



**Women's Coin®**

Seratio Whitepaper 8.0



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**Top 10 Female Global Fintech leaders**

*The global women's market is worth \$40 trillion 2018 prediction. Women have decision making power of 70% of household spend. To quote "I decided what food goes on the table, I buy the clothes for my husband and kids – down to their socks and pants." Women also now have greater access to discretionary spend, as more women enter the market place with higher incomes. The women's market is one of the few markets that is expanding. Women are big business.*

*Women use their purchasing power differently to men they are more likely to purchase goods and services that benefit family welfare. Hence the rise in organic, sustainable, eco-friendly products. Women investors are less concerned with market share favouring investments that benefit the family.*

*Recognising that women are different to men in how they spend their own and the family's household's money has led to the creation of an alternative form of currency created especially for women (and men).*

*Blockchain technology (a giant open ledger) and the evolution of Ethereum blockchain smart contracts create a guaranteed execution and enforcement of payment, so creating total trust and a system that is almost immune to hacking. There is huge potential in a dedicated women's currency of value. Not just in purchasing power but in the humanitarian giving that every transaction will help another woman in the world to survive and thrive in the most challenging environments. The power is in our hands - in our mobiles – to create humanitarian support just by choosing how and where to purchase.*

Seratio Whitepaper 8.0

# **WOMEN'S COIN® CRYPTOCURRENCY AND FOUNDATION FOR HUMANITARIAN SUPPORT**

## **Seratio Whitepaper 8.0: Women's Coin**

Women's Coin® part of CCEG's SERATIO® family of Blockchain solutions



### **Other white papers<sup>1</sup>**

*Seratio Blockchain 1.0: Currency of Intangible Non-Financial Value*  
*Seratio Blockchain 2.0: Values Based Impact Interventions*  
*Seratio Blockchain 3.0: Proof-of-Impact Transaction Platform*  
*Seratio Blockchain 4.0: Platform for Non-Financial Enterprise Solutions*  
*Seratio Blockchain 5.0 Decentralised Learning Ledger*  
*Seratio Blockchain 6.0: Initial Coin Offering*  
*Seratio Blockchain 7.0: The Microshare*  
*Seratio Blockchain 9.0: Growth Impact Bond*  
*Seratio Blockchain 10.0: Student Coin*  
*Seratio Blockchain 11.0: TimeTraveler Trading*  
*Seratio Blockchain 12.0: Golgo Property Token*

**Women's Coin:** [www.womenscoin.com](http://www.womenscoin.com)

**Seratio Coins ICO Platform:** [www.seratio-coins.world](http://www.seratio-coins.world)

**CCEG Think Tank:** [www.cceg.org.uk](http://www.cceg.org.uk)

**Rothbadi Institutional Blockchain Consultancy & Advisory:** [www.rothbadi.com](http://www.rothbadi.com)

**Cyberfutures Distributed Learning Ledger & EduCoin:** [www.cyberfutures.net](http://www.cyberfutures.net)

**CCEG Blockchain UN Lab:** [www.ccegblockchain.com](http://www.ccegblockchain.com)

**Internet-of-Value Blockchain Alliance for Good:** [www.bisgit.org](http://www.bisgit.org)

**Digital University:** [www.encyclicexchange.ac.uk](http://www.encyclicexchange.ac.uk)

**Non-Financial Metrics:** [www.seratio.com](http://www.seratio.com)

21<sup>st</sup> June 2018 [version 8.30]

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<sup>1</sup> <https://github.com/seratio/whitepaper>

# 1. Market Place based on Women's Values






*Women and families everywhere will benefit from the Women's Coin*

## 1.1 A World where Women's Coin is the Currency of Choice

Imagine a world where women (and their partners) choose to purchase goods using their Women's Coin card at:

- every supermarket check-out
- every on-line transaction
- every fashion outlet
- every social event
- every restaurant/coffee house

The distinctive logo depicting that the purchaser is a person of value – not just of worth – but values others less fortunate than themselves. Knowing that every transaction will help another woman, and her family, thrive and survive in the most challenging of environments. A global humanitarian movement that requires no more than deciding how and where to purchase

We want to create a marketplace based on Women's Values. The clothing and footwear market in the UK alone is worth 63.6 billion euros and globally \$1.7 trillion, and children wear is showing a 7 % increase, and performance sportswear is valued at \$78 billion. As women are the key decision makers in purchase of clothing for self, husband, and family then manufacturers and retailer alike will seek to promote the "Gold icon of value"  as a form of payment. Fashion Houses will also adopt  as a quality standard high-end goods eg \$4,000 handbag. Women's Coin Foundation trading arm will itself move into merchandising products carrying . Suppliers of goods and services recognise the purchasing power of the  and compete to display the logo as a means of payment. Women's coin will be the catalyst for a connected global market place of value.  will become the trademark of value. Women's Coin users creating connecting fiscal power to deliver progress on humanitarian and green issues than any Government policy or regulation.

