melalie   CØSMOS

A peer to peer Mobility Marketplace

Wherever you go, rent from locals.

Download on the **App Store**

GET IT ON **Google Play**
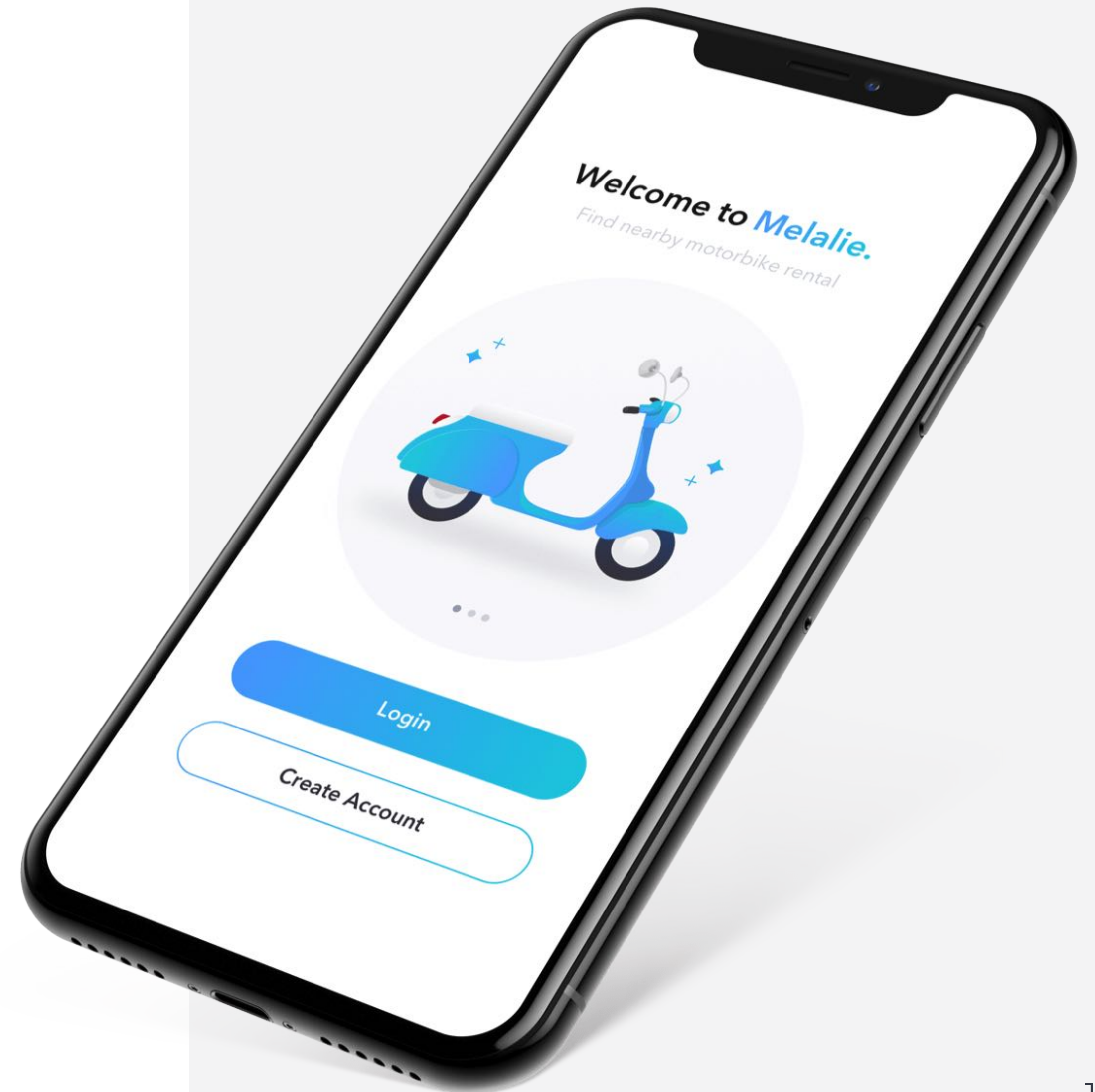
Reader note

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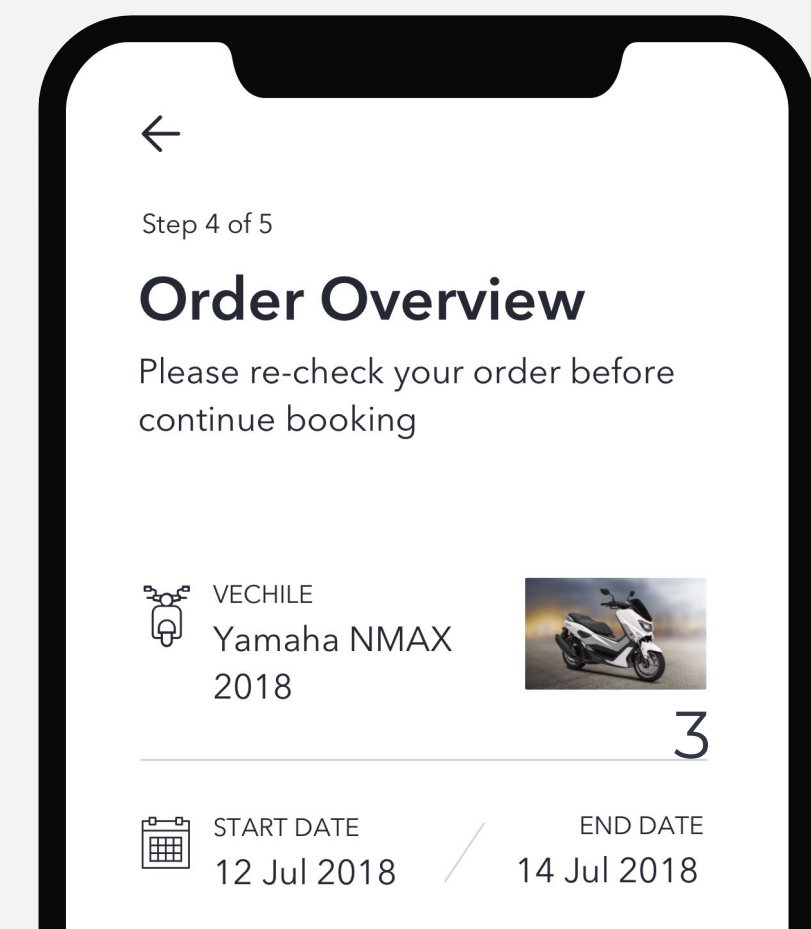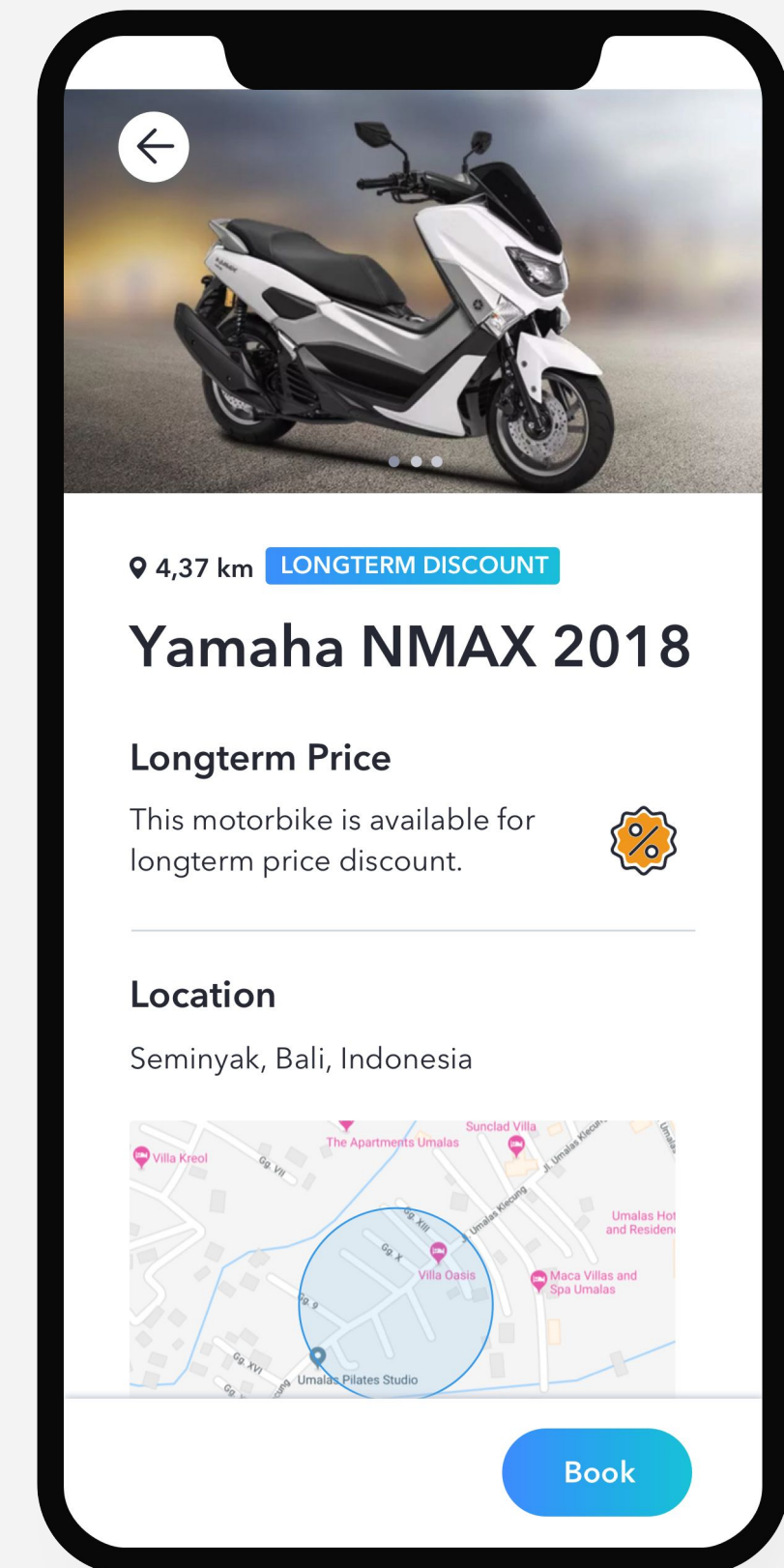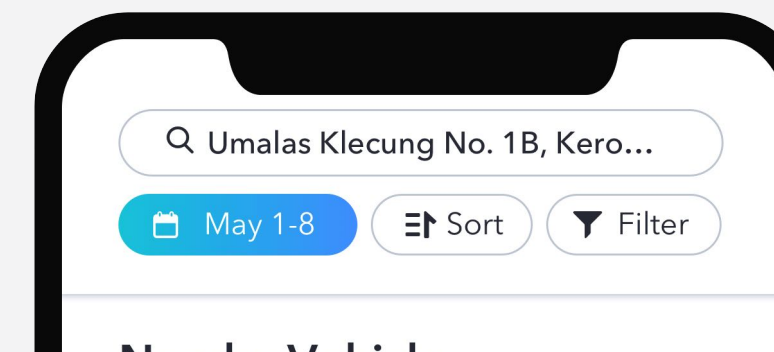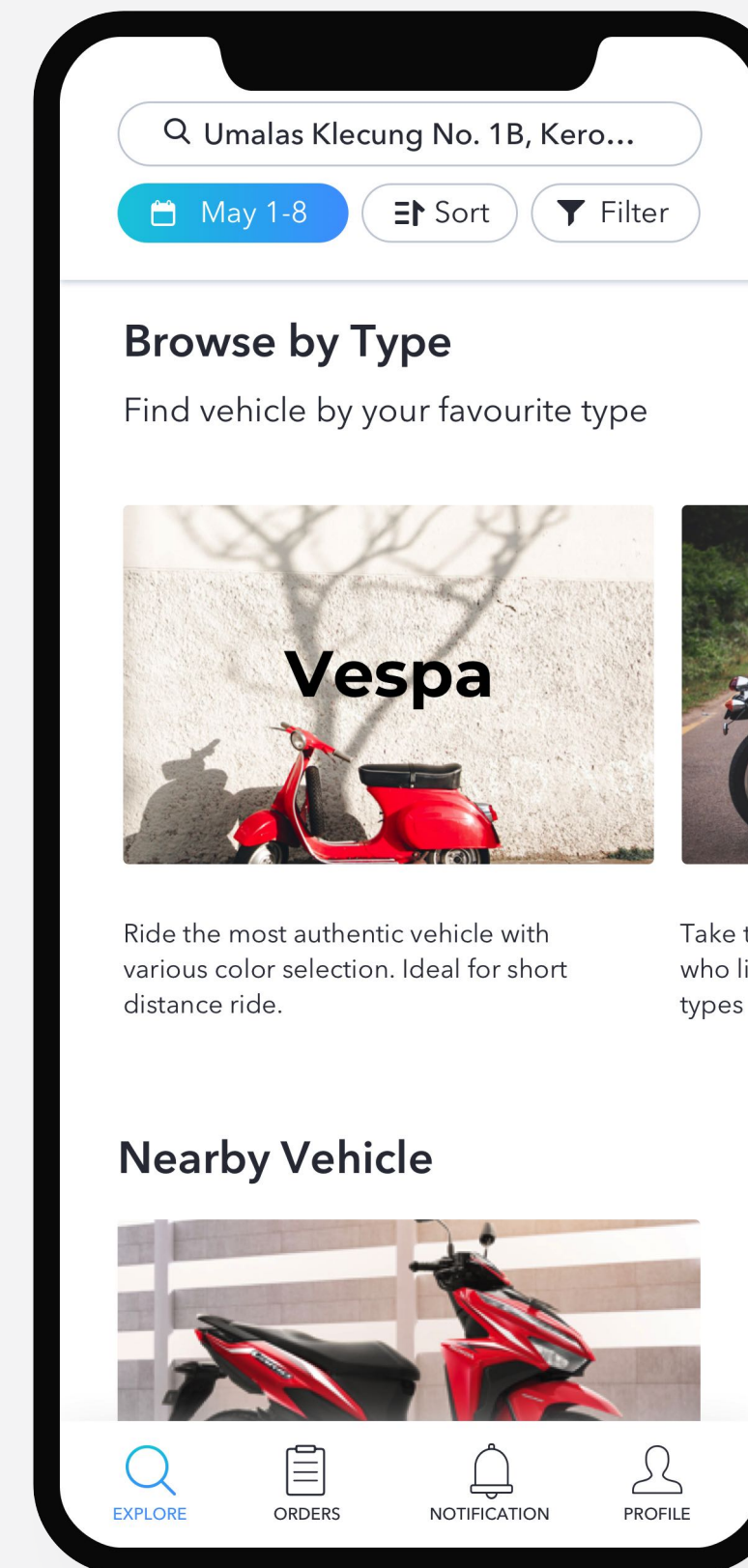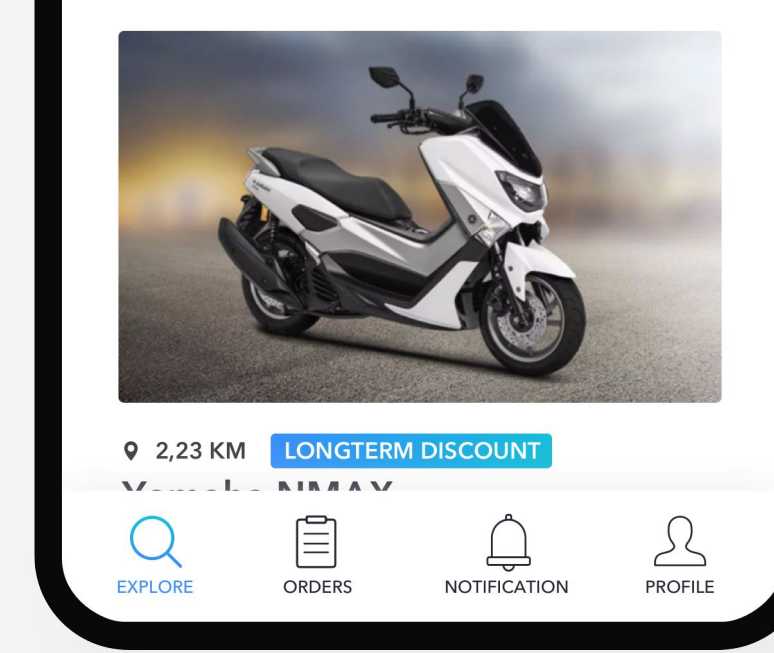
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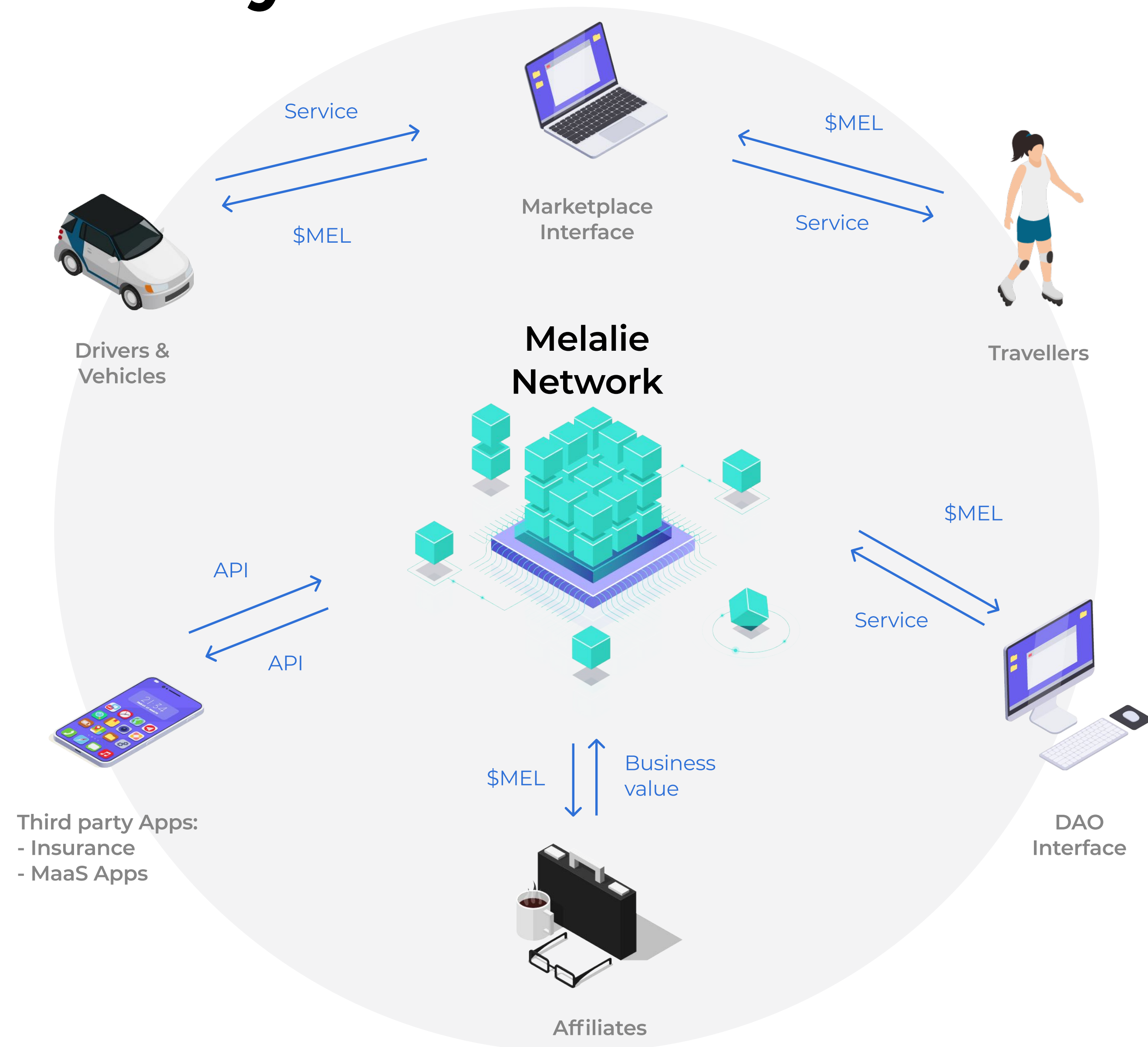
Executive summary

