



MELLO

WHITE PAPER

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THE MELLO CONCEPT

THE THEORY BEHIND MELLO

Among cryptocurrency projects, there are two distinct characteristics: innovation and practicality. The innovative cryptocurrencies tend to excite people with what they could come to represent—pushing platforms and industries into the future. Meanwhile, the practical cryptocurrencies attract all of the largest followings because of their immediate uses: trading, exchanging, and record-keeping. What we have set out to create with Mello Token, is *both* innovation and practicality. We have refused to compromise on either of those points, choosing to pioneer something that is new and different – standing up for the industry of the future in a way that is, at the same time, immediately beneficial to all of our users.

In a nutshell, Mello Token is a fully flexible, fully exchangeable cryptocurrency. You can own it, pay with it, save it, and trade it just as you would any other major token. The difference between Mello Token and any other cryptocurrency, though, is that we have grounded it in the concept of a cutting-edge, immersive experience. We are leveraging *multiple* technologies to bring our vision to life, integrating cryptocurrency with one of the most thrilling innovations of our time – virtual reality.

Before we go any deeper into the specifics of the Mello concept, we want to explain to you how we view this project and what it means to us. You should know upfront that as a team, we are not partnered with any major sources of capital. We are beginning the building of this project from the ground up, with our own resources and raw talent, because we trust in our capabilities and believe in our vision. We want nothing more than to move the fields of cryptocurrency and virtual reality *forward*. Toward that end, we have taken on *all* of the development work ourselves to date.



This means that there are no large institutions influencing our ideas or directing us one way or the other. We are in charge of this project, following through on our plans in our own ways. Bootstrapping this startup, we have paid for all costs out of our own pockets, pooling our resources in order to keep Mello Token focused *and* efficient.

Long-term, we want Mello Token to evolve into a bustling community. We have seen all of the enthusiasm that there is around cryptocurrency and virtual reality. Whatever it takes, we want to encourage sustained growth in both of these areas. Fortunately, we are able to contribute much of the labor and insight that we need, saving us money and further adhering to the purest form of the Mello concept.

There are fourteen of us working on Mello, and this project is at the front of all of our minds. We are forging a path in cryptocurrency, one founded in all-new, wildly engaging experiences. We have but one simple request: join us. Let's show the world just what a cryptocurrency can *mean* in the virtual environment of tomorrow.

We want to tell you all about Mello Token, but before we do, let's talk about the virtual reality casino in which it will be used.

FULLY IMMERSIVE VR CASINO ENVIRONMENT

VIRTUAL REALITY CASINO AS THE FOCUS

Virtual reality (VR) is going to become prevalent in one way or another. The massive success of even the very first platforms has proven as much. As the capabilities of VR technology expands, people are going to learn to let go and *enjoy themselves*, embracing all of the wonders and escape that VR has to offer. This is going to touch all areas of our lives, from amusement parks to malls. VR can play a role in the transformation of every place that people travel today, for business or pleasure, and redefine our world.

Our team both celebrates current progress in VR and seeks out ways to move it forward. In the not-so-distant future, it will be commonplace for *anyone* to spend extended periods of time playing VR games or socializing with their friends' digital avatars. At Mello, we want to foster this trend. We want to accelerate the integration of VR into the everyday world. To achieve that, we are building a unique luxurious and fully functioning Virtual Reality Casino Environment (VRCE). From exploring and socialising, to making a stop at the slots, one will be able to do anything that could be done in a real world casino and spend their day however they choose. This environment will feature a wide range of activities— everything that one would find in its real-life casino equivalents at some of the hottest vacation and tourism spots around the world. One will be able to revel in the Mello Casino at their own leisure, never leaving their own home. From the comfort of one's couch or bed, one will be able to step into the Mello Casino— where lights are flashing, music is playing, and fun is always at hand.

