



**White Paper**

## 1.1 WHAT IS CRAFT MELON IS ALL ABOUT?

The crafts of India are diverse, rich in history and religion. The craft of each state in India reflect the influence of different empires. Throughout centuries, crafts have been embedded as a culture and tradition within Indians.

Craftmelon offers a unique blend of contemporary, urbane, stylish, furniture with a celebration of Indian flavour. Craftmelon furniture designs are not only functional but also exemplify a deep aesthetic sense that will add character to every home. Every furniture is personally handcrafted by trained craftsman and artisans who ensure the perfect finish and quality that is worthy for household.



The traditions of Indian arts and crafts are rooted deeply in the lap of history. There are more than 600 plus art form in India, Craftmelon wants to fuse these art form to the contemporary design and give a new modern look to these art forms.

Our collection of exclusive designs are personally designed by in house designers to ensure the furniture uses the art form which fits every house hold.





No doubt its a reality that our age-old traditions are dying in this world of fast-paced development. Artisans pertaining to these art and craft forms are also in parallel facing an uphill task to retain them. Much less ubiquitous is the understanding, the backing and the encouragement required to ensure that such magic is not lost to future generations through neglect and apathy. This is a real concern as the march towards modernity continues. It is the spur for initiatives such as those pursued with fervor by CraftMelon.

It is a general perception that there is no patronage for arts in the present era of technology and multimedia. We at CraftMelon want to prove it wrong!



## 1.2 WOOD INLAY CRAFTMELON OF MYSORE

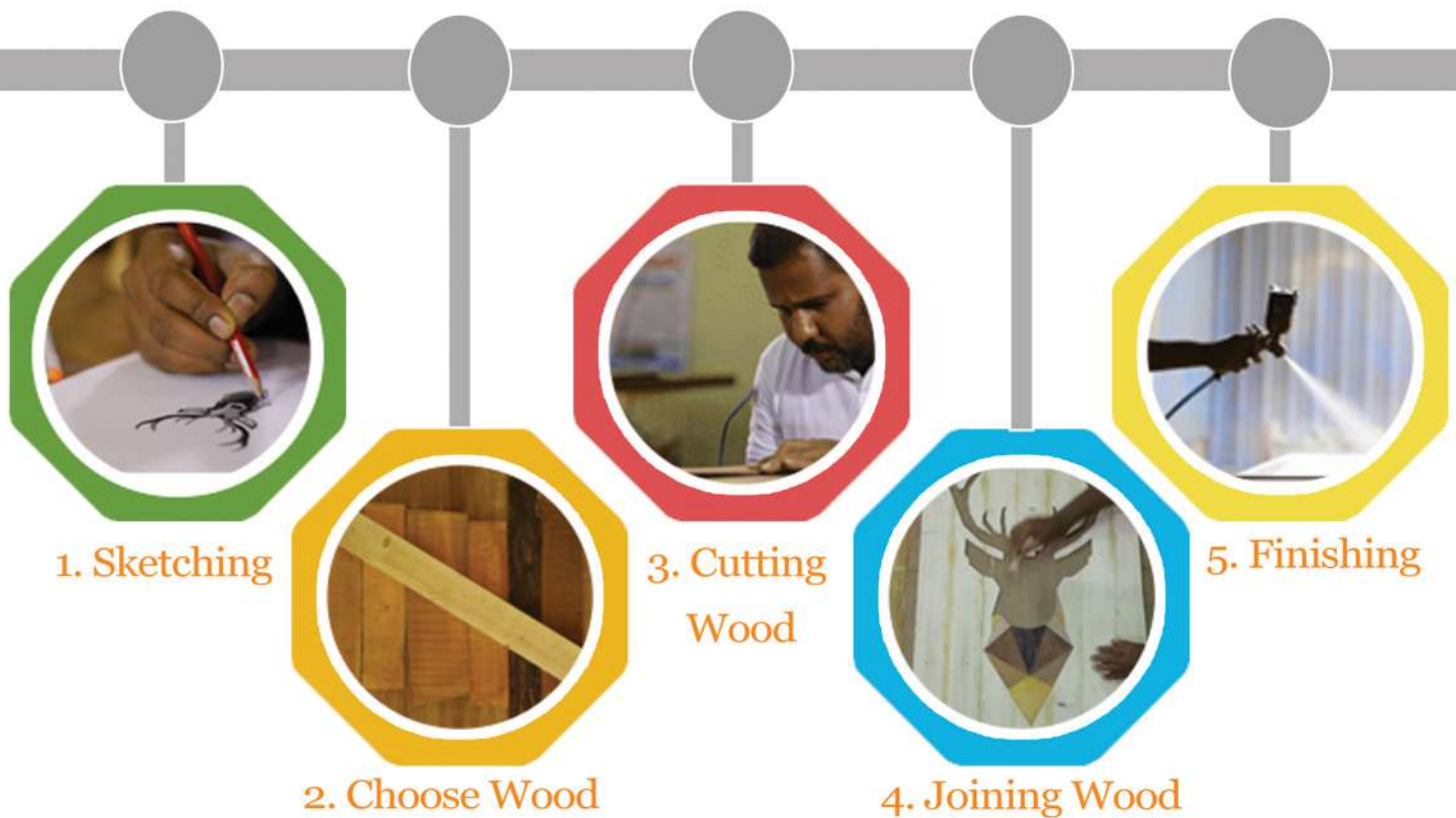
Wood Inlay Art of Mysore is a slice of local heritage and portrays India's rich heritage which is a product of history and geography embellished with artisans' dexterity. Together these factors evolved over centuries that saw the emergence of wood-inlay works as one of the mainstays of handicraft industry, more so in the Mysore region.

