

# BLOCKCHAIN FOR GOOD AND THE INTERNET OF VALUE

10 August 2017



Introduction to  
the  
Seratio Token

Blockchain Alliance for Good



Centre for Citizenship  
Enterprise and Governance

# BOBBY KENNEDY: 'MEASURES EVERYTHING EXCEPT THAT WHICH IS WORTHWHILE'

Yet the gross national product does not allow for the **health** of our children, the **quality** of their education or the **joy** of their play. It does not include the **beauty** of our poetry or the **strength** of our marriages, the **intelligence** of our public debate or the **integrity** of our public officials.

It measures neither our **wit** nor our **courage**, neither our **wisdom** nor our **learning**, neither our **compassion** nor our **devotion** to our country, it measures everything in short, except that which makes life worthwhile



*University of Kansas, March 18, 1968*

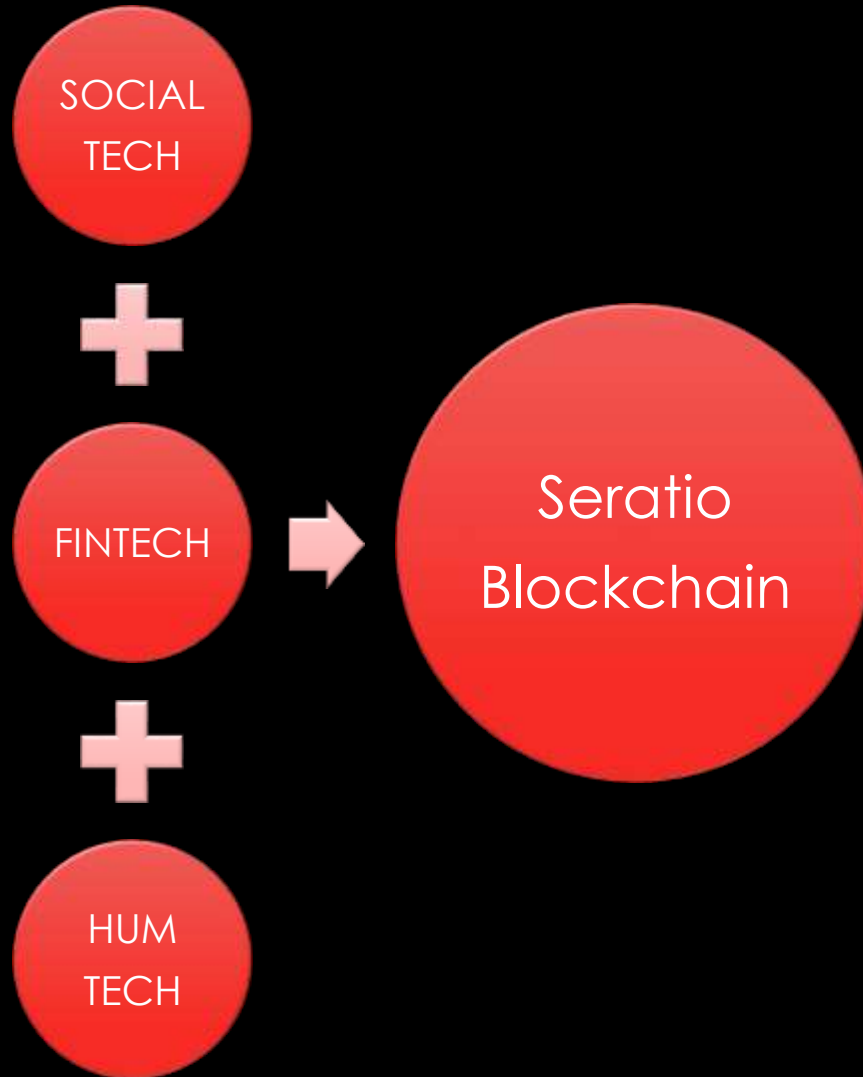
***"As the old saying goes,  
What gets measured gets done"***  
Bill Gates (India, April 2017)

BLOCKCHAIN IS FOCUSED ON THE MOVEMENT  
OF VALUE BETWEEN ENTITIES, THE SO CALLED  
'INTERNET-OF-VALUE' (IOV). BUT THERE ARE  
MANY KINDS OF VALUE ... LOVE HAS VALUE,  
KINDNESS HAS VALUE, GENEROSITY HAS VALUE,  
RESPECT HAS VALUE, EMOTIONS HAVE VALUE ...

