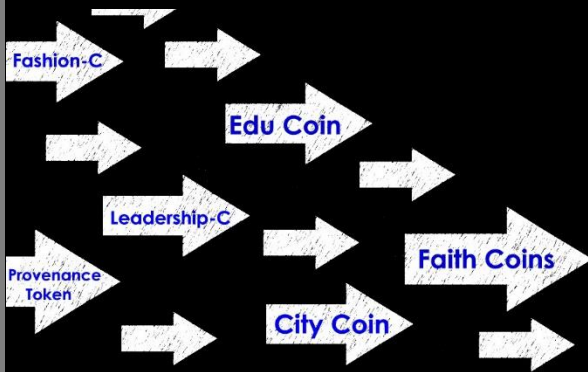


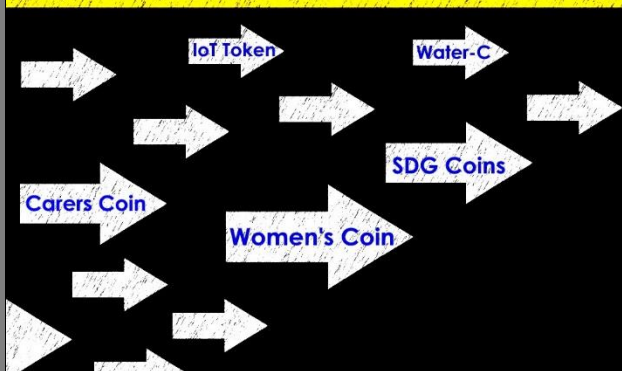
#goodistrending



## Cryptocurrencies with Values

## Transacting Goodness

2017-2030



[www.seratio-coins.world](http://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](http://cceg.org.uk) LONDON - NEW YORK - SHANGHAI

UK BASED NOT-FOR-PROFIT REGISTERED NUMBER 09796798 UN Innovation Centre, NN1 1SY, UK



# Centre for Citizenship Enterprise and Governance

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11 August 2017

Version 6.17

# The Seratio Token

## 1. Executive Summary

The Seratio token and the philosophy of transacting intangible value has been in development since 2011. Its early beginnings was the ability to compare and understand an organisation's impact on their communities and environment, providing the measures to support legislation in the UK, Europe and Internationally. Our ultimate goal, the ability to record and transact with our values has, at last, become a reality with blockchain capability.

The [Centre for Citizenship, Enterprise and Governance Limited](#) 'CCEG', is a UK registered, independent not-for-profit entity that will oversee a fundraiser to complete the vision. CCEG, which span out of a UK university in 2013, is the global leader in the Movement of Value with over 60,000 members and academic partner offices in New York and Shanghai.

CCEG will allocate the Seratio, a digital token based on Ethereum that captures both financial and non-financial value transactions simultaneously. This represents two important firsts.

- First Ethereum based token allocation from the regulated market of the United Kingdom (UK).
- First time both financial and non-financial value will be recorded and transacted on a blockchain with mass adoption.

CCEG will receive and manage all contributions through a dedicated website:

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

Pre-registration of your interest may be lodged there. Contributions will be accepted from BitCoin - BTC, Ethereum - ETH, Ethereum Classic – ETC, LiteCoin - LTC and fiat money.

The Fundraising is scheduled for a pre-start incentive from **15<sup>th</sup> September 2017**, where a bonus of additional Seratio tokens will be allocated to early adopters (see Key Dates, section 2). The incentive will reduce across the rest of September to the formal fundraising start date which begins on 1<sup>st</sup> October 2017 and closes 30<sup>th</sup> October 2017.

The fund raise is fully compliant with the UK government's regulatory frameworks and is advised by:

- **Legal Advisor:** one of the world's largest corporate law firms Eversheds Sutherland.
- **ICO Advisors:** Chandler Guo, a leading Bitcoin/ETH/ETC miner and a well-known major cryptocurrency investor and Eric Gu a well-known Blockchain pioneer.
- **Audit:** code has been subjected to a full rigorous security audit by UK professionals Sandblocks Consulting experienced in blockchains, nuclear and railways industries.
- **Regulatory Advisor:** Virtual currency and distributed ledger technology compliance professional consultancy COINsult.

## 2. Key Dates Schedule

|                                 |  |
|---------------------------------|--|
| 1 <sup>st</sup> August 2017     | Multi-lingual interest registration                          |
| 7 <sup>th</sup> August 2017     | Seratio Whitepaper 6.0                                       |
| 15 <sup>th</sup> August 2017    | Fund raising site launched                                   |
| 15 <sup>th</sup> September 2017 | Pre-Fundraiser available (Maximum cap GBP £1million)         |
| 15 <sup>th</sup> September      | 50% discount   |
| 18 <sup>th</sup> September      | 40% discount   |
| 21 <sup>st</sup> September      | 30% discount   |
| 24 <sup>th</sup> September      | 20% discount   |
| 27 <sup>th</sup> September      | 10% discount   |
| 1 <sup>st</sup> October 2017    | Fundraiser Official start                                    |
| 30 <sup>th</sup> October 2017   | Fundraiser ends  |
| 31 <sup>st</sup> January 2018   | Seratio tokens issue to Seratio-Wallets and Minting Close    |
| 30 <sup>th</sup> April 2018     | Microshares issue  |
| 31 <sup>st</sup> July 2018      | Seratio Platform launch                                      |
| 1 <sup>st</sup> September 2018  | Planned date for other Seratio Family SDG Alt-tokens trading |

**n.b.** Once the pre-fundraiser cap of 1million GBP is received by CCEG, pre-fundraise discounts will cease and the standard allocation rates will immediately commence. In any event, contributions made on or after 1st October 2017 will not attract any discount.