Melalie is a peer-to-peer (**P2P**) mobility marketplace. On the Melalie platform, people can rent vehicles from each other, without the need for intermediaries. The Melalie platform is complete, tested, **live** and already lists over 400 local vendors. The application can be downloaded in the Appstore (iOS) and the Google Playstore (Android).

The mobility market is a **multi billion dollar market**, that is dominated by massive centralized companies. Our mission is to provide a **decentralized alternative** and bring crypto benefits to this huge market. This is why the Melalie platform is powered by the **$MEL** token. In April, Melalie will launch its first **token sale.** The $MEL token is a revenue share token that not only provides a return for investors, but will also be used for payments and for managing the DAO behind the platform.

The Melalie ecosystem

Service

$MEL

Marketplace
Interface

$MEL

Service

Drivers &
Vehicles

Melalie
Network

Travellers

API

$MEL

API

Service

Third party Apps:
- Insurance
- MaaS Apps

$MEL

Business
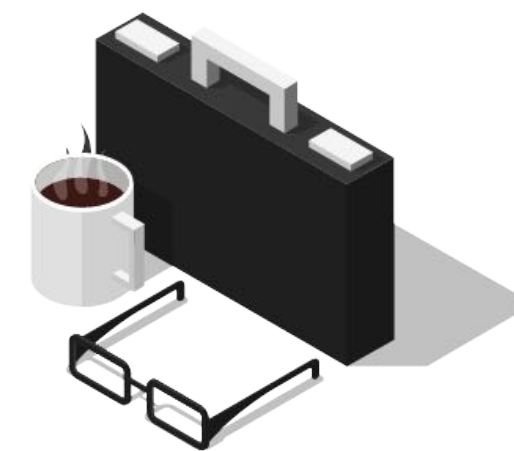value

DAO
Interface

Affiliates

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Melalie means freedom for travellers

Melalie empowers local entrepreneurs

The Melalie Tokensale

⚲ melalie

Token sale details

Listing Price on Uniswap, 0.10$ - Initial Market Cap at 0.10$ = 600,000$

Initial Circulating Supply: 6,000,000 Tokens

Total token supply: 120,000,000

Angel Round:

Access: Angels

Token Amount: 3,000,000

Price: 0.055$ per Token

Lock-Up: 20% before listing, 20% per month for four months, starting one month after the listing.

To be raised: 165,000.00$

Seed Round:

Access: Venture Capital Firms

Token Amount: 7,000,000

Price: 0.065$ per Token

Lock-Up: 20% before listing, 20% per month for four months, starting one month after the listing.

To be raised: 455,000.00$

Private Round 1

Access: Strategic partner by invitation.

Token Amount: 10,000,000

Price: 0.075$ per Token

Vesting: 20% before listing, 20% per month for four months, starting one month after the listing.

To be raised: 750,000.00$

Private Round 2

Access: Strategic partner by invitation.

Token Amount: 10,000,000

Price: 0.085$ per Token

Vesting: 20% before listing, 20% per month for four months, starting one month after the listing.

To be raised: 850,000.00$

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Melalie token plan

Total	120,000,000	$0.100	$12,000,000	Listing Price on Uniswap, 0.10$ - Initial Market Cap at 0.10$ = 600,000$
				Initial Circulating Supply: 6,000,000 Tokens

Sales	30,000,000	First release	Vesting
Angel:	3,000,000	20% before listing ends	20% per month for four months, starting one month after the listing.
Seed Round:	7,000,000	20% before listing ends	20% per month for four months, starting one month after the listing.
Private Round 1:	10,000,000	20% before listing ends	20% per month for four months, starting one month after the listing.
Private Round 2:	10,000,000	20% before listing ends	20% per month for four months, starting one month after the listing.
Operational Reserves:			
Funding Operations:	20,000,000	20 %,12 months after listing	10% per month for eight months, starting one month after the listing.
Funding Partnerships:	20,000,000	10% directly after listing	10% per month for nine months, starting one month after the first release
Contributors Incentives:		10% one month after listing	5% per month for eighteen months, starting one month after the first release
Voting Contributors:	7,500,000	10% directly after listing	5% per month for eighteen months, starting one month after the first release
Bounty Software:	7,500,000	20% before listing	10% per month for eight months, starting one month after the listing.
Bounty Community:	5,000,000		
Team & Advisors:			
Team:	15,000,000	20 %,24 months after listing	10% per month for eight months, starting one month after the first release
Advisor:	5,000,000	10 %,12 months after listing	10% per month for nine months, starting one month after the first release
MLL Vault:			
MM - Liquidity:	2,500,000	10 %,12 months after listing	10% per month for nine months, starting one month after the first release
MLL- Liquidity:	2,500,000	20 %,24 months after listing	10% per month for eight months, starting one month after the first release
Staff & Bootstrapping:			
Staff:	2,500,000	20 %,24 months after listing	10% per month for eight months, starting one month after the first release
Bootstrapping:	2,500,000	20 %,24 months after listing	10% per month for eight months, starting one month after the first release
Total	**120,000,000**		

Melalie will bring crypto adoption to a multi billion dollar market.

