



Gorilla Funds

**Melon Funding Proposal
Final Draft**

Introduction

The Melon protocol represents a complete reimagining and retooling of the global investment landscape for both fund managers and investors. By making investment funds ubiquitously accessible and drastically reducing the costs associated with setting up / maintaining a fund Melon has created new opportunities for the next generation of managers, investors and asset classes to come to the forefront of the investment world. Over the past decade the distribution of capital has moved increasingly from the hands of the poor and working class to the wealthy. This disparity is partially a function of unequal access to many investment vehicles that benefit supposedly ‘sophisticated’ or ‘qualified’ investors based on arbitrary standards. The Melon protocol will allow average investors to access and profit from a universe of assets they were previously excluded from.

In the near future every stock, a great deal of real estate, property and even art will be digitized, fractionalized and traded in an open market. The Melon protocol will function as the backbone of this new open and global investment ecosystem.

To achieve the goal of being the ‘protocol layer’ of this new financial paradigm Melon will need simple, elegant and engaging tools that sit on top of framework and allow users to interact with this emerging ecosystem in an intuitive and joyful way.

Gorilla Funds will build these tools.

We will achieve this by:

Developing a platform that will allow Fund Managers to quickly get their funds up and running by helping them build out easy to deploy consumer facing front end web apps. This “Wordpress” of the Melon protocol will make using Melon and its features as accessible and intuitive to use as Wordpress has done for websites.

Building a Fund Explorer web app with a simple, elegant and intuitive UX/UI that will allow users to invest in / redeem and explore funds built on Melon.

Education - In conjunction with other Melon projects and partner educational institutions, Gorilla Funds will develop a body of educational materials that introduces the protocol to new users while explaining the basic principles of investment and financial responsibility. This will ensure that users are given the opportunity to educate themselves properly in order to operate safely, armend with the necessary knowledge base to make prudent and independent financial decisions.

Description of the project

Gorilla Funds will make interacting with and investing via the Melon protocol simple, intuitive and safe(er) for both fund managers and investors. To achieve this goal Gorilla Funds will develop 2 tools:

Frontend Fund Builder (Fund Managers)

Easily build consumer facing web apps for Melon funds that include a one click investment and redemption feature / Drag and Drop and a WYSIWYG-Editor. Tiered service offerings. (Free trial followed by low monthly subscription.) Subscription based feature rich Pro version for larger funds / clients. Simple integration of fund interface into a large fund managers existing website. Simple deployment to Netlify, and AWS. Development of a react-library for visualizing the data for the funds and templates for different use cases and favors.

Fund Explorer (Investors)

KYC new users to determine which funds / assets are available based on jurisdiction in order to remain compliant. Identify a users risk tolerance, investment goals and investment horizon via a comprehensive risk assessment questionnaire. Recommend suitable investments to new users in

order to achieve a myriad investment goals and risk tolerances based on results. Filter and Search features that allow investors to explore funds manually. (i.e Fund Name / Company / Manager / AUM / Fund Makeup / Ethical Investing) Feature “Fund of the Week” based on performance metrics with interviews of fund managers.

Community Building

In addition to these tools, Gorilla Funds will pursue a growth strategy aligned with other projects building on Melon. We will focus on exposing the Melon protocol and its functionalities to as wide an audience as possible via:

- Partnership with educational institutions and other Melon projects to instruct, educate and inform a new generation of asset managers and investors.
- Engagement with regulatory bodies globally to adopt a ‘compliance first’ approach. This will allow Gorilla Funds to stay ahead and help in the development of the regulatory framework for this emerging financial industry.
- Community building via build-contests. Presence at local and international trade shows / meetups / financial and blockchain events.
- Active community engagement through social media channels and blog posts.

The [Gorilla Funds Alpha](#) which we built during the Kyber DeFi Hackathon is a basic but functional representation of what we hope to achieve.

This is just the beginning.

Synergies and benefits to the ecosystem

The greater the network effect of the Melon Protocol the more impactful it will be globally. Gorilla Funds primary goal will be developing UX/UI inter-

faces that are elegant, simple and a joy to use for both fund managers and investors. This will allow all users to focus on the functionality and benefits of the protocol itself without needing any specific technical expertise.

