



# Selendra

## Selendra (SEL) Token Sale

By Selendra Team

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This Token Sale event is not open to residents or domiciliaries of the United States of America and China.

# 1. Introduction

With the invention of paper, the printing press, telegraph, telephone, and digital networks, each opened revolutionary new ways for individuals to communicate and share. With the discovery of blockchain technology, the world is presented with another new revolutionary method for the transmission and exchange of secure data transactions without an intermediary.

Blockchain is a newly emerging technology holding the potential to revolutionize the way we interact digitally. With the advent of simple digital networks, the ability to exchange information became quick and easy. With blockchain, in addition to the quick and easy exchange of information, we now have the ability to *exchange value*.

Within the next decade, businesses and governments will continue the steady shift toward peer-to-peer networks and shared economic models. Blockchain represents the next iteration of computing beyond the Internet, offering a combination of six unique features not found in earlier network applications.

1. Information held on the blockchain is decentralized, meaning that data is distributed and securely stored among network users without central control, resulting in no single point of failure, bringing stability and resiliency to the network.
2. Once data is entered on the blockchain, information recorded on the blockchain is immutable, and cannot be changed, modified or altered, making it ideal for creating time-stamped events, registration records related to ownership of assets, such as land, homes, automobiles, financial instruments, voting ballots, identities, or test scores.
3. Transactions recorded on the blockchain are transparent and visible to the public, creating a digital environment of trust, allowing for crypto assets to be held and exchanged as value, and for contracts to be recorded and executed.
4. Blockchain provides data integrity, allowing for transactions to be complete, accurate, trustworthy and verifiable at any time. Blockchain algorithms are designed to reach consensus with regard to transactional validity, and completed transactions cannot be altered.
5. Information on the blockchain is cryptographically secure through the consensus process maintaining the security and integrity of shared data.
6. With reduced reliance on centralized computing and data storage, blockchain technology is efficient and saves money, having the potential to lower costs and improve the efficiency of business transactions and record keeping.

As a newly emerging industry, practical blockchain business applications remain limited and inaccessible to most. As with the early adoption of the Internet, full-scale user-friendly applications were years in the making. Blockchain development today is similar to the emergence of the early Internet, with many useful game-changing applications to be deployed in the near future.

## 2. About Selendra

Selendra is a multi-blockchains nominated proof-of-stake cryptographic network built to facilitate micro-economic transactions. It is designed to be interoperable with other open blockchains and developable by developers and students with very minimal learning curve, and ease of use for end-users to interact and benefit from blockchain technology.

Selendra represents a global network of organizations and individuals whose growth and stability are made possible through the deployment of value-added applications.

Our mission is to empower young developers throughout the world to quickly and easily learn to create blockchain user-friendly applications for commerce, trade, education, entertainment, storing of data, decentralized computing, assets tokenization and much more.

Selendra simplifies distributed asset tokenization systems, digital smart contracts, encrypted and decentralized content storage and retrieval, identity, governance and voting systems, internet-of-things and many other network based micro-transactions.

Selendra empowers developers to build blockchain-based business applications with a minimal learning curve, thus expanding mass user-adoption into the global blockchain landscape.

We aim to enhance the value of the Selendra (SEL) network over the long-term as we attract bright, young and progressive developers, forward-thinking investors, and user participants with combined interests toward achieving a common vision and goals.

As we reach out to all network users of the world, our vision is to always strive toward building the best open blockchain infrastructure, maintaining a focus on contributing health and wealth into the newly emerging global blockchain superstructure.

At the time of writing this paper, Selendra development has reached testnet stage and is being tested with several group decentralized applications (dapp). Read the Selendra Economic Paper to see more roadmap.