◎ melalie

How people will use the $MEL token

$MEL is the token that fuels The Melalie Network. $MEL offers a revenue share model to reward tokenholders. It offers our affiliates and community the possibility to monetize on their efforts to further develop our decentralized ecosystem.

Revenue Share

Earn $MEL on a daily basis. Melalie charges a fee between 5% and 10% on each transaction. This fee will be distributed directly to the tokenholders.

Payments

Melalie accepts traditional payments, as well as BTC, ETH and $MEL. Book a ride and pay with the Melalie token.

Staking & governance

Our mission is develop a fully functional DAO. Participants of the DAO will be rewarded with $MEL.
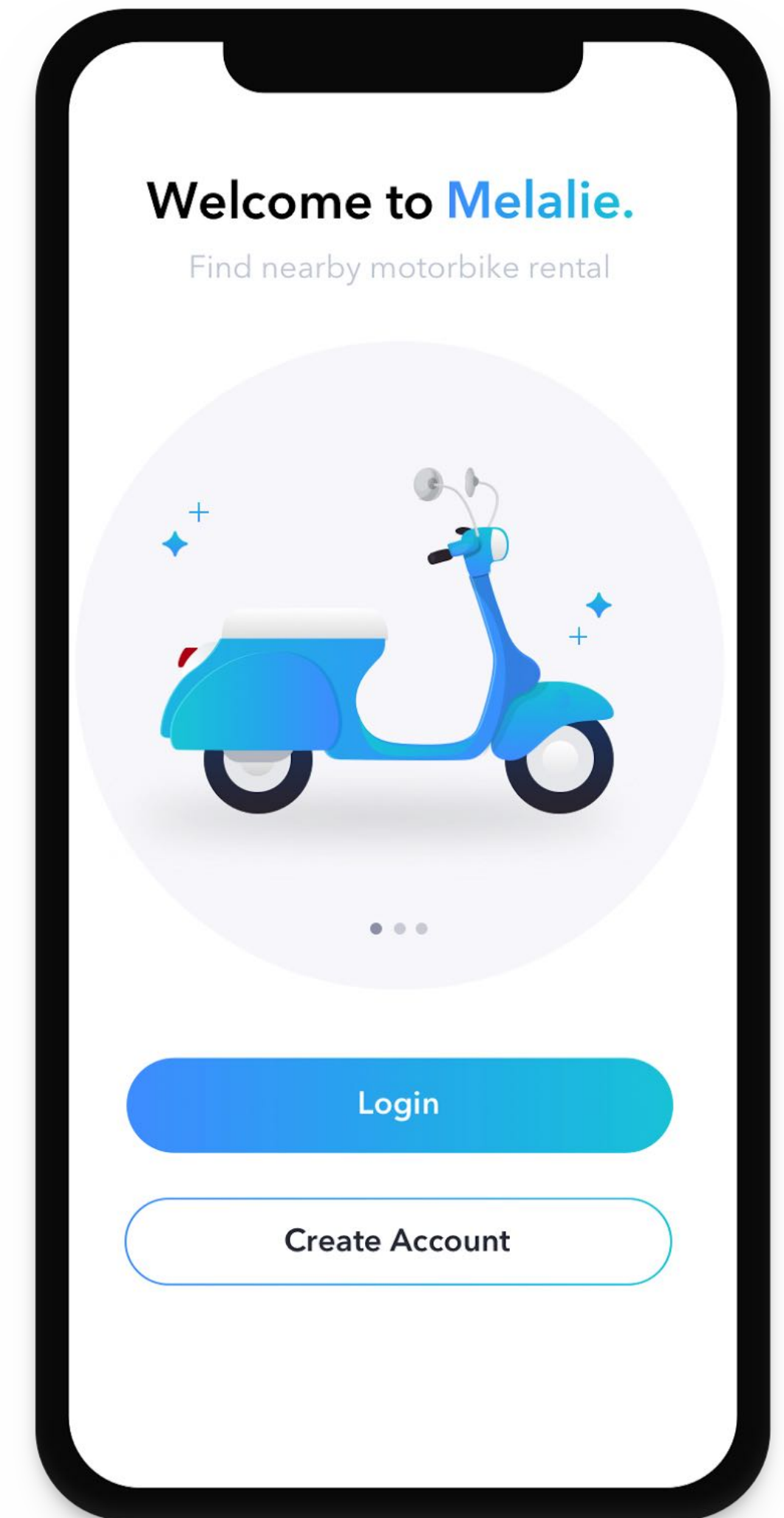
Affiliates

Using this platform people can earn $MEL for adding business value to the network.

melalie COSMOS

The $MEL token for sharing revenue

Earn $MEL for each transaction in the Melalie network

Melalie is a peer-to-peer **(P2P) mob**ility marketplace. On the Melalie platform, people can rent vehicles from each other, without the need for intermediaries. The Melalie platform is complete, tested, live and already lists over 400 local vendors. The application can be downloaded in the Appstore (iOS) and the Google Playstore (Android).

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Welcome to Melalie.
Find nearby motorbike rental

Login

Create Account

A $MEL powered affiliate platform

Earn tokens by adding vehicles and help to grow the community

Melalie developed an elaborate affiliate platform. The goal of this program is to reward the people and companies that grow our business and add network value to our platform.

→ Promote Melalie to local vendors and receive rewards in $MEL for each booking via this vendor.

→ Promote Melalie to consumers and receive rewards in $MEL for each booking.

In Q4 we aim to release a custom DeFi tool:

→ Support a local entrepreneur by lending $MEL tokens. Receive rewards in $MEL for each booking and make a profit. Help local entrepreneurs to build and grow their company.

Our affiliate program is live. Register via: melalie.com/partner-program

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12
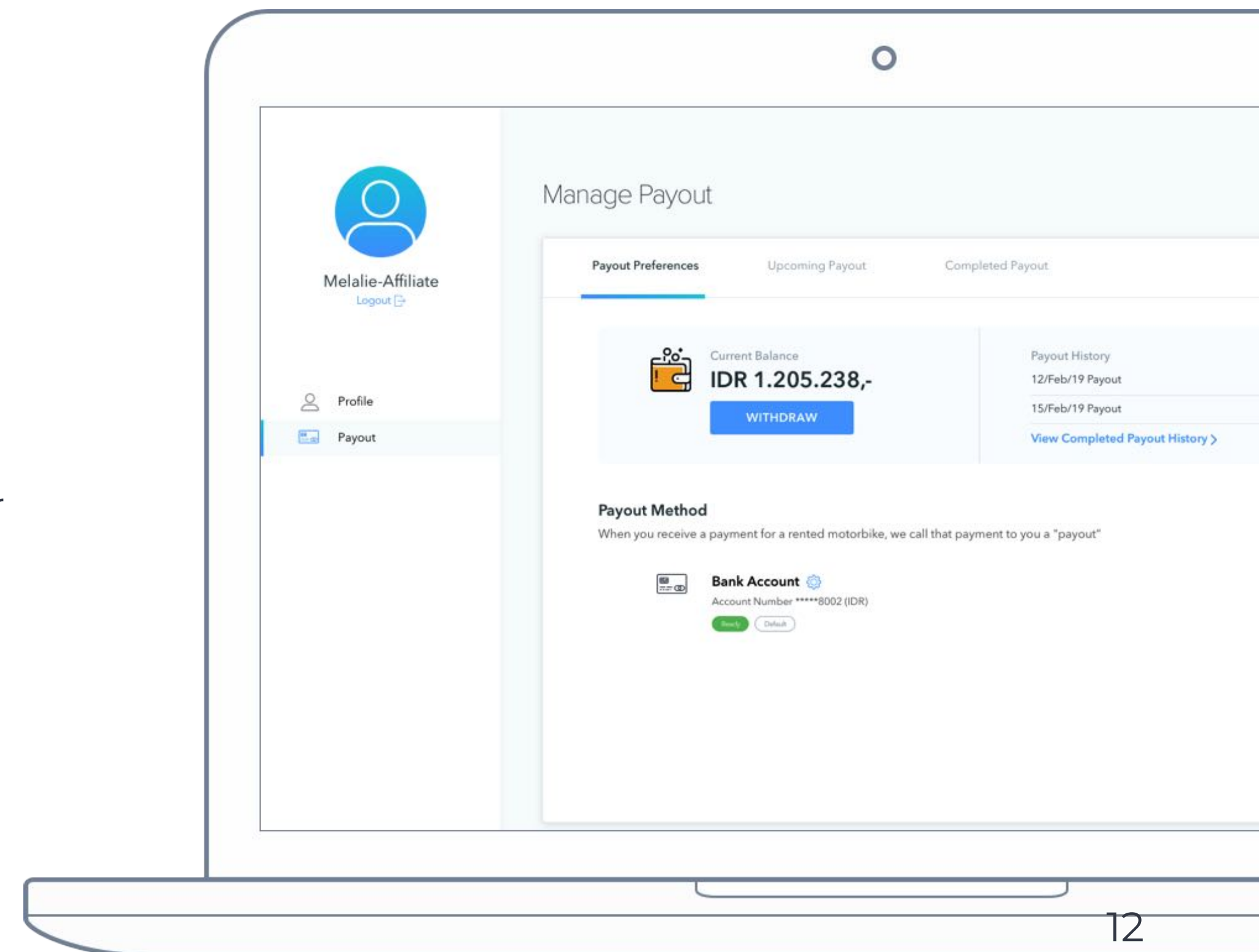
Blockchain technology

to distribute governance

Distribute governance

The Melalie platform will be governed using the principles of a DAO. This means that tokenholders will be actively engaged in decision making. Tokenholders can stake tokens, create proposals and vote on them.

Voting requires $MEL tokens and takes place on the Melalie Governance Portal. The Governance Portal lists Polls and Proposals.

To vote, $MEL owners must "lock-up" or stake tokens by transferring them into the Voting Contract. Votes are weighted based on the quantity of $MEL locked in the contract. "Locked" $MEL can be withdrawn at any time.

The Cosmos based blockchain network is currently in testnet stage. We expect to release our mainnet in Q3 2021.
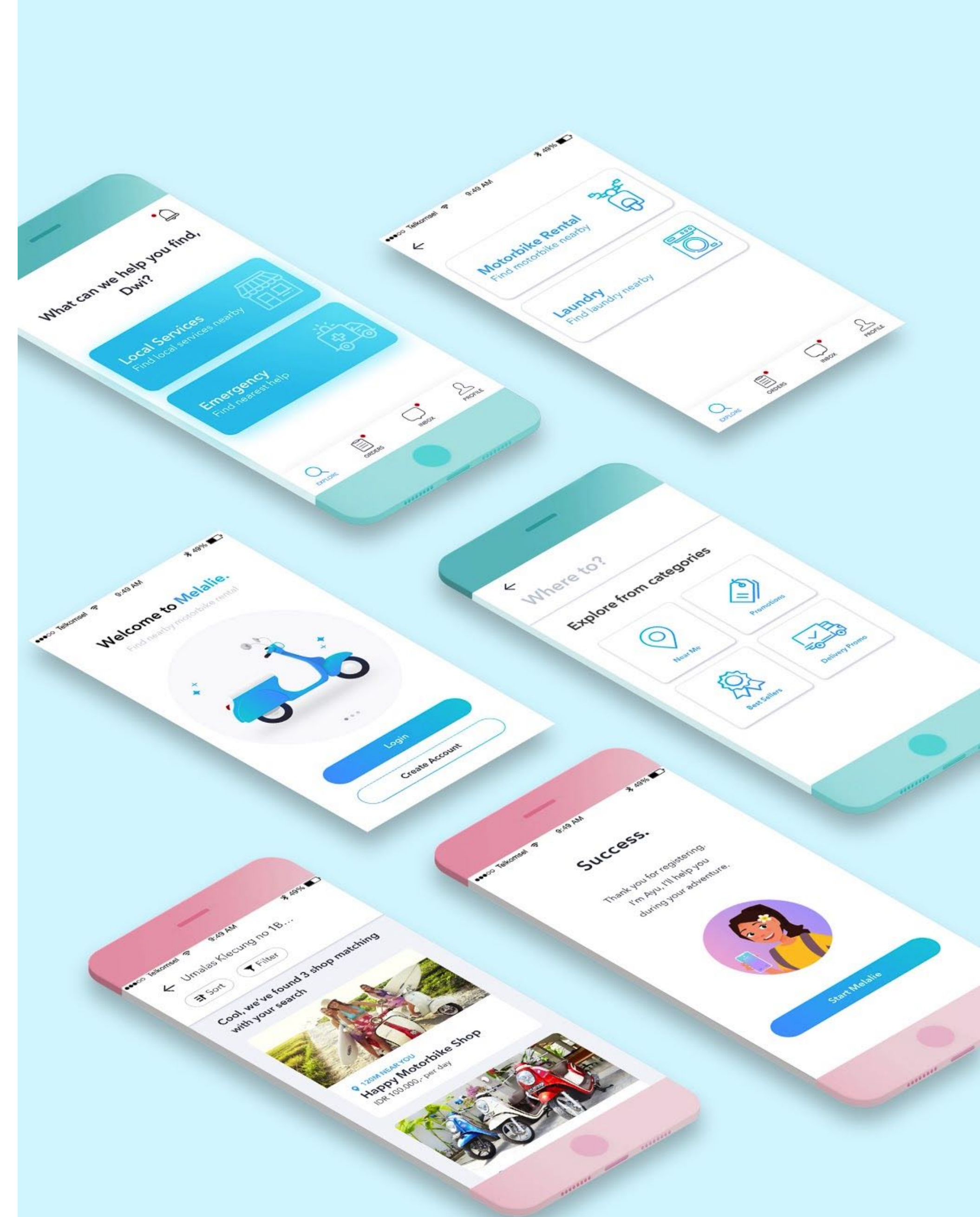
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The Melalie platform is live, operational and battle tested.