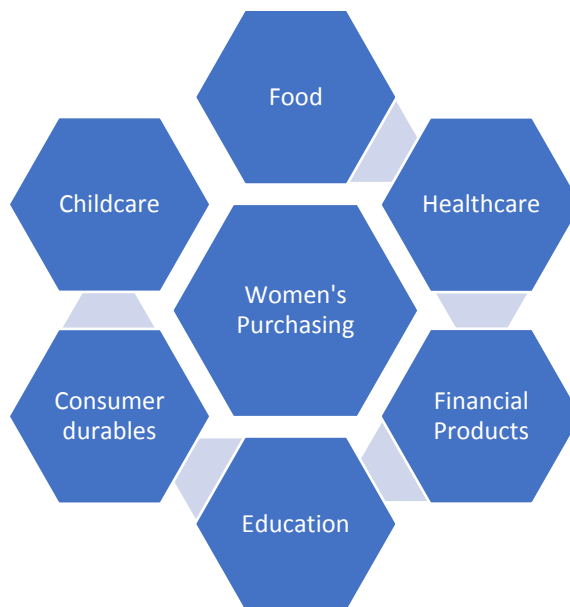


The Women's  
Market Place

## 1.2 Women Purchase Differently to Men

The concept of “Women’s Coin” crypto-currency is based on market intelligence and research that has provided evidence that women purchase differently to men. Women are more likely to purchase goods, service and investments that benefit family welfare. Women’s value-based purchasing is not just a trend in developed countries but is seen across the world and, according to Goldman Sachs intelligence, is also prevalent in the ten G20 countries: Argentina, Brazil, China, India, Indonesia, Mexico, Russia, Saudi Arabia, South Africa and Turkey.

Goldman Sachs spotlight on G20 illustrates the power of the Women’s purse in purchasing decisions.



### The Power of the Purse (Goldman Sachs) Women are more likely to buy ...

- **Food**, especially higher-quality and protein-intensive products
- **Healthcare**, including pharmaceuticals, preventive vaccinations for children, hospital care and general health services
- **Financial products**, for savings and investment vehicles held outside the household
- **Education**, for children and women themselves
- **Childcare**, enabling women to work outside the household and allowing girls to go to school instead of caring for younger siblings
- **Consumer durables**, such as dishwashers, washing machines and apparel

The report concludes that as female labour participation rates rise, countries can reap the benefit of a “double dividend” as women are more likely than men to use their earnings and increased bargaining power to buy goods and services that improve family welfare. This has the potential to create a virtuous cycle, as women’s spending supports the development of human capital, which in turn will fuel economic growth in the years’ ahead. At the same time, economic growth should continue to bolster gender and income equality, which are critical to sustainable development.

There is no doubt that women purchase differently to men. Women’s Coin as an alternative currency for women has great appeal. Women who would normally make a single purchasing decision can now join with other women to collectively make purchasing decisions that will through the very sheer force of numbers, impact on businesses worldwide. Scale and spread of collective purchasing decisions across the world is a powerful business influencer. Women’s values translating into a currency of value. The first crypto currency that has emerged to date, that seeks to support values and purchasing power as a key driver of economic growth and a sustainable world. Women’s Coin then, is not just a Fintech company - it is Fintech with a soul. A humanitarian alternative currency that supports United Nations Women - Sustainable Goal 5 Empowerment of women and girls.

## **1.2 Women’s Purchasing Power is value based**

Currently women make every day decisions on household purchasing based on word of mouth, advertising or google search. Women’s Coin will help women make better informed decision through access of an on-line platform that will provide also provide information on companies ethical trading, eco-friendly products, transparent supply chains, family friendly work policies, etc. The intent is for Women’s Coin to create an ethical standard. Data regarding the social value of products and services will be easily accessible through the Women’s Coin knowledge platform. On-line and physical trading companies will be encouraged to apply and market their achievement of the standard. Shoppers will be able to easily identify the product/services as being ethical by the Women’s Coin logo standard.