Shouldn't blockchain capture the movement of all kinds of value - Total Value?



# ENABLING STRUCTURAL CHANGE

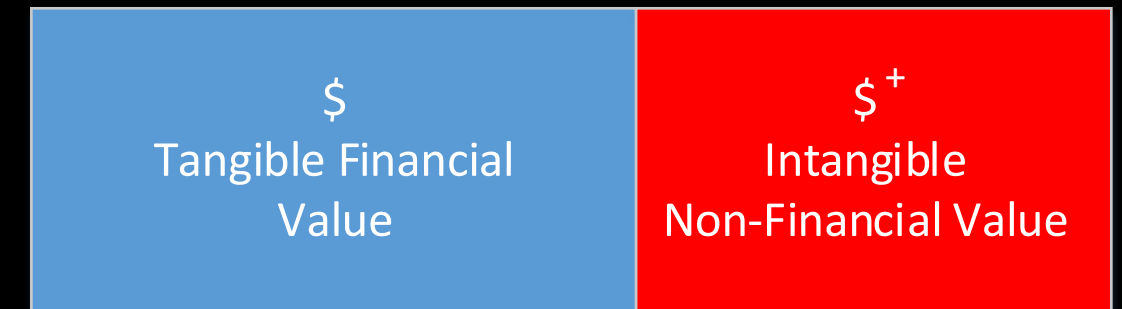


advances in Social-Tech and Humanitarian-Tech allows us to Measure and Capture Value and now with Fintech's blockchain we can transact it to enable significant structural change in our society

# THE SERATIO BLOCKCHAIN USP

Ordinary blockchain captures hard, tangible, and financial assets only

Seratio blockchain includes soft, non-financial and intangible values



Total Block Value

“

THIS IS THE NEXT BITCOIN ... IT'S HIGHER THAN  
BITCOIN

”

CCEG Internet-of-Value University of Cambridge Conference, November 2016

Chandler Guo





# SO WHAT SORT OF THINGS CAN YOU DO WITH A SERATIO BLOCKCHAIN?

## **CRYPTOCURRENCY + INTANGIBLE VALUE**

Blockchain plus. A family of crypto-currencies building in a unique record of intangible value to demonstrate the total value of any transaction. The currencies are united by a value and settlement guarantee. A familiar ICO, which may be aligned to a community group value or a Corporate goal. Each block carries the hard-tangible value of the transaction, together with the intangible value record of the giver and receiver. Transactions can be made dependent upon impact or value creation.

## **TOKEN CRYPTOCURRENCY**

A reward token system as a tool for recognition. Incorporating all the capabilities of full cryptocurrency, the block carries the intangible value of the issuing entity and, over time the receivers. An instrument to distribute the intangible value of an organisation to its supporters or volunteers to gain value/discounts from others. A tool to enable Micro-share participation.

## **PROVENANCE**

Blockchain tracking and recording of product provenance for supply chain management and cradle-to-grave product traceability of tangible and intangible value. The record includes modern slavery, ecological impact, product value and the increase or decrease in the total value of the product.



# WE HAVE OVER 35+ COMMISSIONS REQUIRING THE DELIVERY OF TOTAL VALUE SOLUTIONS IN 2017-18

We are building the open source Seratio SANDBOX and Seratio ENTERPRISE  
level platforms

Framework agnostic – Multichain, Ethereum (ETC and ETH), Hyperledger,  
Sky-Ledger, Interledger ...





# TRANSACTION VALUE USING VALUES: CURRENT PROJECTS



## Faith Coins

Tokens for Strongly Aligned Vibrant Communities rewarding adherence to religious values. Currently commissioned for Islamic Coin and other faith variants.

<http://ow.ly/9nD3306wUdk>

## UN SDG Coin

Aligned with the values supporting the 17 United Nations Sustainable Development Goals. Impact investment contingent on social outcomes.

<http://www.cceg.org.uk/lab>

## Women's Coin

Coins by women, for women, carrying gender based values supporting sisterhood. Circular economy across women communities.

[www.womenscoin.com](http://www.womenscoin.com)

# TRANSACTION VALUE USING VALUES: CONSUMER PROJECTS



## Social Credit to pay for goods

Accumulate credit for volunteering and NGO work. At pilot stage for 7 million carers and high street retailers.