## 3. Operating the Seratio Token and Microshares

The Seratio Token is a digital token that provides standard Ethereum features including the usual asset transmission capability intrinsic in normal financial cryptocurrencies. The Seratio token allows the additional of a future functionality, that is in development: the capture, transaction, and spend of non-financial value. This will allow us to create an economy that circulates financial value, or non-financial value, or a mixture, where one can be dependent on the other. It does this through 3 unique ways:

**ATTRIBUTE INFORMATION, NON-FINANCIAL PREFERENCES:** The Seratio-Wallet allows the setting of the wallet holder's Non-Financial Preferences "NFP's" which are stored on the Seratio Platform. Use of the Seratio-Wallet enables these preferences to be enacted by a smart contract, which gives the ability to confirm or reject a transaction based on the NFP's. The non-financial and intangible value of an organisation / project / product / process / person connected to the seller, the buyer, or a third party can be considered and recorded on the Seratio Platform. The NFP's, and Seratio Platform will be developed and is scheduled for release on 31<sup>st</sup> July 2018. The Seratio Platform will draw its data from information provided by distributed stakeholders. An example of use is in Impact Investment<sup>1</sup> where a transaction may only take place if the pre-stipulated impact is achieved. This gives much greater control to the users of the token, which is highly attractive to organisations and corporates and will encourage their move towards cryptocurrency use. The NFP's may be amended by the Seratio-Wallet holder at any time.

**n.b.** The Use of NFP's is optional when transacting Seratio tokens. It is available when using the Seratio-Wallet and will be a free-to-use service provided by Seratio Limited.

**MICROSHARE TRANSACTIONS:** CCEG have devised a non-financial token, the Microshare, which represents the transaction of a non-attribute value gained through volunteering, social credits, being a care giver, buying products with positive provenance, shopping in the 'good' retailer, etc. Microshares can be transacted through the Seratio Platform but do not have to be featured in any Seratio token transaction as a rule, simply optional; equally a Seratio token could only transact Microshare on some occasion, with no financial value. The Seratio Platform will be a ledger for both financial value and Microshares. Microshares can be credited to your Seratio-Wallet through many ways including physical loyalty cards, and can equally be transferred into other reward mechanisms including, in time, normal fiat money to gain benefit. Microshares are a feature and store of non-financial value. They can be used as a discount, transacted in their own right, or in time, converted to cryptocurrency or fiat money.

**n.b.** Microshares will be issued to contributor's Seratio-Wallets as a non-financial value on 30<sup>th</sup> April 2018

**SERATIO SDG Family Brand:** CCEG believe that all transactions will one day recognise both the financial and non-financial aspects of value and want to build a world where there are branded Seratio tokens for all kinds of strong vibrant communities that transact including women, particular religious faiths, city inhabitants, corporate CSR, product provenance, etc. These tokens would all have the values of their community attached to them captured through the S/E metric specifically for that community (e.g. women's values, Christian values, etc) including pre-existing certificates from

---

<sup>1</sup> [Whitepaper 3.0. Seratio Proof-of Impact Transaction Platform](#)

the community, accumulated and recognised through issuing Microshares, These Seratio SDG brands will always be trading at a uniform Seratio price but aimed at different communities with different values recognised through the Microshare component representing their values, beliefs and actions aligned to that community. The branded tokens will thus transact your financial value based on the non-financial values that you hold and action. We do not believe that this will dilute the market as we all hold differing beliefs (tokens) and there are millions of communities all with their unique token but interchangeable with other Seratio Family SDG tokens. The Seratio SDG Family Brand, will become known as **“The Cryptocurrency with Values”**. Recognising there are different value sets, for each community group, whilst sharing overarching standards of exchange, acceptance and recognition, all of which create confidence, stability and growth.

As people hold more than one belief or are a member of more than one community, so it would be normal for us to hold multiple branded tokens in our wallets. Any new minting of the Seratio Family SDG tokens will create new markets and new demand. This will ensure the continued expansion and usage of Seratio Platform and Seratio Token acceptance, a benefit to all users and is the enabler for the Circular Economy of monetary exchange and values.

In time, it is CCEG’s ambition that community voting and governance will be built into the DLT technology of Microshares, creating vibrant connected digital communities and economies. This is part of CCEG’s development plan for the future.

## 4. Structure of the Token Allocation

The Seratio is compliant with ERC20 Token Standard. We do recognise benefits of the ERC223 standard as it protects from accidental token transfers directly to the smart contract address, however this standard is very new and hasn’t been tested by a large user base. Nevertheless, we look forward to deploying ERC223 standard to the Seratio Alt-coins at the later stages of ERC223 development.

Seratio code is written in Solidity and JavaScript utilising Truffle and OpenZeppelin libraries. The code has been subjected to a full rigorous security audit by UK professionals Sandblocks Consulting experienced in blockchains, nuclear and railways industries.

The structure of the token allocation will be:

|                |  |
|----------------|--|
| GBP £1,000,000 | Pre-Fundraiser maximum (minimum GBP £ 5,000)                   |
| GBP £4,000,000 | Remainder of Fundraiser (minimum GBP £1,000)                   |
| GBP £5,000,000 | To CCEG stakeholders (held until 31 <sup>st</sup> August 2018) |

GBP £10,000,000      Held by CCEG until 1<sup>st</sup> January 2030 released proportionally over 12 years

Seratio Tokens will be issued to Seratio-Wallets on 31<sup>st</sup> January 2018. With the exception of the tokens issued to CCEG stakeholders and to CCEG, each of which are subject to further hold periods, all other tokens become freely tradable after 31<sup>st</sup> January 2018.