Compliance First Approach

Gorilla Funds adopts a “Rising tide lifts all boats”. philosophy. As part of our core ethos the majority of our code will always be open source. We also believe however; that open source does not mean unregulated. The success of the Melon Protocol is aligned with transparency and openness both in it's codebase and to its community and supporters. It is also imperative that projects building on Melon engage openly and proactively with the regulatory bodies that will inevitably provide guidance as this emerging financial paradigm takes shape. By actively approaching and engaging with regulatory bodies in the jurisdictions we intend to operate, Gorilla Funds will establish itself as THE compliant onramp for new investors / fund managers in the Digital Asset Management Space. The positive relationships we intend to foster with legislators and regulators will establish a deep and significant competitive advantage over the long term both for Gorilla Funds and the Melon protocol.

As per our stated goal of promoting the widespread adoption of the Melon ecosystem as a whole, Gorilla Funds will always share knowledge gained and lessons learned with other projects building on the protocol in order to bring about regulatory clarity.

Timeline

YEAR 1

Q3 2020

Frontend Builder V 0.1

- Limited to single fund. (**Initially only a fundsmanager will be permitted to deploy a site. This may change over the longer term depending on regulatory issues / needs of the clients.)
- Auto build web app with invest and redeem functionality featuring basic designs and rudimentary customization - server side - on click.
- Automatic Github-Repo creation.
- Triggered and scheduled build of the web app on Netlify or AWS as a service.
- Preview of the app and deploy to Netlify.

Q4 2020

Fund Explorer V 0.1:

- Implementing client side fund filters.
- Development of advanced filter methods.
- Automatic fund ranking.
- Favorites funds feature.
- Fund-of-the-week feature.
- Integration of the Filter-Functions into Frontend-Builder.
- Selection of many Funds that met certain criteria. Chosen by the customer.

Frontend Builder V 0.2:

- Multi fund build feature added.

Q1/Q2 2021

- Build out React Library - contests for best fund components. Develop and deploy of as many high quality components as possible.
- Develop several new and increasingly complex templates for fund pages.
- Deploy a “clickable” customized fund page.
- Research jurisdictional compliance in markets being operated in.
- Implement a KYC-Solution for Gorilla Funds to ensure compliance in the jurisdictions being operated within.
- Develop an advanced analytics module to analyze fund performance.

YEAR 2

Q3/Q4 2021

Frontend Builder V 0.3

- Designer Tool - PoC
- Build an advanced UI for the Frontend Builder with drag and drop component capability, choice of different themes and customizations WYSIWYG-Editor.
- First ratings based on the analytics module.
- Development of a compliant “fund brochures” generator.

Q1/Q2 2022

- Designer Tool MVP
- Feature rich easy to use Designer tool.

YEAR 3

- Maturing the product, marketing, community building.
- Integrate third party themes.
- Plugin for CMS like Drupal, Wordpress, etc.

Request for Funding

To achieve our goals on time and within budget, Gorilla Funds is asking the Melon Council for funding in the total amount of 75000 MLN as of the current daily price over two years. These funds are to be released in yearly tranches of 50000 MLN and 25000 MLN. The grants are used to cover the following costs:

Yearly Budget Considerations:

Jakob Sievers (CEO / Founder)
Dave Clancy (CMO)
Senior Full Stack Developer (FT)
Front End Developer (PT)
Marketing / PR
Travel / Show / Conference / Transportation
Legal / Accounting
Office

Gorilla Funds is currently in discussion with other sources of finance to fill any funding gaps. In addition to our MFP, Gorilla Funds is seeking alternate sources of financing that includes application for grants such as the [Blockpool Open Call](#) for Blockchain and Decentralized Ledger Technology (BDLT) startups in Europe. We also intend to contact private investors once a simple proof-of-concept is ready and are exploring the opportunity to engage with VC funds operating in the blockchain and DLT space. We believe that the added legitimacy brought to the Gorilla Funds project by the support given by the Melon Council will allow Gorilla Funds to source

the necessary financial support to develop a robust and functional MVP ready for market.

Token Vesting

Gorilla Funds is long MLN.