<https://youtu.be/pHe0ApyeoN4>



## Make choices based on Provenance

Across products, companies, processes, projects, people transact on historical attributes of trust and aligned social values.

<http://ow.ly/A34u303S4wa>



## Input your values & let AI U-Bot recommend

AI-Bot will make learned choices dependent on our value set. Will hunt and form our own personal digital virtual city that meet our social preferences.

<https://youtu.be/tdjyoxfuhHs>

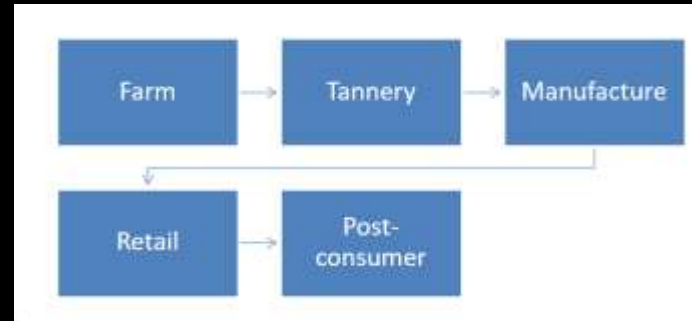
# TRANSACTION VALUE USING VALUES: NEW PROJECTS



## City Coin with impact interventions

NEW: A major 360° city intervention involving financial, social and geospatial interventions with Metropolis initially piloting 5 cities in the world

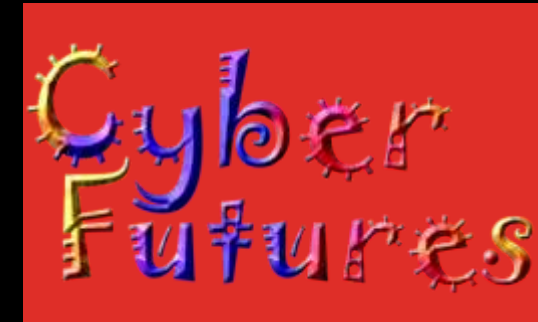
[www.cityblockcha.in](http://www.cityblockcha.in)



## Transparency in Supply Chains

NEW: A major 10-man project tracking provenance of leather from cradle to grave for fashion industry

<http://ow.ly/sNCM30bOzXu>



## Life-Long Knowledge Passport: EduCoin

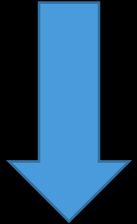
NEW: A UK£20m project targeting a pre-16, Further Education, University and Employer knowledge procurement chain of formal and informal Distributed Learning Ledger

[www.cyberfutures.net](http://www.cyberfutures.net)

# HOW WE INTEGRATE HARD AND SOFT VALUES

- **Regular Blockchain**

Bitcoin, ETH, ETC ... any hard-tangible-financial Value Token



Data Block

Proof-of-[attribute]