Once the initial minting is complete, no other Seratio Token can be ever issued again.

## 5. Board, Organisations and Advisors

**CCEG DEVELOPMENT TEAM:** The management structure of CCEG consists of a tight development team, each selected for their alignment to CCEG's ethics and ambitions as well as their individual skills and expertise. The majority of the team have been working together for several years. Each Head of department is supported by a team, further details for which can be found at [CCEG Staff](#).



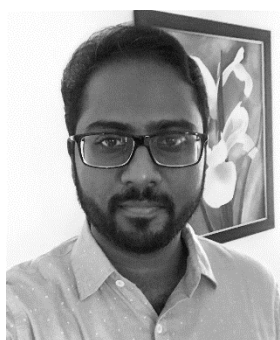
Chairman  
Prof Olinga Ta'eed



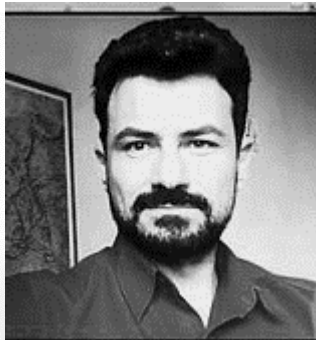
CEO  
Barbara Mellish



Chief System Architect  
Maryam Taghiyeva



Head of IT  
Sajin Abdu



Head of Blockchain  
Development  
Daniel De Souza



Head of Blockchain  
Strategy  
Roy Zou





Head of China Office  
Stella Ku



Head of Projects  
Joanne Evans



Head of Provenance  
Dinh Ho

**CEO:** [Barbara Mellish](#) MBA ACIB MIRM is a qualified senior banker specialising in Risk Management with a 30-year career at Barclays, her final role being the Director of Card Scheme Global Governance on the Executive Committee of Barclaycard and sat on European Committees of Mastercard and Visa. She joined the not-for-profit side of banking as Director of Payments Integrity and Security at the Payments Council (now UK Payments) for the UK's banking infrastructure responsible for transactions of GBP £380 billion per day. This was a cross-sector financial services role working alongside the Bank of England, the Financial Conduct Authority and the Prudential Regulation Authority, as well as providing Government and senior civil servant liaison. She sits as Non-Executive Director of the HRBS Building Society. She is CEO of university spin-out [Seratio Ltd](#) and Non-Executive Director of the [Centre for Citizenship, Enterprise and Governance](#), as well as President of the IoV [Blockchain Alliance for Good](#).

**CHAIR:** [Professor Olinga Ta'eed](#) PhD FloD retired in 2008 from a successful private sector life. In retirement he has become an academic as [Professor in Social Enterprise at the University of Northampton](#), [Visiting Professor in Capacity Development at Birmingham City University](#), Chairman of Seratio Ltd, and [Editor of Social Value & Intangibles Review](#). Olinga was Impact Investment Advisor on Prime Minister David Cameron's Big Society Think Tank (2011-2014), has spoken at [The Vatican](#) and is a world authority on the measurement and transaction of intangible non-financial value having developed the Social Earnings Ratio. He is the Director of the Centre for Citizenship, Enterprise and Governance, and Chair of the [Cyber Futures](#) consortium.

**SERATIO TOKEN-ISSUE PROFESSIONAL ADVISORS** Experts have been specifically engaged to ensure the fundraise and token issue are fully compliant with legal and regulatory requirements. This is coupled with an independent resilience and security code audit and cybersecurity review.





Chandler Guo

Bit Angel

ICO Advisor



Sian Jones

COINsult

Regulatory

Dr Maria Grazia  
Vigliotti

Sandblocks Consulting

Cybersecurity



Andrew Henderson

Eversheds Sutherland

Legal



Eric Gu

ViewFin

ICO Advisor

- **ICO Advisor: Chandler Guo**, a leading Bitcoin/ETH/ETC miner and a well-known major cryptocurrency investor. ([www.linkedin.com/in/chandler-guo-151681b7](https://www.linkedin.com/in/chandler-guo-151681b7))
- **Regulatory Advisor: COINsult**, Based in London and Brussels, Virtual currency and distributed ledger technology compliance professionals ([www.coinsult.eu](https://www.coinsult.eu))
- **Code and Cybersecurity Audit: Sandblocks Consulting** UK professionals experienced in blockchains, nuclear and railways industries. The code has been subjected to a full rigorous security audit ([www.sandblockconsulting.co.uk](https://www.sandblockconsulting.co.uk))
- **Legal Advisor: Eversheds Sutherland** have 62 offices in 30 countries, one of the world's largest corporate law firms ([www.eversheds-sutherland.com](https://www.eversheds-sutherland.com))
- **ICO Advisor: Eric Gu**, A well-known Blockchain pioneer, Co-Founder of ViewFin, and developer of Metaverse. Advocate of digital identity opportunities in blockchain applications. ([www.linkedin.com/in/theericgu](https://www.linkedin.com/in/theericgu))

**ADVISORY BOARD** : Additionally to provide breadth, reach and to extend CCEG's growing global footprint, the management team is guided by an extensive international [Advisory Board](#). Alongside the other formal [Committees](#), [Governance](#), [Associates](#) and [Academic Partnerships](#) of CCEG the Advisory Board consists of:

Dr Juan Carlos Álvarez-Ruiz,  
Healthcare at INDRA, Bogota, ColumbiaАндрей Каплиев (Andrey Kapliev),  
Department of Science, Industrial Policy and Entrepreneurship, Moscow,  
Russia



Professor Ing. Zuzana Dvořáková  
University of Economics, Prague, Czech Republic



Professor Dina Nerozzi Frajese,  
Consultori of the Pontifical Council for the Family, The Vatican, Italy



Professor Artur Roland Kozłowski,  
Dean of Economy and Management, Gdansk School of Banking, Poland



Lord Raj Loomba, Patron, London



Preeti Malhotra  
Smart Global Group, Delhi, India



Karl Mehta  
EdCast Inc. San Francisco, USA



Professor Antonio Tamayo Neyra  
El Financiero, Universidad Metropolitana de Monterrey, Consultor independiente, Mexico



Professor Andrew Macleod  
Policy Institute, King's College, London, UK



Vice Chancellor Prof Nick Petford  
University of Northampton, UK

In line with our ambition to be fully transparent and to aid any Due Diligence purposes, here are the organisations involved and the some of the partners reliant on the Seratio Platform.

- Centre for Citizenship, Enterprise and Governance (UK, 09796798) - Private company limited by guarantee without share capital (i.e. not-for-profit)
- Seratio Limited (UK, 09374371) – private limited company funding CCEG not-for-profit Foundation ([www.seratio.com](http://www.seratio.com))
- Women's Coin Ltd (UK, 10759476) / Women's Coin ([www.womenscoin.com](http://www.womenscoin.com))
- DigitalCivix (Mexico) / City Coin ([www.cityblockcha.in](http://www.cityblockcha.in))
- Cyber Futures / EduCoin ([www.cyberfutures.net](http://www.cyberfutures.net))

- Fordham University IIHA (USA) /SoGolds (<http://ow.ly/Z2Tu30dYT0e> )
- Ethical Ventures Ltd (UK, 10452082) / Islamic Coin (<http://ow.ly/9nD3306wUdk>)
- Ethical Leadership Ltd (UK, 10880844) / Ethical Leadership Coin
- MenCap Heart of England (UK, charity 1038862) / Carers Coin

Other token/coin options are under negotiation for Water, Textile (Fashion) provenance, etc with significant international trade bodies.

## 6. Token Value

At the token allocation, each Seratio is being proposed in respect of each GBP£0.20 contribution to CCEG this equates to:

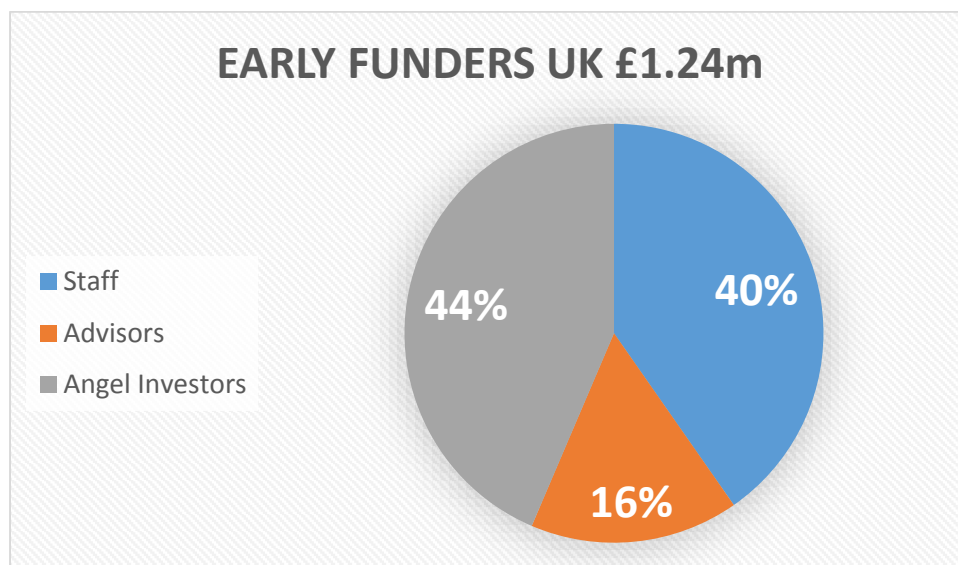
|            |                |                            |
|------------|----------------|----------------------------|
| Fundraiser | GBP £5million  | minting 25 million tokens  |
| Total      | GBP £20million | minting 100 million tokens |

It is important to understand that making a contribution to the CCEG and the subsequent allocation of Seratio tokens does not give any ownership right or stake, share or security or equivalent right in or relating to CCEG, the Seratio Platform, and/or any software, any public or private company, corporation, entity or property.

Microshare allocation will take place on 30<sup>th</sup> April 2018. All contributors to the CCEG fundraise will be allocated Microshares into a Seratio-Wallet as a recognition of their support. The wallet records, stores and allows individuals or organisation to transact Microshares which have no financial value currently.

Microshares proportionally represent non-financial attributes such as doing good, impact, and other positive sentiment. And thus, the amount of Microshares may be increased by evidencing further attributes and contributions. The Seratio token allows Microshares to be considered to settle e.g. offer a discount by spending your Microshares gained from doing good. Microshare transactions may also be registered on the Seratio Platform as Proof of Value.