Ready to scale up.

Traction &
scale up strategy

Melalie launched in Bali

We launched and tested the application in vibrant **Bali**. Bali (usually) attracts a lot of visitors, many eager to explore the island and was therefore the perfect location to get started.

Despite being hit by the pandemic, the platform now lists over **400 local vendors** and manages **thousands of bookings**. With this early adoption, we have been able to extensively test and perfect our platform.

People can download the application and many kinds of vehicle. Right now, entrepreneurs from **all over the world** can already register and start making money.

Download on the **App Store**

GET IT ON **Google Play**
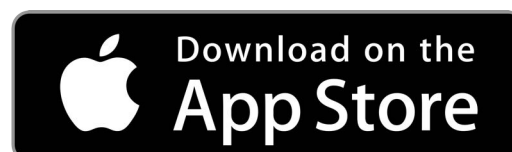
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In 2021 we roll out in The Netherlands

The founders of the Melalie platform are both from the Netherlands, and share a great understanding of the Dutch mobility market. Over the past ten years, the founders have closely worked with many of the largest Dutch mobility companies and Melalie can leverage this great network of business partners.

With our already live platform, we will enable the Dutch to generate an income with their vehicles. In supporting local entrepreneurs attain the benefits of the platform economy, we can, together, provide an shared-benefits alternative to the large ride hail companies.

Phase 1 of our launch in the Netherlands will start in Amsterdam. After gaining traction we will spread out to other cities in the Netherlands.
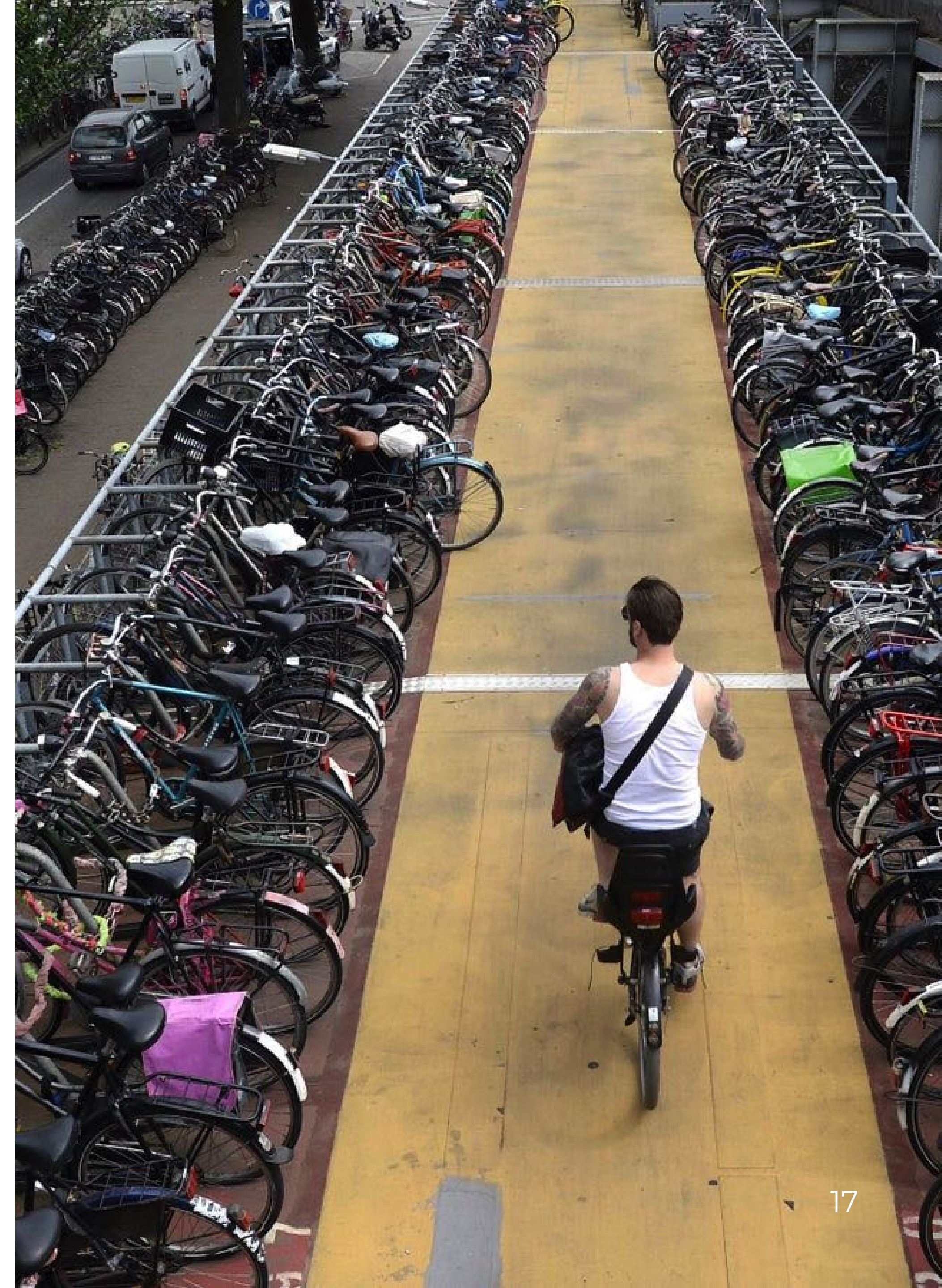
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Roadmap

Our mission is to become the #1 mobility marketplace globally.

2018: The foundation of the company

- Developed the initial concept
- Recruitment of core-team

2019

Launch of the MVP

2020: Milestone of the first 1000 trips via Melalie

- Launch in Bali, onboarded 400 + vendors
- Extensive testing

2021

- Launch in the Netherlands
- Tokensale
- Launch in Thailand
- Launch of mainnet
- Deliver MaaS API

2022: Scaleup to 5 other countries

Launch of M3; the Melalie DAO

2023: Full coverage in Europe, Asia

Launch in South America

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Why Melalie?

@ melalie

Why Melalie?

We started Melalie to offer a decentralized and community driven alternative. We want to help local people and small entrepreneurs generate an income with their vehicles by providing travellers with easy modes of transportation. By doing so we make **better use** of existing vehicles and have a positive impact on the **environment** as well as **local economies.**

Reduce vehicle downtime

The average vehcile downtime can exceed 90%. This is a waste of resources.

Rent from locals

Travel how locals travel. Rent a vehicle without any hassle or earn money by renting out yours.

Empower entrepreneurs

Give small entrepreneurs the power of the platform economy

Blockchain technology

Cut out the middle man and remove the aggregators. Blockchain gives power to our P2P marketplace.

melalie

Reducing vehicle downtime

Despite many innovations in the mobility industry, **vehicle downtime is still at an all time high.**

So-called shared vehicles are often neglected or in the wrong place at the wrong time, while personal cars, bikes and motorbikes are not used for over 90% of the time. Ride sharing companies often contribute to the problem, by adding more vehicles to simply power their own business model.

The real challenge for the market lies not in adding more centralised owned vehicles, apps or other options. Instead, it lies in **reuse, collaboration, empowerment** and **local initiatives**.

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Fighting centralisation of ownership

Large corporations, supported officials from the World Economic Forum, and other institutions are advocating for a world in which the corporations own the goods and infrastructure and individuals "own nothing and still are happy"

The big question is: **Who will have the benefit of ownership?**

A consequence of this trend is that, individuals are stripped of the opportunity to accumulate capital and create individual wealth. We do not agree with this.

Uber is a great example. Before Uber, local entrepreneurs had the possibility to build a business and generate a good income. Now, drivers are enslaved to Uber algorithms.

Melalie brings the power of the platform economy to the masses: Enabling anyone to contribute and generate a fair return. As a collective, we can beat the institutions.

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Cheap dollars disrupt markets

In this highly competitive landscape, swift and massive capital investment is necessary to achieve a critical mass, disrupt local markets, create a network effect and - in theory - create a viable business.

The consequence of this rush is the creation of **unfair**, monopolistic and market damaging business practices. Large international corporations, **venture funded** for growth and future profitability, often crowd into markets, **ignore** local regulations and execute a pricing strategy to deliver services **below cost** prices in order to **eliminate** competition.

Local entrepreneurs, taxi drivers and communities pay the price. Melalie offers a decentralized alternative. We bring the power of the platform economy to local communities and individuals.

melalie

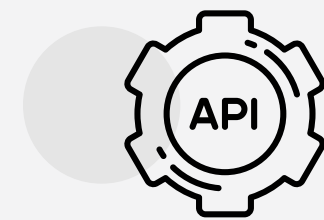# Current state of technology

melalie   CØSMOS

A combination of **proven and scalable technologies** is used to develop the **Melalie network**

Blockchain

Cosmos is a decentralized ecosystem of parallel blockchains that can scale and interoperate with each other. It's fast, reliable and great to work on.

API

We will make our vehicle inventory available to other mobility applications and vice versa.

Back-end

The Melalie back-end is developed using Ruby. A robust framework that we know inside out.