As an indication of our long term commitment to the Melon protocol and in order to align the interest of Gorilla Funds with the Melon community we intend to escrow 40% of any MLN tokens received for two years from the date of reception. Gorilla Funds will partner with private investors to cover funding gaps.

Further, Gorilla Funds is committed to working with the Melon Council in selling any significant amount of MLN tokens necessary to finance this project OTC, thereby reducing the volatility and increasing the legitimacy of the MLN token.

Monetization

Gorilla Funds will offer its services in a tiered fashion. Individual and low AUM users of the Front End Builder will have the option of a free trial followed by a basic monthly subscription. The tiers of service will include Personal / Professional / Enterprise and Custom. Investors will be free to use the Fund Explorer. Gorilla Funds may look to develop advertising or marketing partnerships with high quality projects who wish to gain exposure to the Digital Asset Management space. While monthly fees (as well as custom work) will be payable in any form the client chooses, Gorilla Funds will offer a discount (between 5-10% TBD) if users choose to pay in MLN tokens.

Team

Jakob Sievers (CEO / Founder)

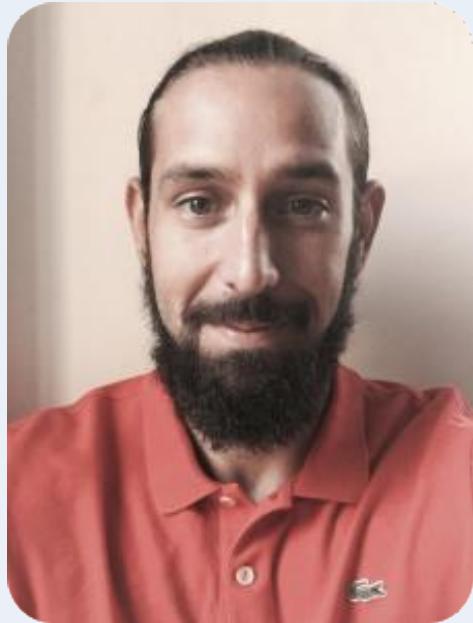
Jakob is the creator of Gorilla Funds. He possesses a strong background in Physics, Chemistry and Computer Science and graduated with distinction from Johannes-Gutenberg-University in Germany. He currently teaches physics, chemistry and computer science at the Paul-von-Denis Gymnasium in Schifferstadt, Germany. Jakob has always loved programming, solving problems and managing projects. Jakob discovered Crypto in 2012 and immediately fell in love. He has followed the progress of Melon from the beginning, and since it's ICO has been a close observer of the project. Jakob was drawn to the professionalism and enthusiasm of the Melonport/Avantgarde Finance team and in the fall of 2019 competed in and won the kyber hackathon with the first iteration of Gorilla Funds. Now he wants to bring it (and Melon) to the masses.

Dave Clancy (CMO)

Dave has been involved in a number of cryptocurrency projects and is an experienced community manager and project coordinator for projects both online and IRL. In his role with Gorilla Funds he is responsible for planning, developing, implementing and monitoring the overall business marketing strategy. Dave is passionate about technology, finance and the ways in which the two can work together to empower a new class of investor and asset manager in the future.



Jakob Sievers (CEO, Founder)



Dave Clancy (CMO)

Additional Staff

In addition to the existing team over the short term Gorilla Funds will seek to hire 2 contract developers in the short term.

Full Time Developer(TBH)

- Experience in Web-Development
- Node.js
- JavaScript
- GraphQL
- React.js
- Gatsby.js
- Project Management

Laying the basics for a highly modularizable and sustainable developed framework.

Front End Developer (TBH)

- UI/UX-Expert
- HTML5
- CSS3
- React.js
- Development of plugins
- Deep Knowledge of Wordpress / Drupal / CMS plugins etc).

Contact

Jakob Sievers
Gorilla Funds UG
Hermann-Wellensiek-Str. 33
67346 Speyer
Germany

- email: Jakob.Sievers@gorillafunds.org
- Website: <https://gorillafunds.io/>
- Twitter: <https://twitter.com/GorillaFunds>
- GitHub: <https://github.com/gorillafunds>
- Medium: <https://medium.com/@gorillafunds>