## 7. Early Blockchain Funders

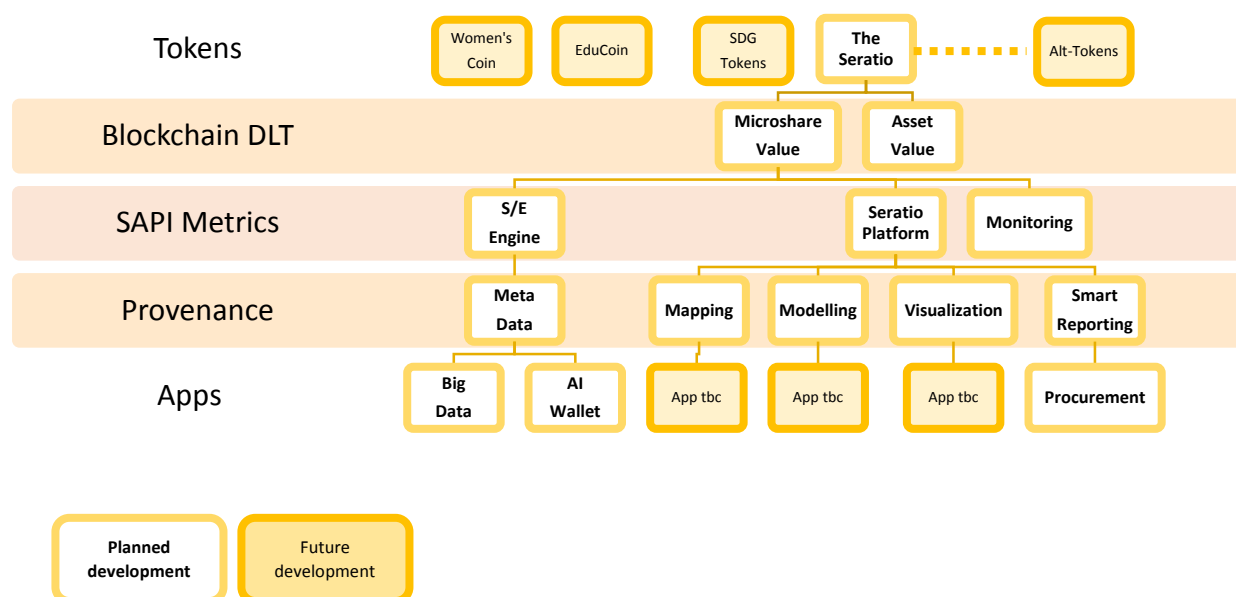


Across the last year June 2016-July 2017, Staff and Developers, Angel Investors and Advisors have funded CCEG's research, development and proof of concept to achieve readiness for the fundraise and token issue. As at the end of July 2017, total early funding has raised £1.24m. This contribution and support will be reflected in the token issue. At the time of this document, we are in negotiation with 2 further Early Funders and there may well be others who approach us prior to the Pre-fundraiser round on 15<sup>th</sup> September 2017.

Before June 2016, Seratio Limited had separately raised private equity investment to develop and build the metric and its commercial application. Seratio Limited provides the basis of the Seratio API (SAPI) Proof of Value system and will run and manage the Seratio Platform.

## 8. Use of Funds

The funds will be used in the development of the infrastructure together. The Business Plan is a phased-build to deliver a robust, resilient platform which will grow in importance and will set the foundation for other value-based tokens. Funds will also be used in the marketing and promotion of the Seratio and its capabilities over a five-year period to accelerate wide-spread market demand.



**Stage 1: TOKEN ISSUE BLOCKCHAIN DLT WITH MICROSHARE AND ASSET VALUE - £500k.**

Token issue is stage one in the business plan. Tokens will be issued with the capability to record and store the Microshares or Intangible Value Scores within the block, thus becoming the first Cryptocurrency with Values. The token build and methodology will also allow the release of future complimentary tokens based on specific value sets to enhance adoption and market demand.

**Stage 2: SAPI METRICS - £1.6m** Development of the Seratio Enterprise Level Platform to be fully automated with Microshares is the stage two phase. Continuous monitoring of the value certificates, external endorsements etc...will ensure the system remains robust and will give transparency to the legacy of future transactions and circular economies created. The ultimate goal is to transition to a fully autonomous proof of value system.

**Stage 3: PROVENANCE £1m**, stage three is the gathering of all data on people organisations, projects process and products to allow both the recording on the DLT as well as the filtration of Meta Data to aid transaction decisioning.

**Stage 4: APPS: £1m+**, stage four, development of the consumer and commercial facing applications that derive value from use of the tokens in wholesale and retail settings.

**Stage 5: MARKETING AND CONTINGENCY £900K** Promotion will be to the personal, corporate and public/government sectors. Marketing is planned to continue over a five-year time horizon.

Deliberately, no cap has been set on the amount of contributions that will be accepted by CCEG. Primarily this has been done to ensure that participation can be widespread to maximise adoption and allow time to introduce the concept to first time participants. Funds raised in excess of GBP £5million will be allocated towards Sustainable Development Goals

'SDG' family token offerings based on the Seratio platform. These will drive upwards the value of the Seratio token. CCEG will operate a foundation approach to funding projects that provide value, sustainability and benefits to communities under the SDG 17 goals.

Any new token allocated by CCEG under the Seratio SDG family brand would be differentiated by its own value set [under a defined SDG Goal]. The values of that goal/community group would be carried within the block as the record of intangible value. Their adoption would create synergy with exiting Seratio tokens and serve to widen the demand in the total market.

