

# Ultimate Battle for our Hearts and Minds

CELEBRITY KOL NFTs AND RETAIL  
IN THE WEB3 ECOSYSTEM OF A  
VALUES METAVERSE

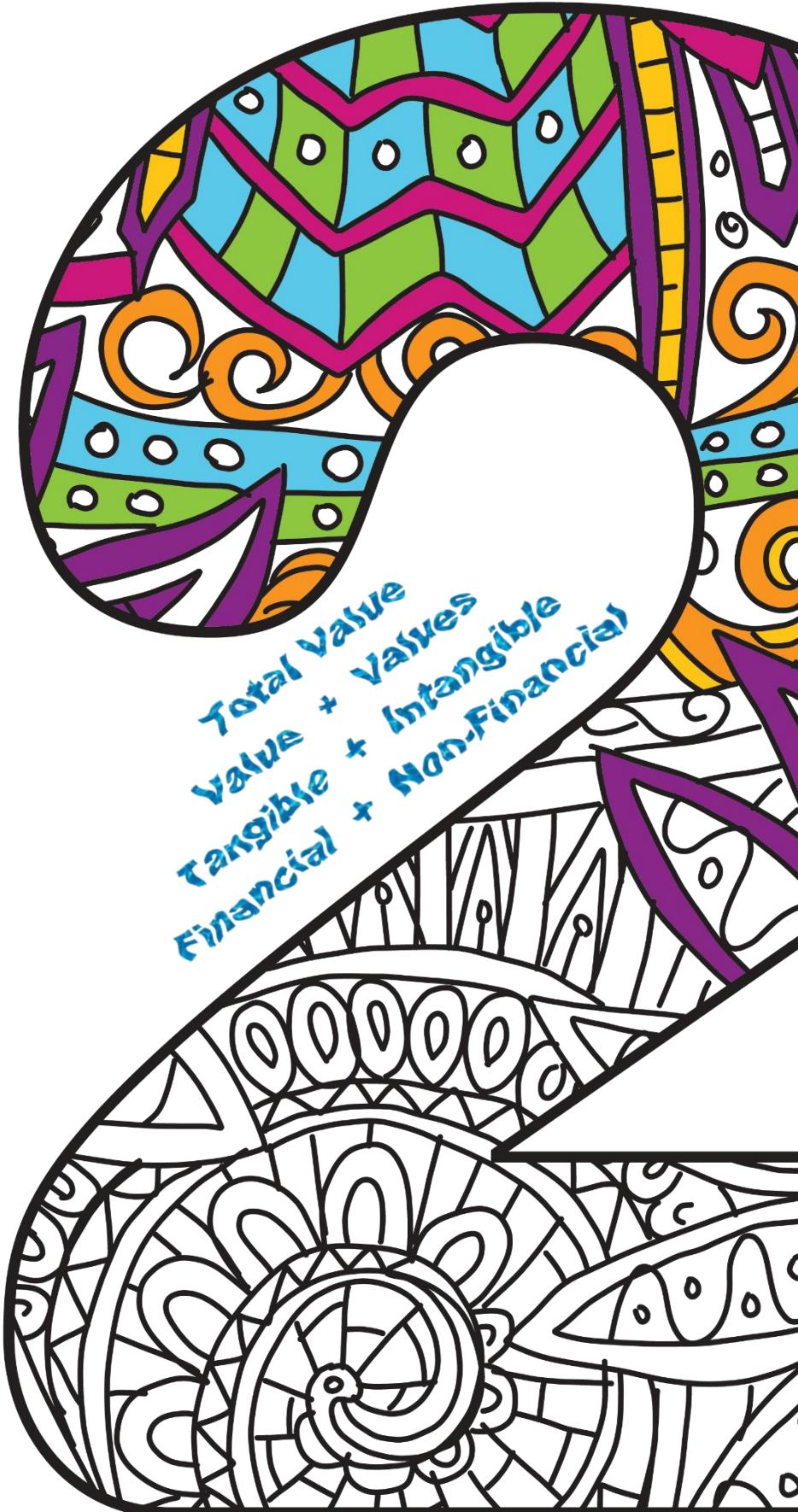
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## Overview

The Metaverse is not just a replica of our current dystopian world. It is our opportunity to build a digital world governed by ideological values, not financial value constrained by corporate and government legacy systems. The Metaverse is the chance to re-invent society, at worst a rehearsal, at best a parallel world which in due course reflects good values exchanged back into the 'real' world. It is often interpreted as a retail Nirvana where worlds are built around the individual, not reflecting institutional projections.

In this world of values the influencer, the celebrity - these Key Opinion Leaders (KOL) will have the privilege to champion values alignment not just buying recommendations. Indeed, two unexpected and presently disconnected markets surprised investors in 2021. Celebrity engagement companies hit unicorn status and separately, NFT market cap rose from \$100m in 2020 to \$22 billion helped by largescale celebrity uptake and now mainstreamed by Christie's and Sotheby's. Combined, however, these solutions provide for a remarkable opportunity to revolutionise the rapidly changing retail sector, but more importantly a growing window to change social behaviour globally.

Retail markets have shifted, high streets are dying, websites are no longer go-to alternatives, and retailers talk to the young consumer garnering support through influencers on a plethora of social media channels. Traditional advertising and associated data acquisition face privacy challenges with brands moving to a more direct message model. In a future metaverse, with stores already planning to launch their virtual stores, retailers see specific celebrities influencing specific customers to specific brands through an alignment of their shared values. For example, a hologram Leonardo DiCaprio (who like many celebrities went to COP26) will converse directly with you to shop at Starbucks as all 3 of you believe in Carbon Zero. Not only can we deliver that vision of the future, but we can deliver significant revenues today in immediate current marketplaces, highly efficiently and profitably.

In recent years start-ups in direct celebrity engagement have flourished - US unicorn Cameo (startup 2017, turnover \$100m in 2020 up 4.5x from 2019, raised \$165m, valuation \$1 billion<sup>1</sup>), European Memmo



(raised €20m, 40%/month growth<sup>2</sup>), UK Thrillz (raised £1.3m, valuation £9.9m<sup>3</sup>), Middle Eastern Yela (raised \$2m<sup>4</sup>), Canadian Truefan (raised \$4.1m<sup>5</sup>), several Indian platforms<sup>6</sup>, etc. Although successful, inevitably they faced scaling issues with inefficient revenue models dependent on 1:1 relationships between customer and celebrity, and manual but costly white glove handling of the latter. In their

<sup>1</sup><https://variety.com/2021/digital/news/cameo-raises-100-million-amazon-google-uta-1234940598/>

<sup>2</sup><https://www.venturecapitaljournal.com/celeb-video-platform-memmo-me-gathers-12m/>

<sup>3</sup><https://www.uktech.news/news/london-based-app-thrillz-connects-you-directly-with-your-favourite-celeb-secures-1-3m-funding-20210617>

<sup>4</sup><https://techcrunch.com/2021/08/04/yela-secures-2m-to-reproduce-cameos-celebrity-success-with-an-app-for-the-middle-east/>

<sup>5</sup><https://inc42.com/buzz/celebrity-fan-engagement-startup-truefan-raises-4-3-mm-in-seed-funding/>

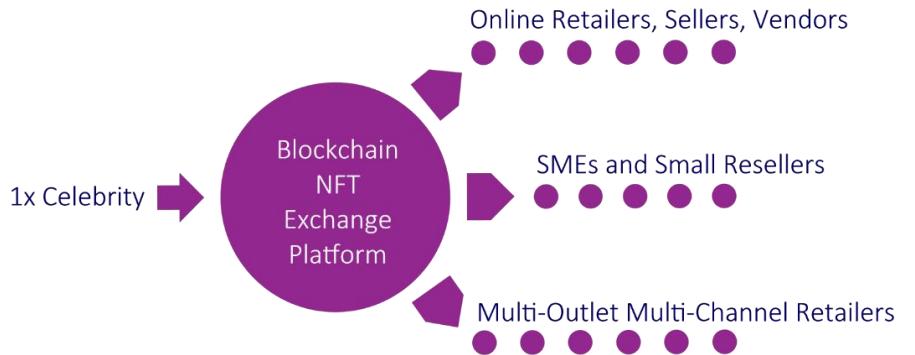
<sup>6</sup><https://www.financialexpress.com/brandwagon/from-tring-to-truefan-celebrity-fan-engagement-sector-see-a-spurt-in-platform>

search for new channels to exploit and protect their markets. In the last month, as predicated by us 6 months ago, Cameo<sup>7</sup> has laid off 87 staff including their CTO, CMO, CPO, HRO, and Memmo<sup>8</sup> 40% redundancies. Their commercial model was wrong and cannot be fixed. In contrast, we have overcome a significant barrier to entry stemming from our root and branch application of a decade of decentralized Deep Tech which cannot be merely appended to their centralized business models.

Scaling this market requires a single celebrity to message not one individual who only pays once, but instead MANY retail outlets who pay daily for the use of the celebrity digital endorsement. We can deliver this through our NFT platform across the entire procurement space whether by consumers, retailers, vendors, resellers and supply chains.

**SCALABILITY** NFT is a breakthrough in authenticating digital assets (eg pictures, videos, text, music, etc). The Blockchain NFT market, although burgeoning (capitalisation in 2021 \$22bn, risen from \$100m in 2020) faces recent upturns (eg. Blue Star Capital Plc) but also slow starts (NFT Investments Plc) with similar illusive recurring revenue business models and revenue streams. Ironically just like celebrity engagement, NFT sales are also predominantly 1:1 peer-to-peer auctions, throttling scalability except for the decentralized gaming industry.

By combining the celebrity engagement market and NFT creation, we break the inefficient linear b2c 1:1 model which requires continuous funding rounds to keep up an ostensibly manual brokerage, and replaces it with a scalable 1:MANY b2b recurring revenue platform taking advantage of the growth in both markets but applied to the newly unfurling retail world. Automated licensing of celebrity NFTs endorsing retailers overcomes many of the growth barriers. It is important to understand that this is not a cryptocurrency play, has no reliance on the financial value of a token but merely its utility, but does use Blockchain Technology and Thoughtware both of which we are considered a world authority.



**MISSION ENABLER** Ordinarily, celebrity endorsement of small retailers would be prohibitively costly, or expensive for large retailers. Nevertheless, in recent times we have witnessed values buying influence, mirrored by the celebrity, as corporates scramble to show their green net-zero credentials, LGBTQIA+ and BLM alignment amongst others. If a business is not aligned to the customer, they won't even appear

<sup>7</sup> <https://www.protocol.com/bulletins/cameo-layoffs-cto-cpo>

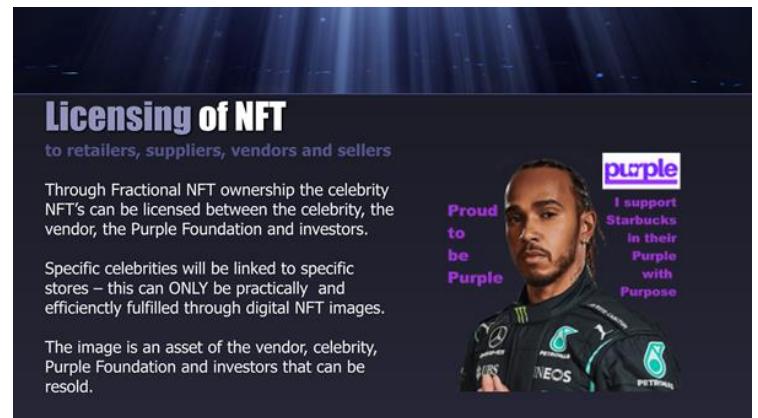
<sup>8</sup> <https://sifted.eu/articles/startup-tech-company-layoffs/>

as an option on a consumer's social media. With cost of living crisis, Consumer Duty<sup>9</sup> is now a thing, and whether perceived as woke or real, both celebrities and retailers pursue numerous media led social missions such as Climate Change, Food Poverty and Disability (especially Mental Health) to align themselves to their fans or customers, and to their beliefs. Public image is key to both sets of interest and unifies them in purpose. Without an associated cause celebrities would be reluctant to dilute their brand by mass retail endorsement. Through our technology specific retailers can be matched to specific celebrities through specific social missions to automatically create unique NFT assets that are licensed across the retail, vendor, seller, reseller online and physical space creating daily recurring revenues. Without any additional effort, Lewis Hamilton can be digitally authenticated to endorse a specific retailer by name or brand - large or small, whilst simultaneously supporting a specific cause close to his heart (in this case disability due to his personal family experience of disability, or his repeated endorsement of BLM by always taking the knee) which the retailer and the customer shares.

**TECH** Our principle DLT technology is the fractional ownership of the NFT assets allowing the celebrity asset Intellectual Property (images, videos, etc) to be authenticated and shared between the celebrity, the retailer, the NFT platform and the social mission. Whilst one retailer cannot afford or chooses not to afford

Lewis Hamilton in a direct relationship, many retailer outlets (including multi-drop shops and online) can together afford his licensing through daily royalties even though each retailer gets his image asset mentioning them by name and attributing their contribution to the cause they share. The celebrity gets an uplift on IP revenues, the retailer access at a fraction of normal costs leading to increased sales and enlarged customer base and interaction, the social mission income for growth controlled by their community, and the consumer is spoken to based on their values. In the metaverse retail space, this message will be addressing a specific consumer by name - the ultimate retail engagement model.

**REVENUES** Our business model is reliant on recurring digital subscriptions from licensing celebrity endorsements through daily per outlet micro-payments and online traffic, but supported by additional 'traditional' NFT auction sales of the assets mainly for promotional awareness (having already established NFT galleries in UK and Portugal). We are launching a pilot platform in 2022 trialing existing celebrity channels associated with disability before returning to the markets to step launch in 2023 both geographically and expand across further mission led markets. This solid forecast closely follows existing celebrity engagement financial performance figures and downplays the NFT auction potential. It is too early to include revenue streams from metaverse implementation and transacting values based consumer data, but it is likely to change the financial landscape of this business beyond unicorn..

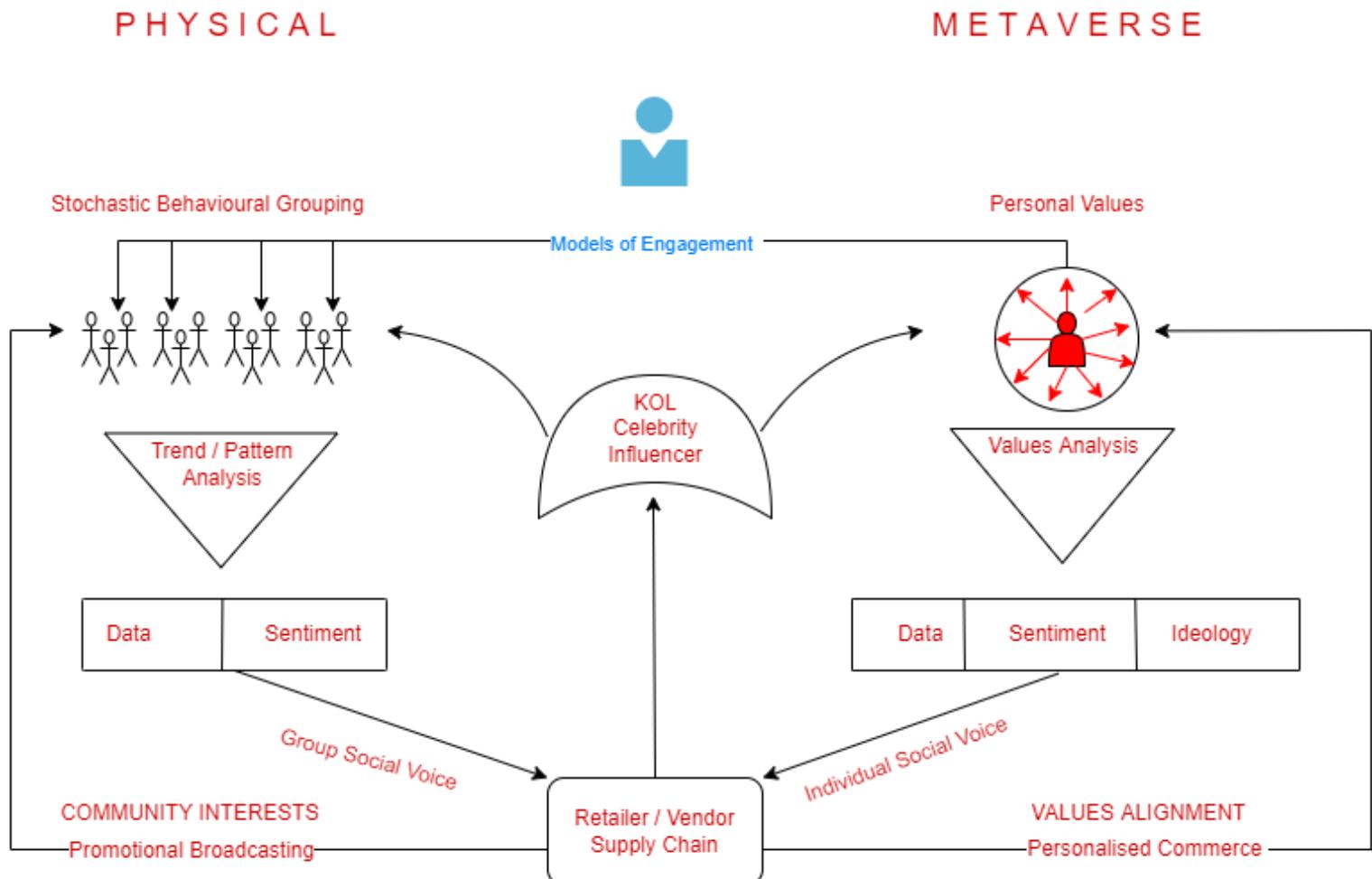


<sup>9</sup> <https://www.fca.org.uk/news/press-releases/fca-introduce-new-consumer-duty-drive-fundamental-shift-industry-mindset>

# 2

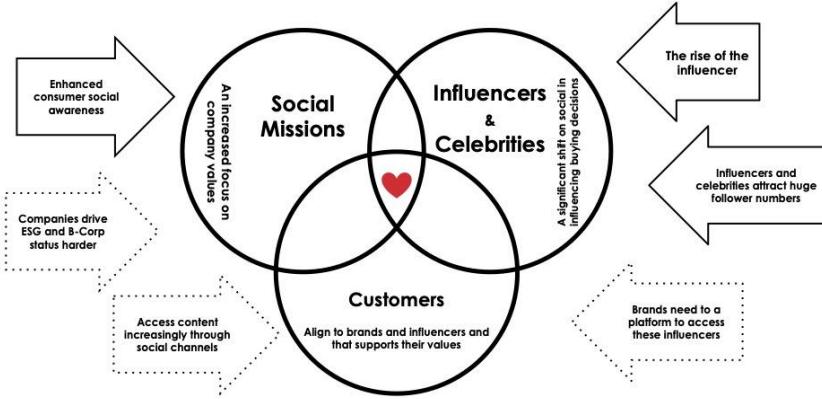
## Post Covid Climate & Opportunities: Metaverse, Web3, NFT, Celebrities and Retailers

Consumerism has changed dramatically over recent years as individuals get exponential increases in exposure to information and content, demand ever more immediacy, crave seamless user experiences and become more and more aware of, and aligned to, social missions. All this coupled with a significant increase towards online buying behaviour, largely driven by pandemic created lockdowns mean that retailers and brands have needed to review how they optimise their business models. This often requires the need to migrate away from legacy operating systems and drive their innovation agendas much harder through new channels. The acceleration of new technologies such as AI, 5G, Web3, the Metaverse, Blockchain and NFT's now need to be considered as part of the future digital strategy to ensure brands stay relevant with a new generation of consumers. Adopting these new technologies will also facilitate the creation of new channels and allow the ability to access new consumer groups and new emerging (and ultimately) dominant generations.



