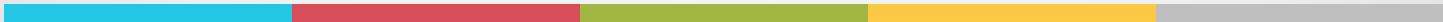


MELONPORT AG

EDCON 2017



An Asset Class is Rising

Fundamental View # 1



We have seen this resistance before

All of these were once seen as "UNINVESTABLE" asset classes until...



Junk Bonds

Mike Milken pioneered the space
1980's

Today: > \$39.6 trillion



ETF'S

John Bogle pioneered the space 1987

Today > \$1 Trillion



Commodities

Goldman Sachs pioneered with GSCI
in 1990's

Today > huge



EM

Templeton pioneered first EM fund
2001

Today EM > huge

And we are seeing it again with Crypto...

We fundamentally believe that crypto is an emerging asset class

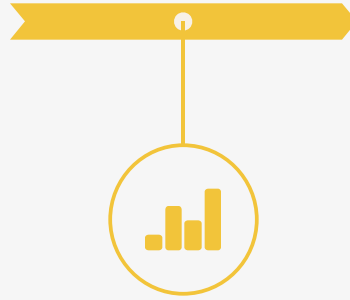


Huge growth!!

From \$0 - \$15bn market cap

Since 2009

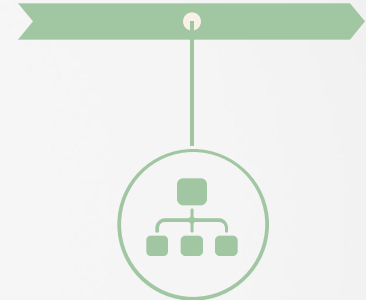
Excluding Bitcoin, Token market cap is
growing 350% per year



Completely uncorrelated returns!!

S & P | GSCI

BTC | ETH



Who will pioneer this new Asset Class?

We don't know

But... they will be using Melon protocol

Current Users of Crypto

With crypto assets exploding in 2016, new crypto hedge funds are appearing EVERY day – in the last year estimated close to \$1-2bn is actively being managed in the space and growing fast

CoinFund



TokenMarket



PRIVATEMARKET.IO



Satoshi•Fund



POLYCHAIN CAPITAL

Comparing Crypto to Current Asset Classes and Trends



	CRYPTO MANAGERS	TRADITIONAL MANAGERS
Maturity of market	Brand new, rapidly expanding, very fragmented,	Mature market, highly concentrated, extremely high and inefficient cost base
Problems facing this market	Lacking regulatory framework, identify management	High cost base, inefficient processes & concentration due to high barriers to entry
Opportunity	<p>Build a software and technology to support portfolio managers who will pioneer this asset class and make it “investable”</p> <p>This software is called the Melon protocol</p>	<p>Extremely high costs eliminate funds with > \$150-200mn in AUM.</p> <p>Opportunity to apply the Melon protocol to real world assets which are fast becoming “blockchain-ized”. This can dramatically reduce industry costs and make fund set up and managing hugely more efficient.</p>
Solution	Phase I: Team up with regulatory & financial partner to design framework and implement with pilot testing	Phase II: Use existing framework and apply to traditional market to dramatically lower cost base and modernize archaic processes

Traditional Asset Management Industry Analysis by PWC

“Since 2008, the asset management industry has undergone tremendous change. There are four trends in particular that will likely have a material impact on the growth of the fund administration industry. We define these four trends as:” - PWC

PWC's Four increasing Trends:	Translation	Melon Protocol Solves $\frac{3}{4}$ of These Problems
Increased Regulation	More reporting requirements = more work	Potential to automate & enforces using blockchain
Convergence	Fund structures changing	N/A
Cost Efficient Operations	Shifting to automation – too manual and labor intensive	Potential to automate & enforces using blockchain
Demand for Expanded Outsourcing	Looking to reduce costs	Instead of outsourcing to humans – shift to technology.