Funds will be accepted from the following cryptocurrencies as well as fiat money. In alphabetical order, digital tokens will be accepted from:

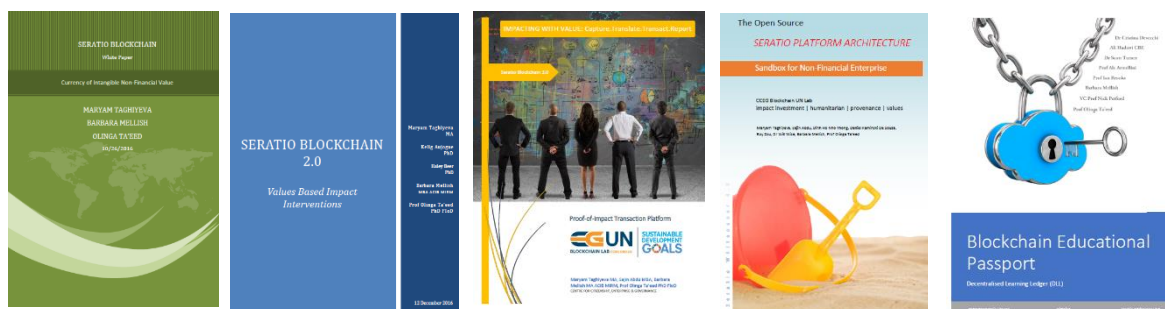
Bitcoin "BTC"  
Ethereum "ETH"  
Ethereum Classic "ETC"  
Litecoin "LTC"

The amount of Seratio tokens allocated will be based on an initial allocation of UK Sterling £0.20. Contributions from non-UK Sterling sources will be converted at the prevailing rate on a best effort basis. CCEG will fully manage the proceeds of the fundraiser and sell contributions at its own discretion including throughout the fundraising period in order to reduce the risk inherent in holding cryptographic tokens.

Seratio tokens minted for allocation are ERC20 Tokens. Given that, it is important that contributors send tokens ONLY to the wallet addresses listed on the fundraising website "seratio-coins.world" CCEG strongly advise token holders NOT to send tokens to any smart contract address, otherwise sent tokens may be destroyed, transferring their value to the remaining token holders. This issue is illustrated in the link here: <http://ow.ly/567G30ecyVA>

## 9. Technical Supporting Papers

The development of the Seratio platform has been previously detailed in a series of [5 whitepapers](#) (2016-17) set of research documents already published. These papers detail the technological and physical advancement of the blockchain capability to fully capitalise on the measurement, capture, recording and transacting of the value of any transaction or process.



### [WhitePaper 1](#)

**1.0 Currency of Intangible Non-Financial Value** - Sets out the basis of the Seratio integrated internet-of-value block, incorporating the ‘hard’, financial value and ‘soft’, intangible value of a transaction.

### [WhitePaper 2](#)

**2.0 Values Based Impact Interventions** - Describes the modelling and forecasting capability of the Seratio Platform.

### [Whitepaper 3](#)

**3.0 Proof-of-Impact Transaction Platform** - Demonstrates how a circular economy is created and grown using digital currencies, giving the ability for transactions to be contingent upon value creation e.g. via impact creation, value alignment or knowledge sharing.

### [Whitepaper 4](#)

**4.0 Seratio Sandbox Architecture** - Sets out the Sandbox for Non-Financial Enterprise, the open source transaction platform enacted by “proof of” metrics.

### [Whitepaper 5](#)

**5.0 Educational Passport: Distributed Learning Ledger** - Establishes the Blockchain Educational Passport, demonstrating how the technology can track, register certify and enhance the use of knowledge and learning assets

The token consists of a standard Ethereum financial transaction based on Proof-of-Value (PoV) verification mechanism<sup>2</sup>. The latter is implemented through several Seratio value assessment tools (e.g., Seratio API, Seratio Provenance Engine) and communicated through Oracles.

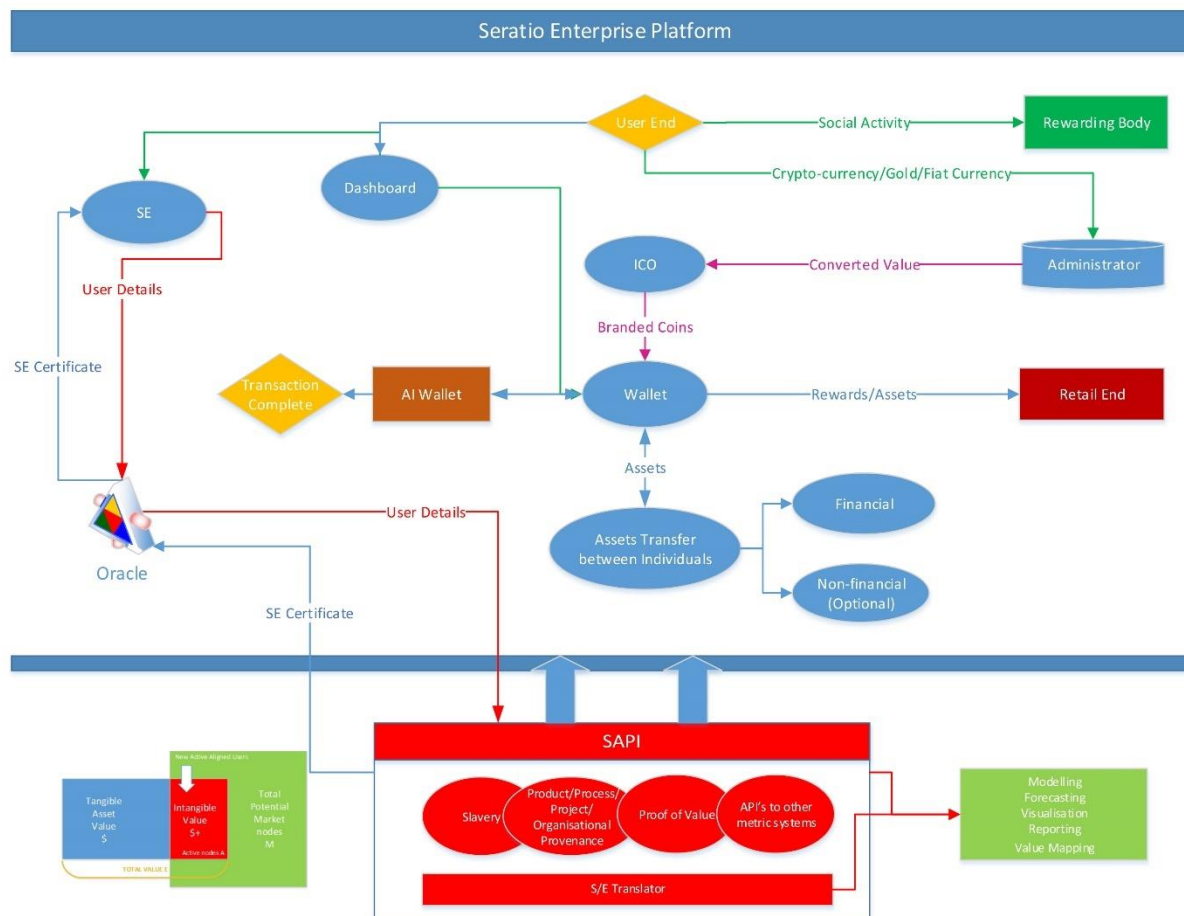
Upon launch, the Seratio platform will have a public blockchain behind it. Given that we deploy Ethereum protocol for the financial part of the transactions, we adopt the consensus mechanism (Ethash moving towards Casper) for the Seratio.