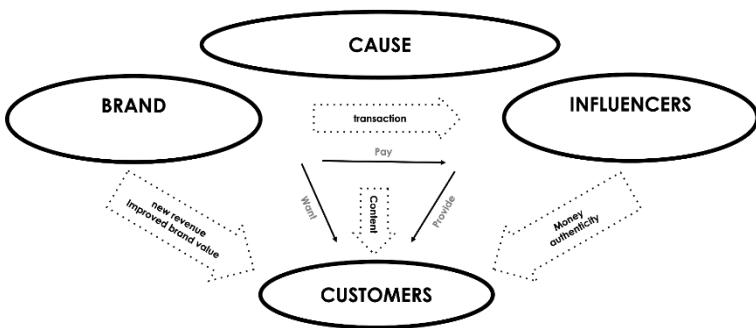
Conventional consumer contact strategies that were leveraged by large scale advertising campaigns are no longer, in isolation, able to provide the level of engagement that is needed with an increasingly transient consumer population. The rise in importance of the influencer and of celebrity endorsements (the so called Key Opinion Influencers - KOL) in attracting and retaining consumers is now a critical component of any brand and marketing strategy. In addition, the rise of a more socially conscious consumer has meant that unless brands align to social missions, they are likely to not even be considered by large portions of consumers. As a result, many organisations have ramped up their focus on their ESG (Environmental, Social, and Governance) and B-Corp, GRI, IIRC, etc (accolades of the highest standards of accountability, transparency, employee benefits and charitable giving). These same brands now need to find a way to demonstrate these 'personal' values whilst leveraging these new and emerging technologies and channels, thus staying relevant with a new generation of consumers.

## Building valuable intersections ...



The Metaverse allows the brand to build engagement not through broadcasting a set of retailer values into a group of individuals sharing the same ideology, but to surround the individual with offering that not only meet their tangible material needs, but their intangible non-financial needs. At present, brands collect data on physical attributes as well as behavioural historic patterns of purchasing. They do not engage with ideology, social missions or anything that reveals the consumers' hearts and minds -

the last bastion of sentiment data collection. This is the area of *Personal Commerce* where a *Social Voice* can engage allowing direct tailoring not based on assumptions extrapolated from people with the same behaviour, but actually identifying YOU not someone like you, and tailoring the offering only and exactly to you. Naturally this has major ramifications in our current world, but even more in a Metaverse engagement where there are 8 billion metaverses based on 8 billion people all with nuanced but unique values meta-tagged in a new Web3 ecosystem. We are all a complex overlay of many kinds of values and ideologies, bound together with our economic and physical status. Loyalty programmes based on evolved but essentially simplistic "people like you also bought" paradigms have been effective, but now if the brand fails to align to those values the loyalty is no longer persistent.



We aim to bring our deep and meaningful understanding of NFT's, blockchain and of retail to bear through a progressive and relevant offering that faces into these new challenges. This will allow brands and retailers to get access to new customers that are aligned to stated social mission whilst supporting (in many cases) the embracement of new adaptive technologies. Whilst there has been

much coverage recently regarding NFT's, this has been largely the bastion of the wealthy and / or those that are early adopters of blockchain technology, this has been almost exclusively a 1:1 (seller to buyer) ratio with little opportunity to scale true value for retailers or provide the ability to reach large consumer groups.

What spurs our belief is that over recent years there has also been a new phenomenon where an increasingly content thirsty population of consumers, communities and companies have been looking to celebrities for endorsements via viral social channels like Tik Tok. Indeed the Chinese origins of this channel plus a myriad of alternative platforms in China makes KOL marketing prevalent and sophisticated in China.<sup>10</sup> Simultaneously fan engagement is a burgeoning phenomena, from OnlyFans through to celebrity engagement platforms like Cameo (US) and Memmo (Europe) amongst others which have gone through accelerated growth over the last few years as they leverage this demand; the same model has been replicated in the UK with Thrillz, and several India Bollywood platforms<sup>11</sup> and Middle Eastern platforms like Yela. Nevertheless, these 1:1 platforms have unscalable commercial models and have recently reported a plateau post pandemic as celebrities become less available and their time/revenue opportunities for them elsewhere more attractive. Typically, ranges of charges are £20 to £3000 with only 25% of this going to celebrities who clearly value fan engagement more than income during COVID down times. As it is unlikely to repeat the same celebrity, it is not a recurring revenue model and highly intensive in celebrity management for each engagement as a 'white glove' service is required making it staff intensive.

NFT technology, however, allows us to break this model but into a much larger retail channel opportunity providing recurring revenues. Given celebrities, which is the only NFT market that is still growing, and given their unique access to unique content and memorabilia, we have designed a unique system to deliver a scalable and sustainable model. Our system allows many brands and retailers to get access to celebrities that are aligned to their social mission, the glue that unites the celebrity, the retailer, and the consumer. Ultimately, we are creating a '1 to many' opportunity for celebrities and influencers., whilst providing retailers, vendors, supply chains access to these KOLs where historically this would be out of their reach.

<sup>10</sup> <https://brand.house/2020/03/24/kol-marketing-in-china-what-is-it-and-why-should-you-know-about-it/#:~:text=KOL%20stands%20for%20Key%20Opinion,and%20relate%20to%20their%20audience>

<sup>11</sup> <https://www.financialexpress.com/brandwagon/from-tring-to-truefan-celebrity-fan-engagement-sector-see-a-spurt-in-platforms/2362201/>

Our long-term ambition for our business sits predominantly around a broad data strategy. We will build an adaptive Data Driven technical architecture that allows us to surface highly personalised content that reflects the fragmentation of consumer needs and the rise of personalised commerce. In addition, we will utilise community based social listening to ensure that we always understand the ever-changing demands of consumers – providing insights to our partners that will help them to create more relevant and aligned content. Coupled with this we will leverage our many years of extracting personal value as well as financial value to create a unique NPS (Net Promoter Score) like ratio. This will allow brands to be rated by consumers in a fully transparent way, reflecting; value, relevancy, and alignment to social missions. The value in our business will largely be driven by this new paradigm in metrics and data insight. Putting customer loyalty at the very centre of everything we do, and smoothly transferable to the emerging Web3 and Metaverse opportunities on the horizon.

Our team has spent over a decade of Thought Leadership developing ecosystems that now play in this ground breaking and transformative project. To understand a values based retail metaverse requires an understanding of the direction of travel in global payment systems. We move into web-3 at age when ideas are powering the world, not money. The information age has opened the door to a values based economy, where what you believe matters. A 2020 poll of Governors of Central Bankers in Asia<sup>12</sup> considered the currency of the world by UN SDG 2030. Not one response suggested money but rather Data, Sentiment or Ideology.<sup>13</sup> In the West personal data is commoditised in an exchange for often free goods (eg. Facebook, Google, Amazon, etc), or offered to safeguard the corpus of society (eg China). The Web3 my-data-my-way mantra is evolving into no sharing of personal data for the benefit of corporates and governments who claim our best interest at heart, but rather the inverse – customer values data now drive institutional decisions. This builds a metaverse coupled with our sentiment and ideology to build a (metaverse) world around us where the individual is at the heart and institutions serving our needs by getting to know us better in order to know compete for our attention. Anything of value ever created by humans began with a deeply held belief or idea. As we roll-out the digital wealth transfer of web-3, the protocol that effectively captures and serves this movement of our ‘values’ based data will capture the lions share of this most potent form of global currency.

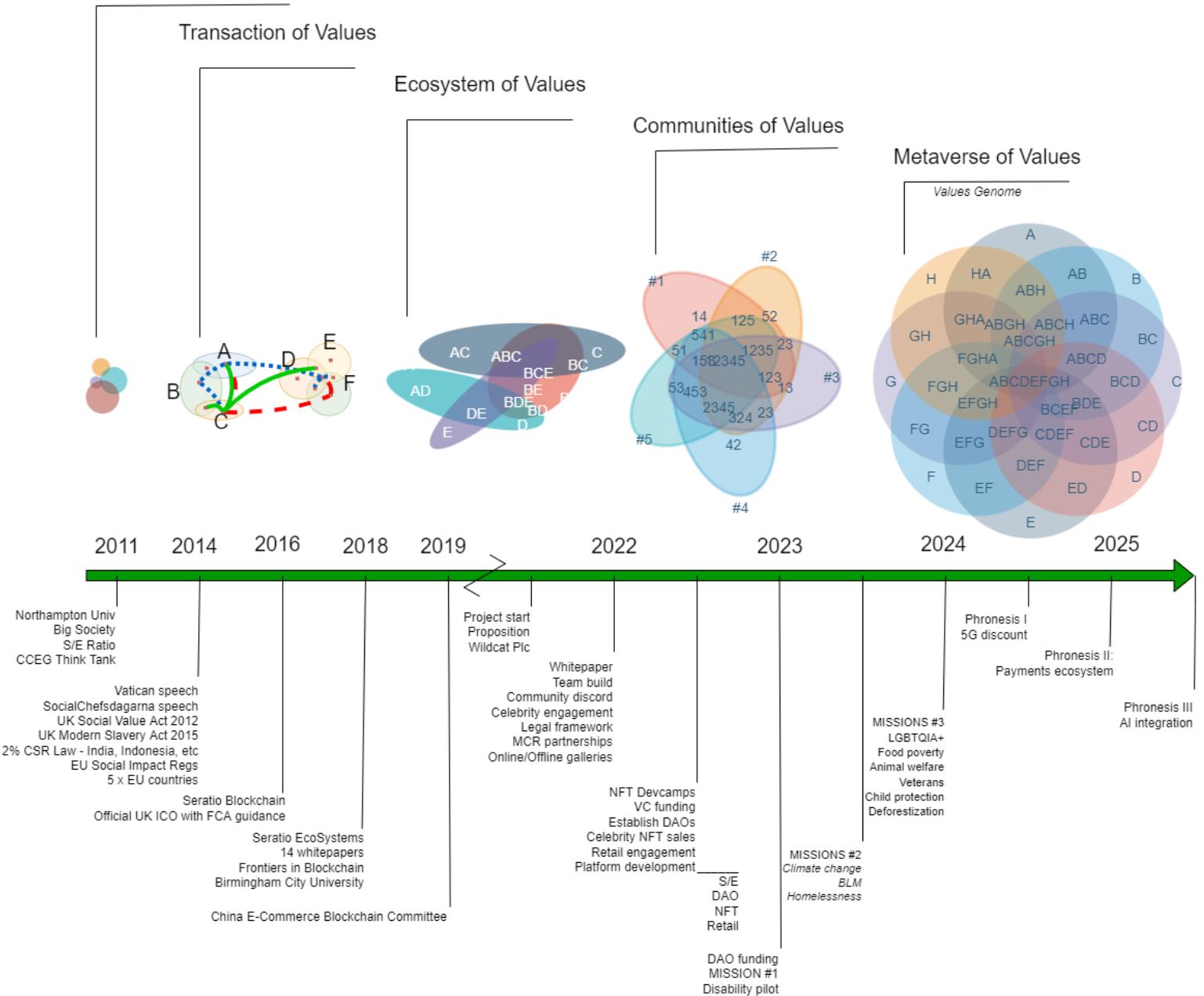
We have not arrived at this yesterday but represents over a decade of peer reviewed research, rigorously tested in the market, shared through open source with the community, as we carried out our own ‘social listening’ and feedback. As the world’s leading Think Tank on the movement of value (measurement, transaction and delivery) we have developed systems to qualify value, quantify values, and transact them. We have no emerging competitor with our ability, sophistication and experience in the world of values and thus well placed to build a values based retail engagement in the immediacy, and a values based metaverse by 2030 as our long term goal.

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<sup>12</sup> <https://youtu.be/cC-YOmY1YMg>

<sup>13</sup> <https://www.worldfinance.com/banking/central-banks-are-gradually-warming-to-digital-currencies>

## Measurement of Values

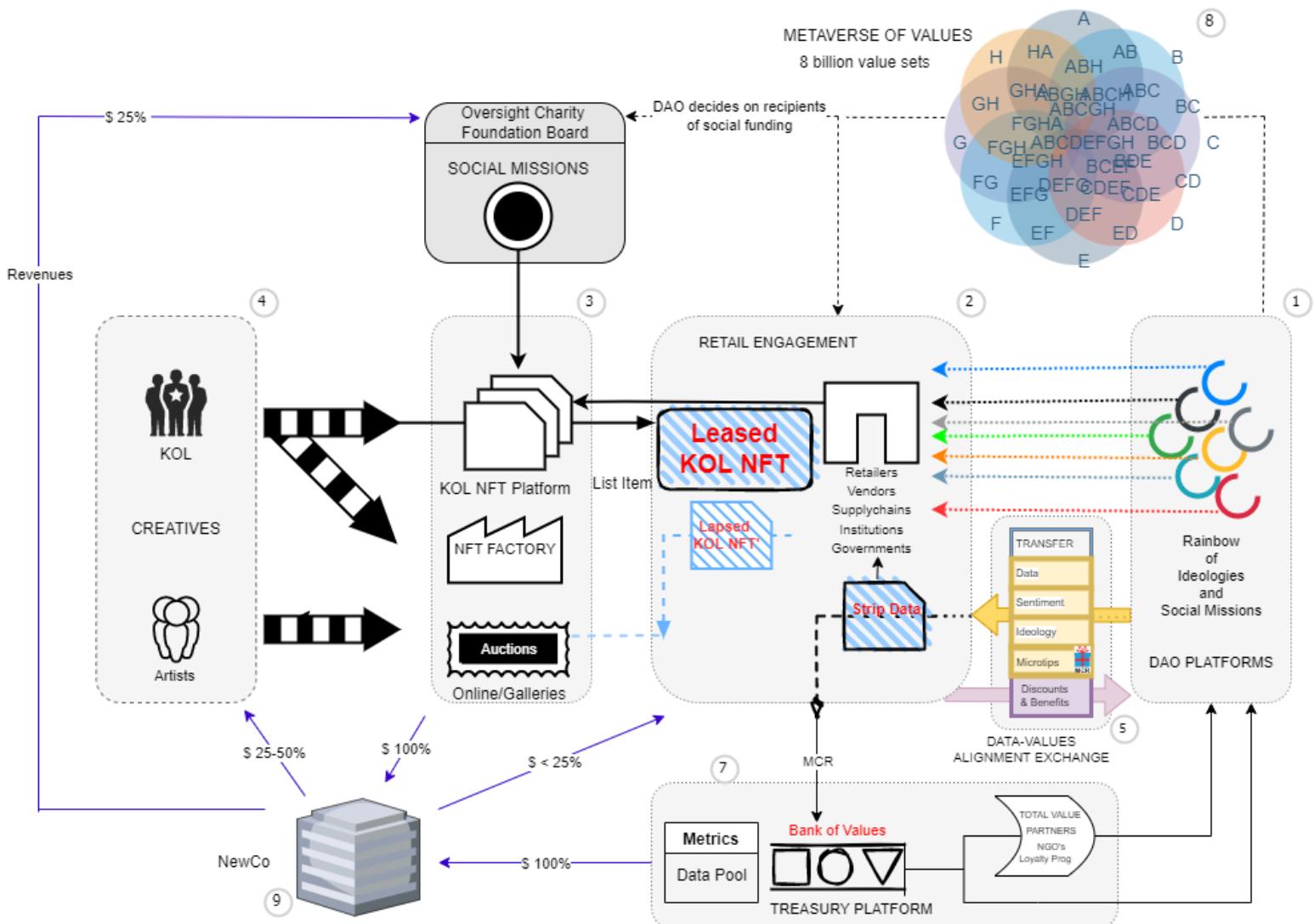


# 3

## System Design:

### Platforms to drive Mission Engagement

To arrive at a (retail) metaverse driven on values, however, needs solid, rigorous building blocks in the next 8 years. We have designed a robust platform to scale and sustain our goals for retailer engagement using a mixture of our knowledge of supply chain ecosystems and metrics tested in the field since 2013, and our tried and tested solutions in blockchain, tokenisation and NFTs to capture and transact values operational since 2018.

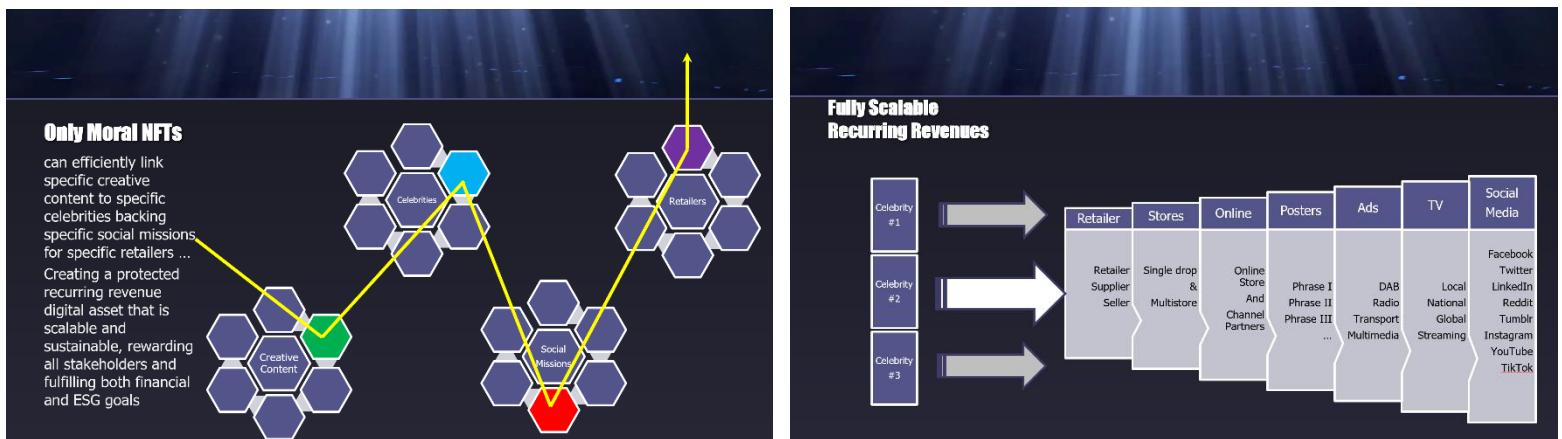


Our market disruptor is the use of *ideology* in addition to sentiment and data to more narrowly pinpoint an offering to an individual. By incorporating an ideological framework into the customer ratings metric, the 'Microtip', we can ascertain with much more accuracy the value(s) set of the clients. This is the

direction that Personalised Commerce is moving into with the mobile first advent of 5G, 6G and 7G technology being able to identify the customer through metadata tagging through their phone. This will result in automatic discounts or preferential benefits without any need of self-identity, QR code scanning or proving their alignment to the retailer values through our Microtip technology. This allows our deep tech to move seamlessly into the Metaverse experience as this new world gains traction.