Women's Coin currency, therefore will enable women individually and collectively to shape the behaviour of companies to be transparent about the ethical nature of their business, supply chain and employee welfare. A pincher movement that will create pressure from consumers and pressure in the form of standard setting by Women's Coin. The intent is to create a ground-swell movement where companies respond to consumer pressure and seek to acquire the standard and be represented as a "supplier of choice". Women's Coin Foundation preferred list of suppliers will be available for goods or services meeting the "ethical" standard. Women Coin users will in turn increase business penetration into a hitherto untapped market. Of course, access to the Women's Coin "Supplier of Choice" platform is not just limited to women – it is open to everyone. Many men hold the same values of women in respect to ethical purchasing. Children and young people are tech and planet "savvi". They will influence their parents and peers to "check-out before you buy".



### 1.3 Women's purchasing power is big business

If investors and suppliers are not persuaded by the importance of Women's Coin as a value led cryptocurrency – then consideration should be given to the strategic importance of businesses staying competitive by understanding their consumer base. Catalyst C illustration on global buying power of women – indicated that in 2013 women controlled 64% of household spending and \$29 trillion of consumer spending. This figure is projected to rise to \$40 trillion by 2018. Working women will experience an increase of about \$6 trillion in earned income globally by 2018. Know your consumer base is the message.

Women's Coin cryptocurrency knows its consumer and is well placed to engage and harness women's buying power. Not only household spend but discretionary spend that the increase in working women's wages and pay parity will bring to women's purchasing power.





## ***(G20 Market) Women's Coin Foundation - Women owned SME's***

Women's Coin strategic intent is to enter the G20 market - focusing on women entrepreneurs and women-led SME's.

Women-owned SME's face considerable barriers - access to finance is typically identified as the most critical constraint to business growth. Goldman Sachs report "Giving credit where it is due"<sup>2</sup> highlights "The International Finance Corporation estimates that there are more than 40 million formal SME's



globally with approximately two thirds in the developing world. This translates into approximately 12 million women-owned SME's worldwide of which approximately 7 million are in developing regions. IFC reported as many as 70% of women-owned SME's in the formal sector are unserved or underserved by financial institutions. A financial gap of around \$285 billion. Results suggest that closing the credit gap over the next few years could boost real income per capita growth rates in G20 countries by around 85bp and incomes per capita could be on average 12% higher by 2030". IFC categorise formal enterprises – as those that are registered with Government and tax authorities – whilst informal SME's are those that are not. It is estimated that globally there are 340 million informal enterprises. Goldman Sachs commented "Against a backdrop of a weaker growth trajectory in emerging markets, the substantial growth premium that can result from investing in women-led SMEs should matter deeply to policy-makers, corporates and asset owners around the world".

Women's Coin mission to support women-only SME's makes fiscal sense. Offering women-led SME's (formal and informal) "Women's Coin" as the currency of choice creates a women friendly coin offering. However, the intent extends further - with the creation of a Women's Coin credit agency brokering investment - either through women coin investors, funds raised from ICO (Initial Coin Offering) or already established credit agencies.

For women in developing countries (G20) who are unserved or underserved by financial institutions/or do not have access to a bank account - Women's Coin, will in partnership with other bodies support:

- Digital identity passport
- Verifiable through digital signatures

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<sup>2</sup> *How closing the credit gap for women-owned SME's can drive global growth*



- Attested by others

Investment and credit assured through real-time smart contracts. Smart contracts using (Ethereum) blockchain delivers transparency of the payment process, on track measurement of delivery outcomes and cyber-resilient closed loop payment process, managing payments, transfer, remittance, and investment repayment. The process provides total security for investors and credit agencies.

## 1.4 Blockchain Business School (BBS) For Women Entrepreneurs

Enabling access to finance and credit investment is critical but there is also a need to provide women-led SME's with business education. Business planning, management, accounting, and critical thinking are all required to build a new generation of female SME leaders. Women's Coin subscribers will be able to access the Business Knowledge area of the learning platform. However, Women's Coin will create a network of "Business Angels" who will guide and mentor SME Women leaders through their business journey



Women's Coin crypto-currency, knowledge economy, education and learning are interlinked in the conceptual design.

Previously we have described how a "knowledge platform" will drive consumer behaviour towards better informed purchasing decisions.