Our virtual reality casino will be much safer than a trip to a real-world equivalent – and equally captivating. For anyone who *lives* for those yearly trips but detests the plane rides, the crowds, or the effort, Mello is the solution. We are constructing our virtual environment as a response to the problems that many people are unaware that they are even facing. If you

already like to hang out with your friends, taking part in as many activities as possible, then the Mello VRCE is *the next big thing*. We are providing a means to do away with the drawbacks, leaving nothing but entertainment as you relax and let the moments come as they may.

This immersive virtual environment is the first piece of the puzzle for us. We have brainstormed and discussed, at length, about what VR is going to mean in five, ten, and twenty years. Over and over, we arrive at the same conclusion: one day, soon from now, we are all going to *accept* VR as a part of our lives, just as we have accepted TVs and laptops. We are going to view our virtual environments not as something different from our lives but as an extension of them. Through Mello, we will be allowed to extend our lives beyond the four walls of our living rooms—beyond the 24 hours of the day—to a place and an experience that will cause us to rethink everything we have ever assumed about life.

It is as simple as flipping a switch, logging onto Mello, and letting our team of designers and engineers transport you to a virtual environment where you can be anyone you want to be.

The Mello concept is disruptive, of course. We are challenging both the entertainment and finance industries through our revolutionary VRCE. Those who have maintained a near-monopoly on casinos are likely to view Mello as an existential threat. However, our attention is not on them, but on *you*, the player. We want you to think of our virtual casino not as an alternative to the real-world versions, but as a more convenient equivalent. There will be little that separates our virtual casino from a real-world equivalent – and much more that they share in common.

In the Mello VRCE, you will be able to interact with people from around the world— all connecting through an immersive VR environment that is just as welcoming as it is challenging. You will be able to enter the world of Mello, confident that you will meet people and enjoy yourself, all while knowing that you are going to run into some *competitors*. That too is the magic of our community: there will be something for everyone— activities that new users can appreciate and ones that ask for seasoned users' utmost commitment and patience.

Our virtual environment will be the first of its kind. Unprecedented, the immersion fosters connection. Never again will you stare at a screen, wondering which of the users on either side of you are robots and which are humans. When you meet someone, you will be able to *talk* to them. You'll see what they have chosen to wear, and you'll be able to get to know them. There will never be any doubt that you are around other people – that every table and every booth consists of groups of friends, absorbed by Mello just as deeply as you are.

Any time of day or night, you'll be able to stop into the Mello Casino, introduce yourself to new people, and schedule meetups with old friends. We want to replicate and enhance the real-life experience that so many have come to adore. That experience, if it can drive tourism to the degree that it has in Europe, the United States, and Asia, can also cultivate greater acceptance of VR technology.

To tie it all together, Mello Token will be the cryptocurrency of record within our community.

MELLO TOKEN AS A CRYPTOCURRENCY

MELLONOMICS

The first virtual casino of its kind, Mello Token will operate via a proprietary cryptocurrency. This cryptocurrency will ensure safety and privacy, affording our users the reassurance that they need in order to experience our virtual environment as comfortably as possible. We have designed the Mello Token *specifically* for Mello, basing all of our decisions around the needs that we have foreseen and the unique challenges that our virtual casino is going to present. Above all else, we want Mello Token to be easy to understand and simple to use, empowering those who may have never purchased or traded cryptocurrencies before.

The Mello Token will be used in all transactions within the Mello Casino. Once a user obtains Mello Token, they will be able to participate in every activity that we have planned for the virtual environment. All activities within the virtual environment will accept Mello Token. This means that to enjoy the Mello casino completely, one need only keep their Mello Token balance above zero.

Integration between the Mello VRCE and the Mello Token will be smooth to the point of invisibility. While you are enjoying our games, you will not have to put any thought into currency whatsoever– you'll never have to perform any exchanges beyond the one required to acquire the Mello Token.

The back-end for Mello Token will be somewhat unique. Because of that, we prefer the term "Mellonomics" to the more-common cryptocurrency term "Tokenomics." *Mellonomics* describes how users can spend their Mello Token within the community and what rules govern the cryptocurrency as a whole. We are making all of these choices by consensus, coming together as a team of experienced and invested cryptocurrency and VR enthusiasts, all in an effort to engineer a cryptocurrency that works *perfectly* in our future VRCE.