We Are Creating the Premier Investment Management Infrastructure for Crypto

The Melon Protocol



The Melon Protocol ... Enables the Following:

- Set up a decentralized fund structure : Can be thought of like a transparent “fund prospectus”. Rules are set by the melon protocol and enforced by the blockchain
- Manage your fund within the fund structure you have selected: Trade within your selected asset universe, with approved counterparts and remain within any restrictions that you have imposed by the fund structure.
- Build a track record: Melon standardizes performance calculations and accounting practices in a completely transparent and reliable manner using blockchain technology
- Invest: In other funds or allow others to invest in yours.

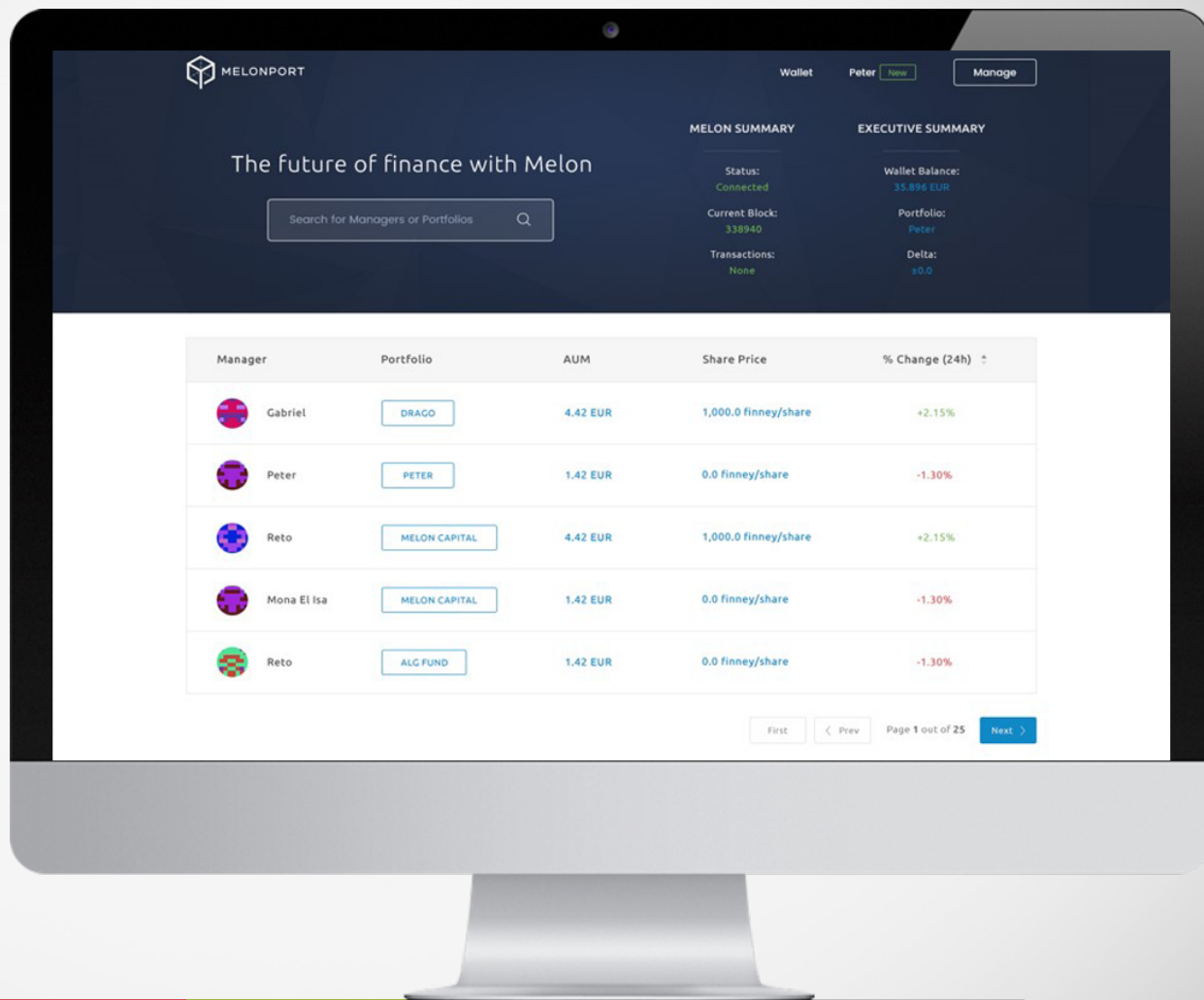


Easy to Use

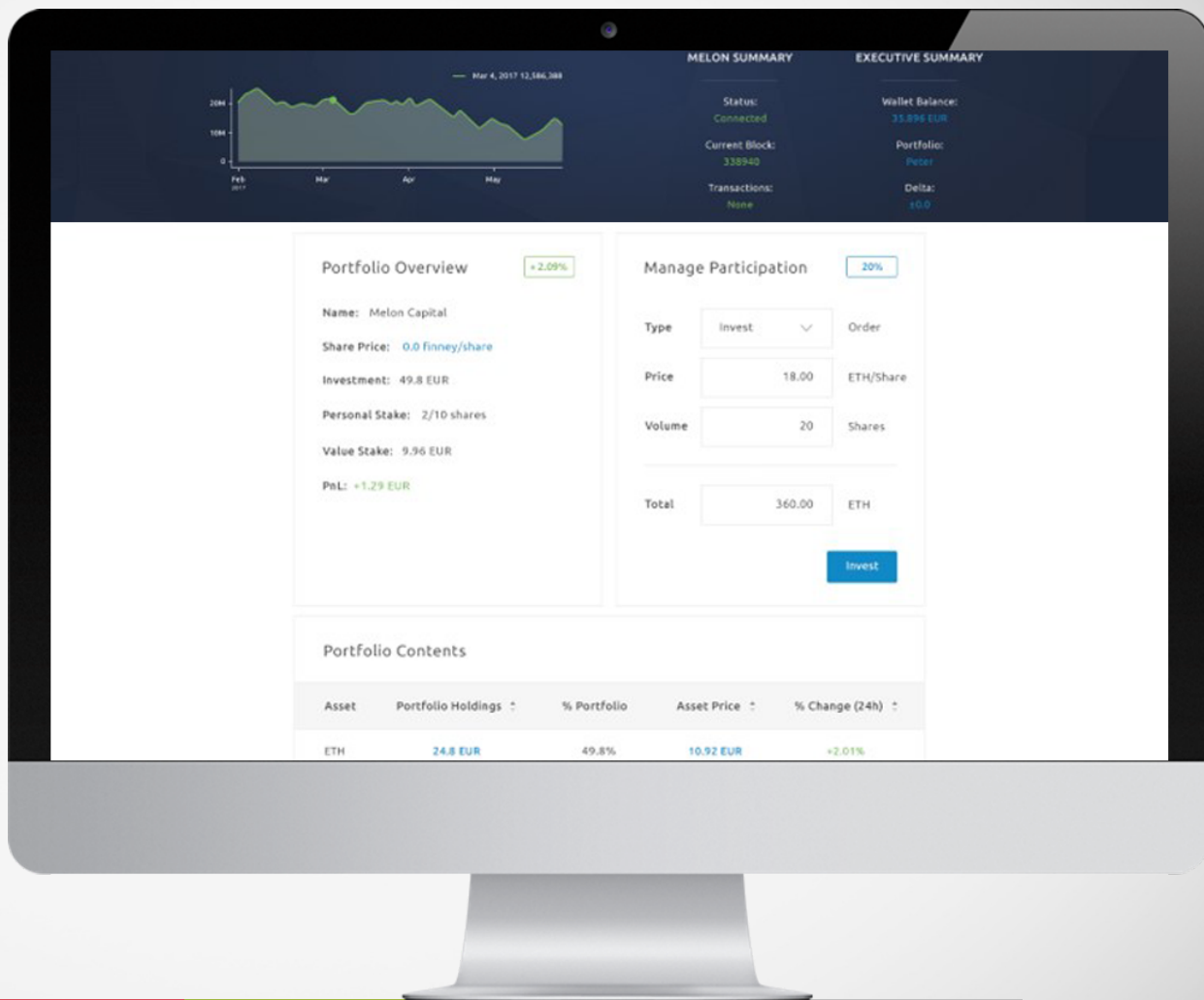
- Melonport builds first User Interface for the protocol (like google did for internet protocol).
- Anyone is free to use the protocol with their own interface