- **Proof-of [...]**

Caring-faith-impact-happiness ... any soft-intangible-NonFinancial Attribute



Distributed S/E Translator





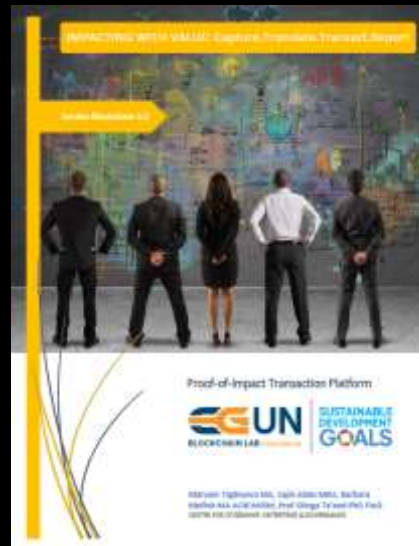
# SERATIO WHITEPAPER SERIES



1.0 Currency of Intangible Non-Financial Value



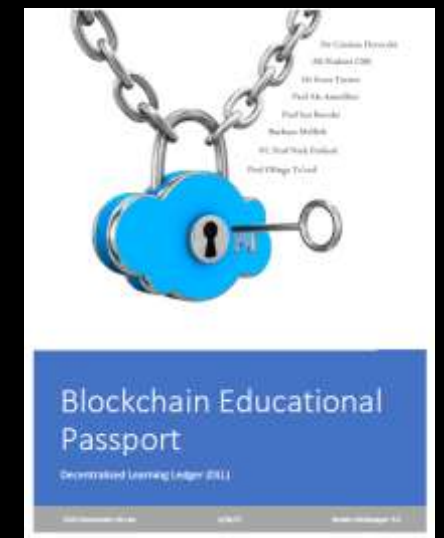
2.0 Values Based Impact Interventions



3.0 Proof-of-Impact Transaction Platform



4.0 Seratio Sandbox Architecture



5.0 Educational Passport: Distributed Learning Ledger

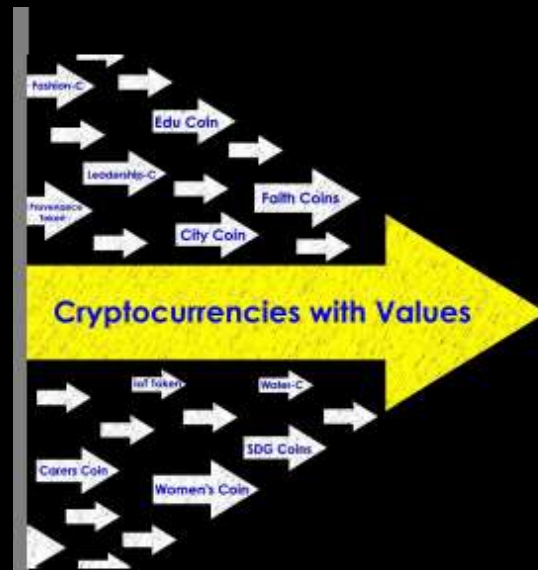


# SERATIO TOKEN ICO

The first UK Initial Coin Offering within United Kingdom regulatory framework

[www.seratio-coins.world](http://www.seratio-coins.world)

<https://github.com/seratio/whitepaper>



#goodistrending

Transacting Goodness  
2017-2030

www.seratio-coins.world

## Seratio Whitepaper 6.0

The Centre for Citizenship, Enterprise and Governance is the world's leading think tank on the movement of value. Established in the UK with academic networks across Europe, Asia and Americas, we have developed a vision for a Circular Economy based on Values. Since 2011, our experts have provided financial and non-financial metrics which underpin global legislation and have become internationally recognized as a standard. This is the first issue of a resilient Ethereum token, in the highly regulated territory of the UK. Fundraising will fulfil the foundation and infrastructure to deliver the vision of Cryptocurrencies with Values. Planned connected coins will grow market adoption, including the already commissioned Women's Coin, City Coin, Faith Coins, Edu Coin, Leadership Coin and other United Nation's Sustainable Development Goals. The unique feature of the Seratio token is the ability to capture the financial assets, microshares and provenance of transactions involving people, products, processes, projects and organisations.

centre for citizenship, enterprise and governance  
cceg.org.uk LONDON - NEW YORK - SHANGHAI  
UK BASED NOT-FOR-PROFIT REGISTERED NUMBER 00796798 UN Innovation Centre, NW1 1SY, UK

# BLOCKCHAIN PRESENCE

## Blockchain Alliance for Good

[www.bisgit.org](http://www.bisgit.org)

Free membership organisation



Cambridge

<http://ow.ly/wl1i30aFC4V>

Washington and Beijing

<http://ow.ly/IB5A30aFBFJ>

## Communications

Latest Newsletter

<http://eepurl.com/cCQgJv>

<http://ow.ly/XLTs30bvfyE>

<http://ow.ly/pLRa50d9OQ2>

Videos



Latest Journal

<http://ow.ly/mHTx309odXr>

Blogs

<https://ethereumclassic.github.io/blog/2017-01-06-sustainable-development-goals/>