## 3. Tokenization Structure

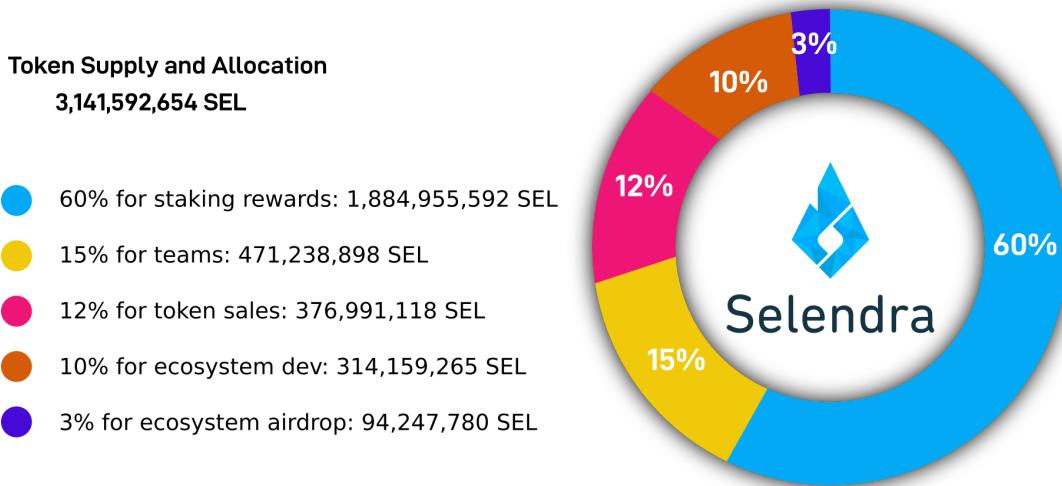
Selendra offers a dual token program; the utility token (SEL), and the stable token (RISE). SEL is primarily used for business and ecosystem application development, while RISE is primarily used for payments. In this paper, we will only discuss the sale program of SEL tokens. More details about RISE are in the Selendra Economic Paper and the RISE stable paper.

## a. The SEL Utility Token, Supply and Allocation

SEL is Selendra's native utility token which is used for:

- staking rewards for network validator nodes and other good actors
- tallying governance votes for determining network resource allocations
- payments for processing transactions and data storage in the Selendra network

The SEL utility token is crucial for processing transactions and storing data, together with maintaining network security while fostering good governance and growth. Selendra tokens are distributed among five major participating groups within the network as allocated and written in the genesis block.



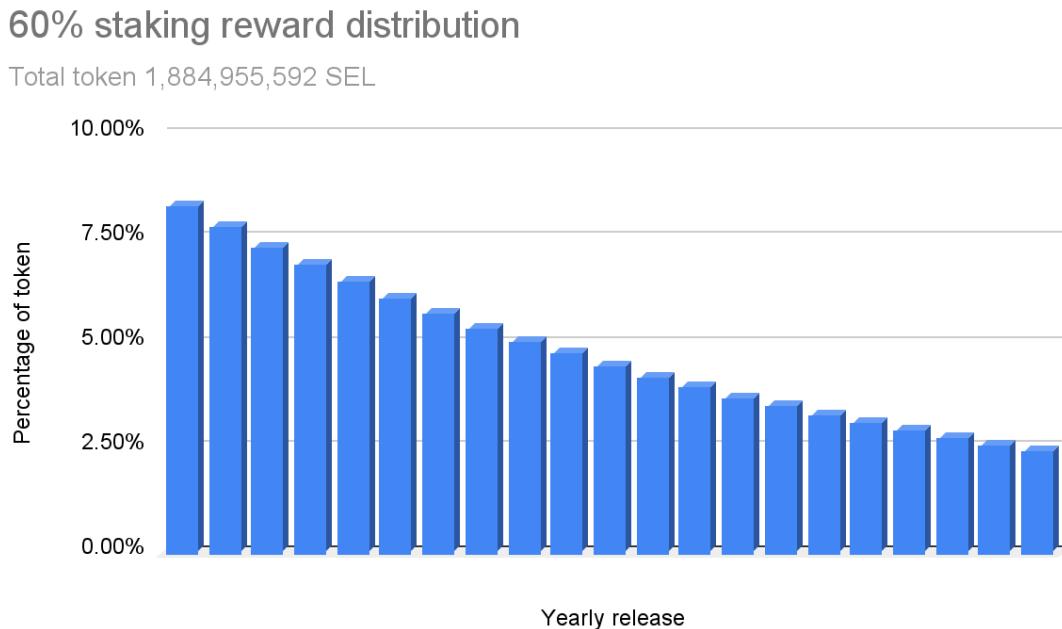
Each allocation group is critical to the network's creation, infrastructure, development, and growth:

- 60% for Selendra mining block rewards over 20 years, released decrementally every 3 years after the main launch (see detailed release schedule). Rewarded to validators, collators, nominators, fishermen, and service nodes for securing, providing storage, maintaining the blockchain, and running contracts.
- 15% genesis allocation to Selendra teams with 15 year, 1% per year linear incremental vesting beginning 2 years after main launch. For research, engineering, and deployment, business development, and marketing.
- 12% genesis allocation for investors and advisors with 6 month to 3 years linear vesting. For funding network development, business development, partnerships, and support community.
- 10% genesis allocation for the Selendra Foundation with a 10 years linear distribution. For long-term network governance, partnership support, public works, community building, and grants.
- 3% genesis allocation for airdrops with a 4.5 year linear distribution. A seed for broader communities who otherwise wouldn't have a chance to participate in the distribution.

## 4. Token Distribution & Staking Release

Whereas Bitcoin uses a half-life model every 4 years, Selendra (SEL) staking reward releases are distributed according to a declining 6% annual payout.

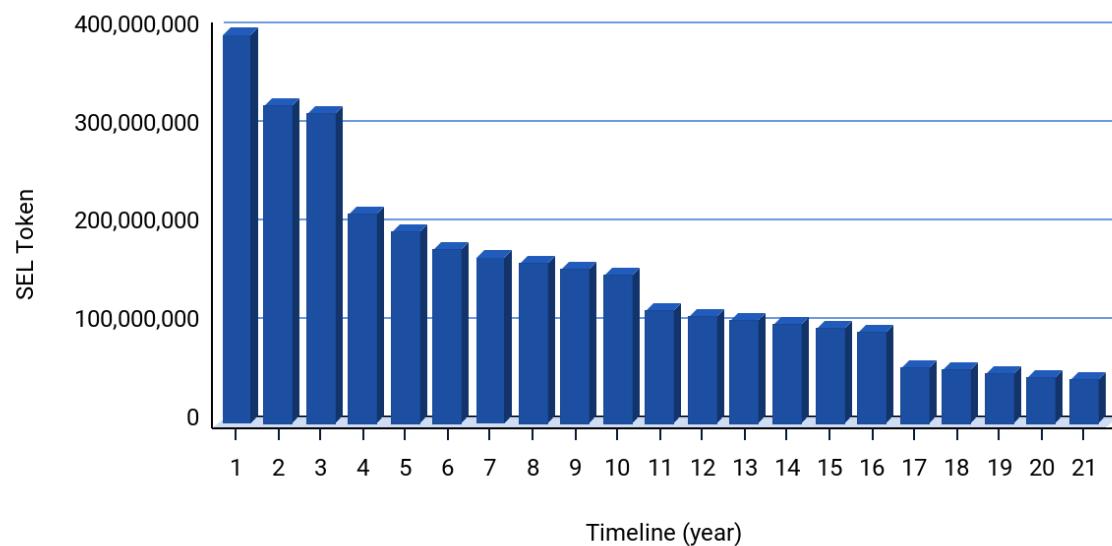
As per the graph below, during the first year of the initial network launch, approximately 8.25% of total staking rewards will be released. During each of the following years, for the next 20 years, there will be an approximate 5 to 6% decrease in rewards payable from year to year until all rewards are distributed.