The Non-financial part of the validation will be managed by a Proof-of-Value mechanism, The metric for capturing intangible value is the open source Social Earnings Ratio (S/E 2011), developed by CCEG, and is the fastest adopted non-financial value impact metric in the world (2015). S/E based smart contracts are agnostic to the blockchain platform and have been implemented as [Proof of Concept](#) (PoC) operational on Multichain, suitable for

<sup>2</sup> [Whitepaper 1.0. Seratio Blockchain: Currency of Intangible Non-Financial Value](#)



deployment with ETC, ETH. Exploratory work has been undertaken on Interledger, and Hyperledger. The S/E platform allows for the expansion into limitless existing branded and unbranded communities of clearly defined values, by translating their own metrics systems to be used within the Seratio Platform. This provides for an endless decentralised Proof-of-Value system representing the values of society; the S/E system, already used by many universities worldwide, will be licensed in 2018 to ensure a fully distributed Proof-of-[...] system.



## 10. Future Growth – Expansion of New Markets

The ability to make transactions based on capturing intangible non-financial value represented by Microshares opens up very significant follow on markets including [9 significant commissions](#) already signed, several [high profile SDG projects](#), and a further 35 projects currently under development at the [CCEG Blockchain UN Lab](#). Expansion of Seratio usage will be through further SDG branded family token over next 12 years being minted based on the Seratio platform including initially 2018 scheduled Women's Coin, City Coin, Islamic Coin, Leadership Coin, EduCoins, etc with pilots presently underway in the areas of Provenance, Care, Retail, Faith, Education etc. The pipeline remains strong and growing, and expected to continue to rise with all systems contributing towards the achievement of the

United Nations Sustainable Development Goals (SDG) target in 2030. We are harvesting other brands through CCEG's IoV [Blockchain Alliance for Good](#), communicating through bi-yearly [Social Value & Intangibles Review](#) and bi-monthly newsletters ([May 2017](#), [Feb 2017](#)) with supporting conferences (e.g. [Cambridge University](#), UK [Fordham University](#), USA etc)

## 11. List of Key Facts

- Token Name & Abbreviation: Seratio & SER
- Token Allocator: Centre for Citizenship Enterprise and Governance
- Token Standard: ERC20
- Token Code - Solidity and JavaScript utilising Truffle and OpenZeppelin libraries
- Target token allocation: 100 million Seratio Tokens, no maximum cap set.
- Token Issue date: 31<sup>st</sup> January 2018
- Mint Close date: 31<sup>st</sup> January 2018
- Platform: Ethereum
- Blockchain Type (launch): Public
- Consensus mechanism: Hybrid PoW / PoS (PoV to transfer to a fully distributed model)
- Country of Issue (Regulatory Framework): UK
- Code Auditor: Sandblocks Consulting (report 11<sup>th</sup> August 2017)
- Legal Advisors : Eversheds Sutherland (report 9<sup>th</sup> August 2017)
- ICO Maker: Chandler Guo
- Regulatory Advisor: COINSult (report 6<sup>th</sup> August 2017)
- Fundraiser website: [www.seratio-coins.world](http://www.seratio-coins.world)
- Fundraise Open to: worldwide where regulation allows. US citizens or any person permanently resident in the US or any of its territories are not permitted to participate
- Pre-Fundraiser: 16 days
- Fundraise: 30 days
- Minimum investment: GBP £1,000 (during pre-fundraiser GBP £5,000)
- Maximum investment: n/a (during pre-fundraiser total limited to GBP £1,000,000)
- Reserve pool (held by CCEG): released proportionally annually over 12 years to 2030

## 12. Safeguarding the Investment

**Terms and Conditions** - Any contribution will be subject to the acceptance of the full Terms and Conditions “T&Cs” which will be available on [www.seratio-coins.world](http://www.seratio-coins.world). The law of England and Wales applies to the T&Cs and any agreement entered with CCEG under them. Any dispute arising out of or in connection with the CCEG fundraise, the creation of the Seratio Token, Seratio-Wallet and the development and execution of the Seratio Platform shall be exclusively and finally settled by the ordinary courts of England and Wales.