Front-end

All Melalie applications are developed using React Native. A great way to quickly develop strong applications.
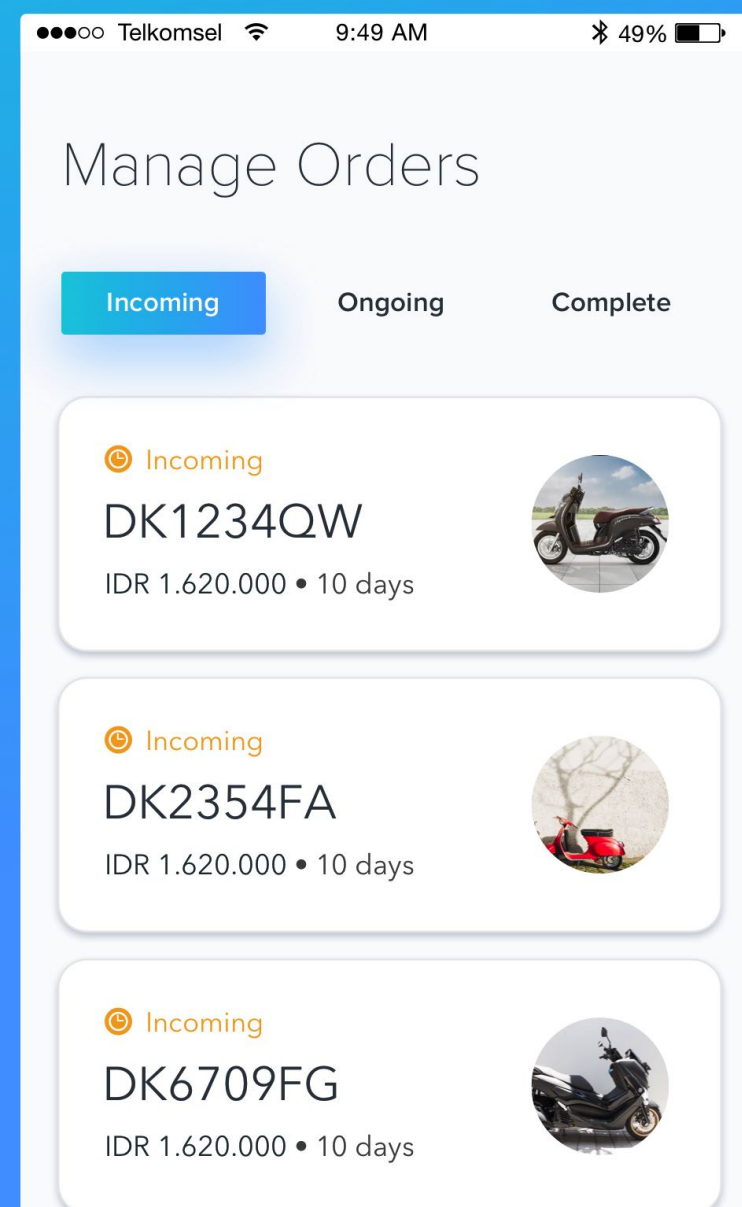
Melalie for vendors

For individuals or local vendors, Melalie has developed the vendor application. Easily upload your vehicles, manage orders and track business statistics. The application is live and can be downloaded.
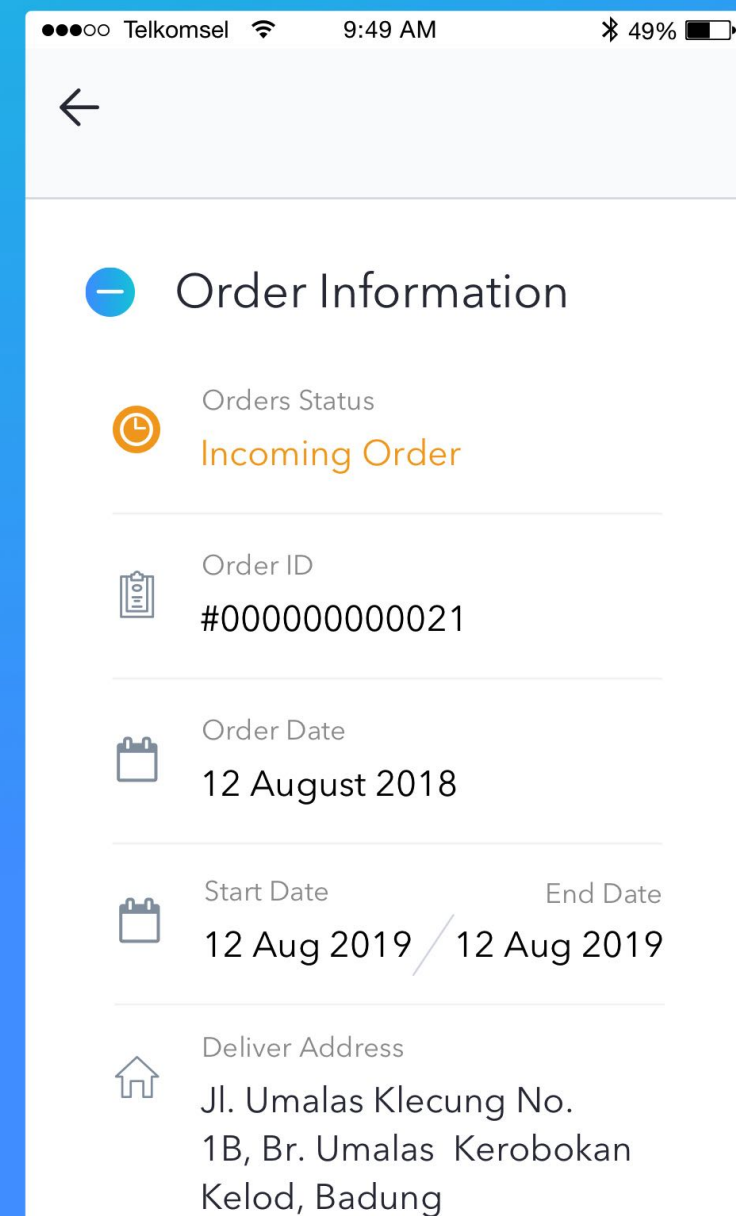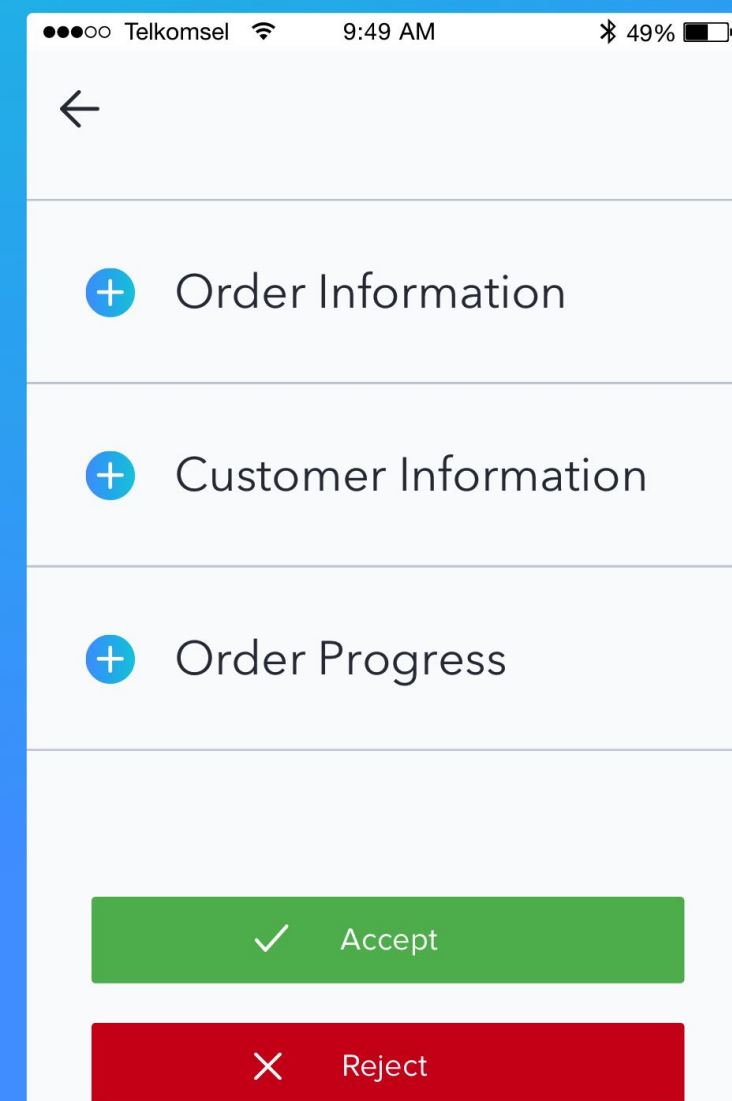
Download on the App Store

GET IT ON Google Play

MANAGE ORDERS
Easily manage your orders

●●●○○ Telkomsel 🖙 9:49 AM ✳ 49% ▮

Manage Orders

[Incoming] Ongoing Complete

⊙ Incoming
DK1234QW
IDR 1.620.000 • 10 days

⊙ Incoming
DK2354FA
IDR 1.620.000 • 10 days

⊙ Incoming
DK6709FG
IDR 1.620.000 • 10 days

ORDER INFORMATION
Order confirmation in one glance

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←

⊖ Order Information

Orders Status
Incoming Order

Order ID
#000000000021

Order Date
12 August 2018

Start Date   End Date
12 Aug 2019   /   12 Aug 2019

Deliver Address
Jl. Umalas Klecung No.
1B, Br. Umalas Kerobokan
Kelod, Badung

ACCEPT / REJECT ORDERS
Easily accept or reject orders

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⊕ Order Information

⊕ Customer Information

⊕ Order Progress

✓ Accept

✕ Reject

STATISTICS
Keep track of your business online

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☰

Dashboard

[Statistics] Orders Products

⊕ Total Earnings
IDR **26.400.000**
Today   This Week   This Month
+ 2.000.000   + 6.000.000   + 26.000.000

⊖ Total Loss
IDR **80.000**
Today   This Week   This Month
− 80.000   − 80.000   − 80.000