In the advancing world of blockchain application development, as our reward distribution cycle reaches full maturity, the Selendra reward schedule lays a solid foundation for first generation stakers and developers while continuing to reward the next generation. Selendra's graduated decremental release method offers greater fairness for later-stage next-generation entrants as well as for early developers and stakers.

### Total token distribution projection

Token supply 3,141,592,654 SEL



# 5. Token Sales

## a. Introduction

Selendra token investors come in all sizes, both large and small, a globally diverse group of forward thinkers with interests in business, economics, and blockchain network development.

To embark on any ambitious project, initial seed capital is often needed, and initial token sales to early-stage investors help provide this necessary start-up capital. Accordingly, we seek a broad range of token investors from a variety of industries, groups and organizations.

## b. Vesting: Token Sales

Selendra token sales will consist of a pre-sale and IDO (*initial decentralized exchange offering*). The pre-sale is conducted to onboard private investors who are willing to put in a bigger fund to the project . IDOs are open to everyone who wants to participate at any funding size.

Instead of requiring long-term vesting schedules, investors are rewarded with purchase discounts while providing multiple options for different risk profiles. Such vesting purchase discounts create long-term project alignment, and serve as a powerful incentive for early network development.

## C. Vesting: Strategic Advisors

*Strategic Advisors* or pre-sale investors are individuals and organizations who have made a strong and significant long-term commitment toward the growth and development of the Selendra network, while receiving the potential for reward.

Initial token sales to investors are offered with a graduated discount schedule, rewarding early-stage investors who are willing to accept the risks involved toward building the network.

*Strategic Advisors* are offered vesting choices of 1 to 3 years at discounts of 10 to 30 percent, with a minimum vesting schedule of one year and 5,000 USD, or an equivalent amount in other redeemable crypto assets.

- 6 mo vesting : no discount (public sale)
- 1yr vesting : 10% discount (minimum presale)
- 2 yr vesting : 20% discount
- 3 yr vesting : 30% discount

Hypothetical 5,000 USD investment by vesting period

- 6 mo vesting at initial token price of 0.03 = 166,66 SEL
- 1yr vesting at token price of 0.027 = 185,185 SEL
- 2 yr vesting at token price of 0.024 = 208,333 SEL
- 3yr vesting at token price of 0.021 = 238,095 SEL

#### **d. Vesting: Selendra development teams**

Selendra development teams bring a long-term commitment toward building a strong network for mainstream users, next generation developers, token investors, and other network participants. Selendra development teams are rewarded through a linear vesting model over a 15 year period, receiving rewards of 1 percent per year commencing two years after initial network launch.

#### **e. Vesting: Selendra Foundation**

The Selendra Foundation's role is to support developers, educators, community builders from all walks of life to bring value-added to the Selendra network. The foundation has in reserve a 10 percent total reward pool to be distributed at a rate of up to one percent per year over the span of more than ten years with payouts commencing after the initial mainnet launch.

#### **f. Vesting: Stakers & Validators**

Sixty percent of all tokens are held in reserve for the reward pool that is gradually distributed to stakers and validators over a span of 20 years. During the first 6 years after launch, 45 percent of this reward pool will be distributed. After 20 years of network development, when the reserve reward pool depletes itself, transaction frequency and amounts will have risen sufficiently to provide adequate revenue generation for validators and stakers through transaction fees and tips alone.