The maximum total supply of Mello Token will total 500 million. Along with our initial burn of 88 million tokens, We intend to burn 1 million Mello Tokens for every 1,000 token holders – until we have burned 10 million additional tokens. The purpose of these manual burns is to keep deflation under control, ensuring that when someone is holding or using Mello Token, they can be confident in the stability of its value. We want Mello Token holders to feel confident that whether they convert their Mello Token or keep it in their wallets, it is stable and lucrative.

After the conclusion of the manual burn schedule – that is to say, after we have stopped burning 1 million Mello Tokens for every 1,000 token holders – the circulating supply will have shrunk down to 402 million. This will serve to make it even more lucrative for Mello Token holders to save their tokens rather than convert them into another cryptocurrency or fiat currency. Built into the Mello contract is also a 3% redistribution rate, wherein 3% of every purchase, transfer, and sale of Mello, outside of centralized exchanges, will be redistributed to all wallets holding the token. This means that every holder of Mello is able to constantly watch their balance increase.

Built on Binance Smart Chain, Mello Token underwent a presale, adding liquidity and enabling trading on the PancakeSwap platform. The liquidity pool will remain locked on PancakeSwap until March 2022, at which point the Mello team intends to use whatever funds remain for the development of the Mello vision. Mello also charges zero liquidity fees.

We would like to make it eminently clear that our main goal is *not* for Mello Token to be purchased in large quantities. The Mello Token is, for us, a means to an end. We are using this token as one of several underlying technologies within our virtual environment. It is nothing more and nothing less than a component in the Mello ecosystem. We care about the adoption of Mello Token only as far as it will make the community viable.

As important as the growth and development of cryptocurrency is to all of us, it is not the priority of the Mello Team. We believe that cryptocurrency is *the future* of our economy, but within our community, it is secondary to the VRCE itself. To describe our perspective further, we need to explain how we see Mello Token functioning within the VRCE and all of the things one can expect to find within it.

MELLO TOKEN IN THE VR ENVIRONMENT

BRINGING MELLO TO THE VR WORLD

Let's draw an analogy between Mello Token and the real world. Say that you walk into a casino and exchange your fiat currency for chips. There are multiple advantages to this: you never need to worry about counting your fiat currency—it is easier to keep an eye on your chips— you know everyone is using the same chips... and through it all, the chips *add* to your experience. Mello Token will serve the same purposes in our VRCE.

The tokens are *not* the centerpiece of the experience, though— they are just a part of it.

We have been conscientious about our choices in this area. Rather than designing an experience to draw people toward our cryptocurrency, we place the emphasis on the ultimate vision of the experience. We want people to visit Mello because they enjoy spending time in the community. We want to improve the experience in any way that we can, but as far as our energy goes, we are putting the bulk of it into the one-of-a-kind destination that we are creating online.

Our approach is similar to the one that tourist destinations have taken. Think of Walt Disney World in Orlando or the Strip in Las Vegas. The corporations behind those destinations know that while people may keep coming back for the merchandise or for the hotels, that they are going to come, at first, because they know that the experience is like nothing they could find anywhere else. The experience at Mello will be similar— in a league all its own.

Again, our mission is to promote our future Virtual Reality Casino. When people show up to Mello day in and day out because there is nowhere else they would rather be, *that* is when we'll feel comfortable that we are on the right track. We are not going to measure our success based on the price of

a token. Instead, we are going to engage with our users, asking them what they would like to see out of us and what they have enjoyed about our community the most. All of the team members want to create something that we will enjoy ourselves. We believe in the power of VR to bring people together – and the power of cryptocurrency to help facilitate the activities within our future VRCE.

We will not encourage any speculation on the price of Mello Token or market it as a store of value. All of the technicals that we have announced— all of the Mellonomics decisions we have made— are solely intended to function in service of the future Mello VRCE. Everything comes back to the community.