The knowledge platform will also motivate businesses to be an "accredited supplier of choice" - drives the behaviour of companies towards ethical trading. A new "Knowledge economy" therefore sits at the heart of Women's Coin crypto currency offering.

Women's Coin is not content to offer just a "Knowledge platform" or SME support service it has ambition to become the first **Blockchain Business School (BBS)**

How cool is that!



#### 1.4.1 Decentralised Learning Ledger – Equality of Learning

**Women's Coin Foundation BBS** (Blockchain Business School) will offer women and girls an individual DLL (decentralised learning ledger) - a “global passport of learning”. Utilising the same blockchain technology as the Digital identity passport - **BBS** DLL will provide learning passport that authenticates formal and informal learning.

**BBS** Global certification through a verified DLL, will provide authenticated Education certification for women and girls. Particularly important for those who cannot afford academic fees, or may not have access or opportunity to education in their country or culture.

UN Women have identified Education as a key driver in delivery of Sustainable goal 5 - Empowerment for Women and girls. Whilst the Goldman Sachs report also indicates that education and training for women and girls will support economic growth.



Global Passport  
of Learning

#### 1.4.2 Digital Citizenship Empowering Women Inside and Outside of Home

BBS will provide access to on-line education, training and skill development working in partnership with other Bodies, Universities, and training organisations to deliver on-line provision. **BBS** will embrace emergent technologies such as virtual reality,



wearable aids,  
drones, robotics,  
artificial intelligence  
to prepare learners  
for a blockchain  
world that we have  
not yet imagined.



#### 1.4.3 BBS and Coding For Girls in Schools

In certain countries and cultures investment girls and women are not able to work outside the home. Providing access to coding for children provides opportunities for girls and young women to work at

home. Digital citizenship opens a new world of work, friendship, and opportunity.



Online Learning  
Platform

## 1.5 Women's Coin Foundation

Women's coin crypto-currency of value will give 50% or pre-tax profits to Women's Coin Foundation for Humanitarian support. Investing in women's empowerment through digital identities, women owned small business, education and digital skills will provide a virtuous circle of investment and re-investment. Women's Coin will become an exemplar in the world of alternative currencies. Women (and men) have the power to help other women less fortunate to thrive and survive even in the most hostile environments

### 1.5.1 Women in hostile Environments

Women's Coin Foundation for Humanitarian Support will work with other agencies to support women (and their families) in hostile environments Support will focus on:

- Digital identity
- Education and training
- Health and welfare
- Land rights



### 1.5.2 Ex-Offenders

Working with Corporations on CSR initiatives and other bodies - Women's Coin Foundation will work in Prisons to stop female offenders re-offending. Digital skills, business and life skills plus mentoring will provide a model to support women and reduce the number of women re-offending.

## 2. Technology Innovation

### 2.1 Innovation

Technological innovation is relentlessly changing the way we work and act and will do so faster in years to come. Progressive automation, the use and application of Artificial Intelligence, robotics, the Internet of Things (IoT), and much more are already impacting our daily lives. Located within major economic and societal changes, such technologies demand new ways of relating to the reality we know, and to a virtual, augmented and progressively more global and relational hyper-reality we are constantly co-constructing and re-constructing through myriads of actions. We are experiencing the constant, challenging but also potentially fruitful shift towards a 4<sup>th</sup> industrial revolution fuelled by Blockchain.

### 2.2 Blockchain

What is Blockchain? “The easiest way to understand it”, says Tim Hulse author of the Blockchain effect in Business Life “is to see it as a giant, open ledger that allows things of value to be stored or transferred between individuals anonymously and with total trust. Because the ledger isn’t stored in one single place but is shared across a huge network of personal computers, it’s records are also almost immune to hacking”

*“It’s something that could disrupt the world in a very fundamental way”*

*Alex Tapscott – author ‘Blockchain Revolution’*

The first Blockchain was devised in 2008 by “Satoshi Nakamoto” (pseudonym) which allowed the creation of bitcoin. The world’s first crypto-currency. In the years that followed blockchain and bitcoin were very much synonymous. The potential for blockchain technology focused mainly in the financial sector (Fintech) – with the potential to disrupt traditional banking systems by eliminating the middle man of the banking system.