**Wood Inlay Process** – We at CraftMelon begin with a design which is usually a sketch on a piece of paper. The final sketch is digitized and modifications are made on a computer to give it a form that can be printed on papers for artisans as reference. Skilled artisans chip away at the surface of the wood used as the base and chisel intricate patterns. A unique string base cutting tool is used to achieve precision cutting. The chiseled or cut interiors are pasted with woods of different shades and hues.



In the earlier days ivory and ebony used to dominate the inlay works but with a ban on the use of ivory, artisans have shifted to color woods against a background primarily with Rosewood or Pine-wood. CraftMelon distinctively uses only wood in all its crafts, plastics are a clear no-no for us.

## Inlay Process





## 2. Token Sale Overview

Token could be considered as stock before the company being listed up on the stock market, Except for the rights to exercise like shareholders, instead those who bought tokens could get various benefits as return because their early purchase of tokens support our business.

Token is named as Craftmelon Coin.

- Token sale begins at 14.00(IST) on August 15th 2018 and ends 14.00(IST) on 15th September 2018

Details of the procedure for determining the token sale and the total number of issuance are as follows.

- Participants of token sale will acquire 1 Craftmelon token for purchase equivalent to 0.2 USD

1 Craftmelon Coin = 0.2 USD

- Payment currency is through Ethereum. This is the major cryptocurrency circulated in the market, You could buy this coins and then change to Craftmelon coin for operation.

The maximum number of selling issue for token sale is 500,000,000 tokens.



### 3. Use of Funds

#### 2. SUCCESS DEMANDS PACE

To setup warehouse for packing and distribution

#### 4. CHANGE IS THE ONLY CONSTANT

To employ contemporary art designs for wider acceptance of the craft - form

#### 6. REVIVAL

To give traditional Indian arts and crafts a new lease of life

#### 1. ALL ARE NOW ONLINE

To develop a modern eCommerce platform to showcase arts and crafts

#### 3. WE WANT MORE LOVE

To spread the word and reach out to maximum eyeballs!