## Proof-of-Concept

Demo

<http://blockchain.seratio.com/>



Hackathon

<http://ow.ly/zz7n30aFByM>

Top 150

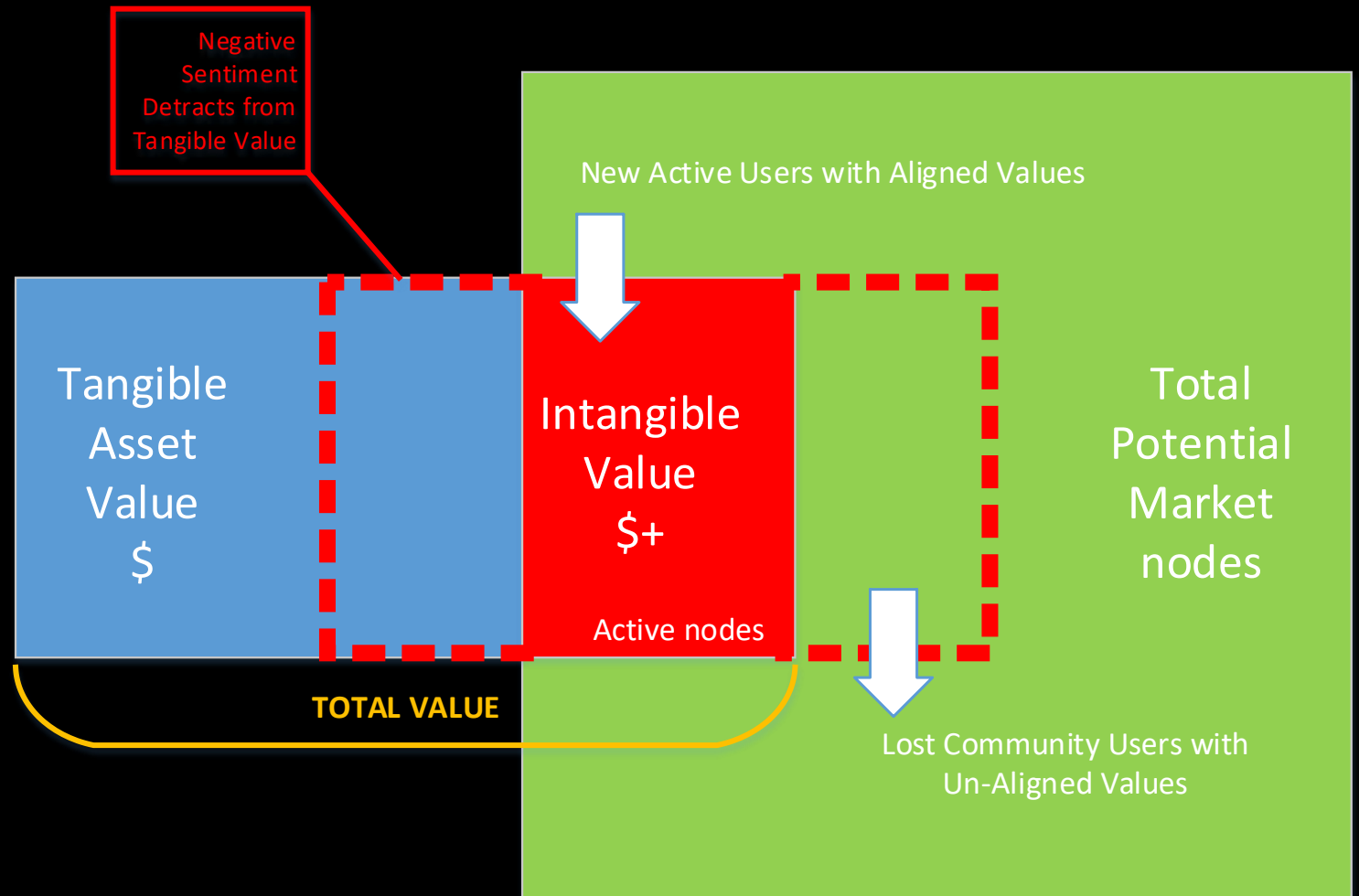
<http://www.thedigitalmarketingbureau.com/2017/01/18/blockchain-companies-infographic/>

# SO HOW DO WE MEASURE THE RED?

The relationship between the red and blue is called the Social Earnings Ratio.

$$\text{S/E Ratio} = \frac{\text{Red}}{\text{Blue}}$$

... and metrics based on S/E have been in development by CCEG since 2011.





