

The Melon protocol is being developed to provide a blockchain based asset management ecosystem on the Ethereum network.

Melonport AG is overseeing development of the platform which aims to allow users to create investment funds using a series of smart contracts. Users will be able to view information on funds, such as strategy and past performance, and invest through exchanges or directly through the Melon platform.

Project Overview

Name	Melonport
Issuer	Melonport AG
Category	Utility token
Sector	Asset management
Sale Start	02/15/2017
Sale End	02/15/2017

Token Overview

Name	Melon
Symbol	MLN
Type	ERC20 token
Initial Distribution	599,400
Current Supply	599,400
Max Supply	1,250,000
Emission Type	Fixed

Resource Links

- [Website](#)
- [Twitter](#)
- [GitHub](#)
- [Telegram](#)
- [Medium](#)
- [Whitepaper](#)

Project Background

Melonport is building a blockchain platform for the management of digital assets on the Ethereum network. The Melon protocol aims to enable participants to set up, manage, and invest in funds of digital assets in an open, competitive, and decentralized manner. The team believes they can differentiate themselves by ensuring the platform is completely decentralized through a combination of an IPFS based front-end and Ethereum based back-end. This enables investors to control their private keys and maintain custodianship of their assets.

Funds will be individually tokenized allowing them to be traded on exchanges that wish to list them. The project envisions investors either purchasing funds from an exchange at their net asset value (NAV) or directly from the fund by sending ether (ETH) to the fund's smart contract. Similarly, investors can sell shares through an exchange or by redeeming them with the fund and destroying the tokens.

Melon features a web interface where investors can search and rank various fund strategies by metrics like performance and assets under management (AUM). Each fund will be able to build a fact sheet with important details like historical performance, description of the strategy, fee structure, and historical volatility.

The team hopes that by creating a blockchain based infrastructure, many benefits can be realized including increased transparency and auditability, lower costs related to back and middle office operations, and democratized access for both managers and investors to access hedge fund like structures. Melon imagines the platform being used not just for existing tokens but for any asset, such as equities or bonds, once these become tokenized.

Technology

The Melon protocol is currently deployed as a series of smart contracts on the Ethereum blockchain with plans to migrate to a new blockchain in the future. Users will have the option to interact with a user-friendly web portal for managing and investing in funds or managers can create their own white label interface with their brand name attached.

Fund managers create new funds by first establishing parameters such as where it will trade, fee structure, and risk management and compliance details. Each parameter is managed by a separate module provided by the platform. Once the parameters are chosen, the fund is deployed on the network and from that moment onwards, the fund manager can only behave as prespecified. The rules specified by the contracts act like the prospectus, but instead of having auditors, accountants, fund administrators check and enforce the rules, the rules are enforced by the blockchain. This aims to reduce overhead and increase investor assurances.

Managers can trade on decentralized exchanges directly through the Melon front-end. They also can create fund-of-funds structures by investing directly into other funds on the platform.

The majority of necessary modules are provided by Melon in the core structure, with the exception of the participation (buying and selling of shares) and risk management modules. While the team is working on developing these two modules in-house, and expect them to cover most needs, managers and developers can create their own versions for various uses.

Melon launched on the Ethereum main network in Feb. 2018, with limited functionality to test the stability of the platform. During this time only fund managers could invest, and the amount of investment was limited. Melonport AG will continue working on governance and a phased Ethereum deployment until Feb. 2019. By that time, a self-maintainable, feature-complete version of the Ethereum Melon protocol with in-built governance will be deployed, and ownership will be handed over to the token holders.

Co-founder Reto Trinkler plans to step away from the company and develop a new native blockchain, called Melon Chain, as a contract project for Melonport AG. After development token holders will have the ability to vote between remaining on Ethereum or migrating to Melon Chain.

Currently, the Melon (MLN) token is used for governance including voting on changes to the platform and new features. In the future the team imagines the token being used to pay transaction fees on a native blockchain.

Distribution

Melonport completed a token sale in Feb. 2017 raising a total of CHF 2.5 million in under 10 minutes. A total of 1.25 million of Melon (MLN) tokens were created with 40% of supply (599,400 MLN) distributed to token sale participants.

An additional 40% of supply (500,000 MLN) will be distributed through an ongoing token sale which requires users to contribute ETH and use the Melon platform in return for MLN. The team plans to use this year-long process to increase engagement and finalize platform features like governance.

Melonport AG received 8% of supply (100,000 MLN), and founders, advisors, and partners received 12% (150,000 MLN). Tokens for both groups are not tradeable for two years.

Team

Mona El Isa

Co-founder & CEO

- Previously trader at Glodman Sachs and Jabre Capital
- Made "Top 30 under 30" list in Trader Magazine in 2008

Reto Trinkler

Co-founder & Chairman

- Previously smart contract developer at Raiden Network developer Brainbot Labs
- Made "Top 30 under 30" in Forbes Magazine in 2018

Advisors

Todd Rupert

Founder and CEO at Ruppert International Inc

Gavin Wood

Founder and CTO at Parity Technologies

George Hallam

Head of external relations at Ethereum

Dr. Andreas Glarner

Partner at MME Legal, Zurich

Jehan Chu

Co-Founder of Kenetic Capital,

Investors

KR1

Kenetic Capital

Additional Resources

- [Melonport Latest Updates](#)
- [YouTube: Melonport](#)

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