We have chosen to launch Mello Token on Binance Smart Chain, which facilitates fast transaction speeds and charges low fees. These details make Binance Smart Chain ideal for the future Mello Casino games. They'll never need to second-guess any of the activities that they join because transaction times and fees will never disrupt the experience. As long as the rules of the games are understood, everything is understood. As a community, Mello is for *all* people, not merely the experts and technologists.

Specifically designed for interoperability, Mello Token fits into the open world that we are engineering. Our virtual environment, as expansive as it is going to be, requires a high level of freedom and flexibility.

Our vision for the Mello VRCE is one of a consistent frame to which we can make changes on the fly, depending on news or holidays. We also envision multiple redesigns of the frame of the environment which will all undoubtedly be greatly anticipated. We can make these stylistic choices much more personal than traditional environments could, which is one more distinct advantage of the VR technology at the center of the Mello concept.

We want Mello to be a place that people love to visit – and visit often. Our VRCE is not going to be equivalent to a single video game or even to an entire console: Mello will be a *lifestyle*. We want our users to view our



upcoming virtual casino as a part of themselves. For anyone who has devoted hundreds of hours to a particular open-world game, Mello will make sense. We want to go beyond that audience, though, and invite *all people* into our community.

By June 2021, we plan to launch an initial iteration of a Mello virtual gaming platform (non VR).

Our aim is to build Mello into a community for all – and for all to have *fun*.

WHO WE ARE AND OUR NEXT STEPS

THE MELLO TEAM AND OUR FUTURE PLANS

As a team, we are ready to navigate all areas of the Mello launch. We have accrued experience in business, marketing, law, finance, and computer science. Our beginnings are, of course, humble. We all met by chance, working on a project unrelated to this one. To us, this simple background is a *strength*. We are just like the people we believe will make up our audience – passionate about cryptocurrency and VR, unwilling to let the corporate ecosystem take this technology over or claim it for themselves.

Before the first half of 2021 is over, we will have launched the Mello Token, applied for listings, and begun development on our VRCE. We have spent considerable time preparing ourselves for this point. We have enlisted advisors and consultants, corresponded with general council, and sketched out all of the technology that we intend to build.

We will spend the end of 2021 building upon the initial gaming platform which we plan to release in June.

Developing the Mello Virtual Reality Gaming Environment and getting it online is a more challenging task than the ones that we are undertaking during these beginning stages, but once again, we have developed extensive plans. We understand what we need to do to get the infrastructure online. Although tweaks will be ongoing after we launch the virtual environment, we will be able to guarantee the security, traffic capacity, and expansion potential of the Mello VRCE.

We plan to be fully committed to the development of the VR environment, specifically, by the beginning of 2022. At that point, we will pivot toward partnerships, sourcing whom we can help and who can help us, to continue to foster our growth. We will likely be adding more members to our team at this time as well.



This may seem like a small amount of time. We are confident, however, that it is more than enough for us. We are embracing our roles as thought leaders in the VR field, all while doing right by the cryptocurrency community as well. Fun and thrills: these are the tools we are deploying to motivate more and more people to make these innovations their own, one Mello evening after another.

LEGAL DISCLAIMER

A NOTICE OF RISK

This whitepaper describes the initial launch of Mello Token. Mello is a redistributive cryptocurrency to be exchanged on the Mello platform as explained in this whitepaper. This whitepaper is not a solicitation of investment and it in no way constitutes an offering of securities in any jurisdiction. All plans presented in this whitepaper are subject to change. This whitepaper contains forward-looking statements based partly upon opinions of Mello Team members. The purchase of Mello is not refundable. All individuals, businesses, and other organizations should be aware of the risks and costs associated with the acquiring, holding, and trading of Mello Token.