# Centre for Citizenship Enterprise and Governance

WORLD'S LEADING THINK TANK ON THE MOVEMENT OF VALUE

60,000+ MEMBERS  
7000 HEADS OF CSR OF GLOBAL COMPANIES  
2000 POLITICIANS  
EST. 2011

[www.cceg.org.uk](http://www.cceg.org.uk)

# WE ARE AT THE FOREFRONT OF THE MEASUREMENT OF NON-FINANCIAL VALUE

- Digitize All Intangible and Non-Financial Value
- Turn Sentiment into Financial Value
- Use Fast Data – completed in 10-60 seconds
- Measured >UK£ 3 trillion of value <http://ow.ly/SYLeS>
- ... and now we Transact Non-Financial Value using Blockchain

Seratio™  
World Leader  
In Measurement  
of Value.

Measuring the movement  
of Non-Financial and  
Intangible Value.

Social Impact Analysts created by  
Centre for Citizenship, Enterprise and Governance  
 Centre for Citizenship  
Enterprise and Governance





# SOCIAL VALUE & INTANGIBLES REVIEW



Journal: <https://issuu.com/seratio>

MEASUREMENT. INSIGHT. IMPACT.



COMPLETED 100+ INTERNATIONAL COMMISSIONS

[www.socialearningsratio.com](http://www.socialearningsratio.com)

“

THE GOD METRIC ...THE MOST RAPIDLY ADOPTED  
SOCIAL IMPACT METRIC IN THE WORLD

”

Vatican Press (January 2015) <http://ow.ly/GPnAi>

World Leaders in the supply of Metrics for things that have traditionally been difficult to measure ...





# SUPPLY THE METRICS BEHIND LAWS

International <http://ow.ly/JNxqv>

Social Value Act 2012

[www.publicvalue.online](http://www.publicvalue.online)

Modern Slavery Act 2015

[www.modernslavery.uk](http://www.modernslavery.uk)

5 x EU Commissions

[www.socialvalue.eu](http://www.socialvalue.eu)



**Social Value Software**

Comply with the UK's Social Value Act 2012  
Creating and Measuring Social Impact  
in your Community

Powered by Seratio, the world leader in the measurement of  
Social Value and Intangibles

- ▶ Applying to all public bodies in England and some in Wales.
- ▶ Measuring any tender of any size regardless of whether it falls above or below the mandatory threshold.
- ▶ Benchmark supplier delivery.



**Anti-Slavery Software**

Comply with the UK's Modern Slavery Act 2015  
- measure business risk in your supply chain

Powered by Seratio, the world leader in the measurement of  
Social Value and Intangibles

- ▶ Over 17,000 businesses who trade in the UK are affected by the Act
- ▶ All businesses supplying goods or services in the UK with a turnover greater than £36 million per annum must comply
- ▶ Suppliers of these businesses may also be asked to comply