Tapscott's view was that in 2014/5 there was a tipping point when a lot of financial services companies woke up to the potential threat and then the potential opportunity of blockchain technology. A report early in 2017, by Accenture and McLagan, explored the potential for blockchain technology for 8 out of 10 of the world's biggest investment banks. The report concluded that the banks could reduce infrastructure costs by 30 % - with an annual saving between £6bn-£9bn. In April 2017 Bank of England Governor, Mark Carney, made similar comments saying "New technologies could transform wholesale payments, clearing and settlement – in particular the distributed ledger technology (ie blockchain) could yield significant gains in the accuracy, efficiency and security of such processes – saving tens of billions of pounds of bank capital and significantly improving the resilience of the system"

## **2.3 Ethereum Blockchain Evolution**

In 2015 came the birth of "Ethereum" blockchain conceived by Vitalik Buterin (age 23). Ethereum a global peer to peer network of thousands of computers (known as nodes) is essentially a platform that enables anyone, anywhere to move, store and manage anything of value. Buterin's concept was that the new Blockchain would cut out the middleman not just in finance, but in any business.

Alex Tapscott, author of Blockchain Revolution commented "The game changer in the Ethereum blockchain is the introduction of so-called "smart contracts" These are essentially self-operating computer programmes that mimic logic of traditional contract, but with guaranteed execution and enforcement of payments. It means anything of value can be easily exchanged with absolute trust. The implications are immense because essentially any centralised service can be decentralised"

Smart contracts have in essence, built on Blockchain 1.0, 2.0, 3.0 and created integrated offering providing absolute surety for the investor and purchasers. Hurst in his *Business Life* article says the implications are immense. Artisans can control the sale of their work, people wanting to hire out their home or hire a car can do directly – instead of going through an intermediary. Individuals can buy or sell excess solar power. The list is long. Many see Ethereum as the beginning of a new decentralised internet.

*For 30 years we have had internet of information – now we have the internet of value*

*Alex Tapscott – author ‘Blockchain Revolution’*

## 2.4 The Internet of Things and Question of values

Although blockchain is envisaged by its proponents as a paradigmatic shift, it is one of the many major shifts presently occurring as part of the onset and development of a fully-fledged ‘knowledge economy’. A brief introduction to IoT is needed to pave the way for the key drivers in users’ participation and engagement with blockchain. Central to the discussion here is the changing notion of value and a redefinition of currency as not just a monetary exchange, but as a means for value generation.

The IoT is the age of platforms, or the evolution of the Internet to providing users not only with a service, but with an experience they co-create. Based on the emergent field of ‘behaviour economics’, the IoT is an ‘ecosystem of everything being connected’ (Manu<sup>3</sup>, 2015: 4) and in which the traditional value chain of the industrial model of production is remodelled and transformed.

- *Spiritual* (beliefs, values)
- *Mental* (attention, inspiration)
- *Emotional* (love, hate, likes and dislikes)
- *Power* (teamwork, empowerment)
- *Passion* (desires, wants, goals, aspirations)
- *Safety* and *well-being*

**Values – not gender specific - which may also influence purchasing decisions**

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<sup>3</sup> Manu, A. (2015) *Value Creation and the Internet of Things: How the Behaviour Economy will shape the 4<sup>th</sup> Industrial Revolution*. Farnham, Surrey: Gower Publishing Ltd

# 3. From Concept to Delivery

To achieve these overall umbrella targets summarised as:

- (i) The Women's Market Place
- (ii) The Women's Ethical Standard
- (iii) The Global Passport of Learning
- (iv) Online Learning Platform

Women's Coin has partnered with CCEG who have commensurate technical, legal and operational expertise to deliver the vision. Here is a summary of the 'how'.

## 3.1 The Seratio Architecture

The Centre for Citizenship, Enterprise and Governance (CCEG) is a not-for-profit think tank that believes in creating structures that allow 'good' to scale and sustain. Whilst philanthropy has its place, CCEG is focused on 'systems' that by their very nature integrate into existing global infrastructures to maximise impact. The basis of the platform is the Social Earnings Ratio<sup>®</sup> (S/E Ratio<sup>®</sup> or S/E) which encapsulates 'good' attributes in a single number metric The Seratio<sup>®</sup> architecture consists of a number of components delineated in detail in CCEG's 9 whitepapers<sup>4</sup>:

- Blockchain Platform – this allows the transaction of financial (eg SER) and non-financial (eg MCR) value based on smart contracts through S/E attributes
- Crypto Wallet – that holds both financial and non-financial tokens that can transact dependent on S/E attributes
- Provenance Engine – repository and tracking of non-financial metrics data related to organisations, products, projects, processes and people translated to S/E attributes
- Token Exchange – a crypto-exchange to allow trading of non-financial and financial tokens as well as brand loyalty/discount tokens