**Regulatory Framework** - The UK is the world’s leading financial sector. The Financial Conduct Authority (FCA) and the Information Commissioner’s Office (ICO), the Government and currently all European regulations apply. The CCEG fund raise and token issue complies with the current United Kingdom regulatory framework, and has considered international frameworks where known such as the Securities and Exchange Commission (SEC) recent findings as well as the incoming European General Data Protection Regulation (GDPR).

**Treasury** - The Treasury policy of CCEG focuses on the reduction of risk. Cryptocurrencies received as part of the fundraise will be managed and sold progressively, including throughout the fundraising period, to reduce the risk inherent in holding cryptographic tokens

**Anti-Money Laundering** - CCEG will operate AML compliant processes in respect of fiat money to token currency and vice versa. Contribution payments and Seratio Token issue will be made to the same party, i.e. no third-party registrations will be accepted. Any sale of Crypto tokens by CCEG will be through recognised exchanges.

**Data Protection** - The processing of personal data (and, potentially, sensitive personal data) by CCEG is subject to the Data Protection Act 1998 (DPA). CCEG has been registered with the Information Commissioner’s Office since October 2015. In line with many other organisations, CCEG is preparing for compliance with the new General Data Protection Regulation (GDPR) which will apply in the UK from 25 May 2018. It should be noted however that the effect of the GDPR on blockchain deployments is not yet fully understood. Encrypted and/or hashed data, for example, may still constitute personal data.

**Risk Warning** - Buying, selling and holding digital assets or cryptocurrency is never without risk. You should only make a Contribution in return for Seratio Tokens if you are happy with the risks of doing so. As we are undertaking a relatively new type of fundraising, there may be unforeseen risks of which we are currently unaware. All content provided through this paper is only for your personal information and use, and is not intended to address your particular requirements or to be relied upon in making (or refraining from making) any specific decision. Such content shall not constitute any form of advice or recommendation by us.

**n.b.** Further risks are outlined in the T&C’s

## 13. Frequently Asked Questions

### (i) Who are the CCEG and where are they based?

*The Centre for Citizenship Enterprise and Governance Limited are a fully registered, not for profit Company, in the United Kingdom under number 09796798. CCEG has an international presence, with academic partners in the US, in New York at Fordham University, and in Shanghai. The Centre has been in existence since 2013, and was formerly incorporated in September 2015. Full details of the company are available on public record in the UK. CCEG works with Government and the private sector, and has been quoted by the Vatican Press as “The most rapidly adopted social impact analysis metric in the world”*

### (ii) What makes this Fundraiser Different to the others in the Market?

*This is the first issue of an Ethereum token allocation from the regulated market of the United Kingdom and the first time both financial and non-financial value will be recorded and transacted on a blockchain with mass adoption.*

### (iii) What is the maximum amount of funds to be raised?

*Deliberately, no cap has been set on the amount of contributions that will be accepted by the fundraise. Primarily this has been done in order to ensure that participation can be widespread to maximise adoption and allow time to introduce the concept to first time participants. Funds in excess of GBP £5million will be assigned to CCEG’s foundation to support Sustainable Development Goal Projects through Seratio Alt-Coins.*

### (iv) When will my Seratio tokens be available to me to exchange?

*Seratio Tokens will be issued by 31<sup>st</sup> January 2018 and will be available for immediate exchange.*

### (v) Why did CCEG chose Ethereum?

*Excluding BitCoin, Ethereum has the best developed infrastructure and is well adopted within the community. CCEG believe the use of ETH will help with wider and easier adoption of our platform, facilitating and accelerating the growth of cryptocurrencies with values. In the future, we may consider building an entirely separate blockchain platform as an advancement on Ethereum.*

### (vi) Must I have an SE Score before I can exchange Seratio tokens?

*The Use of Microshares and SE score is entirely optional for both parties to a transaction. A transaction may be may contingent upon achieving a determined score. That is an option available to either party which would ensure value alignment. The Seratio token can trade without the use of the Microshare component.*

## 14. Background Note and Contact Details

Information on the open source Social Earnings Ratio® (Creative Commons, 2011) may be found at the Open Source not-for-profit Think Tank, Centre for Citizenship, Enterprise and Governance ([www.cceg.org.uk](http://www.cceg.org.uk)) which focuses on Movement of Value. CCEG has received over 100 commissions, shown at [www.socialearningsratio.com](http://www.socialearningsratio.com) and operates 10+ SaaS platforms through the trading arm Seratio Limited ([www.seratio.com](http://www.seratio.com)); these include those supporting [Social Value Act 2012](#), [Modern Slavery Act 2015](#) and several [EU Commissions](#). CCEG has over 60,000 members including 7,000 heads of CSR of the world's largest companies and 2000 politicians. Members receive the journal Social Value & Intangibles Review <https://issuu.com/seratio>. CCEG has founded the IoV Blockchain Alliance for Good ([Bisgit.ioV](http://Bisgit.ioV)), the [CCEG Blockchain UN Lab](#), and the [Cyber Futures](#) consortium which includes Microsoft, Tata, BT, Informa and universities worldwide. CCEG and Seratio are spin-outs from the University of Northampton both adhering to the [Blockchain Manifesto](#).

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