### 3.1 Mix-and-Match

The brand platform requires the creation of specific KOL creative content, linking to retailers and supply chains both aligned to an agreed social mission. This may be images, video, audio, illustration or animation, augmented reality, etc. The NFT of this captures and secures the combined IP allowing this creative asset to be leased back to the retailer and eventually sold at the end of life cycle using fractional ownership split. This is the recurring revenue model that has evaded both current celebrity engagement and the separate NFT market long suffering from exactly the same barrier.



These NFT retail assets allow for online, in-store and metaverse interactions not simply by demonstrating common alignment to draw in the support and loyalty of a community, but allowing for interactive customer engagement a la Tik Tok/Pokemon-Go type of social media scenarios. Leasing these NFT's at c £1/day (diminishing to 50p) builds a recurring revenue model for celebrities as well as allowing retailer access to them at a fraction of their usual image rights charges. The celebrity influencer receives 25% of the revenues, the social mission 25%. Further revenues are achieved in the after-life NFT market when the lease has come to an end and the NFT enters the regular auction and resale market. Sales are also achieved in generating celebrity NFT's outside the retail environment in which case the KOL receives 50% of the revenue, and the social mission always 25%. We plan to extend this to artists who are aligned to the social missions.

### 3.2 Ratings to change Behaviour

But how does this become a transformative piece in society? Through representation and metrics. Communities of people who are aligned to those social missions, either through membership such as Disability, or by belief such as Climate Change, are organized through membership of a DAO – a Distributed Autonomous Organization – a blockchain construct that gives both individual and collective social voice. Retail/vendor/supply chain customers rate the service they have received and award a non-financial tip – a Microtip token (MCR<sup>14</sup>). This simple act not only provides an independent rating of the retailer performance from that community of beliefs that allows nudging improvement in attitudes and strategic intent, but also transfers vital ideology data to the retailer to capture the hearts and minds of the customer, not just their physical attributes of location, shopping behaviour, etc as is the norm. Should they choose to, the retailer can reward those intrinsic beliefs of their customers through their usual and well trodden loyalty systems including discounts and other benefits at levels commensurate with their desire to attract that community. This will serve as a bridge to the 5G/6G/7G data layer world where this will be completed automatically and in the background within a metaverse of values.

The use of an intangible metric to change customer behaviour is, of course, well known in the retail sector and loyalty. Our ecosystem closely mirrors the development of NPS®, Net Promoter Score, which started as an academic muse and was turned into a marketing loyalty powerhouse by Bain & Co with now global adoption. We anticipate a similar journey in the next phase of loyalty → values metrics.

### 3.3 The Phronesis ‘Genome of Values’ Metaverse and Web3

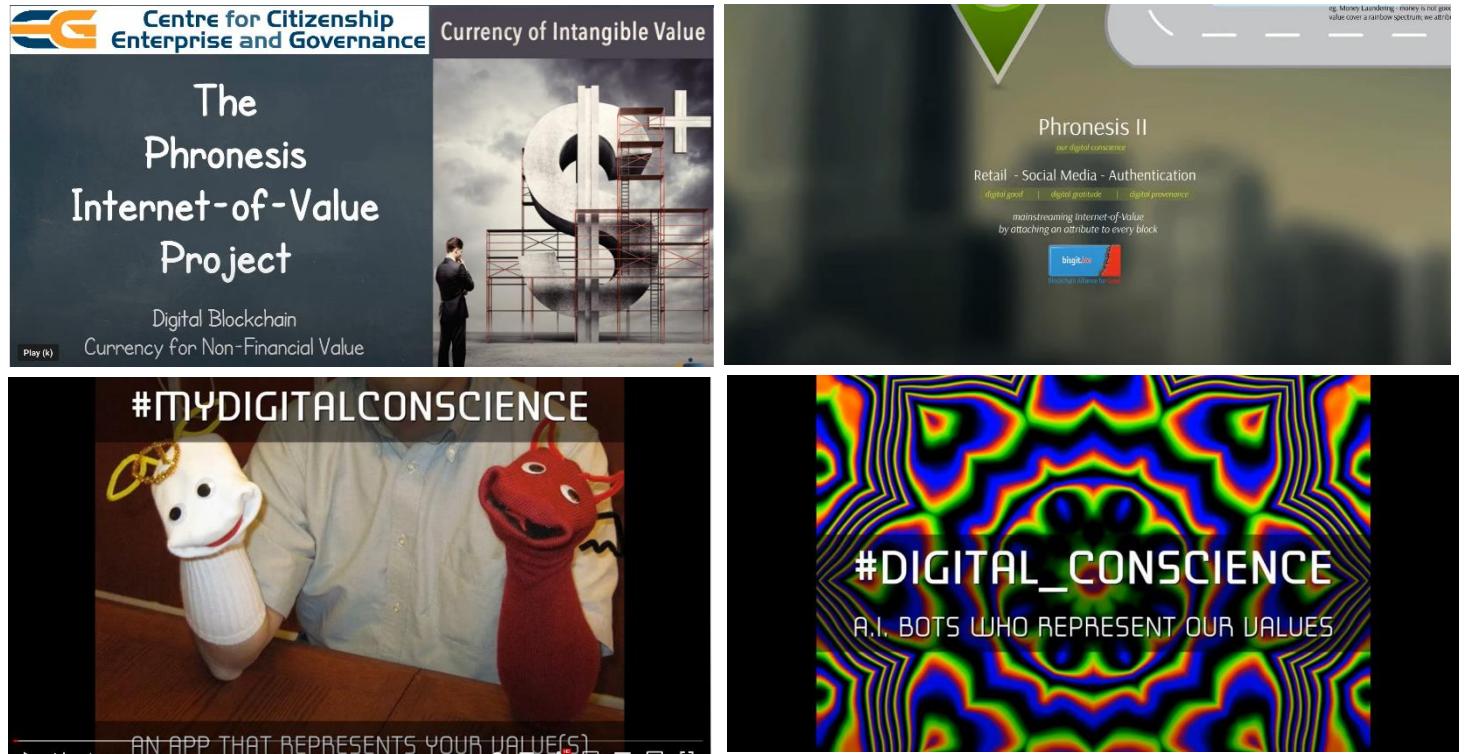
Before the Metaverse was popularized, and even before becoming aware of the term, we have developed a retail Metaverse ‘Phronesis’ world articulating design concepts which this project allows us to finally deliver. Clicking on these short video thumbnails reveals recognisable components of a Metaverse of Values which we intend to bring to the market in the third phase of this project. The question we asked ourselves was what kind of world could we create if we could measure intangible value of products, processes, projects, organisations and even people. And if we can do that, what would transactions look like, and how would AI be able to better guide us through life and our purchasing preferences based on our values alongside other well rehearsed data sets of geolocality, income, etc. We came up with 3 metaverse paradigms labelled Phronesis I, II and III which we have been diligently and actively pursuing since 2016.

What Web3 safeguards, however, is that these new critical data sets that allow others to read into our ideologies - does not, in fact, inadvertently hand over more control to centralized corporate and government institutions. Adopting decentralized blockchain Web3 protocols across our design has ensured our ‘hearts and minds’ – our most critical personal asset – are not freely bartered in exchange

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<sup>14</sup> [https://github.com/seratio/whitepaper/blob/master/Seratio%20Microshare%20Whitepaper%207-09%20\(29%20Oct%202017\)%20%5Bv%201.17%5D.pdf](https://github.com/seratio/whitepaper/blob/master/Seratio%20Microshare%20Whitepaper%207-09%20(29%20Oct%202017)%20%5Bv%201.17%5D.pdf)

for a more efficient life. There are 8 billion sets of values, each unique to the person, and our technology allows unique identifiers of people not based on only their financial contribution to the world, but also their hitherto uncaptured hopes, beliefs and alignments creating a global genome of values. This is a gamechanger and transformative ecosystem and ensures the metaverse is not merely a replica of our dystopian world but rather an opportunity for real positive change.



We believe, however, that providing a genome of values where values are recognised, measured, transacted and delivered will provide many commercial opportunities hitherto unseen, providing for a long tail of revenues but through the protection of Web3 user participation will be rewarded and encouraged in a bid to collectively transform our world, both physical and in the metaverse.

It would be mistaken to assume the metaverse of values is only of interest to retailers. One has to remember that financial institutions like banks, building societies, sell on safety and *trust*, an intangible. Whilst other institutions like utilities (mobile, water, etc) sell primarily on price and availability, that sector cannot afford a perception of negative values and have strategic intent to engage with them. Accountability and standards of ESG are an increasing important KPI with Values becoming a new currency equal to Value and thus the capability of reporting like a ‘google of values’ a natural step for the data industry. Arguably, values are worth more than value, and being able to measure, transact, and deliver values will put us as a pioneer of a new industry.

### 3.4 Metaverse Total Value Partnerships

In building a world of partnerships that trade values it is inconceivable that money is the medium of exchange between these partners. Different exchange rates, Net Present Value (NPV) of ‘today’ money against ‘future’ money, and a myriad of competition and rivalry skews will very quickly destroy all the good intentions of collaborative working. Abandoning financial FIAT and token values in favour of non-financial benefits and tokens allows partnerships to be built on benefits to customers and belief driven communities. Loyalty rewards are, afterall, worth ‘more than money’ and the mistake is to keep translating them into \$ dollars; a discount coupon may have a nominal value of £0.001p but the loyalty reward is a multiple of this. So our future metaverse world will not be a world replicating the existing currencies of our existing world, but primarily transacting a new kind of value. Payment systems in this world will be much more prone to influence and nudging.

We have already started signing partnerships based on our Microshare or Microtip token, that will trade not only in this world, but in the Metaverse world to come. The central ethos of our partners is that we mutually believe that doing positive good has to be rewarded, so we are building a rewarding ecosystem around our Microshare token (MCR) which will interchange with other existing or new utility driven reward systems of our partners. Whilst the MCR is a uniform internal system between the partners, each partner token/point system will have its own negotiated specific exchange rates operated through smart contracts. Some of our existing partners, who will develop into partners within our Metaverse offering, are listed below but together we will develop a commercial and technical protocol to develop this non-financial ecosystem.



The signing up of these test cases into our partnership programme has been remarkably easy encountering no resistance commonly found in joint venturing. The reason is that we are not having to exchange monetary value, and thus barter on our value in the relationship which the other side usually will not accept, but rather only offering additional non-financial benefits to existing members on both sides of the JV.

### (a) Gamify



AizaWorld is a VC backed Vietnamese gamify company with over 30 engineers, c 150,000 subscribers, where their values based games are moving towards an ESG agenda with players rewarded with their internal non-financial AHAHA NFT token. These will be tradeable with MCR, the project retailer and supply chain partners, and the benefits of other MCR partners. Equally, project partners will be able to exchange their points or token systems for in-game benefits within the AizaWorld environment.

### (b) Green Energy

LEVL Telematics currently track over 30,000 EV commercial vehicles in the UK and EU markets, set to rise to over 50,000 users by the end of 2023. Fleets from well known brands such as Tesco, Morrisons, Muller, Milk & More and Cazoo utilize LEVL driver behaviour data which is collected in real-time and to improve driver performance. The same data is used in league tables, and incentives are in place for drivers to improve their performance, with the driver of the year campaigns across all fleets. Although this data is, in most instances, used by insurance companies to manage and price policies depending on the risk, LEVL wishes to incentivise 'good' driver behaviour with MCR tokens and the associated benefits programmes from retail to partners. LEVL will be utilizing the same benefits in their diversification into domestic green energy.

### (c) Socialfy

Bureau of Media, Data and Ideology (BMDI) is a media think tank with Dr Lizzi Lee as CEO and curated by B&D Media Tech Inc based in New York (part of a larger media empire). It is launching in August 2022 with well known internationally recognised social media brands and traditional household media outlets who wish to combat the increasing propensity of Fake News and misinformation by rewarding truthful and factual content. In a data driven society, political governance is based on science and public opinion, and they are devising systems to help the public to recognize their individual 'truth' through transparency, consensus and value. Addressing data manipulation and opinion deception in political activities, the think tank and commercial media members wishes to provide citizens with better demand awareness tools for better security and privacy. Traditional systems such as Instagram only reward monetisation after 100,000 following but these new paradigms want to reward with an NFT token for 'good' content based on a point system. TikTok, for example, already provides 'gifts' for premium content. This is common amongst social media systems – for example Discord and their Nitro system, Reddit and their coins to award exemplary posts or comments. BMDI is a spin-out from the Centre for Citizenship, Enterprise and Governance.



### (d) Exploration

Wildcat Petroleum Plc is a gas and oil exploration company on the full London Stock Exchange for whom we are formal advisors and developers. We have developed an NFT based system for asset management, democratization and rewarding ESG goals, which will be implemented in 2023 after Wildcat have explored an international asset recently secured and announced through a stock market RNS. Details of how MCR is being utilized is commercially sensitive and will be released in due course.

### (e) Loyalty Reward Schemes

Like Aiza World, there are a dozen dual token systems established in the market across which we intend to expand the MCR partnership programme. MakerDAO, Flimio, Anchor, Skyrim Finance, CENNznet, T-CRED, Widi and Vechain are the best well known. There are, however, many more non blockchain systems which also run 'token' or points reward systems eg. Avios for flights (Airmiles), Nectar, Groupon, American Express, Barclaycard Freedom points, petrol loyalty and retail loyalty, mobile phone customer schemes, experience hospitality, etc. In general, all these non-financial rewards struggle to offer a sufficient range of benefits to please the breadth of their customers due to the

broadening scale of interests. We are in discussions with a number of these schemes to offer MCR retail rewards which at the least expands the offer from existing brand loyalties, but more interestingly offers aligned rewards based on customer values.

#### (f) Local Government Pilot

A high profile local authority in the UK with 330,000 population and holds a well known national asset , as part of the Wellbeing Development Goals initiative backed by The Hague Center in the Netherlands, is looking to pilot a system to engage their population against 5 key strategic intentions of compassion, empathy, gratitude, courage and mindfulness. The system, to be launched at The House of Lords by Lord Andrew Stone, ex Managing Director of Marks & Spencer Plc, will use our MCR and DAO system to engage with the community and reward feedback within a KPI indicators framework that can nudge future government policies. There are many wellbeing economies that can use our system.

The generic instrument that our framework uses is recognition of a set of community values through membership of their DAO, and captures the strength of their belief against those particluar values through a non-financial token offering. Uniquely, the expression of their non-financial beliefs allows, through the Social Earnings Ratio®, to provide a financial value of that sentiment at micro, meso and macro levels (explained below) which can be reported, transacted and delivered. This puts our sentiments, our ideologies, our beliefs, on a balance sheet for the first time to be accounted for. It is widely accepted that the reason why the environment and biodiversity is ignored is because there is no such mechanism to articulate the value of nature for govnerments and corporates. The key to consumer behaviour and 'Personal Value' is to understand is that it is not about a hard to agree formula of financially valuing a non-financial benefit such as the environment (like Carbon Credits) or sentiment like 'how aligned are you with this service?', but rather to simply ask the beneficiary how they feel about it and capture the strength of that feeling. This then avoids gamification of the system, as has happened to carbon credits. Through our theoretical framework, the Social Earnings Ratio®, we are able to derive and extrapolate tangibly what that simple metric of our minds - our thoughtware - means at every scale of interaction with the world.



## Overarching Manifesto: Deep Tech & The Social Earnings Ratio®

*“Deep-tech focuses on solving mankind's problems by tackling societal and environmental issues. Deep-tech is revolutionary, a game-changer and disruptive, but it takes a long time to reach market.”<sup>15</sup>*

This project is a brain-child of the world's leading think tank on the Movement of Value (measurement, transaction, delivery), the Centre for Citizenship, Enterprise and Governance (CCEG) which has over 200,000 members. The theorem curated by CCEG, the Social Earnings Ratio®, was first conceived in November 2011 in response to the Big Society think tank, promoted by the UK Prime Minister David Cameron as a strategic societal leveller. CCEG was formally established in Autumn 2013 at the University of Northampton, and became an independent not-for-profit in 2015. Further structuring occurred at Birmingham City University until 2018 where CCEG's founder was appointed as the world's first Professor in Blockchain. The S/E Ratio® achieved early global notoriety following a 2014 speech at The Vatican<sup>16</sup> which was widely reported in the Vatican Press as “the fastest adopted impact metric in the world” and later as “the God metric”<sup>17</sup>. It laid the groundwork for adoption underpinning government legislation in the UK (Social Value Act 2012, the Modern Slavery Act 2015), India/Indonesia/Mauritius (2% CSR Law), and 5 EU countries. The theorem defines the relationship between financial and total value capitalization is a well defined metric and used in procurement since 2011 (see [wiki](#)).

$$\text{Social Earnings Ratio}^{\circledR} = \text{S/E Ratio}^{\circledR} = \text{S/E} = \int \frac{\text{Non-Financial Value}}{\text{Financial Value}}$$

From 2011-2022 there has been 3 main overarching developments in the theorem.