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<sup>4</sup> <https://github.com/seratio/whitepaper>



- Artificial Intelligence Bot – an assistant that has capability of searching the provenance engine to make recommendations based on user choice and user attributes and interacting with the wallet
- Distributed IP Ledger – a system for recording and transacting intellectual property (IP)
- Infrastructure modules – that support the above including but not limited to
  - mobile wallets
  - retail portals to accept non-financial tokens
  - awarding portals to issue non-financial tokens
  - modelling – influences of distances, social value, modern slavery, community cohesion, pay disparity, tax avoidance, forecasting, etc.
  - visualisation – display and demographics
  - mapping – hyperlocality
  - reporting – search facility and big data aggregation
  - community apps
  - api's .... etc

There is a pilot underway to test many of these systems in the summer of 2018. The main components are due in 2018 in the main but some infrastructure components although existing in separate SaaS platforms have to be aggregated into single services in 2019. In 2020 a separate dedicated non-ethereum Seratio blockchain will be constructed.

### **3.2 Seratio Blockchain Platform**

Seratio Platform is a multipurpose and multilayered blockchain environment. It enables beneficiaries (whether individuals or enterprises) to keep track of the value and impact they make, and most importantly profit from it in many different ways. The platform allows individuals and entities to earn, transact, spend, trade and monitor their digital assets. Precisely, Seratio Blockchain platform is aimed to address and manage under three key themes:

- Cryptocurrency (financial assets) linked to intangible value and sets of values. This kind of cryptocurrency aims to address such problem as lack of value-based tools and also

assist token holders in their day-to-day decisions: how goods they consume reflect their care for environment for example.

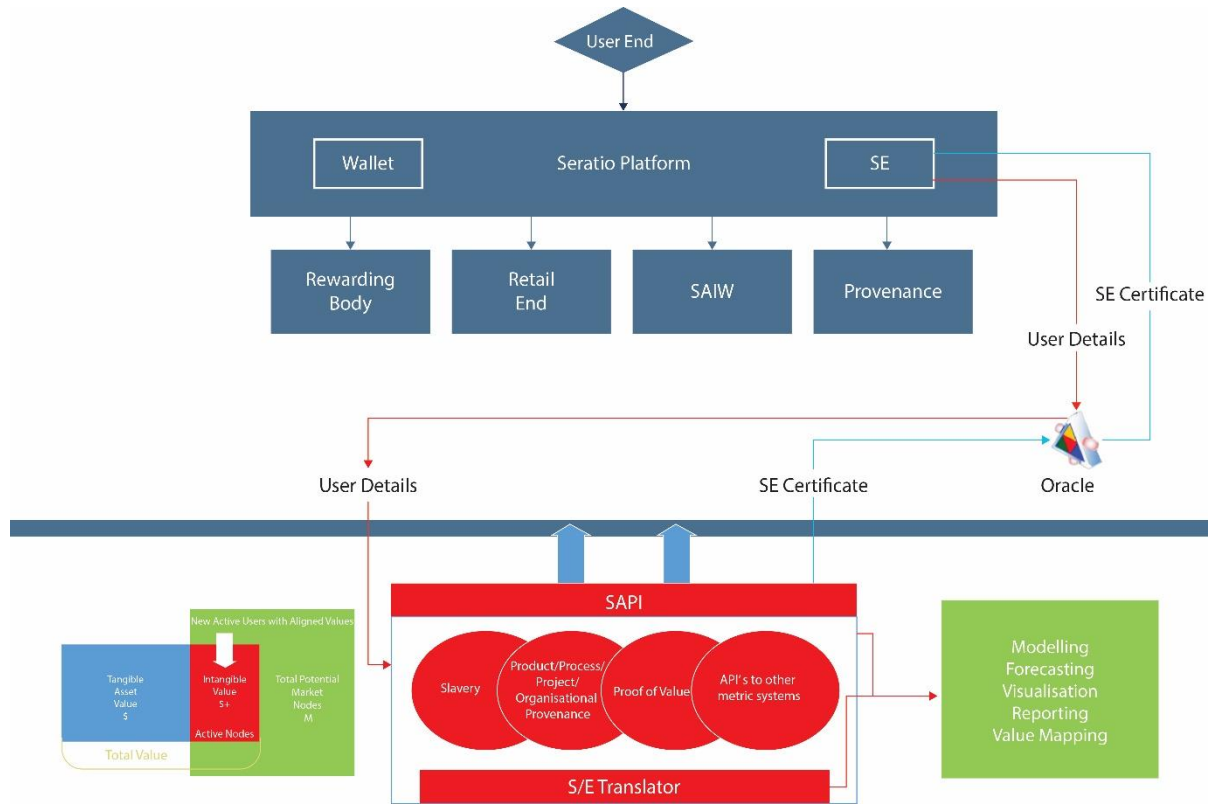
- Tokenised Currency (non-financial assets) linked to intangible value and sets of values. Non-financial tokens are called Microshares (MCR). They convey non-financial values & impact an individual and entity carries and / or creates. Microshares can be used to claim social benefits, such as loyalty schemes or discounts at the dedicated retailers. The aim is to promote community growth and alignment through supporting local ethical retailers for example.
- Provenance (both financial and non-financial assets) traceability recording and tracking. This platform service is aimed at improving accountability and transparency. For example, supply chain provenance monitoring to ensure and incentivize enterprises and corporations to follow laws, norms and best practices related to environment, food safety, labour practices and etc.