**SOCIAL VALUE IN THE EU**

in  
B  
f  
t  
G+

SEISMIC  
Social Impact Measurement in the EU

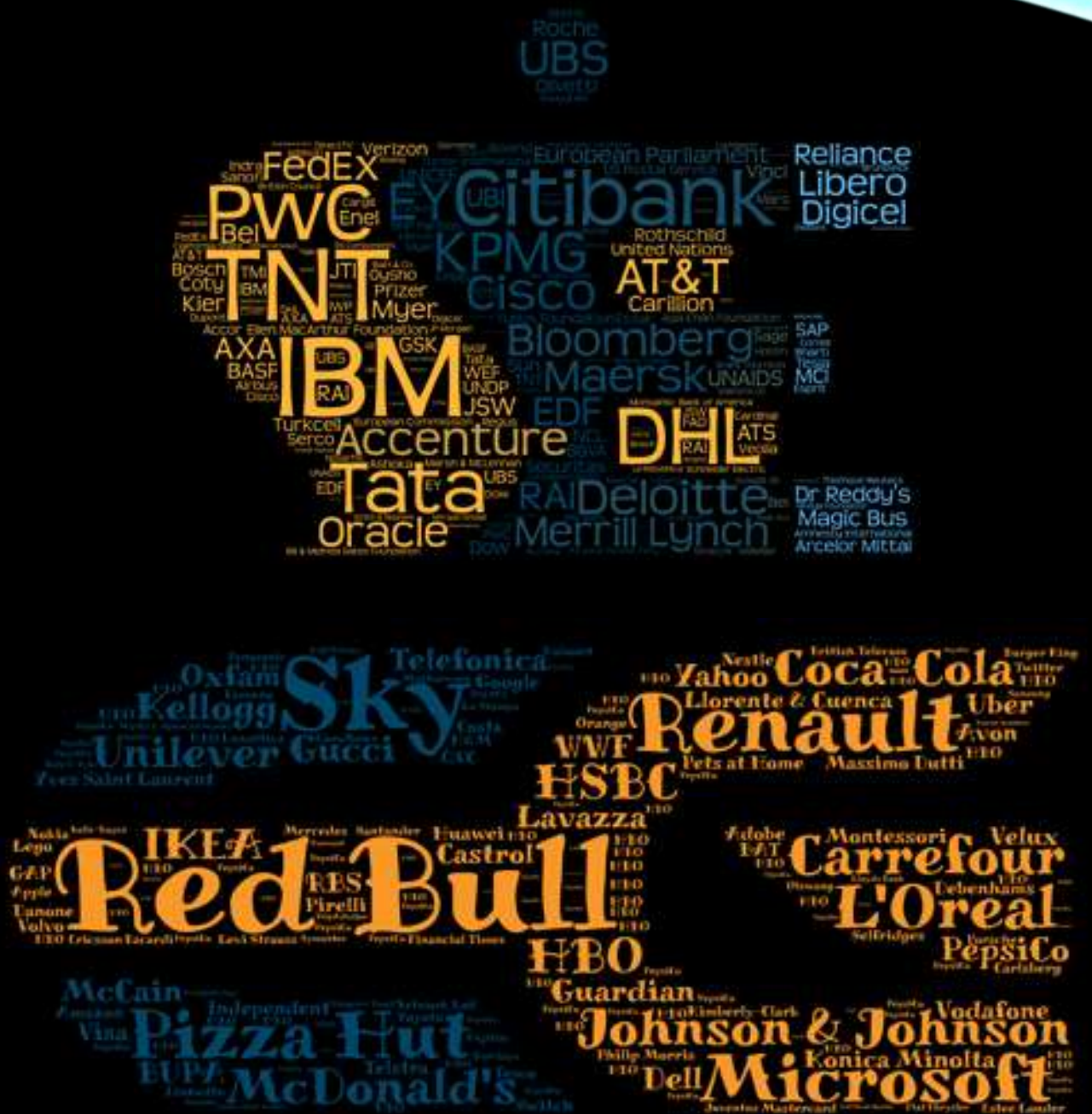
Procurement  
FORUM

FI-WARE  
Social Value

EU SEISMIC Social Value Group    EU PROCUREMENT FORUM    FIWARE

The logo for Thought Leadership, featuring a stylized 'E' and 'G' in blue and orange, with the text 'Thought Leadership' in blue below it.

## ... PIPELINE OF COMMISSIONS FOR OUR BLOCKCHAIN LAB





# TWO SPIN OUT ORGS

Jan 2015: Seratio Limited  
Operating in Social Innovation  
Software-as-a-Service (SaaS)



[www.seratio.com](http://www.seratio.com)

Jan 2017: CCEG Blockchain UN Lab  
New vehicle in Blockchain  
Platform-as-a-Service (PaaS)



<http://mypad.Northampton.ac.uk/cceg>

# INDUSTRY BIBLES THROUGH CONSENSUS

## Social Value in Public Procurement



<http://ow.ly/CbFUa>

## The Blockchain Manifesto



<http://ow.ly/BKII30bOD1t>

# OFFICES: LONDON – NEW YORK – SHANGHAI

Fordham University IIHA

<http://ow.ly/v5Nq30dtD9t>

Shanghai Office  
to manage university partners



# SERATIO BASED TOKENS

## Seratio ICO

- Private Placement: 15 July 2017
- Early-Bird: 15 Sept 2017
- ICO: 1<sup>st</sup> Oct – 31 Oct 2017
- [www.seratio-coins.world](http://www.seratio-coins.world)

## Commissioned Coins

- Carers Coin
- City Coin
- Edu Coin
- Islamic Coin
- Leadership Coin
- SDG Coin
- Water Coin
- Women's Coin
- Provenance Token





BLOCKCHAIN LAB CCEG.ORG.UK

SUSTAINABLE  
DEVELOPMENT  
GOALS

[BLOCKCHAIN.LAB@CCEG.ORG.UK](mailto:BLOCKCHAIN.LAB@CCEG.ORG.UK)