▦ Dashboard   📋 Orders   📅 Schedule
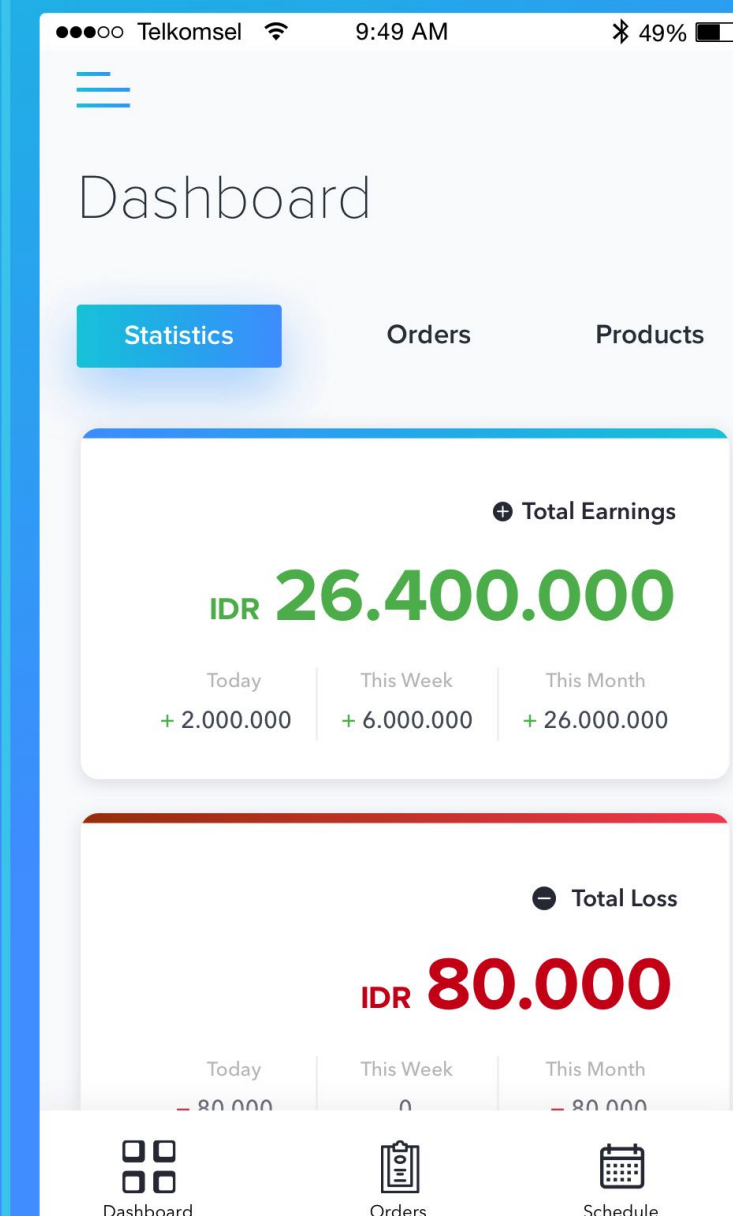

MOTORBIKE SCHEDULE
Easily manage your bookings with our scheduling system

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←

Schedule Details

Schedule Title
Rented by Angel

Plate Number
DK1234QYZ

Motorbike
Vespa Primavera 2019

Start Date   End Date
12 Aug 2019   /   12 Aug 2019

Start Time   End Time
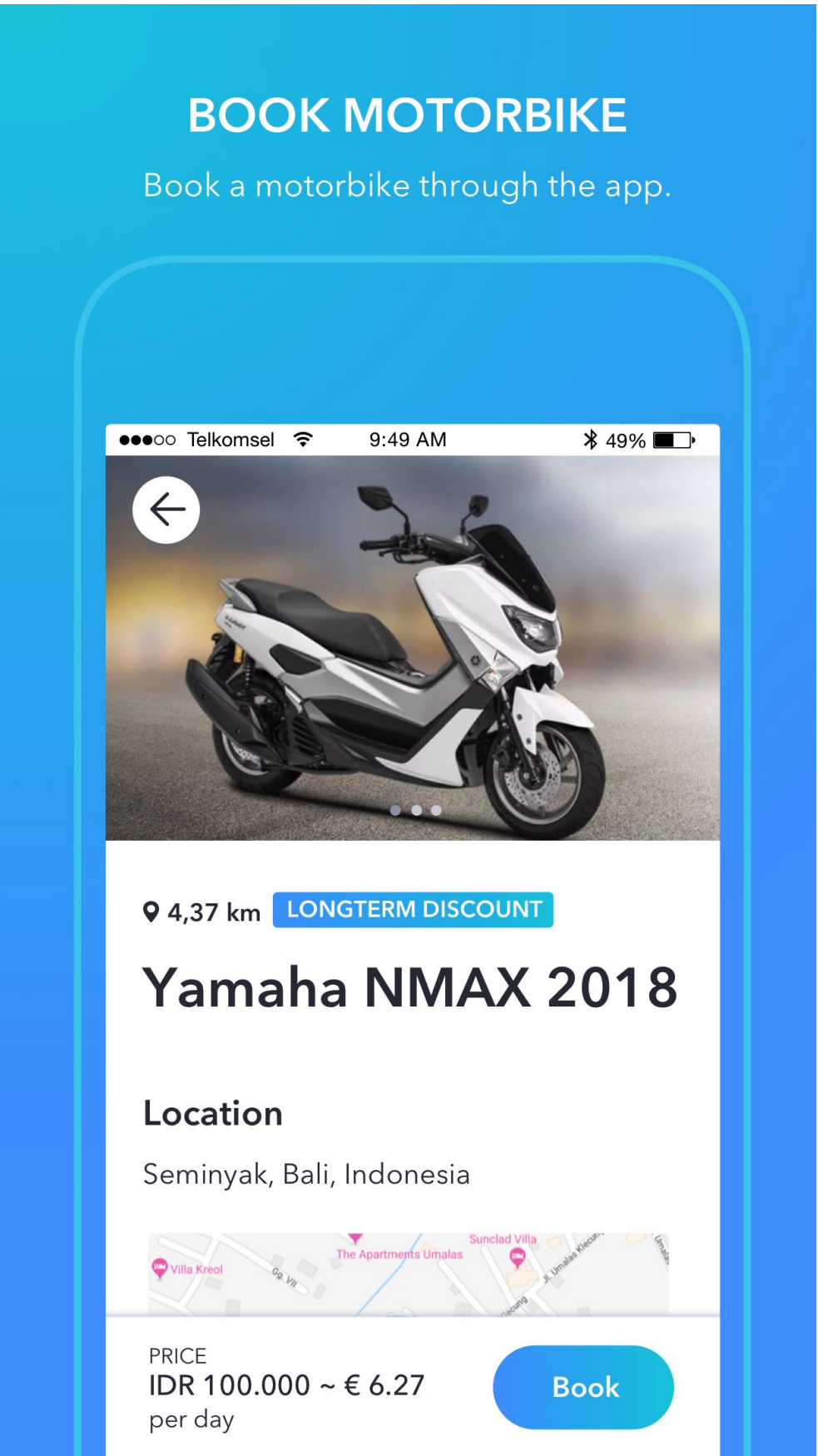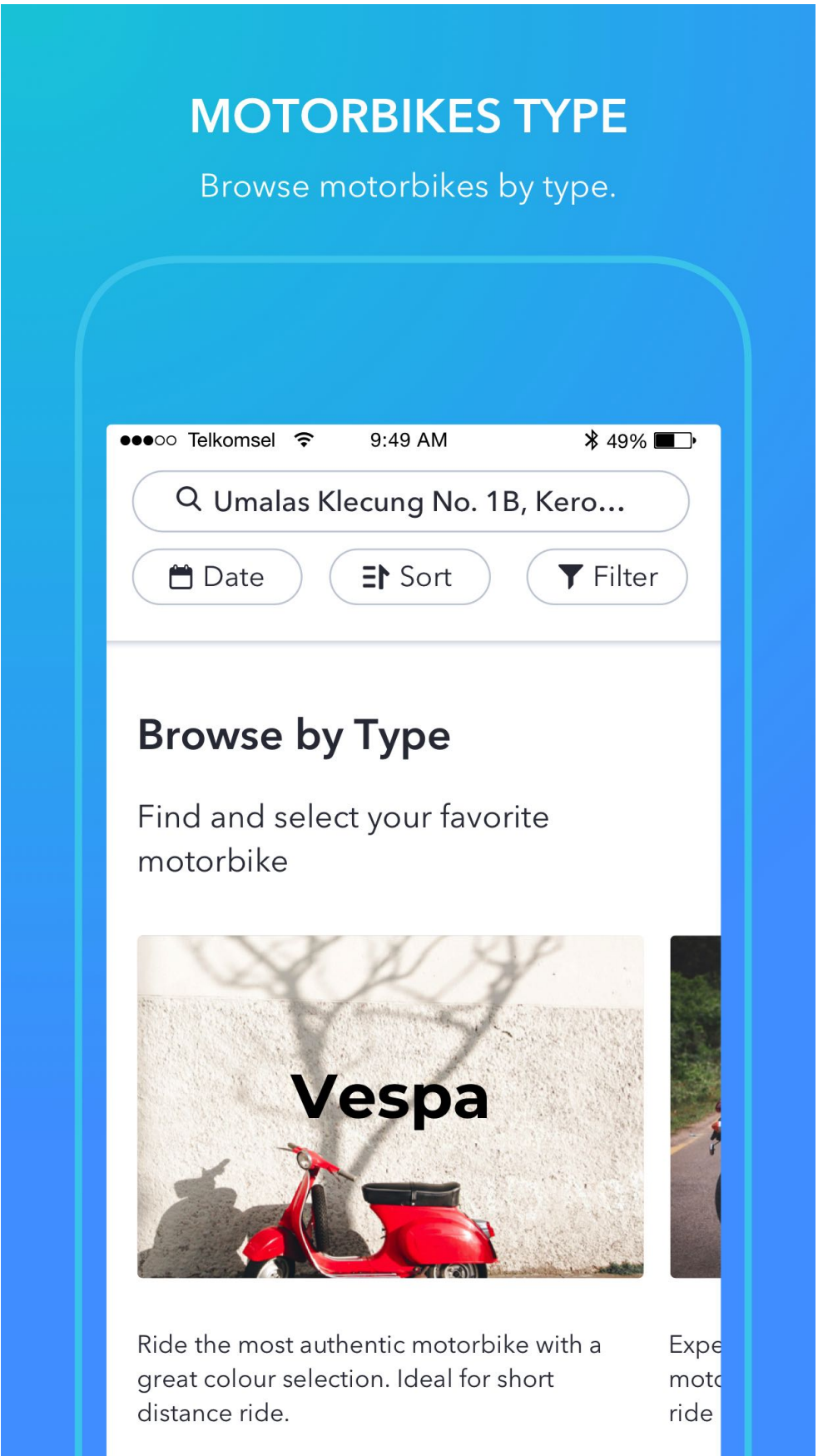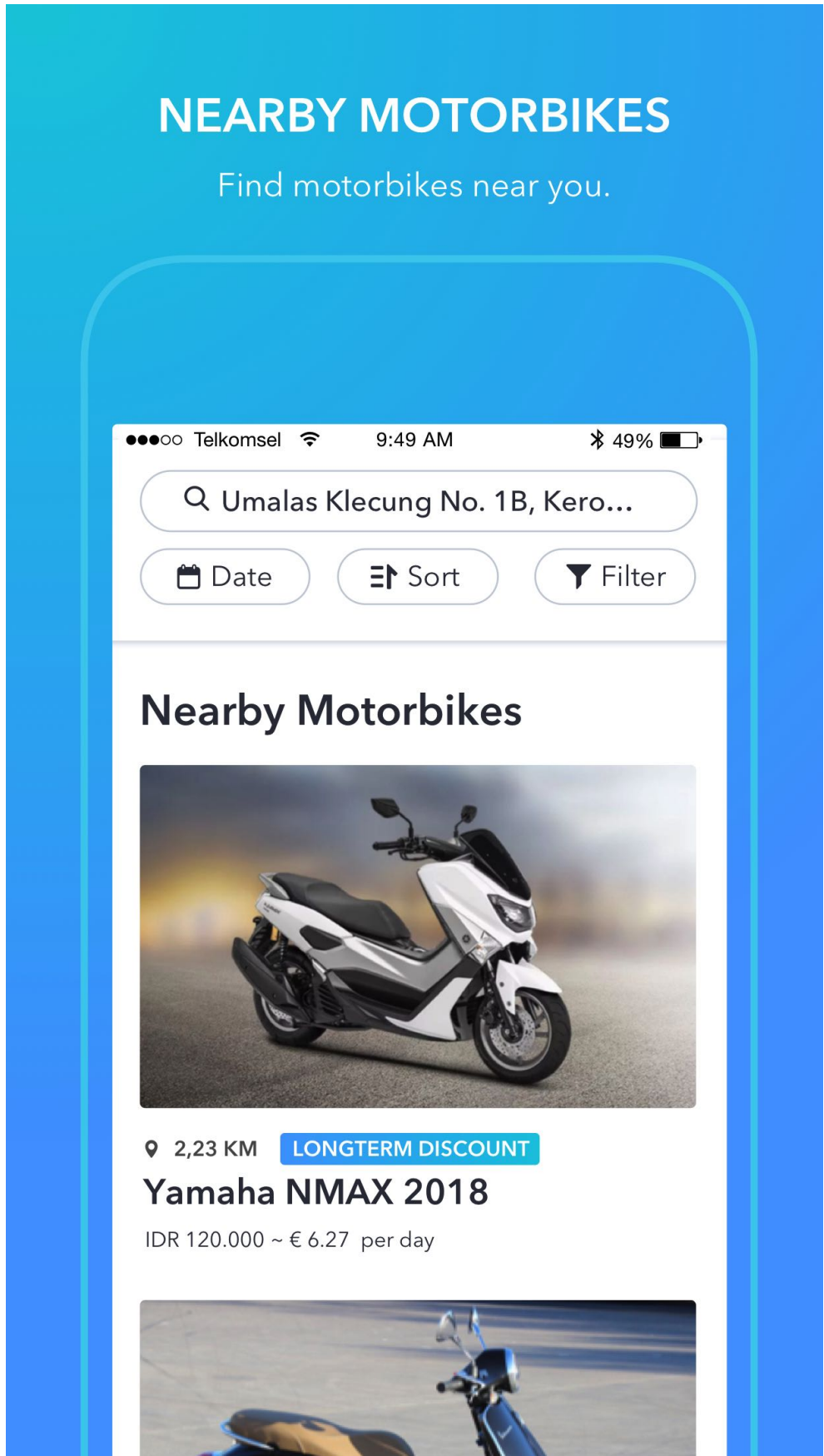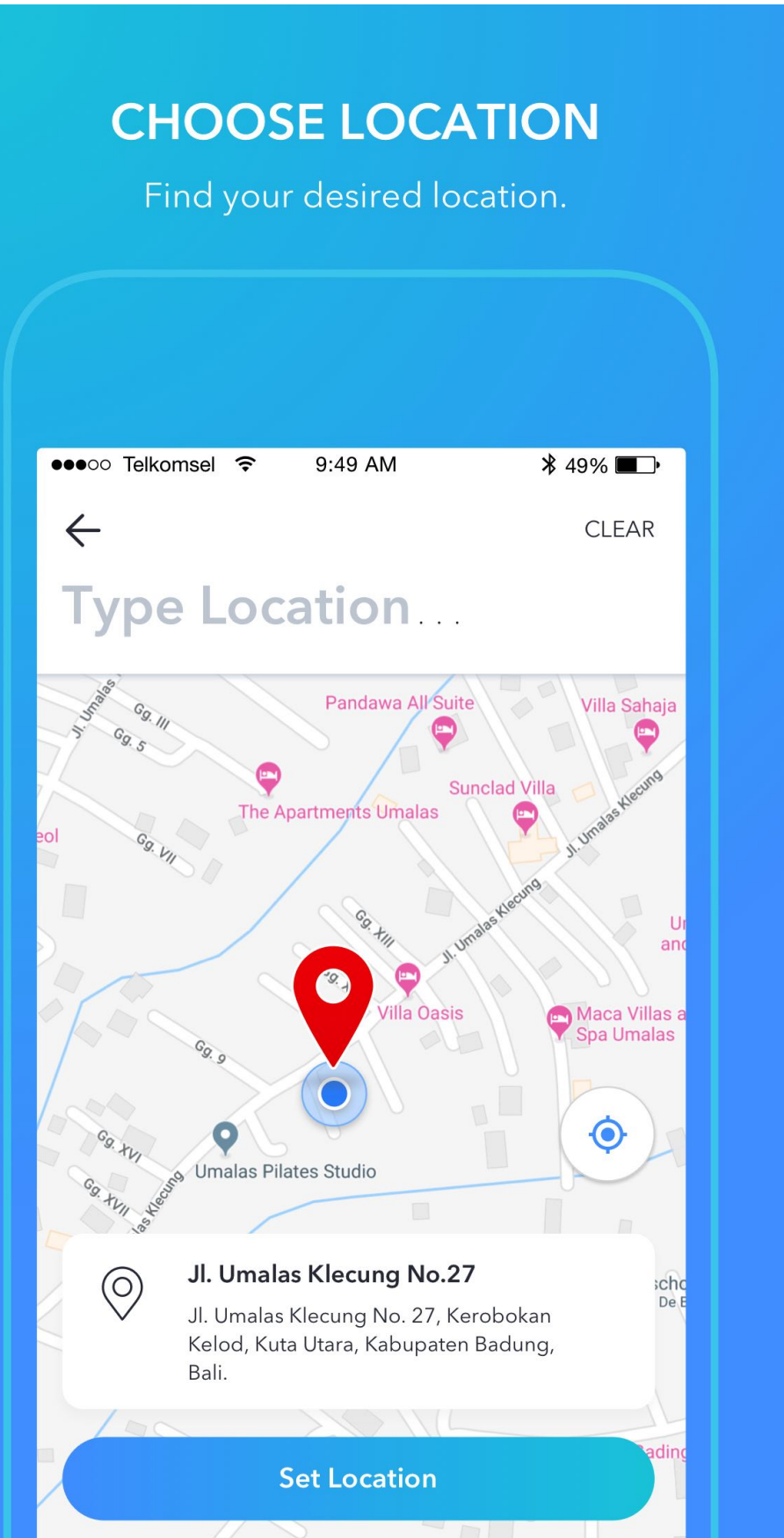12:00   /   12:00