At the heart of the platform is Social Earning Ratio (S/E) based API - SAPI. SAPI supports user-oriented services: S/E certificates, Seratio wallet, Provenance Engine (PRO), SAIW (Seratio AI Wallet), Retailer's Portal and Rewarding Body Portal. There is a number of future services such as Mapping, Forecasting, Modelling, Visualisation, Reporting that are planned to be released in 2019.

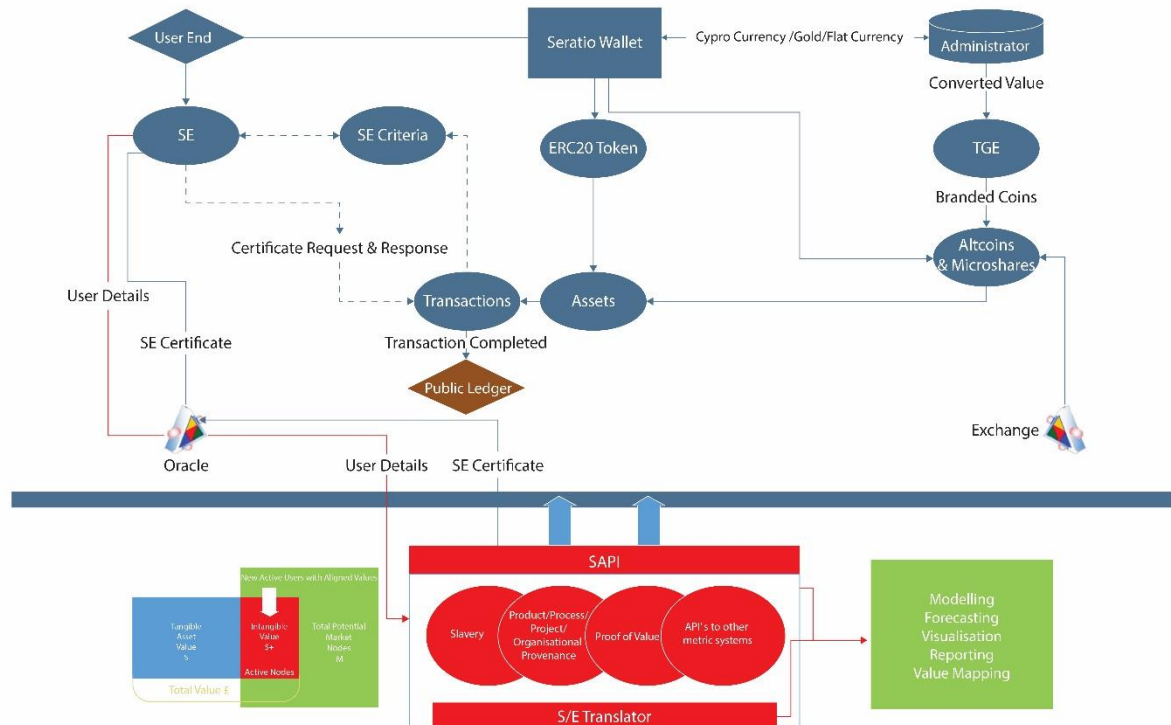
Seratio Wallet and S/E certificates are platform embedded services. Provenance Engine, SAIW, Retailer's Portal and Rewarding Body services are separate yet adjunct services of the Seratio Platform. They can be accessed independently as well as through your Seratio Platform account.