### 4.1 Measurement of Soft Intangible Non-Financial Value (2011-2015)

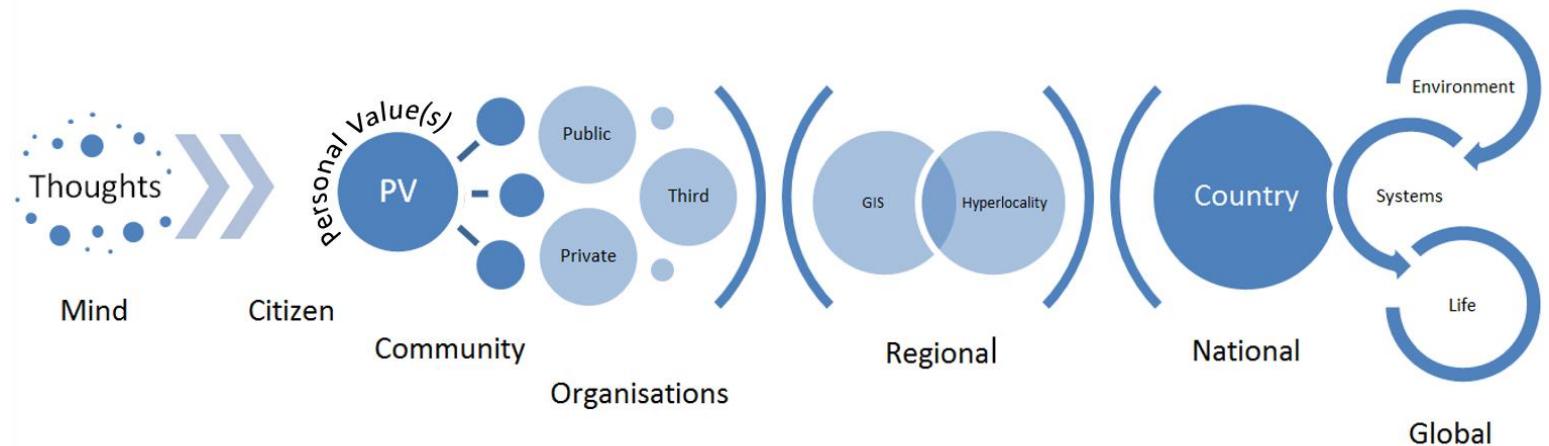
S/E® is the corollary to the Price Earnings Ratio (P/E) which is the universally accepted financial metric to represent share value articulated all international stock markets. It is a data-centric algorithm that turns digital sentiment into a financial value, and has been successfully applied at all levels of society both in breadth and depth, and extensively peer reviewed in academic literature. In short, it is a 100%

<sup>15</sup> <https://christinepamela.medium.com/deep-tech-high-tech-and-low-tech-innovations-ef7fe6f6b058>

<sup>16</sup> <https://youtu.be/nWgCCbOnYLY>

<sup>17</sup> <https://zenit.org/2015/01/05/the-vatican-has-long-promoted-intangible-values-can-they-be-measured/>

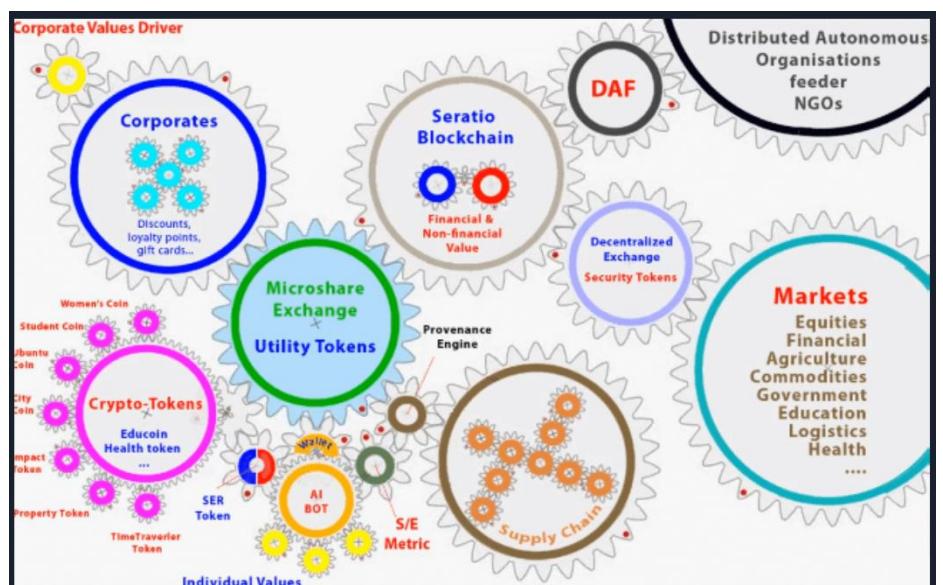
objective and verifiable metric to measure love, hope, happiness, kindness, empowerment, etc in milliseconds at little cost via proprietary platforms. Nevertheless, the theorem is open source, protected by a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 Licence. The S/E theorem has been applied at all levels at country, regional, organisational, product, process, project and even people. As a single universal theorem enables transactional analysis of non-financial value to be carried out between micro/macro, parent/sibling relationships. The key ability this provides for retailers is to enter the customers' mind and tag onto their values against their offering – a Holy Grail of data harvesting.



## 4.2 Transactional Ecosystem of Non-Financial Value (2016-2020)

In 2016 CCEG went from the *measurement* of intangible value to the *transaction* of non-financial value through blockchain. Following an Initial Coin Offering in 2017, guided by the Financial Conduct Authority (the only one to do so), funds were used to develop the Seratio® supply chain ecosystem<sup>18</sup> where our values drive purchase decisions rather than the traditional focus on money.

The Seratio® ecosystem is being currently applied to other development projects in the Middle East and Africa, and this celebrity project is our first application directly aimed at the consumer retail



<sup>18</sup> <https://ccegblockchain.com/2018/07/27/the-seratio-ecosphere/>

space. The key driver to this ecosystem is that doing ‘good’ must be able to be spent to enable a currency of non-financial value.

#### 4.3 Total Value in the Metaverse (2021-)

In 2021, CCEG initiated the Institute of Ideology in Code: Home of Total Value,<sup>19</sup> where ...

$$\text{Total Value} = \text{Hard Tangible Financial Value (p/e)} + \text{Soft Intangible Non-Financial Value (s/e)}$$

Despite the well received concept that is irrefutable, it has proven difficult to implement Total Value in our existing markets supporting their legacy systems as there is little incentive. The direction of travel is, however, towards Total Value particularly in global stock markets which have numerous initiatives post COP-26, some of which CCEG is involved.

**FT500: THE WORLD'S LARGEST COMPANIES**

**FINANCIAL TIMES**

MARKET DATA	52 Week								S/E	TotalCap m
	Price+/-Week	High	Low	Yld	P/E	MCap m				
Australia (A\$)										
Billtn	18.38	-0.16	28.79	14.10	7.85	13.12	37290.37	1.15	37294	
vBkAu	38.36	-1.55	41.47	24.05	4.76	14.94	80836.43	4.52	82323	
AusBk	69.63	-2.80	91.05	53.44	6.00	15.78	88175.13	2.69	88246	
Astra	295.52	17.72	342.75	227.26	0.87	48.19	95985.8	1.33	96226	
farmers	17.65	-0.36	30.00	13.20	8.48	17.51	41537.46	1.63	41545	
tpc	3.05	0.06	3.94	2.37	3.18	9.11	1543.2	2.86	25985	
olworths	48.73	1.48	49.51	29.75	3.54	28.62	39524.46	5.21	39544	
	<b>P/E</b>	<b>+ S/E</b>	<b>= TOTAL VALUE</b>							

<sup>19</sup> <https://issuu.com/seratio/docs/institute of ideology in code - home of total value>

## 4.4 Historical Antecedents

Originally, this project started on the receipt of a humble email from David Proud on 4<sup>th</sup> March 2021 asking for support to develop a ‘Purple Coin’ tracking the spend of the disability community – some 20% of the world population. These videos (click on each for play) track the development of the idea from presentations made in May 2021, September 2021, December 2021. The work on this whitepaper began in January 2022 and represents our 360 resolution across a decade of thought leadership.

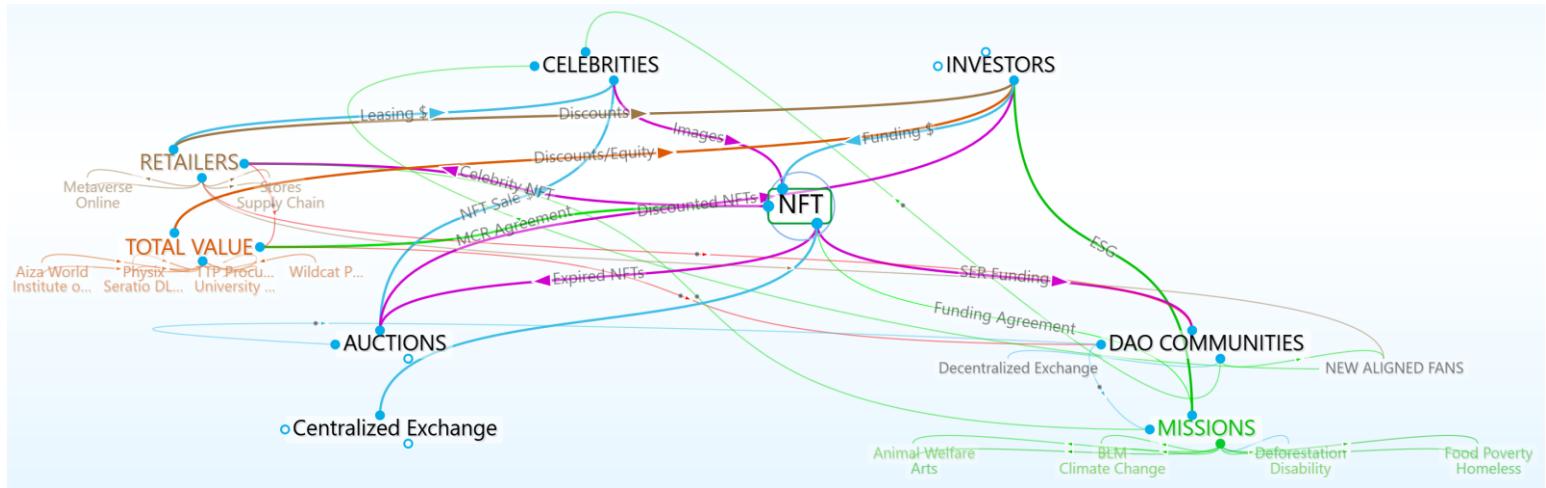


# 5

## Circular Economy:

### Tokenomics Flow of Financial and Non-Financial Value

*"Thought Value of the mind, or 'Thoughtware', drives these value sets from micro to macro level but S/E Ratio® does not attempt to calculate the value of our thoughts but rather the outcomes."*<sup>20</sup>



Within this project, the flow of value, both financial and non-financial, have been analysed producing a complex stakeholder interactive map available [here](#), and further analysed for vulnerabilities by Coventry University's Computer Science department by the Ethical Hacking and CyberSecurity team.<sup>21</sup>

Too extensive to describe briefly, here are the basics in flow of value within this project all based on simple definitions.

$$\text{Total Value (TV)} = \text{Financial Value} + \text{Non-Financial Value} = \$ + \$^+$$

$$\text{S/E Ratio}^\circledast (\text{S/E}) = \frac{\text{Non-Financial Value}}{\text{Financial Value}} = \$^+ / \$$$

The b2b Celebrity NFT company will use the Seratio® financial token (SER) for NFT trading, not only for the current celebrity NFT project but all ongoing CCEG projects including other Seratio® DLT Bank, S/E

<sup>20</sup> <http://www.efficiencyexchange.ac.uk/13104/metrics-of-our-values/>

<sup>21</sup> O'Hara T., Consideration of Vulnerabilities and Solutions within a Complex Decentralized Blockchain, NFT and DAO Architecture

in world's stock markets, Seratio® Ecosystem in the cities in the Middle East, transfer of knowledge IP, and even the Wildcat Petroleum Plc<sup>22</sup> oil and gas field NFT assets with others still in development.

The Microshare non-financial token (MCR), on the other hand, does not represent direct money transaction but it can represent alternative value(s). We believe non-financial value should be able to be spent ie. transacted. If you are a 'good' person, or do 'good', then you should be able to spend that 'good' attribute. MCR, for example, will be transacted – exchanged, for other benefits including retailer discounts, equity in companies (including ours), other non-financial tokens (eg in gaming), etc. MCR tokenomics has been developed by the DAO (Distributed Autonomous Organisation) community and implemented by the business.

SER, which is ETH based, will be listed on a regulated exchange whilst MCR, which is ETC based, will be on a decentralized exchange. SER remains capped at 100 million, with MCR the same which is sufficient for the initial disability pilot. Roll out of subsequent social missions, outside the pilot, will have their own dedicated financial tokens – SER2, SER3, SER#, etc representing market cap for each mission eg. Disability, Climate Change, etc. These SER# tokens will be capped. The follow up MCR1, MCR2, MCR# tokens, however, will be uncapped as they need to be index linked to the DAO size, rewards schemes, etc – afterall in principle gratitude and a 'thank you' metric is not capped in real life nor will it be in our ecosystem.

## 5.1 Flow of Microshares – the MicroTip

### (a) Rules of Engagement

(i) **ONBOARDING:** People that are aligned to that particular social mission become members of a global community defined by a DAO (distributed autonomous organisation) dedicated to that mission. For example, the disability community, which is our first pilot, represents 20% of the world population. Follow up social missions like Climate Change (Net Zero), etc will be equally large. Each DAO self regulates membership, sets up rules and moderates. Microshares (MCR) will be airdropped (free issued) to each DAO member to allow them to give as MicroTips on every purchase. A decade of research suggests that although MCR is capped, MicroTips will not be capped although with circular economy the need to mint further will asymptotically diminish.

(ii) **TRANSACTIONS:** On each financial transaction – purchase, payment, donation, etc for products, services, processes, etc the DAO member will be able to 'tip' the vendor, seller, organisation, etc through the Web3 compliant Seratio mobile dApp. The MicroTip will be, like all tips, proportional to the financial value of the transaction. A 10% tip is effectively an S/E of 0.1 – a direct instrument to provide a metric to measure the values drawn by the interaction – towards what some in the industry call 'Thoughtware'. The MicroTip represents the ratings metric of the transaction but from an intangible values perspective

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<sup>2222</sup> <https://www.wildcatpetroleum.co.uk/blockchain/>

measuring vendor attitude and authenticity ... how do they make you feel, and are you aligned to their values?

As the Microtip is expressed and recorded on the dApp as a percentage of the item being purchased, it provides a financial value to the MCR's being awarded to the retailer..

$$\text{Microtip S/E Ratio}^{\circledR} (\text{S/E}^M) = \frac{\text{Attitude MCR}}{\text{Financial Value}} = \$^+ / \$$$

⇒ Total MCR awarded to retailer = Microtip S/E x Product Value

(iii) **DATA HARVESTING:** The vendor strips the consumer data and returns the MCR to the DAO for recycling. This retail data will include not only the usual details time/date stamp, value, geolocation, item purchased, etc but uniquely the social mission alignment of the buyer and the level of alignment to the vendor. It is the first time a retailer can interact with the thoughts of individual consumers based on their values – a values feedback pulse rather than projecting on current global trends. The reatiler can choose to provide benefits (eg discounts) to that person based on their social mission alignment.

(iv) **MCR PARTNERS:** Holders of MCR will be able to pay for benefits using these tokens with existing and future partners both in the physical world and in the Metaverse. As an example, MCR will be used by DAO community in the Metaverse Gamyfi Aiza World interchangeable with their AHAHA non-financial token.<sup>23</sup> Other partners with interchangeable tokens include Wildcat Petroleum Plc (a company on LSM<sup>24</sup>), and projects in USA and the Middle East are being negotiated. Some of our existing partners have been detailed above and some await formal announcement.

(v) A key deliverable to the social mission is the tracking of the financial value of the social mission, for example the capitalisation of the disabiliy spend or the value of the environment. These off-balance sheet items have been a recognised weakness global financial system and why GDP no longer represents the wealth of a nation. Indeed, in 2021 Professor Sir Das Gupta of Cambridge University published his long awaited report on the Economics of BioDiversity.<sup>25</sup> In this milestone review he concludes that as long as we are not able to report on the financial value of deforestation, the climate, the environment, it will not and is not accounted for in any corporate or government balance sheet and hence our attitudes and solutions will not upwardly evolve. Our financial metrics tracking the spend both financially and non-financially of social missions such as these, food poverty, animal welfare, BLM,

<sup>23</sup> [https://finance.yahoo.com/news/play-earn-loan-play-nft-145800933.html?zidlink=Uo9XRcHoRsba8ZeYOsZjBdbXQ6zlBcr1OcbiPIvZR6bbRdGkOMvaSczfP2vcQMvXRcDb8dq&zarsrc=30&utm\\_source=zalo&utm\\_medium=zalo&utm\\_campaign=zalo&guccounter=1](https://finance.yahoo.com/news/play-earn-loan-play-nft-145800933.html?zidlink=Uo9XRcHoRsba8ZeYOsZjBdbXQ6zlBcr1OcbiPIvZR6bbRdGkOMvaSczfP2vcQMvXRcDb8dq&zarsrc=30&utm_source=zalo&utm_medium=zalo&utm_campaign=zalo&guccounter=1)

<sup>24</sup> <https://www.wildcatpetroleum.co.uk/downloads/rns-2426t-cceg-report-on-role-of-blockchain-in-oil-and-gas/>

<sup>25</sup> <https://www.gov.uk/government/publications/final-report-the-economics-of-biodiversity-the-dasgupta-review>

LGBPTQAI+, vets, water aid, etc will redress this imbalance. We have been working on this GDP level solution for a number of years culminating in our *Institute of Ideology in Code: Home of Total Value*.<sup>26</sup>

We have designed SER price drivers utilizing our deep tech, on fluctuating NFT and crypto markets, but also due to our unique tokenomics. The system is designed to reward retailers for their social mission endeavours. Each project NFT is created, and sold, but only if our social mission DAO's perceive that the retailers have been true to the mission. This will involve the rating metrics described above, like TripAdvisor but issuing MRC's as 'likes', but with greater influence if you are a member of the DAO. To recap, there are 4 types of NFT's ...

- (i) Project NFT which combine celebrity / social mission / retailer with revenues split evenly across fractional ownership – celebrity, social mission (via DAO), retailer, the business
- (ii) Project NFT's whose leases have lapsed due to termination or in the natural life cycle.
- (iii) Celebrity NFT where we sell their creative content with 50% going to the celebrity, 25% to the social mission, 25% to the business
- (iv) Artists aligned to the social missions with the same split as (iii).

Since there will be thousands and eventually millions of NFTs, the upwards drivers will be significant. Purchasers of NFTs will be incentivized to use SER by offering discounts on the NFT asset price in place of using Fiat and other cryptos. The level of these discounts will be commensurate with the amount of social value created by the retailers and the celebrities and measured by the Microtip ratings. The greater the ratings by DAO members, the greater the discounts offered to retailers. The integrated discount structure for buying celebrity NFTs will make SER the preferred token of usage. Afterall, buyers could immediately sell the NFT for BTC, ETC or even FIAT the very next day to take advantage of the price hike.

In effect, it is a way of rewarding 'good' behaviour with a Seratio Warrant Bond – a discounted asset that can be sold at a premium to the buy price. 'Good behaviour' is the common ground all parties – celebrities, retailers, social mission and operating company, have in common.

### **(b) Seratio Tokenomics**

The Seratio® token was minted 2017 end by the Centre for Citizenship, Enterprise and Governance (CCEG) which conducted an Initial Coin Offering (ICO) with guidance from the UK regulator, the Financial Conduct Authority (FCA). The token was briefly listed on LIQUID, a regulated exchange in Japan, but delisted in 2018 waiting until our projects that are dependent on it are developed and released. Due to Covid19, these were delayed until 2022 starting with our celebrity NFT business.