✎ Edit Schedule
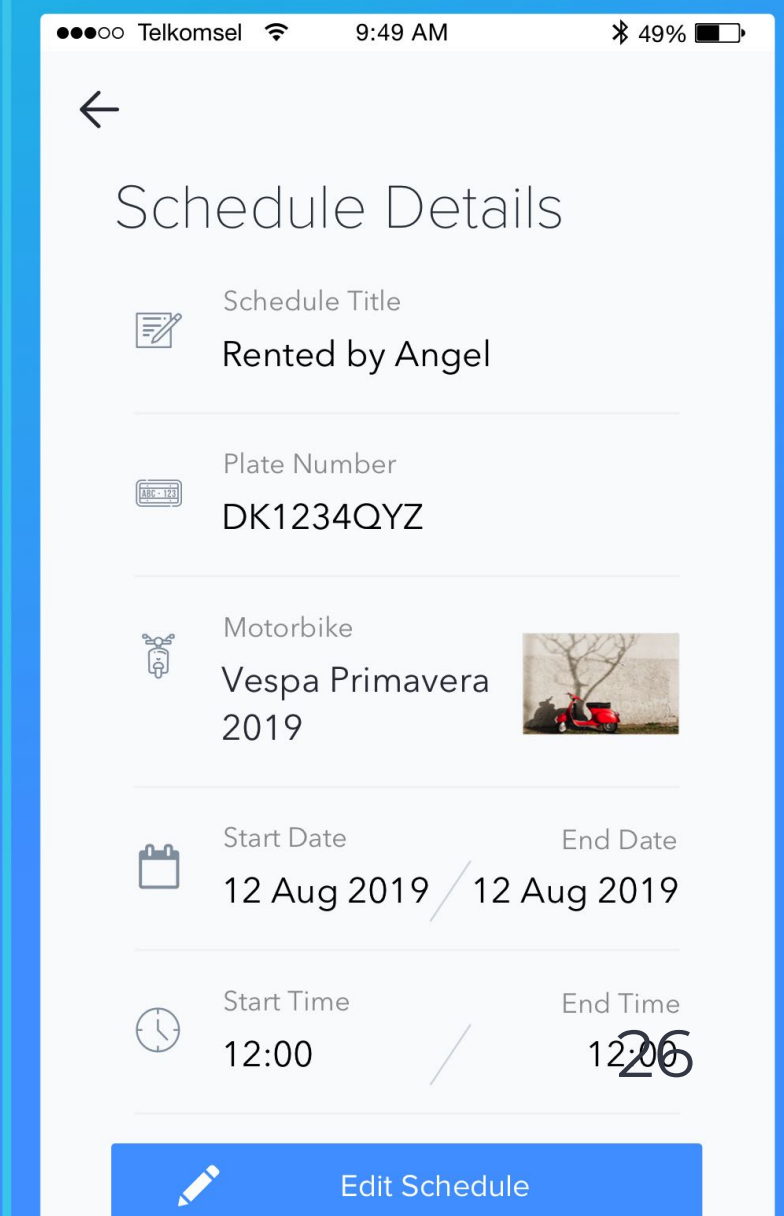
The Melalie vendor management dashboard.

Via the Melalie vendor dashboard we offer even more features to our vendors. From order management to managing your customers. From business statistics to affiliate management. It offers a full package to earn money on your fleet of vehicles.
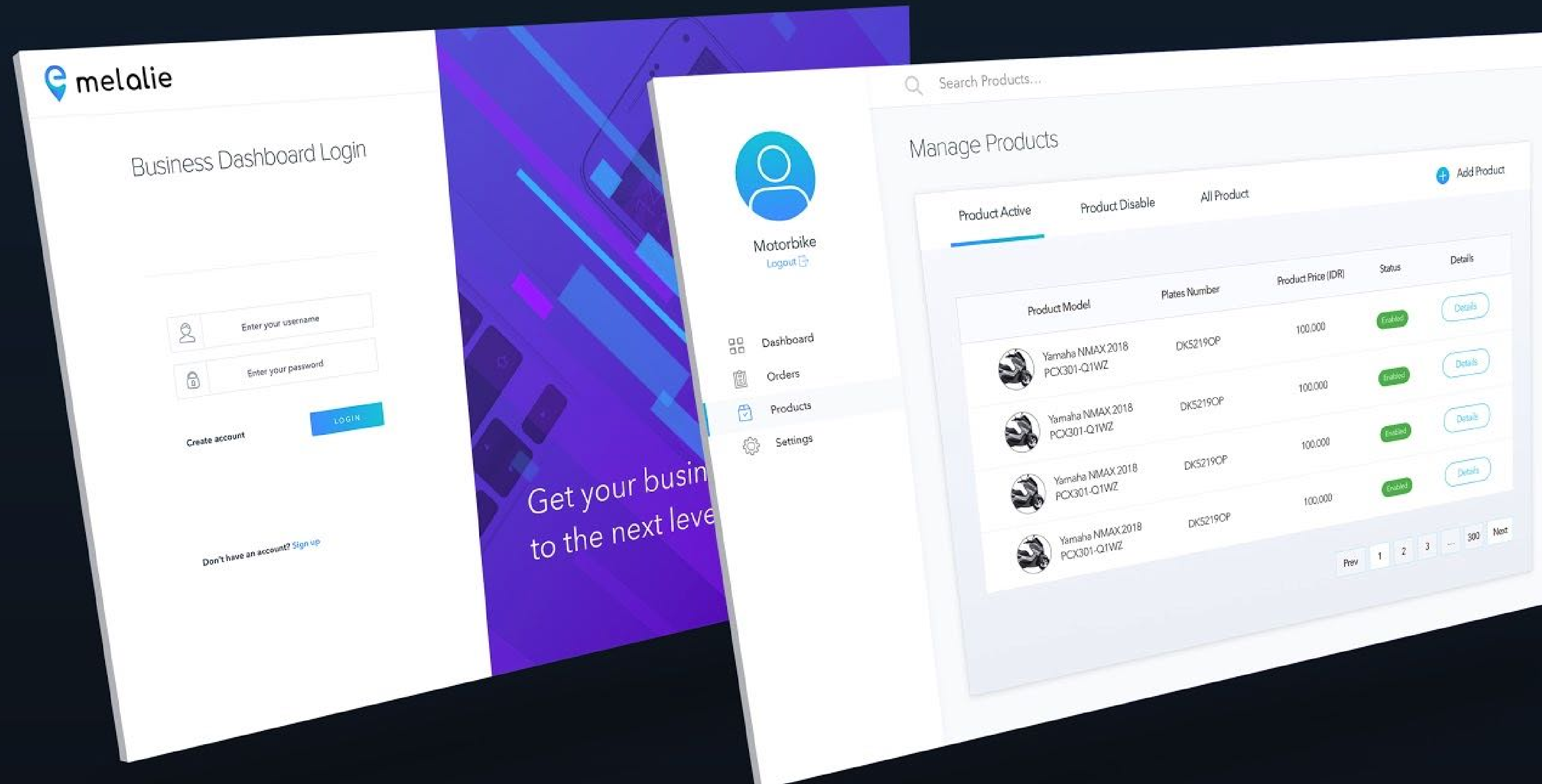
Melalie for travellers

Do you want to rent from locals? Simply download the application. All you need to do is check the availability in your area and request the vehicle you like. The application is live and can be downloaded.

Download on the **App Store**

GET IT ON **Google Play**

CHOOSE LOCATION
Find your desired location.

●●●○○ Telkomsel 📶 9:49 AM 🔋 49% ▮▯

← CLEAR

Type Location . . .

📍 **Jl. Umalas Klecung No.27**
Jl. Umalas Klecung No. 27, Kerobokan Kelod, Kuta Utara, Kabupaten Badung, Bali.

Set Location

NEARBY MOTORBIKES
Find motorbikes near you.

●●●○○ Telkomsel 📶 9:49 AM 🔋 49% ▮▯

🔍 Umalas Klecung No. 1B, Kero...

📅 Date | ⇅ Sort | ▼ Filter

Nearby Motorbikes

📍 2,23 KM **LONGTERM DISCOUNT**
Yamaha NMAX 2018
IDR 120.000 ~ € 6.27 per day

MOTORBIKES TYPE
Browse motorbikes by type.

●●●○○ Telkomsel 📶 9:49 AM 🔋 49% ▮▯

🔍 Umalas Klecung No. 1B, Kero...

📅 Date | ⇅ Sort | ▼ Filter

Browse by Type

Find and select your favorite motorbike

Vespa

Ride the most authentic motorbike with a great colour selection. Ideal for short distance ride.

BOOK MOTORBIKE
Book a motorbike through the app.

●●●○○ Telkomsel 📶 9:49 AM 🔋 49% ▮▯

←

📍 4,37 km **LONGTERM DISCOUNT**

Yamaha NMAX 2018

Location
Seminyak, Bali, Indonesia

PRICE
IDR 100.000 ~ € 6.27 per day

Book

ORDER OVERVIEW
Verify your request before booking.

●●●○○ Telkomsel 📶 9:49 AM 🔋 49% ▮▯

←

Step 4 of 5

Order Overview

Please re-check your order before continue booking

🛵 MOTORBIKE
Yamaha NMAX 2018

📅 START DATE
12 Jul 2018 | END DATE
14 Jul 2018

28

Next

About us

Jan Plas (1991)

Founder of Melalie

"Technology entrepreneur based in Asia since 2015 with over 10 years experience in the field Information technology. My passion is to develop challenging and complex software solutions that contribute to a better society. Over the years I've led several software companies and in 2018, I founded Melalie.

Jochem Verheul (1981)

Co-founder, business development

"Technology entrepreneur based in Asia. My initial focus on smart city solutions in Amsterdam has widened and deepened to encompass a range of global mobility, blockchain and logistics solutions. Over the years I've led numerous large, often complex and innovative projects and founded a few new startups.

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Participate in our tokensale

Get the $MEL token now!