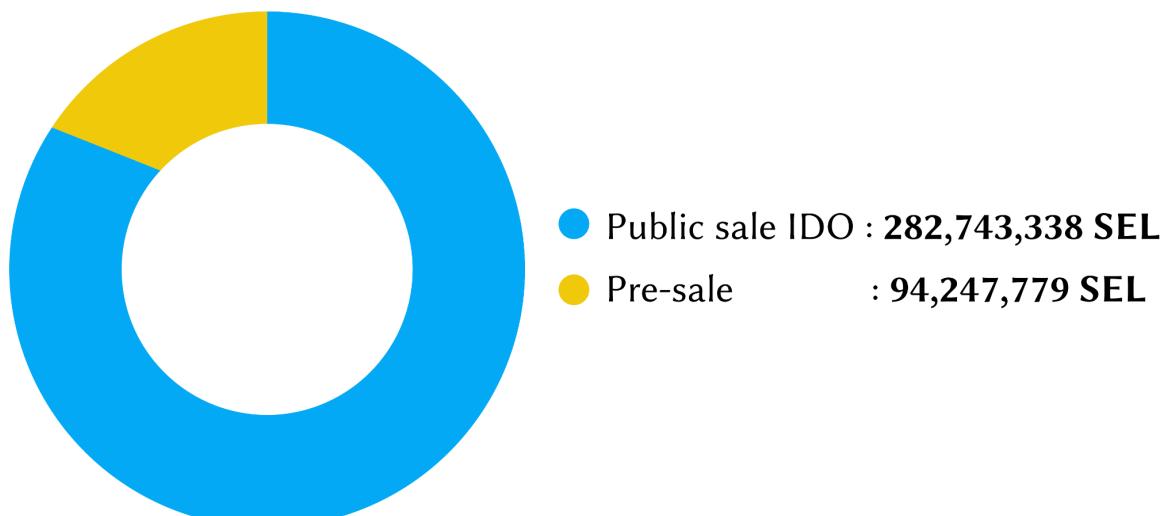
#### **g. Token sale details**

The token sale will be divided into two main parts; pre-sale and main sale IDO.

The pre-sale will not exceed 3% of the total token supply or ~94 million SEL. The SEL base price for the pre-sale is ~0.027 USD/SEL at a starting discount of 10%. Pre-sale tokens will be applied to the time-locked contract based on the discount investors choose. The pre-sale platform will be done via <https://dapp.bitriell.com/sel-pre-sale>

The Initial Decentralized Exchange Offering (IDOs) will not exceed 9% of the total token supply or ~282 million SEL. The IDO will be executed on Pancakeswap.

Graph below is the indicator of how the 12% token sale will be used;



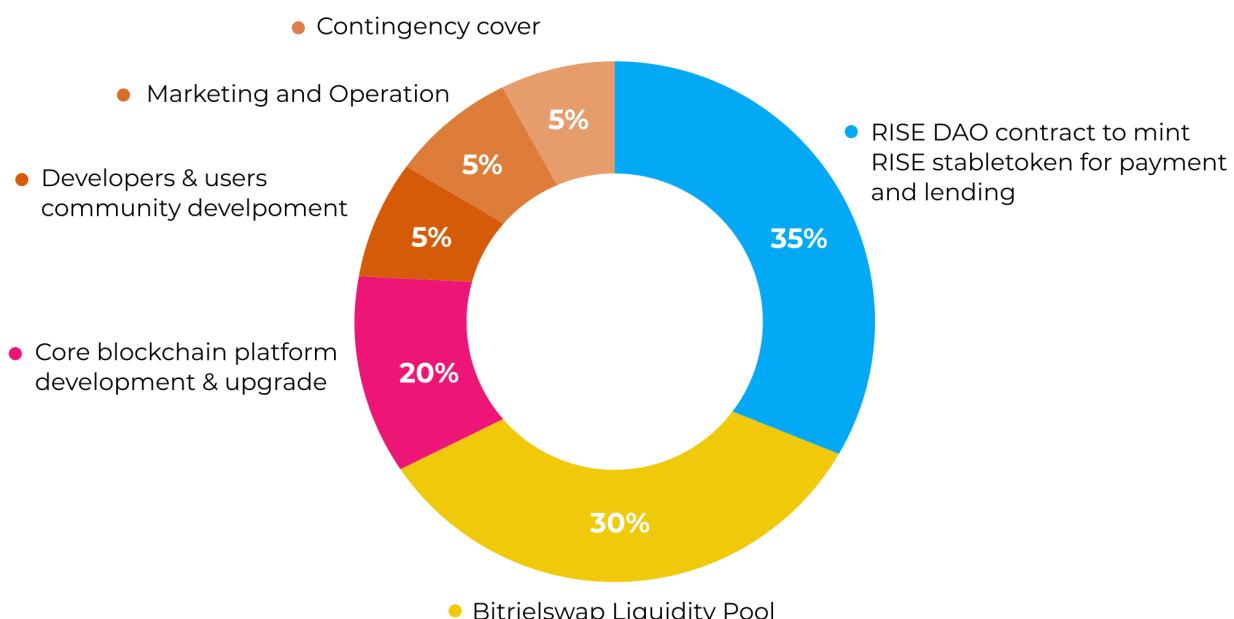
Type	Utility Token	SEL is the utility token for staking, governance and network payments
Token Compatibility	BEP-20	ERC-20 compatible
Token Sale Allocation	376,991,118 SEL	12% of total max supply the SEL tokens
Accepted currencies	BNB	Also ETH, USDT, BUSD
Fundraising target	8,600,000 USD	No hard or soft cap
Token sale dates	Oct 1, Nov 16	Pre-sale Oct 1, IDO Nov 16
Unsold tokens	burn	