Each celebrity NFT presently costs c. £100 using SER to mint on our platform setting an initial value

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<sup>26</sup> [https://issuu.com/seratio/docs/institute\\_of\\_ideology\\_in\\_code\\_-\\_home\\_of\\_total\\_value](https://issuu.com/seratio/docs/institute_of_ideology_in_code_-_home_of_total_value)

*SER = UK£ 100*

Retailers will purchase celebrity NFT's using FIAT currency, and of this 1 x SER will be bought and used to mint each NFT. The NFT will be fractionally owned 4-way equally by the celebrity, the retailer, our operational company, and the social mission they are supporting represented by a DAO.

On sale of the NFT, whether during the leasing period or at the end of the lease, the NFT will be sold at auction as usual for the Auction Price

*Auction price = NFT\_TotalValue*

which can be bought with crypto's such as BTC, ETH, etc as usual as well as with SER. The NFT\_TotalValue includes the social value that NFT asset has created.

*NFT\_Total Value = NFT\_FinancialValue + NFT\_SocialValue*

The Social Value is the non-financial contributory value of that asset towards that social mission eg. climate change, sustainability, food poverty, animal welfare, child protection, etc.

If the auction buyer uses SER to purchase the NFT they will be able to do so at the lesser financial value not the Total Value price paid using other crypto eg. bitcoin, etc. ie. at a discounted price.

*NFT\_Financial Value = NFT\_TotalValue - NFT\_SocialValue*

Since Microtips are

$$S/E^M = \frac{NFT\ Social\ Value}{NFT\ Financial\ Value}$$

⇒

*NFT Auction Price = NFT\_Total Value - (S/E<sup>M</sup> x NFT\_Financial Value)*

This will support and drive the SER token price which will be listed on other exchanges 6 months after launch of the NFT business. The SER tokens will be distributed equally between the celebrity, the retailer, the business and the community DAO supporting the mission. They can choose to sell the SER's on exchanges to realise financial value. The DAO's have their own internal token, the registered MCR (Microshare or Microtip) which we are positioning as the currency of the Metaverse.



# Platform Development: NFT, DAO, Metrics , Animation

## *Progress report on components*

### 6.1 Metrics Core Engine

This platform is based on our Social Earnings Ratio® enterprise level metrics originally designed in 2014 and published as a commissioned 256 page report for the UK government's Cross Parliamentary Commission on Social Value.<sup>27</sup> Since then, we have processed trillions of data points over the years and automated a variety of non-financial values in diverse sectors at an industrial scale.

The image contains two screenshots of the Seratio website. The left screenshot shows a dark blue background with white text and icons for various sectors like Arts & Leisure, Business & Economy, and Technology. The right screenshot shows a man in a suit with a grid of icons representing different social metrics.

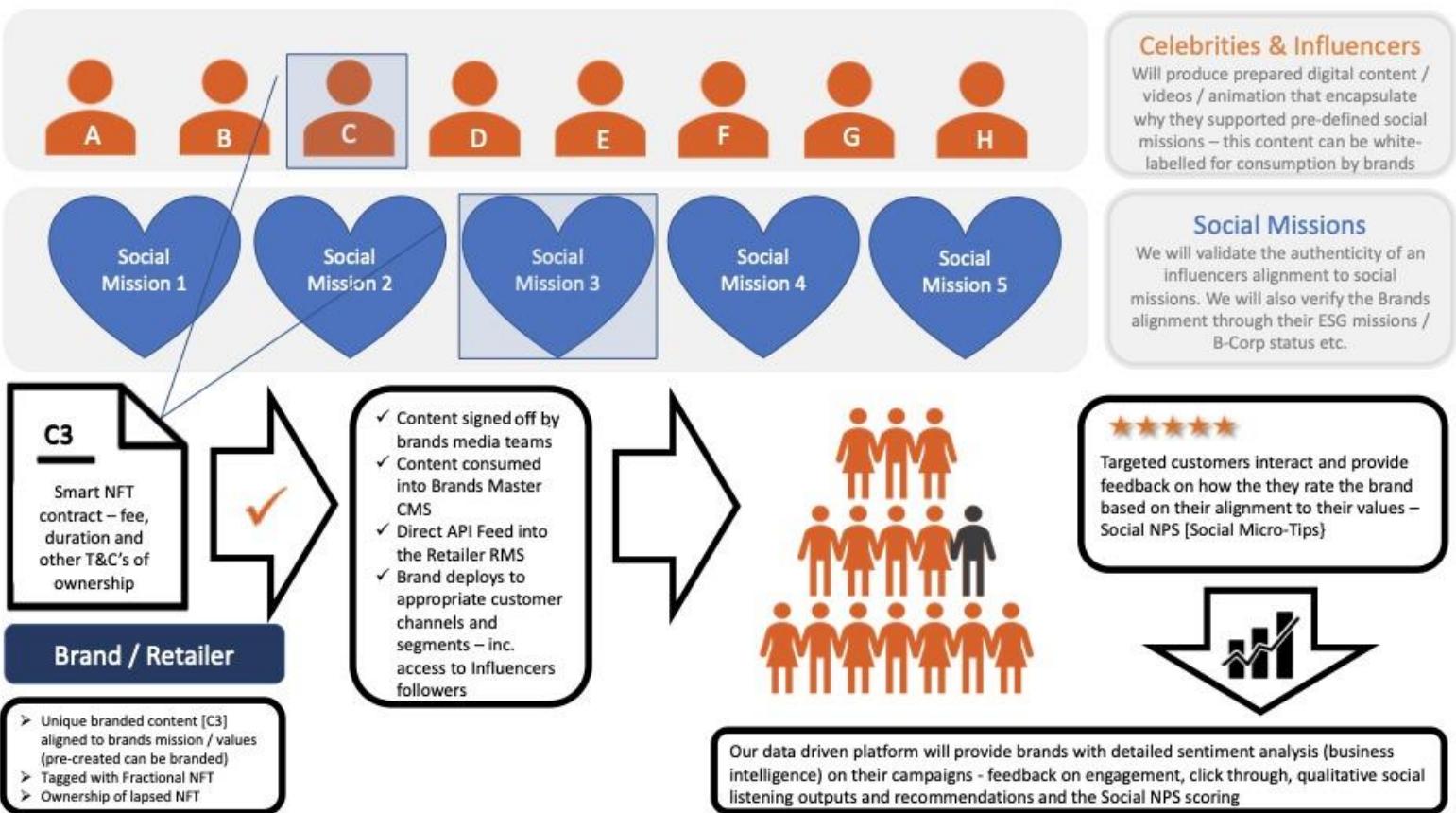
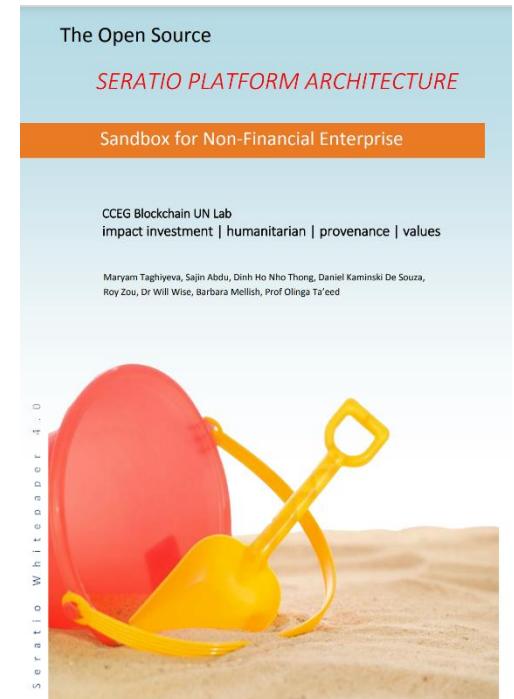
The MicroTip is thus not a challenge, particularly as it's built on our theoretical framework. Originally built on Web2 we safeguard user data through an elaborate internal permissioning system familiar to academics who conduct primary research. We are currently implementing protocols to ensure data integrity is compliant with latest standards of the Web3 movement.

<sup>27</sup><sup>27</sup> <http://ow.ly/CChMi>

## 6.2 Blockchain Build

This retail system was designed in 2016 specifically for the retail consumer sector. Following funding the system was built and delivered in December 2018 together with dApp (decentralized mobile app). QR code implementation, and AI designs (for the Phronesis III components) followed in subsequent years and best detailed in various articles on [www.ccegblockchain.com](http://www.ccegblockchain.com).

The next stage is to interface our systems with retailer CMS and RMS through their API's. At present this is going to be retailer specific work and will be progressed either with a specific retailer during the pilot period or through collaboration with platform providers to the sector. In particular, we envisage the NFT's will have to be dynamic on a digital platform to fit into retailer campaign calendars.



## 6.3 NFT Platform Sales



In preparation for our NFT (none retail) sales, we have renovated and own an NFT art gallery<sup>28</sup> in the UK, and in March 2022 purchased a second one in Portugal; we are actively looking for a third in the UK. All are available as NFT DevCamps for the community.

In preparation for NFT sales in Q3 2022 we have prepared our initial list of art for the whitelisting<sup>29</sup>, and are now putting together our first celebrity collection that will follow the whitelist NFT's. To create provenance, our format is to include physical art with its corresponding NFT scarcity (ultra rare, rare, uncommon, common), the same of the work at the beginning of it's life cycle, and evidence to create value. This is particularly gername to celebrity items which will appeal to memorabilia collectors considerably broadening the appeal. In addition, we have prepared our secure payments site and are currently working on the auction mechanism.



4 Spirit Family (final)	May 17, 2022	Spirit Family (outline)	May 17, 2022	Spirit Family (provenance video)	May 17, 2022 - youtube.com - 2 clicks
					Provenance video on TikTok showing creation of the art by Acidtrip32 [https://www.tiktok.com/@olimpusseed/video/68553509333380170299]
7 Pan Cyborg (final)	May 18, 2022	Pan Cyborg	May 19, 2022	Pan Cyborg (provenance video)	May 19, 2022 - youtube.com - 0 clicks
					Provenance video on TikTok showing creation of the art by Acidtrip32 [https://www.tiktok.com/@olimpusseed/video/7083220370752765699]
10 Camel Soul (final)	May 20, 2022	Camel Soul (outline)	May 25, 2022	Camel Soul (provenance video)	May 20, 2022 - youtube.com - 0 clicks
					Provenance of how the art was completed by Acidtrip32 [https://www.tiktok.com/@olimpusseed/video/7004890905840059939]
13 Sea Witch (final)	May 20, 2022	Sea Witch (outline)	May 20, 2022	Sea Witch (provenance video)	May 20, 2022 - youtube.com - 0 clicks
					Provenance of how the art was completed by Acidtrip32 [https://www.tiktok.com/@olimpusseed/video/7081547399879599687_is_from_webapp&is_sender_device]
16 Bird Flower (final)	May 20, 2022	Bird Flower (outline)	May 20, 2022	Bird Flower (provenance video)	May 21, 2022 - youtube.com - 1 clicks
					May 21, 2022 - youtube.com - 1 clicks

<sup>28</sup> [https://youtu.be/x3Cxht\\_-T\\_k](https://youtu.be/x3Cxht_-T_k)

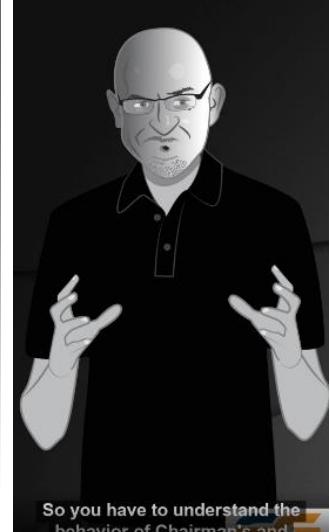
<sup>29</sup> <https://list.ly/list/7Bjw-acidtrip32-gallery>

## 6.4 DAO Platform

DAO construction may be internal or external and we are currently looking at both options. We have started our own Discord Channel<sup>30</sup> and began the process of community build which, of course, awaits this whitepaper for discussion. We envisage using DEVxDAO as the source code, with the support of Emerging Technology Association (ETA), a Swiss non-profit association with whom we have been in dialogue since March 2021. Section 8 below describes in principle the rules of our DAO, yet to be tested in our growing community dialogue which requires education away from APY models of return.

## 6.5 Interactive Avatars and Animations

A more recent development has been the concept of interactive animation and avatars to give a long tail in celebrity brand usage. Not only do retailers ideally require customer interaction with celebrities and their social missions, but celebrities are notoriously busy with competing attentions. Utilizing avatar animation tech to control the brand engagement and messaging gives new channels and avenues of engagement including instore and online TikTok-like duets, conversations and other more memorable interactions. We are currently collaborating with LA based company to develop our own technology extracting directly from the KOL based content (click on samples below of the speech at The Vatican by our Founder). This work is early but represents an exciting product development roadmap including bots and gamification opportunities.



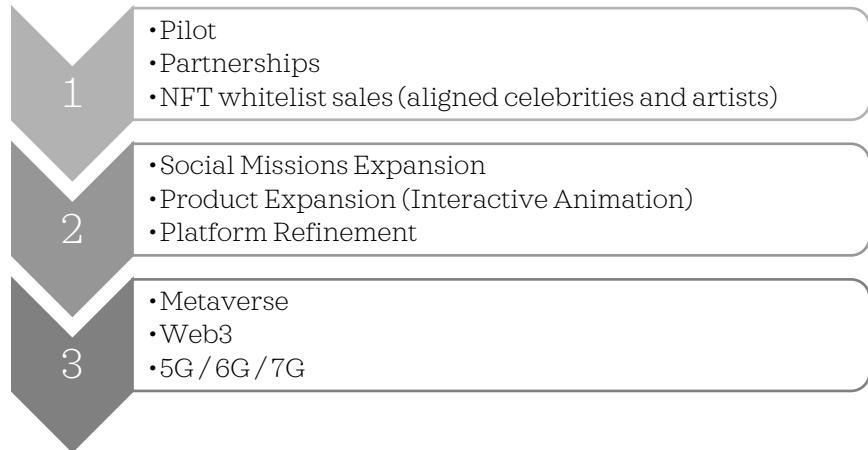
<sup>30</sup> <https://discord.gg/REYSTdU2>

# 7

## Operational Imperatives: Schedule, Team and Structure

### 7.1 Three Stage Roll Out

We have segmented our plans into 3 clear phases with a potential launch date of 26-28 August 2022 at the World Digital Technology Expo in Yiwu - a large metaverse event in conjunction with Cabin.vc and the Chinese government. The KOL market in China is the most extensive of any global market and is likely to be most receptive to our approach. Indeed, we are currently in discussions with partners in China and also in USA to prepare for this launch.

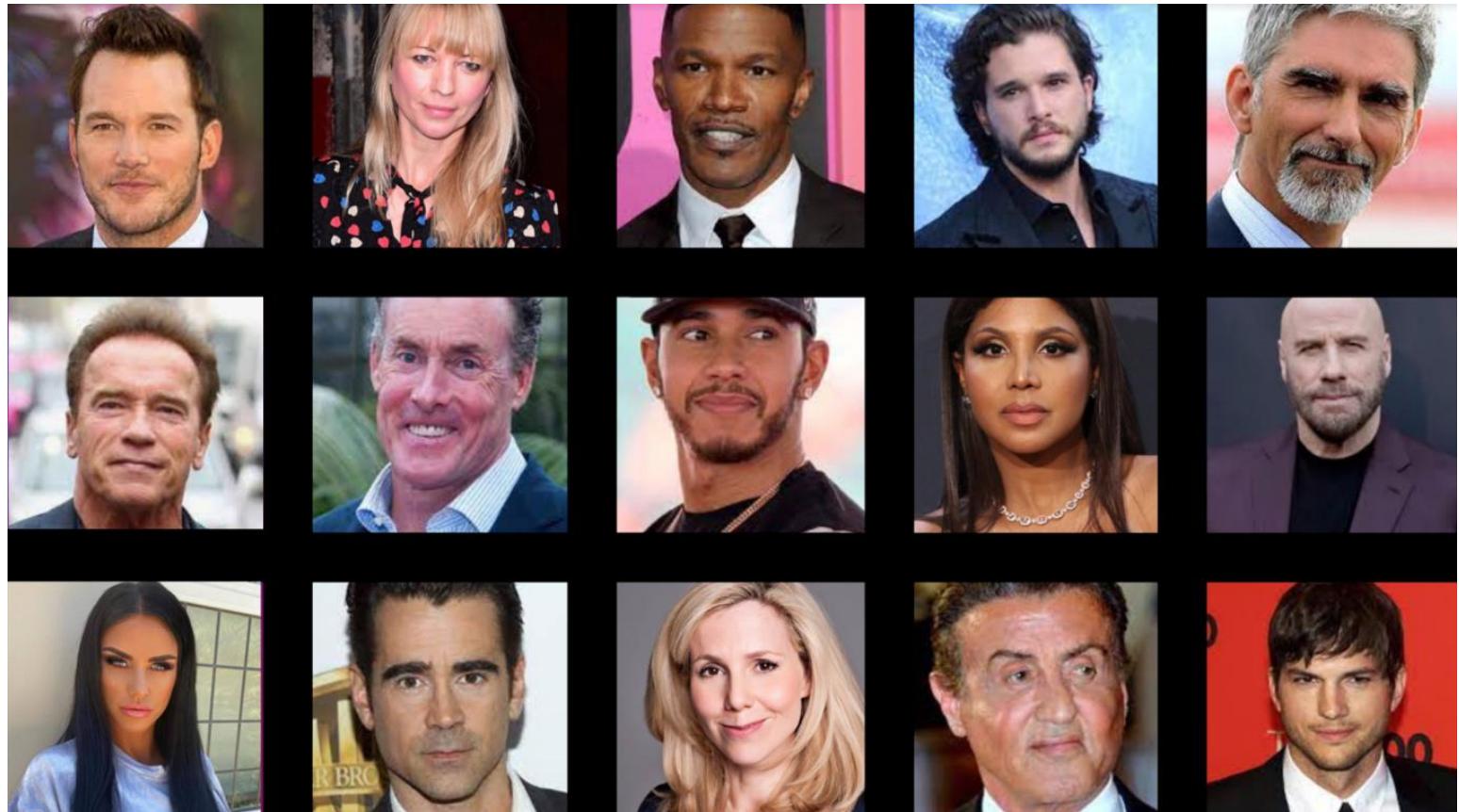


### 7.2 Disability Pilot

Back in late 2021 we made a list of over 100 celebrities with a disability which is still growing. It consists of those who either self-identify as a person with a disability (to the right here), plus those who have lived experience of disability within their family (below). Over months, and in conjunction with



publicists and celebrity agents we have developed a KOL offering that resonates and is proving to be successful. In Spring 2022 we targeted an initial 10 to sign up for the pilot which is the minimum we need to test the approach, which we have now done, and we will continue to engage others on our list (shown in Appendix B).