#### 5. ARTISANS NEVER DIE

To provide year long employment to artisans

#### 7. FRESH FACES, NEW IDEAS

To train and inspire the young generation - this is our key to achieve



## 3.1 Time Line

**SEPT 2018**

- Campaign ends
- Form a new product design team

**OCT 2018**

- Design new art furniture product range
- Hire new artist

**DEC 2018**

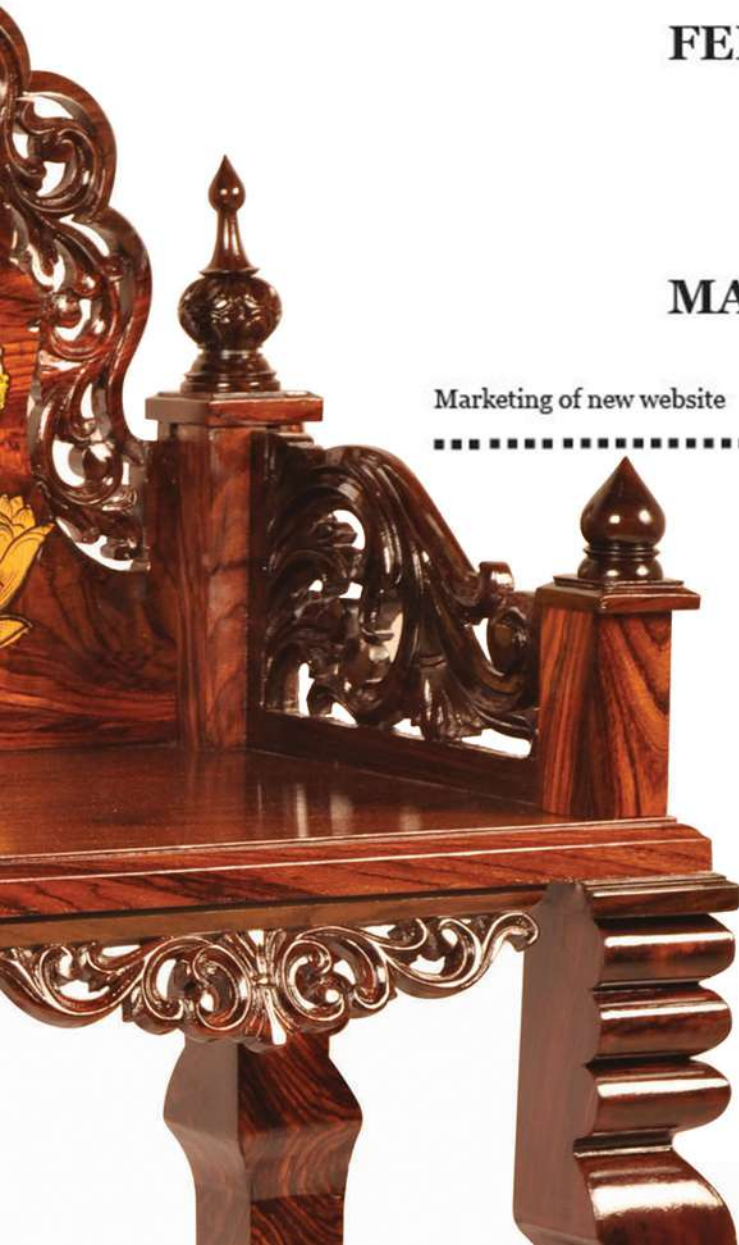
- New product portfolio catalogue ready
- Design a eCommerce wesite
- New warehouse for the products

**FEB 2019**

Launch of New eCommerce website

**MAR 2019**

Marketing of new website





## 5. Craftmelon on Blockchain



Craftmelon will have a unique ID issued for all the products and art work. These details will be updated in the block chain network . On doing this we will be able to track the product in block chain network. This would also help in knowing the genuinity of the product .



## 7. Craftmelon Strategy

India has more than 1000 different type of art form and Handicrafts and many in these are almost dying. Craftmelon wants to use these art form and wanted to give modern look to it, So that it could be used in modern homes. We wanted fuse these art form to the contemporary furniture design.

By doing this we are supporting the artisans for their livelihood and also trying to retrieve the lost art form. These artisans will be having work only during the festivals seasons, as these arts are gifted only during festivals. We at Craftmelon wanted to employ these artisans so that they have work year long and also their job safety.

Craftmelon encourages youngsters who are interested to pursue their career in art furniture to learn them and we also wanted to ensure that they have a job with us to form their career.