LIMITATIONS OF THE PURCHASERS

You are not eligible to and shall not purchase Mello if you are a citizen or resident (tax or otherwise) of any country or state where the purchase of Mello or similar cryptocurrencies may be prohibited, or where the selling of tokens is deemed to be non-compliant with applicable laws and regulations. In particular, Purchases of Mello should be made only by individuals or entities with significant experience with, and understanding of, the intricacies of cryptocurrencies and blockchain-based software systems. Purchasers should have functional understanding of storage and transmission mechanisms associated with other Crypto Tokens.

You should carefully consider the risks, costs, and all other potential deleterious outcomes associated with acquiring Mello, and, if necessary, obtain independent counsel regarding the matter. If you are neither in a conducive position to accept nor to understand the risks associated with the sale of Mello (including the risks related to the non-development of the Mello platform) or any other risks as indicated in this whitepaper, you should not acquire Mello.

RISKS

The purchase of Mello carries with it significant risk. Prior to purchasing Mello, the purchaser should carefully consider the risks listed below and, to the extent necessary, consult a lawyer, accountant, and/or tax professional prior to determining whether to purchase Mello.

(a) Mello will be stored in a wallet, which can only be accessed with a password selected by the purchaser. If a purchaser of Mello does not maintain an accurate record of their password, this may lead to the loss of Mello. If your password protection is weak and it is cracked or discovered by somebody else, this may also lead to the loss of Mello Token. As a result, purchasers must safely store their password in one or more backup locations that are well separated from the primary location.

(b) The purchaser recognizes that some of the services provided by the Mello Platform are currently under development and may undergo significant changes before release. The purchaser acknowledges that any of their expectations regarding the form and functionality of the Mello Platform may not be met for any of multiple unforeseen reasons.

(c) As with other Crypto Tokens, the value of Mello may fluctuate significantly and become reduced in value for any number of reasons, including, but not limited to, the relationship of supply and demand, the overall conditions of the cryptocurrency market, political / geographical disruption, changes of regulations in certain jurisdictions, or technical reasons.

(d) Mello will be issued on the Binance Smart Chain. As such, any malfunction or unexpected functioning of the Binance Smart Chain protocol may impact the purchaser's ability to transfer or securely hold Mello. Such an impact could adversely affect the value of Mello.

To the maximum extent permitted by the applicable laws, rules, and regulations, Mello, and any employees thereof, shall not be liable for any indirect, special, incidental, consequential, or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this whitepaper or any part thereof by you. The

Mello team will do its best to launch its operations and successfully develop the Mello Platform. Any person undertaking the acquisition of the Mello token acknowledges and understands, however, that the Mello team does not provide with any warranty as to the release of the Mello Platform. They acknowledge and understand, therefore, that the Mello team (incl. its bodies and employees) assumes no liability or responsibility for any loss or damage that may result from or relate to the use of Mello.

Regulatory authorities are carefully scrutinizing businesses and operations associated with Crypto Tokens around the world. In that respect, regulatory measures, investigations, or actions may impact Mello's business and may limit or prevent it from developing its operations in the future. Any person undertaking to acquire Mello must be aware that the Mello team's business model or the Mello Platform and its existing platforms may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, purchasers and any person undertaking the acquisition of Mello acknowledge and understand that neither Mello's nor any of its affiliates shall be held liable for any direct or indirect loss or damages caused by such changes.

This whitepaper and any other materials or documents produced by Mello's Team and its officers and employees shall not and cannot be considered as an invitation to enter into an investment. They do not constitute or relate in any way, nor should they be considered as an offering of securities in any jurisdiction. This whitepaper does not include nor contain any information or indication that might be considered as a recommendation, or that might be used as a basis for any investment decision. Neither Mello's team nor any of its officers and employees are to be or shall be considered as advisors in any legal, tax, or financial matters.

Acquiring Mello shall not grant any right or influence over Mello's organization and governance to the purchasers.

NO REPRESENTATIONS AND WARRANTIES

Mello does not make or purport to make, and hereby disclaims, any representation, warranty, or undertaking in any form whatsoever to any entity or person, including any representation, warranty, or undertaking in relation to the truth, accuracy, and completeness of any of the information displayed in this whitepaper.



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