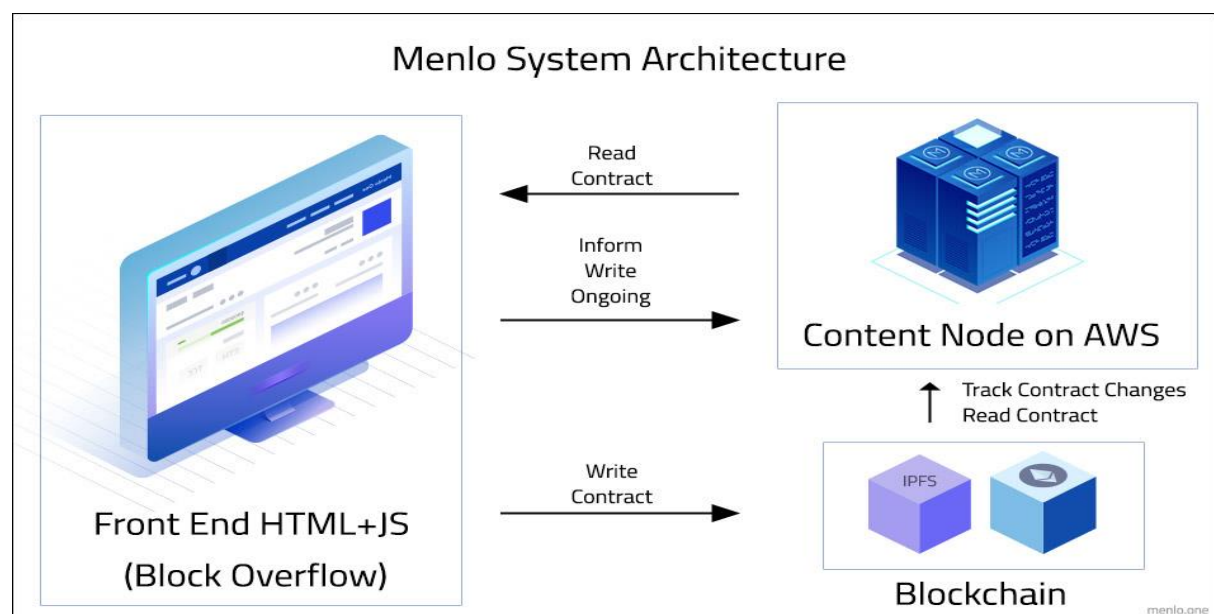# Menlo One $ONE Review

TGH SUMMARY

Menlo is a framework for rapidly developing decentralized applications (dApps). This framework is designed to provide users with a user experience on-par with the centralized apps they're used to. The Menlo framework lets developers skip the setup and get to building quickly. Its built with a ReactJS skeleton and integrates Ethereum and IPFS, following some of the most popular dApp design patterns. Menlo dApps let the cloud do the heavy lifting by caching blockchain data in the cloud on what they call Content Nodes. Whilst anyone can offer the ability to set up a Content Node, the beauty about Menlo is that it offers Content Node administration as part of its Premium Enterprise Support. Which allows anyone the ability and resources to easily manage and maintain their Content Nodes.

Menlo is a well established project that has being building its platform since late 2017, Townhall which is the communication layer of the Menlo Framework was released in April of 2018 which has been completely integrated into the Menlo Framework and is now deprecated. The archived code is still available on the Github which you can view below:

https://github.com/MenloOne/townhall

One thing we are very happy to see at TGH is a project that has not only survived a bear market, but that has being working, producing content and thriving as a work force. Below you can find some of the content and catalysts that the Menlo team has been working on and has completed over the last 3 years.

- Using artifacts ABI files to programmatically cache contract state for any contract.

- Understanding content-node.json markup files for programmatic caching of IPFS JSON content and uncommitted additions.

- Handling markup + ABI in .zip files.

- Adding GraphQL over MongoDB for caching and querying instead of in-memory.

- Client side validation of data.

- Integration of Civic for more robust authentication.

- A React Native front end and more mobile responsive layout.

- Smoother integration with MetaMask.

- A Menlo specific wallet.

Below you can view a Menlo One dApp Speed Demonstration on YouTube, which is basically the working product from the above work and more produced between 2017-2019:

https://www.youtube.com/watch?v=Lz6K4DROIvM

Token Utility and economy

Menlo Token - The Cornerstone Of Our Software

Menlo Token (ONE) is an open source ERC20 [7] compatible token on the Ethereum public blockchain. ONE is a critical piece of software designed to work flawlessly with our software and is sold so that developers have a fully functional product with which to build on. The ERC20 design enables users to freely transfer ONE between one another without authority from an intermediary, which is a critical attribute for our system to be completely decentralized.
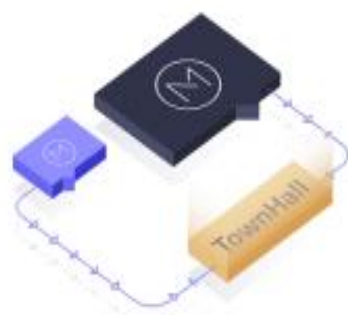
Use of ONE as a Currency for Data

In order to ensure Menlo One can provide users with an experience as fast and responsive as users are accustomed to from centralized applications (such as Facebook or YouTube), the data on Menlo One has to be served from high performance Content Nodes, which we envision will be hosted on AWS. Running such a system of course has a cost, and Content Node Hosts will be incentivised with ONE.