	Pre-sale	IDO
Sale start	Oct 1st	Nov 16th
Sale ends	Nov 15th	Jan 31st
Token allocated of total issued	94,247,779 (3%)	282,743,338 (9%)
Discount	Up-to 30%	No discount
Time-lock for discount tokens	Up-to 3 years	No lock
Target raise	1,600,000 USD	7,000,000. USD
Individual minimum investment	1,000 USD	No minimum
Effective price / SEL	0.021-0.027 USD	Start at 0.03 USD

## 6. Use of Funds

The initial token sale from the pre-sale will be used to:

- Mint RISE stable token for initial DeFi test cases; payment, remittance, and lending
- Kickstart the Bitrielswap Exchange and increase liquidity pool to support IDO
- Devote further resources to core blockchain development
- Grow Selendra ecosystem through community development and marketing



## 7. Team

Selendra is the brainchild of SmallWorld Venture, a micro vc and venture builder based in Phnom Penh, Cambodia. SmallWorld Venture began in 2011 by providing a collaborative workspace for entrepreneurs and startups.

Selendra has been in research and development since 2015 by a group of young technology enthusiasts that joined the SmallWorld Venture community.

This team is a self-taught, peer-to-peer community that learned to build real-world applications and products useful for users in emerging markets. The Selendra development team grew out of this community.

Our team brings a wealth of experience, dedication and passion for creating a user-friendly blockchain network that will add value to everyone's lives. The goal is to create an easy, fun, and valuable network for local and global users.

### Harmony with nature

The team loves integrating technology products with nature to create a sustainable product that can benefit everyone. In June 2021, our core development members relocated to VitaminAir, a jungle office 110km outside of Phnom Penh city, living off the land while creating sustainable agriculture and forestry programs powered by technology.



### Guiding Principles

To develop and grow Selendra, our team has designed principles to develop the project.

1. Surround ourselves with inspiration, real-world problems and our stakeholders.
2. Take the long term view on projects
3. Open framework for utilizing diverse disciplines and perspectives
4. Aim for 10x, not 10%
5. Fall in love with the problem, not the solution.

Selendra is crafted and built by these friendly folks.



**Rithy Thul**

Co-founder, CEO



**Saing Sab**

Co-founder & CTO



**Daveat Corn**

Fullstack mobile dev



**Nath Lay**

Blockchain dev



**Bonchay Ouk**

Fullstack mobile dev



**Piset Heang**

Full-stack webdev



**Hang Leang Sun**

Full-stack smart contract dev



**Max Thornton**

Business Dev & Investor Relations



**Mollika Chhum**

Users' Documentation & comms



**Sofy Thy**

Online Community Organizer