

## Why?

In many parts of the world, lack of accountability and transparency undermine economic and human development by increasing project and payment risk and by imposing (often prohibitive) verification costs. As a result, projects and communities in the emerging world rarely receive the full benefits and payments they deserve. This situation diverts energetic young people from productive behavior and can fuel cycles of clandestine migration, frustration and violence due to uncertainty and lack of job prospects. This can change, and we believe technology can help.

## How?

We're building a communication medium among development stakeholders (funders, contractors, communities) where each can keep track of financial flows as well as insights from the ground to be reliably informed about the state of the world and increase the proportion of projects that are impactful. The spread of mobile devices and internet access over the past decade has reduced the cost of information transmission, and can be leveraged in combination with distributed ledger technology to build trust and shorten feedback loops among development stakeholders.

## What?

Sela is a blockchain-based micropayment and distributed communication platform built upon a reputation engine. Tailor-made for the emerging world context, it enables platform participants to collect and distribute value and information across a secure, transparent, and reputation-driven network while maintaining user privacy and network integrity. Built on the ERC20 protocol, Sela Coins enable users to confidently transact data and currency through the Sela Platform. Over time, platform participants earn coins by building their reputations on the platform, for example by acting as trusted counterparties verifiers and participating to the success of projects.

## Who?

Team Sela is a diverse group of young graduates of Wharton, NYU, MIT, and UChicago with significant business, legal, engineering, entrepreneurial, and social scientific experience. We are working under the guidance of leaders at HSBC Africa, Consensys, Shell Africa, Ethereum, and the UN.

## What's next?

Sela is developing 3 pilot programs in Nigeria (beginning 11/2017), and follow-on pilots in Peru (9/2018) and North India (11/2018). Potential partners and investors are invited to email us at [info@sela-labs.co](mailto:info@sela-labs.co).