### 7.3 Leadership Team

Since 2021 we have put together a small team of c. 30 people plus contractors who have aligned values to our project. These have received offers, which have been accepted, but we continue to look for dedicated people who believe in what we are doing. They have been working in teams, broken down below, and this paper represents their professional contribution to a joint vision.

#### (a) Board

##### *Bill McKimm (COO, CEO Elect)*

Bill has covered a broad spectrum of consumer commerce sectors, having been on the front line in retail in senior commercial, trading and category roles across some of Europe's most recognised and well

trusted eCommerce and Marketplace brands including Tesco.com, easyJet, eBay and B&Q. Outside the most recent career where he has advised and coached start-ups and facilitated major retail technical innovations whilst at ThoughtWorks, Bill has delivered ...

- Part of the Senior Management team that created and launched Tesco Direct, from Tesco.com, which became a £1bn business unit within 2 years.
- Had full P&L accountability for the easyJet Ancillary Revenue proposition with an annual revenue of over £600m and driving most of the profitability for the airline.
- Onboarded some of the UK's largest retail brands such as Sainsbury's and Argos onto the eBay Europe platform that contributed to significant year on year growth.
- Was responsible for one of the largest categories within B&Q with an annual turnover of over £500m, whilst in parallel, being commercial lead for the overall Omni Commerce strategy and the migration to a new technology stack – project value £60m

#### *Barbara Taeed [nee Mellish] (Institutional Engagement)*

Barbara is a senior career banker, specialising in payments and risk. Approved by the Bank of England's Prudential Regulation Authority, under the Senior Managers Regime. Payments expert, previously managing the cyber security and resilience of the UK's Banking systems infrastructure where she was responsible for UK£ 385 billion of transactions per day. Over 30 years experience in Barclays Plc managing a global portfolio of 35 million card holders in over 25 countries, with NED roles in financial services. Barbara is responsible for all treasury functions in this project, including capital raise, senior institution, corporate and governmental partnerships, as well as full legal and statutory obligations.

#### *Olinga Taeed (Executive Chair)*

In 2013 Olinga founded the Centre for Citizenship, Enterprise and Governance, the world's leading not-for-profit think tank on the movement of value with over 200,000 members. Since April 2019 he has been Expert Advisor and Council Member to the Chinese Ministry of Commerce's 'China E-Commerce Committee' with oversight of the country's blockchain and cryptocurrency US\$ 103 trillion global market ambitions (of which China currently has 70%). In 2022 he was appointed as NED Chair of Aiza World in Vietnam, a Vietnamese gamyfi developer, and Chair of the Bureau for Media, Data and Ideology non-profit think tank based in New York. In 2018 he became the world's first (visiting) Professor of Blockchain at Birmingham City University, and previously Professor in Social Enterprise at the University of Northampton. He is co-Chief Editor of the leading peer reviewed academic journal '*Frontiers in Blockchain*' with c. 500 editors, and the UK government's journal on the value of university education – *Efficiency Exchange*. In 2014 The Vatican attributed him as the inventor of the Social Earnings Ratio®, "the fastest adopted impact metric in the world", which the Vatican press labelled "The God Metric". He is advisor to Wildcat Petroleum Plc (listed on the full London Stock Market) and previously led a successful private sector career spanning over 60 countries included building and selling the largest CCTV manufacturer in the world, CEO roles at CNN/Reuters Joint Ventures, NED's of

UK Health Authorities, etc. In 2011-14 he served as Impact Investment Advisor to Big Society Network – UK Prime Minister David Cameron’s strategic levelling think tank, and is a very regular commentator on BBC/CNN/CNBC/CBS and other international media.

## (b) Subject Teams

Please click on the name for the background of the team.

### *(i) Celebrity Engagement*

David Proud (founder) - NED Chair of Oversight Charity Foundation Board

Julie Fernandez (founder) - Head of Celebrity Engagement and NED Charity Foundation Board

Sara Johnson - Industry Advisor

### *(ii) Retail Engagement*

Communications advisor (tba)

Stella Ku - Marketing

Bill McKimm - COO

Diren Parkash - Retail Operations

Publicist advisor (tba)

Simon Robinson - Retail Engagement

### *(iii) Community Engagement*

Matt Geeleher - Circular Economy

Georgina Lester - Head of Arts

Anthony Nixon - DAO Architect

Shane O’Conner - NFT Sales

### *(iv) Technical Platforms*

Sajin Abdu - CTO

Mike Browne - Illustrator/Animator

Tech Teams at Aiza World – blockchain platform (Vietnam)

Tech Teams at Seratio - S/E platforms (India)

Andrew Elliot - Tech Support

*(v) Institutional Engagement*

Alison Birch - Senior Advisor

Legal and Accountancy Team - Portugal

Simran Pannu - Legal Counsel

Barbara Taeed (founder) - Head of Institutional Engagement

Antoinette Theophilus FCCA - Finance

*(vi) International*

KOL Advisor - tba (China)

Mengnan Gao - China

Olinga Taeed (founder) - Chair

Peter Bismark Kwofie - Africa

Partnerships Manager - tba

## 7.4 Portugal

Having carefully considered many territories, we have decided to legally register the business in Portugal which is the most tax efficient territory for our otherwise international project. We have engaged lawyers there and corporate advice with frequent visits.

## 7.5 Funding Climate

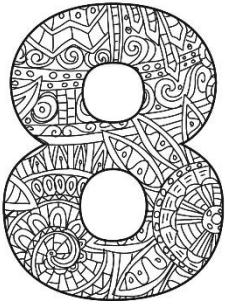
Our cash flow forecasts, shown in shortform in Appendix C, demonstrates a need for of UK£ 3.8 million funding (c. US\$ 4.6 million) with a low cash balance in December 2023 of c. UK£ 1.2m but as we are

prudent and experienced business people, and markets can be volatile as are gas fees, we have set out a need to raise UK£ 5 million ideally dichotomised between traditional institutional money of UK£ 3 million and UK£ 2 million of DAO community funding. We have a detailed offering on both ordinary equity rewards, as well as DeFi based financing, which can sit side by side. Our growth forecasts follow closely the stated Cameo models, but are far greater profits due to the innovative recurring revenue nature of it.

We are, of course, aware of other sources of finance including corporate and foundation money, IPO's and even challenge prizes for ground breaking innovation. It has not escaped us that Facebook (renamed Meta) made an 2017 attempt at a global currency under the brand Libra, and later Diem whose purpose was to "profoundly change the world".<sup>31</sup> This project eventually died in 2022 despite significant backing and patronage. The issue? In a word 'trust'. Governments did not trust their intentions, and no one including communities trusted their motives. There was complete disregard about their "change the world" mantra which was not articulated and left for a future day, leaving them at best as new paypal club giving even more personal shopping data to Facebook and their consortium only for financial gain. In a world where 53% is currently considered vulnerable, this tone-deaf approach was a significant oversight. We were dismayed about the lack of vision and understanding from such a giant who could indeed have made a difference, but encouraged that retail consumerism can be an opportunity to fund and deliver transformation on a global scale. Meta started with plans embedded in what they knew - financial currency, but did not have a roadmap or any kind of ideation how that transformation would take place from a new paradigm of non-financial currency. This kind of corporate behaviour has come into sharp focus with the Ukraine War where major brands have forcibly pulled out of Russia to demonstrate solidarity with the values perception of their customers or risk a cancel culture backlash. . Whilst revenue has historically been perceived king, risk mitigation allows for investment into a broader risk agenda.

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<sup>31</sup> <https://www.ft.com/content/a88fb591-72d5-4b6b-bb5d-223adfb893f3>



## Phronesis World: Payment Systems of a Values Metaverse

*"We have greatness within us. Innovative, giving, determined. It's time for the best in us to come out." (Enter Shikari)*

Why would this proposition work when Cameo, Memmo and many other KOL engagement models have not? In a word, community – what retailers will call loyalty.

Fads and trends do not engender loyalty in their communities. There is nothing knitting the fabric of their audience together. They have no common shared values. There is no direction of travel binding the KOL and the audience together, nor joint purpose that stand the test of time. Engagement and relationships have to be over a common belief or the very least a rhetoric, a dialogue, a passion. Football fans are passionate, they are loyal to their teams and their heroes. It is hard to be loyal to a singing birthday card. Similarly, retailers and indeed all corporates, institutions and even governments are finding themselves having to create and maintain a community, use bewildering social media platforms like TikTok to interact, and then learn to influence their purchasing through KOLs. So in our metaverse we have created a strong community framework, and looked at how the payment systems of ‘influence’ will flow in this metaverse.

Our Metaverse<sup>32</sup> will not be merely an extension of the real world. Wars, sex trafficking, drugs etc will not simply be replicated in an online world – otherwise the Metaverse will simply become SilkRoad #2. The Metaverse is a place of positivity where value and values are traded seamlessly, where all the Fourth Industrial Revolution (4IR) ideology of DLT, AI, 5G and IoT visioning can play unfettered by legacy systems and commercial interests. Blockchain is the movement of any digital assets from A to B, but not only is money, gold, land, diamonds assets but so is love, happiness, kindness and hope; blockchain can arbitrage between all these assets. In a post covid world where we move towards valuing Total Value – both hard financial tangible assets but also soft intangible non-financial assets – the Metaverse will be a 4IR ecosystem where ‘good’ is rewarded, where retailer payment systems automatically recognize the values of the customer, where discounts are aligned to specific social missions like Climate Change, BLM, Disability, Food Poverty, Animal Welfare, etc, where celebrity NFT’s act like endorsements, where sustainability and provenance of products will be transparent. Tokenization and cryptocurrency are enablers of this New World Order, and Exchanges the instruments that will enable the influences of positivity to migrate from the Metaverse to our existing world which remains challenged.

We have been working on the Seratio metaverse for over 5 years – yes before the metaverse concept was even in existence! We envisaged a world – which we have called Phronesis World – in which we trade with our values, where good is rewarded, where 4IR and in particular AI aids us in our daily lives

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<sup>32</sup> The Currency of the Metaverse, Taeed O, The Blockchain and Cryptocurrencies Series edited by Professor Ilan Alon, Henry Stewart Talks (2022).

through our values not just our budget. This is difficult to deliver in the real world due to legacy systems. This project, our first consumer entry, works in both the real world but potentially much easier in the metaverse which we intend to mirror back into the real world ... and vice versa! Our Phronesis metaverse is made of actors (consumers, retailers, etc) that wish to operate by certain standards and trade with good amongst each other. Where every transaction has good embedded, and where membership and permission to operate in the Phronesis metaverse is contingent on having our good outcomes continuously measured. We have called these members Total Value Partners as they can exchange between each other using their non-financial tokens - the currency of the Phronesis Metaverse.

To do this one instrument we intend to use is the MCR as the currency of trade within that Phronesis World, and to invite other actors to trade their non-financial token within this world. Ourselves, Aiza World<sup>33</sup> and others can trade services not pegged to the financial value of digital assets like the dollar which has seen such failure in cryptocurrency, but pegged to our intangible assets on a basis agreed amongst ourselves. Where each DAO can be recognized and rewarded not just within their own membership, but across many DAO's and offerings from a plethora of actors. Circumnavigating the intrusive but necessary regulatory frameworks that focus solely on hard tangible assets to safeguard against the propensity of scams, by trading in value-imbued non-financial utilitarian assets where the rules are different and the likelihood of a 'rug-pull' are financially trivial and unlikely. This is the world we wish to create and are asking you to join us.

## 8.1 Microshare Tokenomics

It is our aim that increased participation in this system, by community members, retailers, NGOs, charities - will naturally lead to the incentivisation of the needs of society - and bring to life economies of kindness and compassion. What is the goal of an economic system? It is the primary means by which we, as a society, exchange value. So in theory, a financial system should reflect our values quite closely. In reality - for many people, this could not be further from the truth. There is a big difference between what society deems to have financial value, and what we ourselves value.

The disparity between the values of a community and the financial opportunities offered in that community are often created by the centralised nature of our economic system. The majority of wealth lies with a small minority of people. Thus we have to hope and rely on their values lining up with the needs of their wider communities. But there is a big gap between how wealth is spent, and where it would be most needed.

The gap between what we value, and where we spend or earn our money, is what we refer to as 'non financial value'. Currently, we all exchange non-financial value daily. This is seen through acts of

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<sup>33</sup> [https://finance.yahoo.com/news/play-earn-loan-play-nft-145800933.html?zdllink=Uo9XRcHoRsba8ZeYOszejBdbXQ6zlBcrIObciPIvZR6bbRdGkOMvaSczfP2vcQMvXRcDb8dq&zarsrc=30&utm\\_source=zalo&utm\\_medium=zalo&utm\\_campaign=zalo&guccounter=1](https://finance.yahoo.com/news/play-earn-loan-play-nft-145800933.html?zdllink=Uo9XRcHoRsba8ZeYOszejBdbXQ6zlBcrIObciPIvZR6bbRdGkOMvaSczfP2vcQMvXRcDb8dq&zarsrc=30&utm_source=zalo&utm_medium=zalo&utm_campaign=zalo&guccounter=1)

kindness, raising our children, caring for the elderly, volunteering for causes we believe in, or assistance to our friends and neighbours. It's what you might call helping for the sake of helping, and it's one of the main ways we interact with our society and community - for intrinsic, rather than financial, gain. The problem is that these actions, though vital and appreciated, are not incentivised. It could be argued, even, that with the current cost of living crisis, time spent on actions that have no associated financial value are, in fact, disincentivised by our economic structure.

So how do we align these incentives? How do we reward the real values of society, when what we are incentivising has no perceived economic benefit? Through MCR, we aim to create an economy of non-financial value, where acts of kindness are recognised, measured, and ultimately, incentivised. Our first goal is to simply *measure*, or acknowledge, non-financial value. And our ultimate goal is to grow it through our tokenomic incentive system, via blockchain technology. How do we then, re-create this system, to make our non-financial economy bottom-up, rather than top down? How do we have it reflect our values, and not lead to inevitable corruption, and centralisation?

Enter the DAO. Decentralised autonomous organisations are new way for people across the globe with shared values to organise themselves around a goal, with each member being able to participate in governance to lead the direction of their own economy. The DAO decides what actions are valued by that specific community through a bottom-up governance model. For example, the climate DAO may view tree-planting as valued, or cooking a plant-based dinner, or booking a trip via train rather than plane. We then facilitate the exchange of these actions through our non-financial token - the MCR token.

An MCR token is a token that is only exchanged for acts of non-financial value. You can't sell an MCR token directly for other financial crypto tokens or for currency, but you can exchange it to direct a positive action to yourself or towards someone else; you can trade MCR tokens in other platforms, particularly dual token ecosystems within our Total Value Partnership programme. It represents the promise of goodwill. Our job at the CCEG is to validate these methods of value exchange through our apps and systems, and facilitating communities, retailers and charities to take part. For example - the climate DAO may vote to incentivise bringing your own bags to supermarkets. The CCEG would take this and systematise it within partnering retailers. Choosing to bring your own plastic bag could be validated by scanning a QR code of your bag before you go shopping, leading a retailer to reward you in MCR. Once you have an MCR reward - there are lots of ways you can transact it.

If you receive MCR tokens, you can choose to:

- Exchange them for valued services within the DAO
- Spend them for discounts at ethical retailers
- Gift them to organisations or people in your community
- Or you can hold them and let their value 'appreciate', so they can be used to exchange for more good deeds in the future.
- Gifting tokens - Earning from Micro-causes a la TaskRabbit.
- A community might choose to gift their tokens to a person or network that they believe provides value to their cause. This allows this network to 'employ' people participating within the DAO for

voluntary tasks. This would be one of the main ways MCR tokens are ‘mined’ or earned by DAO members.

#### (a) NGO to Volunteering Networks

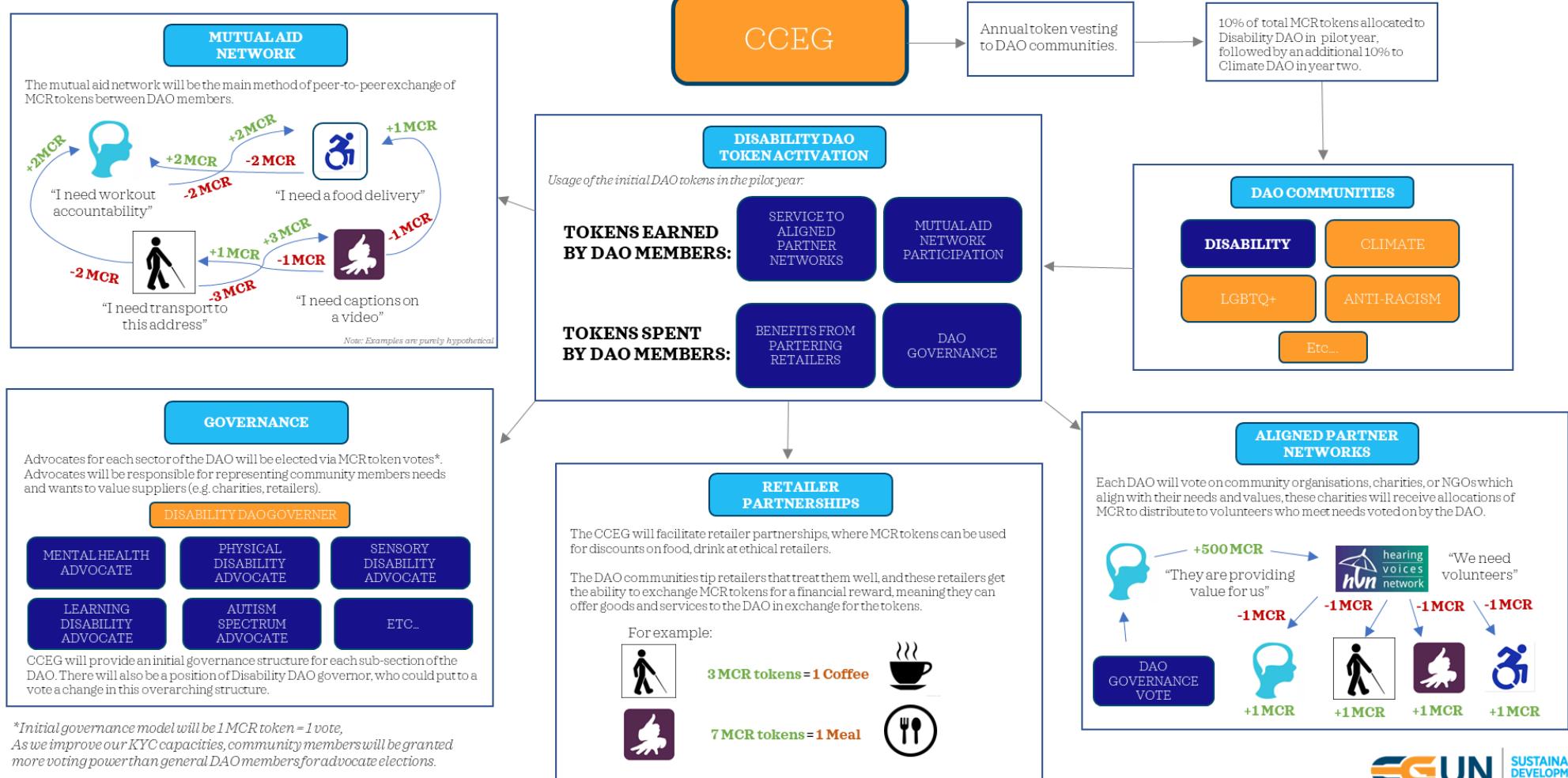
A key enabler is to circulate MCR’s through NGO’s to thank their staff and volunteers for their contribution to their mission. It is not money, it is worth more than money. It is a small thank you for hours of sacrifice. It is an acknowledgement of their fortitude. The NGO’s will receive these tokens from the MCR Bank index linked to the impact they have, measured on the S/E scale, and the volunteers will be able to spend on retail outlets aligned to their missions.