Token Economics Within TownHall

ONE is used by the ecosystem for posting, voting and rewards. Below is a diagram of the economic flow within the ecosystem. ONE pays for data, such as The Graph or Filecoin

Check out more about how to earn ONE tokens below by running a content node:

https://medium.com/menlo-one/menlo-core-how-to-earn-tokens-by-running-a-content-node-d78c028dab6

Users pay MenloToken to comment. MenloToken goes into pool.

Users pay MenloToken to upvote/downvote. MenloToken goes into pool.

Users with most valued comment gets the MenloToken form the pool.

Team

Matt Nolan
CEO, Engineering

Serial entrepreneur & full stack-developer. Co-founder of Speek: acquired by Jive 2015. Former Sr Engineer at JP Morgan. Former Sr Engineer at IBM. Founder of Verona: one of Fast Company's "most innovative companies", 2016. Globally recognized social entrepreneur featured by BBC, NBC, FOX, Vice, more. Webby Awards honoree, 2016. Speaker & Resident at TED.

David Dawson
CTO, Engineering

Veteran of 15 years at Microsoft directing engineering organizations across product & software engineers. Delivered products that power Windows, Xbox & Office from scalable enterprise services to consumer mobile products. Co-founded Mast Mobile as CTO focused on business mobile focused communication services that sold to Hearsay Systems.

Tiaan Wolmarans
COO

An entrepreneur focused on operations, strategy and product development. Has directly advised, composed whitepapers, and developed products for multiple crypto-related businesses. Worked on the relaunch of Hempcoin as well as the relaunch, development, and blockchain migration of Solaris.

David Langer
Advisor | Funding

Venture Partner at Pioneer Fund, Pledger at Founders Pledge, Mentor at Seedcamp, Founder/CEO at Zesty Inc. A serial entrepreneur, active angel investor, and startup advisor working with a growing portfolio of 20+ companies.

Mike Norman
Advisor | Founder at Wefunder

Cofounder of the crowd investing platform Wefunder.com which has over 6,000 funders and $16 million in startup funding. Helped craft the crowdfunding portion of the JOBS Act and watched President Obama sign it into law at the White House. Holds an MBA from MIT Sloan School of Management.

Dr. Brian Watson
Advisor | Strategy

Consultant at Silver Leaf, consulting on leading blockchain projects such as Elixxir, led by Dr. David Chaum. Previously worked at Invictus Capital and as a postdoctoral fellow at Stanford University on the development of low-cost photovoltaic technologies..

Markus Ament
Advisor | Strategy

Serial FinTech entrepreneur who has led many companies from early stage startups to global leaders. Currently sits as Chief Strategy Officer and Co-Founder of Taulia, and has transformed the company from an idea in 2009, to the market leading Financial Supply Chain company, connecting businesses to create a more efficient and profitable supply chain. With an enviable list of the of Fortune 500 clients and over 300 employees, Taulia has quickly become the recognized leader in the financial supply chain.

Jill Richmond
Advisor | Marketing

Team leader at Spark PR, one of the leading firms in the space with clients including Blockchain Capital, Civic, and Simple Token. Over 15 years of experience focused on startups including co-founding two, and supporting global innovation within the private and public sector at the World Bank Group's Innovation Practice. Curated and spoken at many conferences and panels and is currently a regular contributing writer for Forbes, BTC and Distributed Media. Her views on technology and innovation have been featured in The Washington Post, VentureBeat, The New York Times, BBC, Modern Luxury, BTC Media, Forbes and Spectator.

Resources

Ticker: ONE

Total Supply – 1,000,000,000

Circulating Supply – 300,404,658

Website - https://menlo.one/

Medium - https://medium.com/menlo-one

Resources - https://www.menlo.one/docs/#/

Github - https://github.com/MenloOne

Tokenomics - https://medium.com/menlo-one/menlo-core-how-to-earn-tokens-by-running-a-content-node-d78c028dab6

Twitter - https://twitter.com/menloone

Telegram - https://t.me/MenloOne

Youtube Demo - https://www.youtube.com/watch?v=Lz6K4DROIvM

Contract address - 0x4d807509aece24c0fa5a102b6a3b059ec6e14392

Decimals - 18

Catalysts

- Long term proven project that has produced a real, working product
- Menlo is far more decentralized than other blockchain indexing products. Critical for DeFi in regards to regulation.
- Working on a massive research and development project to upgrade pharmaceutical supply chain by leveraging blockchain technology with there partner Authentag
- New exchange listings to be announced
- New partnerships and DeFi contracts to be announced
- Partnership with Authentag funded by National Science Foundation
- Anticipated rapid adoption of Menlo with DeFi wave as Menlo was built for DeFi
- More enterprise adoption announcements coming this year.