Easy to Use



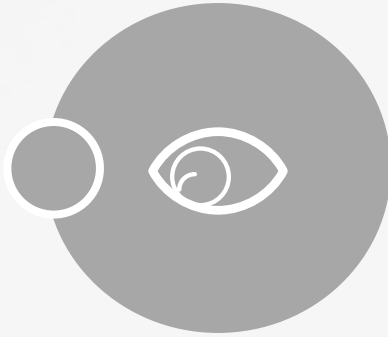
Easy to Use



Cheap, Transparent & Efficient

Open & Transparent

- Open-source
- Trading and managing activity on the blockchain
- Standardized track record



Modular & Inclusive

- Recognizes need for non-negotiable elements
- Recognizing the need for opinion



Lower Costs & Time

- Almost completely eliminates fixed costs
- Variable costs massively reduced



Decentralized & Reliable

- Only requires trust in the code
- Future proofs development through allocating token incentives to developers

If Successful, This Infrastructure Can Be Applied To Traditional Fund Management and VC structures

The Melon Protocol Could Dramatically Revolutionize & Disrupt Traditional Fund Administration

The Melon Protocol



**Especially as Real-world Assets Rapidly
Become “Blockchain-ized”**

The Melon Protocol



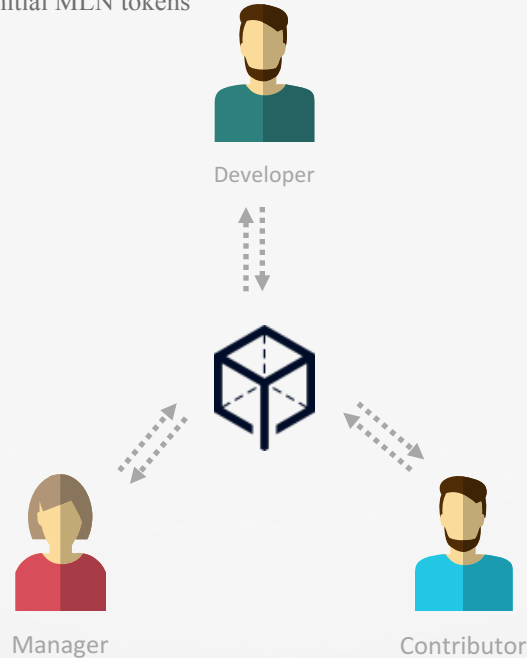
Some examples of real world value which has already been “Blockchain-ized”;

- Gold (Digix)
- USD (Decentralized Capital)
- EUR (Decentralized Capital)
- GBP (Decentralized Capital)
- CNY (Decentralized Capital)
- JPY (Decentralized Capital)
- HKD (Decentralized Capital)
- CHF (Decentralized Capital)
- PLN (Decentralized Capital)



An Innovative Business Model with Aligned Incentives

- Users pay using MLN; a crypto “gas” licensing software fee for asset management
- Developers/ coders/ regulators/ financial providers are incentivized to add automated & high quality modules to the software so that they can earn MLN token. These high incentives future proof development.
- Early contributors to the project get initial MLN tokens



Core Features & Flexible Add-ons

Core
(*Non Negotiable)



Module Classes to choose from:



Portfolio



Exchange

E1

E2



En

Asset Universe

R1

R2



Rn

Price Feeds

F1

F2



Fn

Fees

P1

P2



Pn

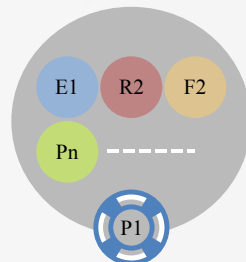
Risk Management

M1

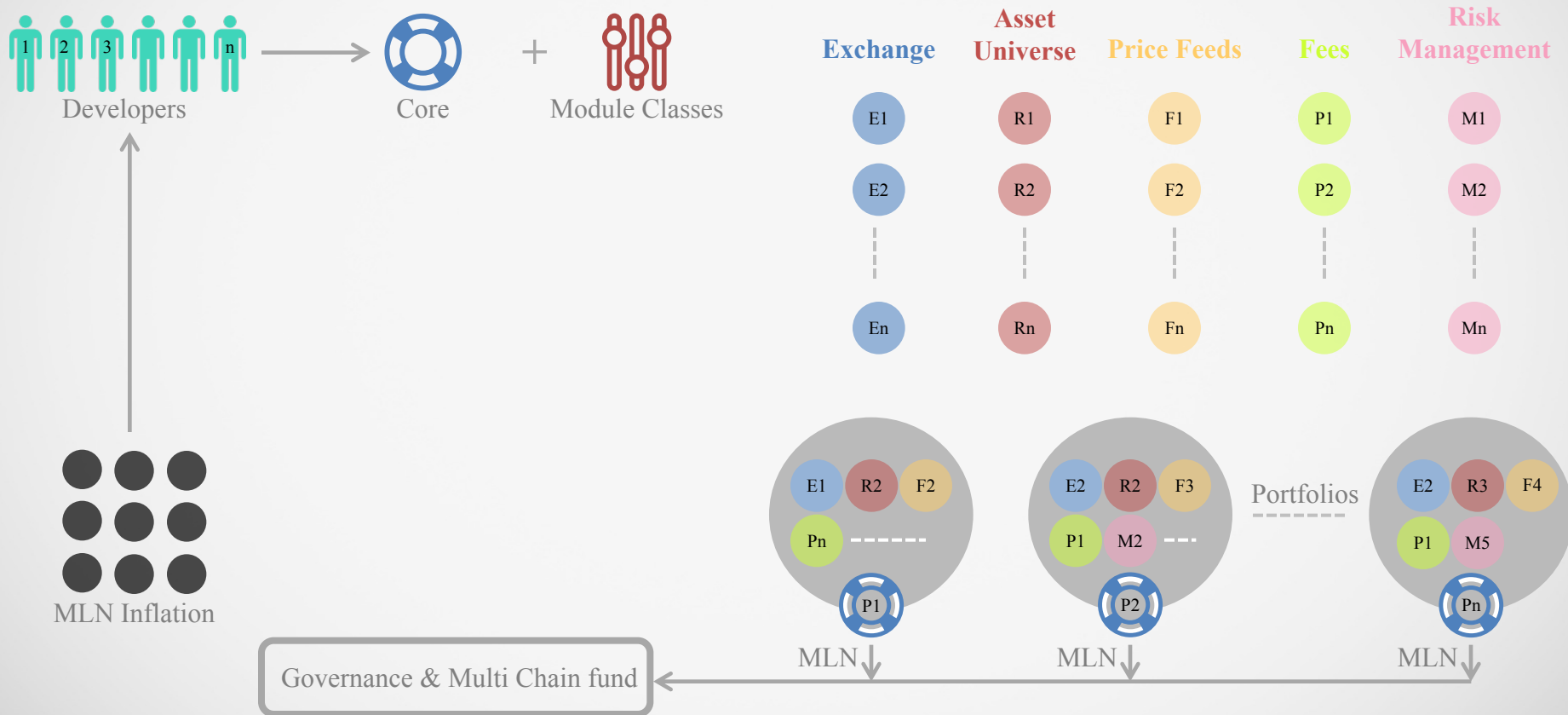
M2



Mn



A Thriving development Ecosystem with built-in Incentives



*****Announcement*****

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