#### (b) Peer to peer MCR economies - Mutual Aid Networks

Once a community member has tokens, they can use them to participate in a mutual aid network. This is an offers and needs market specific to each social mission within the overall MCR system. For example, if we imagine a scenario within our disability pilot, where a disabled community member in the DAO has earned 5 MCR tokens they would like to spend. The disability DAO vote on how the tokens can be earned and spent. *This could include:* Making food, picking up groceries, transportation, a zoom call providing advice/emotional support, cleaning someone’s house, washing dishes, taking clothes to a laundromat, etc. People sign up to contribute with the skills they have available to them. The DAO votes on a fee range (minimum and maximum) for the exchange of these skills. The key is that MCR tokens receive emotional or physical investment of energy, not financial investment.

Below is a map of how this MCR system operates, how DAO members interact with CCEG, themselves, aligned partners, and retailers.

# INITIAL DAO TOKENOMICS MAP



## 8.2 DAO Architecture

The DAO is broken down into smaller communities that have shared needs and values. This includes a climate DAO, an LGBTQ+ DAO, a disability DAO, etc. The first pilot we will be running from 2022 onwards is the Disability DAO. The needs of this DAO are decided by those affected, turned into actionable behaviours that are rewarded by MCR tokenomics exchanges, and left to propagate and evolve. We have designed this system in a way that means we encourage helpful behaviour to these missions, allowing the value to these communities to increase and compound over time. It is our aim that increased participation in this system, by community members, retailers, NGOs, charities – will naturally lead to the incentivisation of the needs of each of our social missions – and bring to life economies of kindness and compassion, rather than of waste and exploitation.

### (a) Rules of Engagement

A key feature of DAO arrangement is the use of smart contract (in code) to organise, reward, etc making them so called trustless systems not dependent on patronage, influence, or other ‘old world’ political instruments. These are initial rules we have suggested to govern these DAOs.

- |       |  |
|-------|--|
| Setup | a) Membership/Participation in the DAO can be initiated by purchased the native Seratio Coin even if fractional. |
|       | b) Smart Contracts can control the DAO memberships based on purchases and badges/tiers earned                    |



- Control
- a) Previous DAOs with community control over Financials have all failed in the main. This highlights why professionals are hired for certain roles in our project.
  - b) Theft, money loss and other unforeseen circumstances provide an argument for the case of the DAO control which social missions receive money, but do not handle the cash flow itself.
  - c) Tiers within the DAO can be attained by reaching certain criteria, controlled within the DAO itself. Each of these Tiers can offer more control or voting power. From the DAO perspective, business units are each of the social missions that make up the Rainbow eg. Disability, Mental Health, Domestic Violence, Veterans, Poverty, etc.
  - d) For a Business Unit to then get the most out of its potential Social Missions, it is in the interest of that Business Unit to grow itself using its OWN community reach, rather than newco looking for that community reach.
- Voting
- a) Once a Social Mission is chosen or voted on, only those within that social business unit can select the specific mission. As someone who is a veteran, or victim of domestic violence, despite voting initially, may not have a preference or knowledge once the determined mission is Disability or Mental health for example.
  - b) A Business Unit can only complete 5 social missions before any remaining Units must complete at least 1. This keeps the least popular projects to at least a 1:5 ratio of the most favoured social missions and ensures all DAO participants and members have things close to their hearts given attention.
- Revenue
- a) Revenue that flows into the DAO can be used in various ways
  - b) Social Missions as voted for by Community
  - c) Treasury, held in reserve
  - d) New Projects to expand the reach of the DAO
  - e) Rewards to DAO members
- Whilst there is still debate on what rewards are offered, these could be a percentage of rewards split back over certain tiered DAO members, or it could be used as a reward for members to fly out and see what their vote did in terms of a social mission and meet the people they have helped. If we hit Seratio saturation level where all the coins are owned, we can use the revenue within the treasury to continue to offer discounts on Seratio coin to DAO members
- GeoMap
- The DAO can show live impact maps of where social missions are getting the most attention, whether at a local or international level (hyperlocality)
- Benefits
- a) Benefits for higher tiers include use of the DevCamps

- b) Access to celebrity engagement/discussions/lives
- b) Discounts on NFT Sales
- d) Retail Discounts etc

To recap the operation of the DAO:

REVENUE	DAO
<u>Revenue from the business</u>	<u>Social Missions</u>
25-50% to Newco	The DAO community will be able to vote for social missions and their votes will be weighted according to their Badges.
25% to Social Mission	
25-50% to Celebrity	
<u>Revenue into the DAO</u>	<u>Rewards</u>
5% from the Social Mission	A % will be agreed upon by the DAO community to hold as rewards for the end of the year. This will then be apportioned based on holding, with badges also increasing weighting.
<u>DAO Revenue Distribution</u>	<u>New Projects</u>
1 - Social Missions as voted for by Community	Funds will be held for when new projects require funding. These could relate to marketplaces, Metaverse etc, but will aim to expand the reach of the MCR Token.
2 - Rewards to DAO Members	
3 - New Projects to expand the DAO reach	
4 - Treasury	<u>Treasury</u>
	Remaining Funds will be held in the Treasury



## A New Language: The Past, Present and the Future

Whilst we believe in the financial outcomes of this project, we believe our greatest contribution to society is to introduce a new language – the currency of non-financial value. The world is full of well meaning initiatives, goodwill, brilliant ideas, passionate causes ... but they do not ‘build’ like financial systems build. Financial systems make the world go round, they have a common language and understanding, a common rules of interaction and transaction irrespective of culture, nation, size and type. This tangible framework allows them to build value that is universally accepted and acknowledged. Good causes, however, cannot build this momentum because they have no common language to measure, transact, and deliver values. BLM launches and interest wanes, then Carbon Zero gathers attention at COP26 and drops significantly the following year -interest has waned, LGBTQIA+ has yearly interest but only for a week, ... the momentum of ‘good’ does that gather as it’s a reset each time. This makes progress painfully slow in comparison to the lightning speed of financial transactions that have taken 5000 years to develop<sup>34</sup>. So we are the start of a very long marathon in an alternative paradigm of value but, with the metaverse, we have an opportunity to reposition our world immediately and not wait centuries for this transformative process whilst suffering continues.

The Centre for Citizenship, Enterprise and Governance is an international think tank based in the UK – a country and former empire built on a long history of structure, iterative and slow but stable progress. Nevertheless the mood is changing even in the UK, both in politics and in our daily life experience, where integrity, honesty, ethics and values even set aside Prime Ministers, as the public demand the highest standards of leadership, also demanding momentous change. This mood swing is replicated across the world but will be yet another reset to the same set of values if we do not have another language to express our future with more positive outcomes. You cannot keep rebuilding Rome with the same culture that led to its downfall.

We must also recognise we live in a pluralist society where one voice has different ideologies to the next, and they require representation without having to belong to a larger community of agreed interests to be heard. We need a system that can articulate this shift from government and corporate *power* to *empowerment* of individuals to run the world. We believe we have the thought leadership and capability to lead this transformation, and allied with the reach and channels that KOL celebrities and influencers have, can develop a momentum for language change. The Metaverse of Values is a rehearsal to design not a dated ‘One Nation Values’, but a ‘One Person Values’ world.

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<sup>34</sup> <https://theconversation.com/when-and-why-did-people-first-start-using-money-78887#:~:text=The%20Mesopotamian%20shekel%20%E2%80%93%20the%20first,gold%20coins%20to%20pay%20armies>.

Amongst other things, this whitepaper captures and articulates the journey of our think tank on the movement of value. This has challenged the greatest thinkers of our time including Adam Smith whose treatise *An Inquiry into the Nature and Causes of the Wealth of Nations* (1776), which the world has largely adopted as the framework for modern capitalism, was actually preceded and underpinned by *The Theory of Moral Sentiments* (1759) – which the world has chosen to ignore. Our work will continue this latter line of enquiry and bring it to the modern world through currency. But the world does not need another financial bank with monetary currency; what the world needs is our first bank of values holding our data on our sentiments, ideologies and beliefs. A form of a Central Bank (CBDC) which does not capture a collective ‘central’ ideology which does not exist, but a repository of individual sentiments that are transparent and transactable. This will lead to a abundance of opportunities – both societally transformative but also leading to inherent commercial possibilities to be yet discovered in the creation of a ‘Google of Values’.

As a think tank we have made many mistakes in the past and perhaps the most disappointing was our first attempt to measure Personal Value back in 2015. We are embarrassed that we built a metric based on personal wealth as a feeder, the antithesis of what we were trying to do. Naturally it failed but we went away with thoughts to understand better and do better. This project is the culmination of all our decade of learning. We have chosen retail and the metaverse as we have been assiduously studying this with intent and not afraid of errors. Retail has always envisaged a future world, what is now called the metaverse, where above every customer is an identifiable metric they can attach to – described here. Scenarios have been drawn and described well by many others. We always believed our S/E Ratio® would be part of that number, or perhaps that number itself, and so believed that discerning the individual financial value – a feed into our metric – was a starting point. This was a colossal mistake. In fact we can evaluate an individual S/E score without any financial information and ironically the non-financial MCR token, which has nothing to do with money, is by far the most appropriate metric to recognise our lives in line with our aspirations and ideologies, and tracks our contributions towards a new wealth of nations built on good, more easily achieved in the metaverse.



The second major mistake we have made in our work was to believe a proxy was required to understand the value of our thoughts. In fact, you simply ask the individual about what they believe in (captured and categorized through DAO membership), and the degree of passion of that belief (through the Microtip – a Microshare instrument). From this very simple objective viewpoint, it is our S/E Ratio® theorem that can financially value how much our thoughts – based on our values - changes the value of the world. We can do this for any intangible outcome, for example, the UAE Happiness Ministry that wants to have Happiness Credit just replaces the word Microtip with Happiness Credit, and you have exactly the same meaning and mechanics that articulates their KPI. You can bank that Happiness Credit just like any bank (work we have explained in the Seratio DLT Bank<sup>35</sup>), and transact Happiness like any currency. Again, we should have known this as our entire theorem has been built on objective sentiment analysis which merely captures people's feelings; somehow we forgot this when it came to Personal Value. Now remedied, we can operationalize many movements, in the world that find it hard to make their intangible objectives materialize.

We do recognize the challenges to our business will not be so much technical and societal. Where, far from holding back our data from corporates and governments to drive for better experiences and individual recognition, we are advocating a system to encourage the use of our data for a better world<sup>36</sup> but our privacy protected by Web3. The march of data to replace money as the driver in the world cannot be stopped. Imbued with sentiment and ideology, our data is the most valuable thing we have. Yes, we must safeguard ourselves from corporate greed or governmental control, but equally, just as we did with money, we must take it hidden from underneath the mattress and make it work to the advantage of ourselves and to the world. There are inherent dangers from a Minority Report rating system signposted by our Chief Disruption Officer<sup>37</sup> at the beginning of our journey, but it is Web3 and the privacy it affords us individually that resolves this.

Our aim is to make values based exchanges as easy to send across the world as money – creating economies of values, where our values can be pre-empted, communicated, and acted on with the speed and efficiency of a digital free market. We have demonstrated sophistication in our development representing an evolution of our own thought leadership. Although we have carried out 80% of the heavy lifting, this project cannot fly without the remaining 20%, and this is where you come in.

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<sup>35</sup> [https://github.com/seratio/whitepaper/blob/master/Seratio%20DLT%20Open%20Bank%20\(18%20August%202019\)%20%5B13-12%5D.pdf](https://github.com/seratio/whitepaper/blob/master/Seratio%20DLT%20Open%20Bank%20(18%20August%202019)%20%5B13-12%5D.pdf)

<sup>36</sup> <https://www.linkedin.com/pulse/my-toaster-racist-kettle-homophobic-car-true-friend-taeed-phd-fiod/>

<sup>37</sup> [https://issuu.com/seratio/docs/social\\_value\\_and\\_intangibles\\_review\\_929adaa177aea2/74](https://issuu.com/seratio/docs/social_value_and_intangibles_review_929adaa177aea2/74)

## Appendix A: Background Information

[in no particular order]

1. In 2021 CCEG passed external due diligence by a London Stock Market company, Wildcat Petroleum Plc, to become official advisors.

<https://www.wildcatpetroleum.co.uk/wp-content/uploads/2021/02/Wildcat-01-3-21-Crypto-Professor-Appointed-as-Blockchain-Advisor.pdf>

<https://www.wildcatpetroleum.co.uk/wp-content/uploads/2021/03/Wildcat-08-03-21-Appointment-of-CCEG-as-Blockchain-Developer-and-Cryptocurrency-Platform-Provider.pdf>

2. The Founder's history and organisational mission is well covered in a 2021 interview including some references to other projects

<https://decrypt.co/57609/this-professor-is-tokenizing-love-is-he-nuts>

3. In 2017 we conducted the first official ICO in the UK fully compliant with the FCA, the only ICO ever to have done so (for which our lawyers Eversheds Sutherland was a winner at the FT Innovation Awards). We took the SER token off the LIQUID exchange in 2018 until we were ready with the implementation of our technology which Covid has delayed. We are now ready and will re-list post launch.

<https://seratio-coins.world/>

The Chair of our Advisory Board is Chandler Guo, who was one of the world's top cryptominers with over 300 ICO's, and our Vice Chair Eric Guo (Chair of NEO, the largest ICO in China).

<https://www.bbc.co.uk/news/business-54261382>

<https://twitter.com/ChandlerGuo/status/986436260846698498?s=20>

4. Our key blockchain development was our Seratio® Ecosystem

<https://ccegblockchain.com/2018/07/27/the-seratio-ecosphere/>

that underpins this NFT project, but we have also made significant progress in the Fintech banking sector <http://valuesenabler.net/>, in our Institute of Total Value being launched in 2022 at the House of Lords; we have a plethora of smaller projects.

5. The business is dependent on deep tech developed over a decade by our leading Think Tank on the movement of value with over 200,000 members.

<https://ccegblockchain.com/>

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

We have 14 whitepapers on our tech, with this our 15<sup>th</sup>.

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

6. We are the JV partner with a Swiss publisher that launched the world's leading peer reviewed journal in the space with c. 500 editors:

<https://www.frontiersin.org/journals/blockchain>

We own 100% of an international institutional blockchain consultancy based in Zurich

<https://www.rothbadi.com/>

and a variety of physical assets including NFT galleries in UK and Portugal to support NFT dev camps.

<https://www.airbnb.com/h/trinitycomplex>

7. Our Founder is a member of the Chinese Ministry of Commerce's 'China E-Commerce Blockchain Committee' ([www.cecbe.org.cn](http://www.cecbe.org.cn)), and he was the world's (visiting) professor in blockchain at Birmingham City University retiring in 2021, previously Professor in Social Enterprise at University of Northampton.
8. Our main focus is developing open source blockchain ecosystems. Our Founder is chair of a leading Metaverse gamyfi company in Vietnam developing their non-financial token [https://finance.yahoo.com/news/play-earn-loan-play-nft-145800933.html?zdlid=Uo9XRcHoRsba8ZeYOsZjBdbXQ6zlBcr1Ocb1PIvZR6bbRdGkOMvaSczfP2vcQMvXRcDb8dq&zarsrc=30&utm\\_source=zalo&utm\\_medium=zalo&utm\\_campaign=zalo&guccounter=1](https://finance.yahoo.com/news/play-earn-loan-play-nft-145800933.html?zdlid=Uo9XRcHoRsba8ZeYOsZjBdbXQ6zlBcr1Ocb1PIvZR6bbRdGkOMvaSczfP2vcQMvXRcDb8dq&zarsrc=30&utm_source=zalo&utm_medium=zalo&utm_campaign=zalo&guccounter=1)
9. Social media hashtags to view #GoodisTrending #ProcuredvalueS #IdeologyInCode. Our youtube channel is <https://www.youtube.com/c/CcegOrgUk>
10. Since 2011 we developed a non-financial metric, the Social Earnings Ratio®, which became the standard in public sector procurement in UK, India, Mauritius, Indonesia and 5 EU countries. The platforms for measuring intangible soft nonfinancial assets ([www.seratio.com](http://www.seratio.com)) like love, happiness, kindness, etc has been well covered over the last 10 years. Here are a small sample but more can be provided on request:

- Key Reports that underpinned UK Social Value Act 2012 <http://ow.ly/CChMi>
- Presentation to 750 Social Services Directors in Sweden <https://www.youtube.com/watch?v=0Mpe9bBvoII&feature=youtu.be>
- Our UK government sponsored journal [www.efficiencyexchange.ac.uk](http://www.efficiencyexchange.ac.uk) and Social Value & Intangibles Review
- Vatican Press coverage <http://ow.ly/GPnAi> and <http://ow.ly/GFX6R>

## Appendix B: Celebrity List for Disability Social Mission Pilot

<b>Actors/Presenters/Comedian (UK)</b>	<b>Musician/Singer (UK/Europe)</b>
Ruth Madley	Jim Carey
Jack Binstead	Jamie Fox
Mat Fraser	Ashton Kutcher
Sam Renke	John Travolta
Ade Adepitain	Sylvester Stallone
Mik Scarlet	Gary Cole
Shannon Murray	John C McGinley
Adam Pearson	Christopher Gorham
Dan Edge	Jenny McCarthy
Rosie Jones	Caterina Scorsone
Lost voice guy	Andrew Schwarzegger
Alex Brooker	<b>Paralympian (UK)</b>
Sophie Morgan	Baroness Tanni Grey Thompson
Laurence Clark	Hannah Cockroft
Lisa Hammond	Matt Skelhon
Warwick Davis	<b>Paralympian (USA)</b>
Chez Houston	John Edwards Heath
Cerrie Burnell	<b>TV &amp; Film Production (UK)</b>
Francesca Martinez	Ben Owen Jones
Simon Minty	Charlie Swinbourne
Daniel Radcliffe	Justin Edgar
Colin Farelll	Damon Rose
Nikki Fox	Jules Hussey
Frank Gardener OBE	Paul Viragh
Jo Cox	Sam Tatlow
Geoff Adams-Spink	Jen Smith
Penny Pepper	Tim Hunter
Tess Daly	Sara Johnson
<b>Actors/Presenters/Comedian (US)</b>	Andrew Miller
Peter Dinklage	<b>TV &amp; Film Production (US)</b>
RJ Mitte	Jim Lebrecht
Chris Pratt	Judith Heumann
Kit Harrington	
Anna Faris	
Michael J. Fox	
Tom Cruise	
	<b>Musician/Singer (US)</b>
	Steve Wonder
	Lady Gaga
	<b>Model (UK)</b>
	Katie Price
	Amanda Booth
	<b>Model (US)</b>
	Eva Longoria
	<b>Sports (UK)</b>
	Lewis Hamilton
	Nicolas Hamilton
	Damon Hill
	Tom Staltman
	<b>Sports (US)</b>
	Eddie Williams
	<b>Other (UK)</b>
	Baroness Jane Campbell
	Martyn Sibley
	Sir Tom Shakespeare
	Kamran Mallick
	Phil Friend OBE
	Anne Begg
	Richard Branson
	Lady Louise Windsor
	Anna Higg
	Louise Dyson

## Appendix C: Cash Flow Forecast

No metaverse revenues are included in the Revenue Model, but some small Metaverse revenues (approximately matched with Metaverse platform costs) have been incorporated in the cash flow from 2024 onwards. There is no clear Metaverse revenue model yet emerging in this new industry apart from replicating ordinary property models which frankly are rather unsophisticated, juvenile and thus unbelievable. In time, and with our own thought leadership, we will develop those models.

