, or a recommendation to engage in any specific action.

OUMUA HOLDINGS, its affiliated entities, and related personnel shall not be liable for any direct or indirect damages arising from reliance on, use of, or interpretation of the contents of this Whitepaper or the information contained herein. All information included in this Whitepaper is based on the circumstances as of the time of writing and may change in response to future technological, legal, or business environment developments.

The contents of this Whitepaper do not guarantee future performance, returns, value appreciation, or service delivery, and no statement herein shall be deemed a definitive promise or commitment.

Technical Considerations

The services intended to be provided by OUMUA require fast transaction processing, rapid finality, and low network fees. To meet these requirements, OUMUA operates by implementing a significant portion of its system in an off-chain environment until the selected blockchain platform reaches sufficient commercialization and stability, while recording only core transactions and records asynchronously on the Solana blockchain.

In the initial stage, blockchain technology is applied to limited areas such as NFT issuance and utilization, reward distribution, and permanent recording of core transactions. As service stability and technological maturity increase, blockchain usage may be gradually expanded to additional functions including data circulation, record management, and rights verification.

Certain core functions of the OUMUA platform may operate within a cloud computing environment, and future integration with external decentralized projects or phased structural transitions may occur. Blockchain technology may be selectively applied only to areas where decentralization is deemed efficient, such as NFTs, community content, and M2E services.

OUMUA–Related Risk Disclosure

OUMUA and any coins associated with OUMUA may be acquired and used solely in accordance with the applicable agreements and terms. The risk factors listed below may not appear material at present, but if realized, they could have a significant adverse impact on OUMUA’s business execution, operational continuity, technological development, and ecosystem sustainability.

1. The development, deployment, or operation of OUMUA may be delayed, suspended, or terminated due to various factors, including but not limited to insufficient funding, lack of market demand, reduced commercial viability, or failure to secure users and partners.
2. OUMUA HOLDINGS, its affiliated entities, or related personnel may suffer loss of assets or data due to loss of access to private keys, data breaches, system failures, or external attacks. While reasonable security measures are intended to be applied, no system can completely eliminate all security risks.
3. The functions of OUMUA and related coins are technically complex, and full implementation and stabilization may require more time than anticipated. No guarantees are provided regarding the delivery, improvement, or maintenance of specific features.
4. Loss of access to private keys associated with a wallet, or exposure of such keys to third parties, may result in permanent loss of access to the wallet, and such losses are irreversible.
5. Fluctuations in the value of the blockchain networks utilized in the operation of the OUMUA ecosystem may negatively affect business continuity and the availability of operational resources.
6. Digital assets may be subject to oversight, investigation, or regulation by governmental or regulatory authorities in various jurisdictions, and changes in related laws or policies may restrict OUMUA’s operations and service provision.
7. The functions, service scope, or operational methods expected by coin holders may differ from actual offerings due to design changes, schedule delays, technical constraints, or changes in external conditions.
8. The Solana blockchain is considered a relatively early-stage technology, and network failures, defects, security incidents, or operational interruptions may have a material impact on the OUMUA ecosystem.
9. Advances in cryptography or technological developments such as quantum computing may affect current encryption methods, potentially leading to asset loss or increased security risks.
10. Transactions on the blockchain are irreversible, and coins sent incorrectly or stolen cannot be recovered or compensated. Such losses may negatively affect coin value and trust in the ecosystem.



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Official Website
<https://oumua.io/>

Official X
x.com/oumua_official

Official Telegram
t.me/oumua_officialchannel

A close-up photograph of a horse's mane, showing a mix of brown and white hairs. The word 'CONTACT' is overlaid in large, bold, red capital letters.

CONTACT

• the end