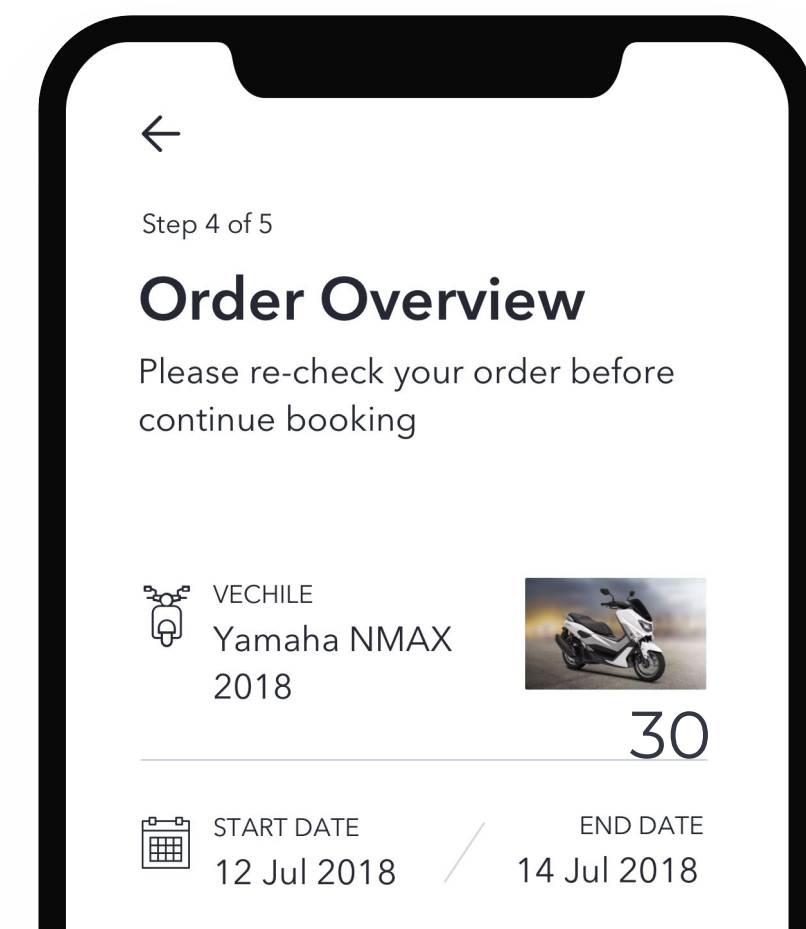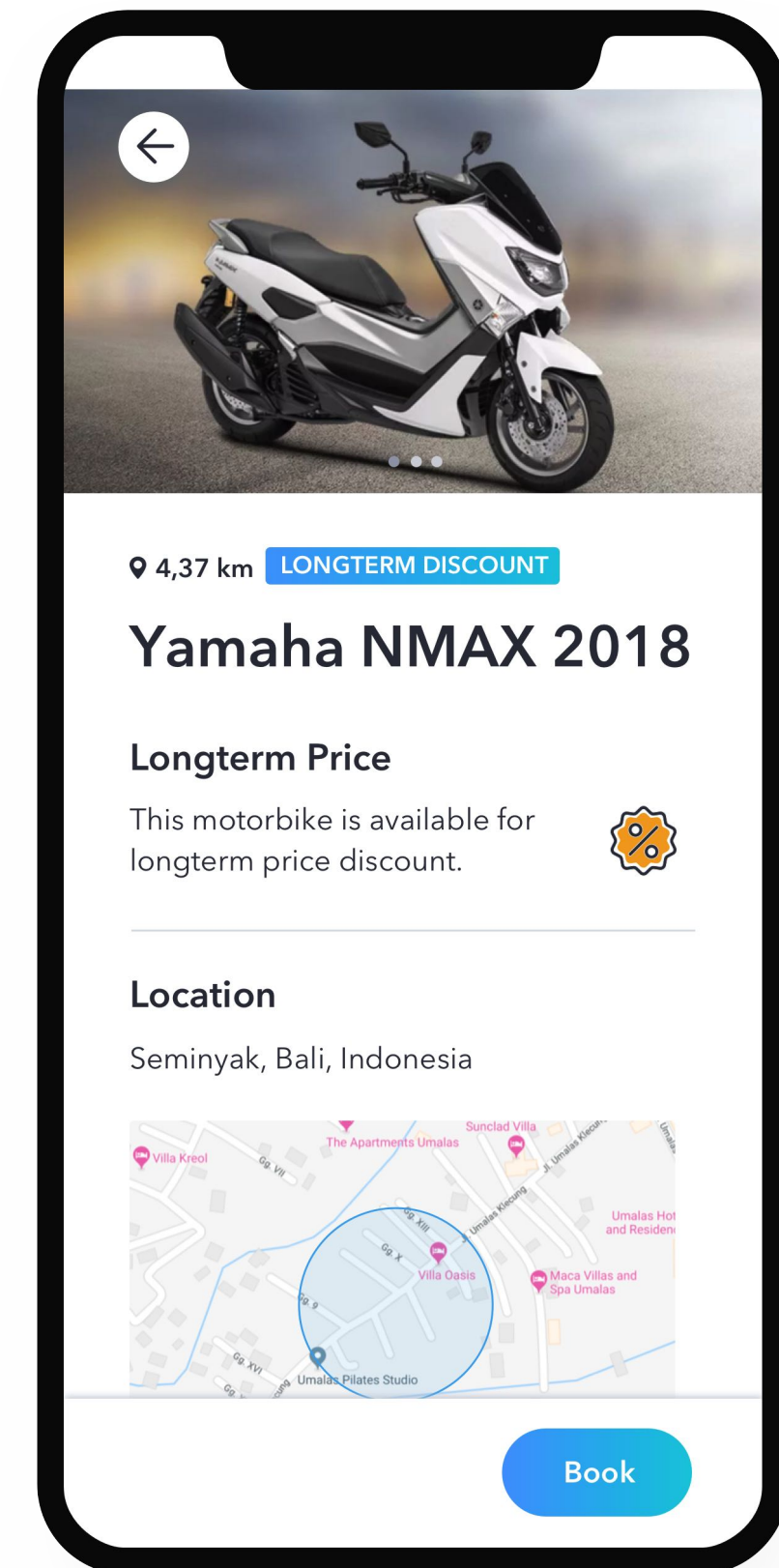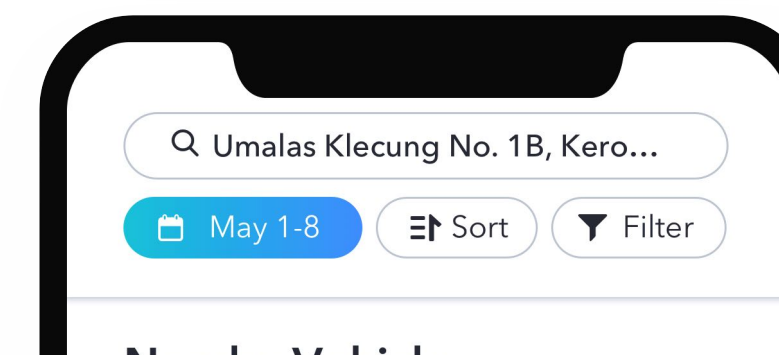Check our website for more details or follow us on our socials.
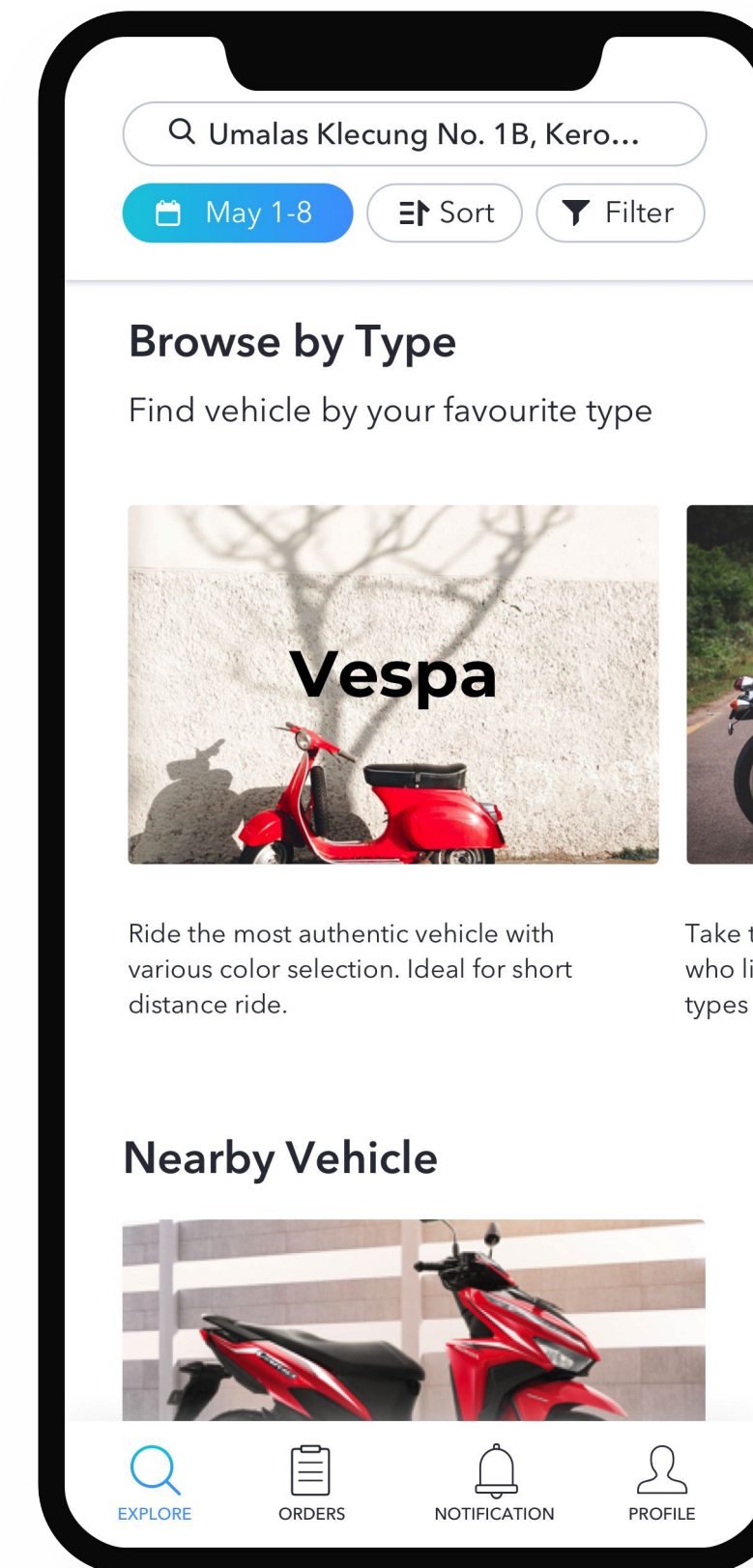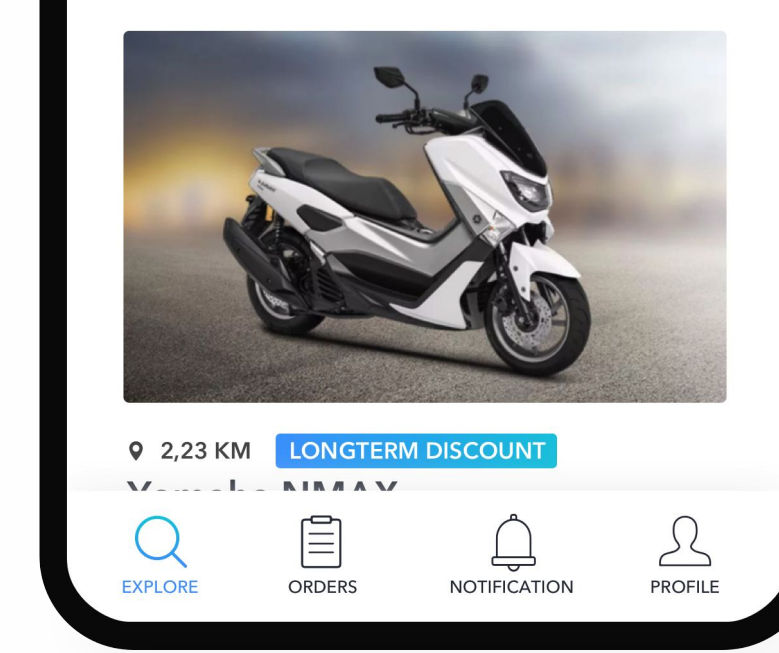
🌐 melalie.com

✈ t.me/melalieofficial

📷 instagram.com/melalie

🐦 twitter.com/melalienetwork

📍 melalie

Join us!

Participate in building the next generation mobility marketplace.

Rent out your vehicle?

Register now via
melalie.com/join

Become an affiliate?

Register now via
melalie.com/partner-program

Become a partner?

Drop us an email:
hello@melalie.com

melalie

Thank you

hello@melalie.com
www.melalie.com