Revenue Model NFT					
Data Points	UK Pilot	Global			
Number of Businesses	6,000,000	215,000,000			
Number of Celebrities	50,000	1,800,000			
Average NFT sale	£10,000	£5,000			
	Year 1	Year 2	Year 3	Year 4	Year 5
Geographic Priority	UK	Bollywood, USA, Canada, China and Asia			
			Europe, South America, Australasia, Russia and Baltic		
Mission Priority	Disability	Climate Change, BLM, Homelessness			
		Food Poverty, LGBTQIA+, Animal Welfare, Vets, Child Protection, Deforest			
NFT Revenues per day per outlet (average in year)	£1	£0.90	£0.80	£0.70	£0.50
	Year 1	Year 2	Year 3	Year 4	Year 5
Number of outlet sales	6,000	100,000	500,000	1,000,000	2,300,000
<b>Digital Sales</b>	<b>2,190,000</b>	<b>32,850,000</b>	<b>146,000,000</b>	<b>255,500,000</b>	<b>419,750,000</b>
40% Video	876,000	13,140,000	58,400,000	102,200,000	167,900,000
30% Picture	657,000	9,855,000	43,800,000	76,650,000	125,925,000
15% Gifs	328,500	4,927,500	21,900,000	38,325,000	62,962,500
10% Audio	219,000	3,285,000	14,600,000	25,550,000	41,975,000
5% Text	109,500	1,642,500	7,300,000	12,775,000	20,987,500
<b>Celebrity contributors</b>	50	75	200	350	500
<b>Physical Sales</b>	<b>£500,000</b>	<b>£375,000</b>	<b>£1,000,000</b>	<b>£1,750,000</b>	<b>£2,500,000</b>
90% Auction NFT	£450,000	£337,500	£900,000	£1,575,000	£2,250,000
5% Web Gallery NFT	£25,000	£18,750	£50,000	£87,500	£125,000
5% Physical Gallery NFT	£25,000	£18,750	£50,000	£87,500	£125,000
<b>Total Revenue</b>	2,690,000	33,225,000	147,000,000	257,250,000	422,250,000
25% Gross Profit	672,500	8,306,250	36,750,000	64,312,500	105,562,500

	2022						2023											
	Q3 22			Q4 22			Q1 23			Q2 23			Q3 23			Q4 23		
	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
<b>External Funding</b>																		
VC Funding							3,000,000											
DAO Funding							1,000,000	1,000,000										
<b>Digital Sales</b>																		
Video							36,500	36,500	36,500	36,500	36,500	36,500	36,500	36,500	36,500	36,500	36,500	
Picture							27,375	27,375	27,375	27,375	27,375	27,375	27,375	27,375	27,375	27,375	27,375	
Gifs							13,688	13,688	13,688	13,688	13,688	13,688	13,688	13,688	13,688	13,688	13,688	
Audio							9,125	9,125	9,125	9,125	9,125	9,125	9,125	9,125	9,125	9,125	9,125	9,125
Text							4,563	4,563	4,563	4,563	4,563	4,563	4,563	4,563	4,563	4,563	4,563	4,563
<b>Physical Sales</b>																		
Auction NFT							18,750	18,750	18,750	18,750	18,750	18,750	18,750	18,750	18,750	18,750	18,750	
Web Gallery NFT							1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042
Physical Gallery NFT							1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042
Whitelist NFT Phase 1		30000																
Celeb NFT			100,000															
<b>Metaverse</b>																		
Retailers Phronesis																		
<b>TOTAL FUNDS IN</b>	0	0	30000	3,100,000	-	-	1,112,083	1,112,083	112,083	112,083	112,083	112,083	112,083	112,083	112,083	112,083	112,083	112,083
<b>Staff Phase 1</b>				212,750	212,750	212,750	212,750	212,750	212,750	212,750	212,750	212,750	212,750	212,750	212,750	212,750	212,750	
<b>Staff Phase 2</b>																47833	47833	47833
<b>STAFF BONUS Phase 1</b>																		
2023																		
2024																		
2025																		
<b>STAFF BONUS Phase 2</b>																		
2023 40%																		
2024																		
2025																		
<b>Staff Phase 3</b>																		
Year 2 Staff Addition																		
Year 3 Staff Addition																		
Year 4 Staff Addition																		
Phase staff 3 bonus																		
<b>Staff IT Costs</b>				2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,800	2,800	2,800	2,800	2,800	2,800
Marketing and Promotion	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335
Dev Camp	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670
Celebrity Proposition	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335
<b>Tech Development</b>																		
S/E				62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500
Retail				62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500
DAO				62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500
NFT				62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500	62,500
Premises Costs							3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
Admin Costs							4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
Expenses							5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Phronesis Development																		
Phase 1																		
Phase 2																		
Phase 3																		
<b>Cost Contingency 10%</b>	834	834	834	47,329	47,329	47,329	48,529	23,529	23,529	23,529	23,529	23,529	28,372	28,372	28,372	28,372	28,372	28,372
<b>TOTAL OF FUNDS OUT</b>	9,174	9,174	9,174	520,619	520,619	520,619	533,819	258,819	258,819	258,819	258,819	258,819	312,096	312,096	312,096	312,096	312,096	312,096
<b>Net Monthly Flow</b>	-9,174	-9,174	20,826	2,579,381	-520,619	-520,619	578,264	853,264	-146,736	-146,736	-146,736	-146,736	-200,012	-200,012	-200,012	-200,012	-200,012	-200,012
<b>BALANCE</b>	-9,174	-18,348	2,478	2,581,859	2,061,240	1,540,621	2,118,885	2,972,150	2,825,414	2,678,678	2,531,943	2,385,207	2,185,195	1,985,182	1,785,170	1,585,158	1,385,145	1,185,133

	2024											
	Q1 24			Q2 24			Q3 24			Q4 24		
	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
<strong>External Funding</strong>												
VC Funding												
DAO Funding												
<strong>Digital Sales</strong>												
Video	547,500	547,500	547,500	547,500	547,500	547,500	547,500	547,500	547,500	547,500	547,500	547,500
Picture	410,625	410,625	410,625	410,625	410,625	410,625	410,625	410,625	410,625	410,625	410,625	410,625
Gifs	205,313	205,313	205,313	205,313	205,313	205,313	205,313	205,313	205,313	205,313	205,313	205,313
Audio	136,875	136,875	136,875	136,875	136,875	136,875	136,875	136,875	136,875	136,875	136,875	136,875
Text	68,438	68,438	68,438	68,438	68,438	68,438	68,438	68,438	68,438	68,438	68,438	68,438
<strong>Physical Sales</strong>												
Auction NFT	14,063	14,063	14,063	14,063	14,063	14,063	14,063	14,063	14,063	14,063	14,063	14,063
Web Gallery NFT	781	781	781	781	781	781	781	781	781	781	781	781
Physical Gallery NFT	781	781	781	781	781	781	781	781	781	781	781	781
Whitelist NFT Phase 1												
Celeb NFT												
<strong>Metaverse</strong>												
Retailers Phronesis							83,333	83,333	83,333	83,333	83,333	83,333
<strong>TOTAL FUNDS IN</strong>	1,384,375	1,384,375	1,384,375	1,384,375	1,384,375	1,384,375	1,467,708	1,467,708	1,467,708	1,467,708	1,467,708	1,467,708
<strong>Staff Phase 1</strong>	223,388	223,388	223,388	223,388	223,388	223,388	223,388	223,388	223,388	223,388	223,388	223,388
<strong>Staff Phase 2</strong>	50225	50225	50225	50225	50225	50225	50225	50225	50225	50225	50225	50225
<strong>STAFF BONUS Phase 1</strong>												
2023												
2024												
2025												
<strong>STAFF BONUS Phase 2</strong>												
2023 40%												
2024												
2025												
<strong>Staff Phase 3</strong>												
Year 2 Staff Addition	33,333	33,333	33,333	33,333	33,333	33,333	33,333	33,333	33,333	33,333	33,333	33,333
Year 3 Staff Addition												
Year 4 Staff Addition												
Phase staff 3 bonus												
<strong>Staff IT Costs</strong>	3,800	3,800	3,800	3,800	3,800	3,800	3,800	3,800	3,800	3,800	3,800	3,800
<strong>Marketing and Promotion</strong>	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335
Dev Camp	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670
Celebrity Proposition	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335
<strong>Tech Development</strong>												
S/E												
Retail												
DAO												
NFT												
<strong>Premises Costs</strong>	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
Admin Costs	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Expenses	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Phronesis Development												
Phase 1	175,000	175,000	175,000	175,000								
Phase 2										250,000	250,000	250,000
Phase 3												
<strong>Cost Contingency 10%</strong>	51,709	51,709	51,709	51,709	34,209	34,209	34,209	173,389	59,209	59,209	59,209	59,209
<strong>TOTAL OF FUNDS OUT</strong>	568,794	568,794	568,794	568,794	376,294	376,294	376,294	1,907,274	651,294	651,294	651,294	651,294
<strong>Net Monthly Flow</strong>	815,581	815,581	815,581	815,581	1,008,081	1,008,081	1,091,414	1,091,414	-439,566	816,414	816,414	816,414
<strong>BALANCE</strong>	2,000,714	2,816,294	3,631,875	4,447,455	5,455,536	6,463,617	7,555,030	8,646,444	8,206,878	9,023,292	9,839,706	10,656,120

	2025											
	Q1 25			Q2 25			Q3 25			Q4 25		
	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
<b>External Funding</b>												
VC Funding												
DAO Funding												
<b>Digital Sales</b>												
Video	2,433,333	2,433,333	2,433,333	2,433,333	2,433,333	2,433,333	2,433,333	2,433,333	2,433,333	2,433,333	2,433,333	2,433,333
Picture	1,825,000	1,825,000	1,825,000	1,825,000	1,825,000	1,825,000	1,825,000	1,825,000	1,825,000	1,825,000	1,825,000	1,825,000
Gifs	912,500	912,500	912,500	912,500	912,500	912,500	912,500	912,500	912,500	912,500	912,500	912,500
Audio	608,333	608,333	608,333	608,333	608,333	608,333	608,333	608,333	608,333	608,333	608,333	608,333
Text	304,167	304,167	304,167	304,167	304,167	304,167	304,167	304,167	304,167	304,167	304,167	304,167
<b>Physical Sales</b>												
Auction NFT	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500
Web Gallery NFT	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083
Physical Gallery NFT	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083
<b>Whitelist NFT Phase 1</b>												
Celeb NFT												
<b>Metaverse</b>												
Retailers Phronesis	83,333	83,333	83,333	83,333	83,333	83,333	416,667	416,667	416,667	416,667	416,667	416,667
<b>TOTAL FUNDS IN</b>	6,208,333	6,208,333	6,208,333	6,208,333	6,208,333	6,208,333	6,541,667	6,541,667	6,541,667	6,541,667	6,541,667	6,541,667
<b>Staff Phase 1</b>	234,557	234,557	234,557	234,557	234,557	234,557	234,557	234,557	234,557	234,557	234,557	234,557
<b>Staff Phase 2</b>	52736	52736	52736	52736	52736	52736	52736	52736	52736	52736	52736	52736
<b>STAFF BONUS Phase 1</b>												
2023												
2024												
2025												
<b>STAFF BONUS Phase 2</b>												
2023 40%												
2024												
2025												
<b>Staff Phase 3</b>												
Year 2 Staff Addition	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000
Year 3 Staff Addition	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000
Year 4 Staff Addition												
Phase staff 3 bonus										200,000		
Staff IT Costs	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800
Marketing and Promotion	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335
Dev Camp	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670
Celebrity Proposition	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335
<b>Tech Development</b>												
S/E												
Retail												
DAO												
NFT												
Premises Costs	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
Admin Costs	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
Expenses	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Phronesis Development												
Phase 1												
Phase 2	250,000											
Phase 3				500,000	500,000	500,000	500,000	500,000	500,000			
Cost Contingency 10%	67,343	42,343	42,343	92,343	92,343	92,343	92,343	42,343	226,511	42,343	42,343	42,343
<b>TOTAL OF FUNDS OUT</b>	740,776	465,776	465,776	1,015,776	1,015,776	1,015,776	1,015,776	465,776	2,491,619	465,776	465,776	465,776
<b>Net Monthly Flow</b>	5,467,557	5,742,557	5,742,557	5,192,557	5,192,557	5,192,557	5,525,890	6,075,890	4,050,048	6,075,890	6,075,890	6,075,890
<b>BALANCE</b>	16,123,677	21,866,234	27,608,791	32,801,348	37,993,904	43,186,461	48,712,352	54,788,242	58,838,290	64,914,180	70,990,070	77,065,960

	2026											
	Q1 26			Q2 26			Q3 26			Q4 26		
	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26
<b>External Funding</b>												
VC Funding												
DAO Funding												
<b>Digital Sales</b>												
Video	4,258,333	4,258,333	4,258,333	4,258,333	4,258,333	4,258,333	4,258,333	4,258,333	4,258,333	4,258,333	4,258,333	4,258,333
Picture	3,193,750	3,193,750	3,193,750	3,193,750	3,193,750	3,193,750	3,193,750	3,193,750	3,193,750	3,193,750	3,193,750	3,193,750
Gifs	1,596,875	1,596,875	1,596,875	1,596,875	1,596,875	1,596,875	1,596,875	1,596,875	1,596,875	1,596,875	1,596,875	1,596,875
Audio	1,064,583	1,064,583	1,064,583	1,064,583	1,064,583	1,064,583	1,064,583	1,064,583	1,064,583	1,064,583	1,064,583	1,064,583
Text	532,292	532,292	532,292	532,292	532,292	532,292	532,292	532,292	532,292	532,292	532,292	532,292
<b>Physical Sales</b>												
Auction NFT	65,625	65,625	65,625	65,625	65,625	65,625	65,625	65,625	65,625	65,625	65,625	65,625
Web Gallery NFT	3,646	3,646	3,646	3,646	3,646	3,646	3,646	3,646	3,646	3,646	3,646	3,646
Physical Gallery NFT	3,646	3,646	3,646	3,646	3,646	3,646	3,646	3,646	3,646	3,646	3,646	3,646
Whitelist NFT Phase 1												
Celeb NFT												
<b>Metaverse</b>												
Retailers Phronesis	416,667	416,667	416,667	416,667	416,667	416,667	4,166,667	4,166,667	4,166,667	4,166,667	4,166,667	4,166,667
<b>TOTAL FUNDS IN</b>	11,135,417	11,135,417	11,135,417	11,135,417	11,135,417	11,135,417	14,885,417	14,885,417	14,885,417	14,885,417	14,885,417	14,885,417
<b>Staff Phase 1</b>	246,285	246,285	246,285	246,285	246,285	246,285	246,285	246,285	246,285	246,285	246,285	246,285
<b>Staff Phase 2</b>	55373	55373	55373	55373	55373	55373	55373	55373	55373	55373	55373	55373
<b>STAFF BONUS Phase 1</b>												
2023												
2024												
2025												
<b>STAFF BONUS Phase 2</b>												
2023 40%												
2024												
2025												
<b>Staff Phase 3</b>												
Year 2 Staff Addition	36,750	36,750	36,750	36,750	36,750	36,750	36,750	36,750	36,750	36,750	36,750	36,750
Year 3 Staff Addition	36,750	36,750	36,750	36,750	36,750	36,750	36,750	36,750	36,750	36,750	36,750	36,750
Year 4 Staff Addition	36,750	36,750	36,750	36,750	36,750	36,750	36,750	36,750	36,750	36,750	36,750	36,750
Phase staff 3 bonus												
Staff IT Costs	5,800	5,800	5,800	5,800	5,800	5,800	5,800	5,800	5,800	5,800	5,800	5,800
Marketing and Promotion	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335
Dev Camp	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670	1,670
Celebrity Proposition	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335	3,335
<b>Tech Development</b>												
S/E												
Retail												
DAO												
NFT												
Premises Costs	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
Admin Costs	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Expenses	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000
Phronesis Development												
Phase 1												
Phase 2												
Phase 3												
Cost Contingency 10%	50,905	50,905	50,905	50,905	50,905	50,905	50,905	50,905	265,281	50,905	50,905	50,905
<b>TOTAL OF FUNDS OUT</b>	559,953	559,953	559,953	559,953	559,953	559,953	559,953	559,953	2,918,087	559,953	559,953	559,953
Net Monthly Flow	10,575,464	10,575,464	10,575,464	10,575,464	10,575,464	10,575,464	14,325,464	14,325,464	11,967,329	14,325,464	14,325,464	14,325,464
BALANCE	87,641,424	98,216,888	108,792,353	119,367,817	129,943,281	140,518,745	154,844,209	169,169,673	181,137,003	195,462,467	209,787,931	224,113,395

This year is purely illustrative and cannot be relied upon. There is no reliable model for Metaverse earnings as yet, anywhere, and in particular the 'metaverse property' financial model is not particularly inspiring or sustainable. We believe our partnership MCR model has great opportunities for revenue generation, as well as the value from a Web3 database of non-financial transactional metrics and a metaverse genome of our values. Our 5-7G integration further prepares us for the metaverse to come. All these require development, modelling, together with required platform costs not included in this cash flow.

[A full set of financials are available with assumptions and tax treatments]