One of the key benefits of having a SER and separate MCR blockchain is to track in a public ledger the development of 'goodness'.

## Seratio Platform & Services Overview



## Assets Transactions Overview



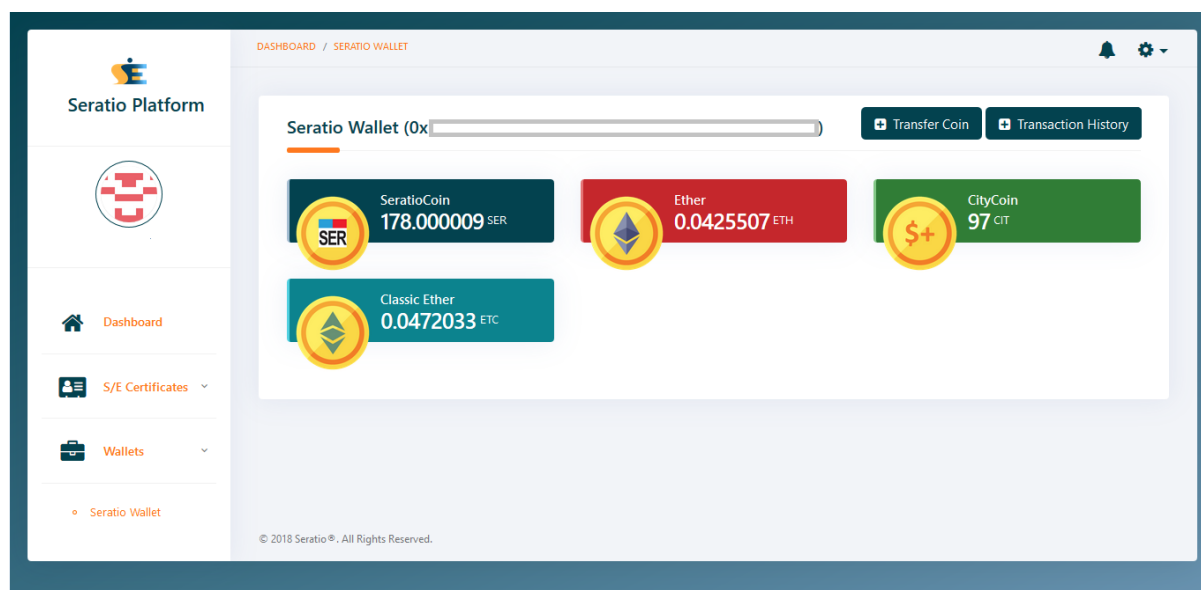
### 3.3 Seratio API

Seratio API (SAPI) is an impact assessment and tracking (non-financial value analysis) software. SAPI is a pivotal component as it carries out S/E related calculations, including data for S/E certificates. It is separate and connected to the Seratio Platform. SAPI has a built-in S/E translator which processes different data sets, whether monitoring product provenance, modern slavery conditions checks, Proof-of-[...] metrics. S/E translator converts it all into a single-number non-financial attribute - S/E label.

### 3.4 Seratio Wallet

Seratio Wallet is an embedded digital wallet for the Seratio platform native tokens – Seratio Token and Altcoins, incl. Microshares, and other ERC20 Tokens. Seratio Token and Altcoins are the family of Seratio Assured Branded Coins (Women’s Coin, Carer Coin, Students Coin, Black Value Coin, City Coin, etc.). From technical point of view, Seratio wallet is an interface wallet, i.e. wallet credentials such as private keys are not stored at the host server and are different to the platform login credentials. To ensure speedy and secure transfers, CCEG runs its own Ethereum (both Ethereum and Ethereum Classic) nodes for the wallet. On top of such sophisticated measures, there is all sorts of basic account security, e.g. 2FA and security questions.

#### *Wallet Overview*



Seratio wallet can hold various types of assets:

- Financial tokens – Seratio Token and Altcoins, also custom ERC20 Tokens;
- Non-financial tokens – Microshares, e.g. loyalty and discount tokens, gratitude tokens.

Microshares (MCR) represent anything non-financial – loyalty, discount, vote, equity, etc. It can be a component of Seratio SER tokens or serve as an individual non-financial token. Just like “goodness” has no limit, there is no hard cap on the total supply of Microshares. MCR are hosted on the Ethereum Classic Blockchain.

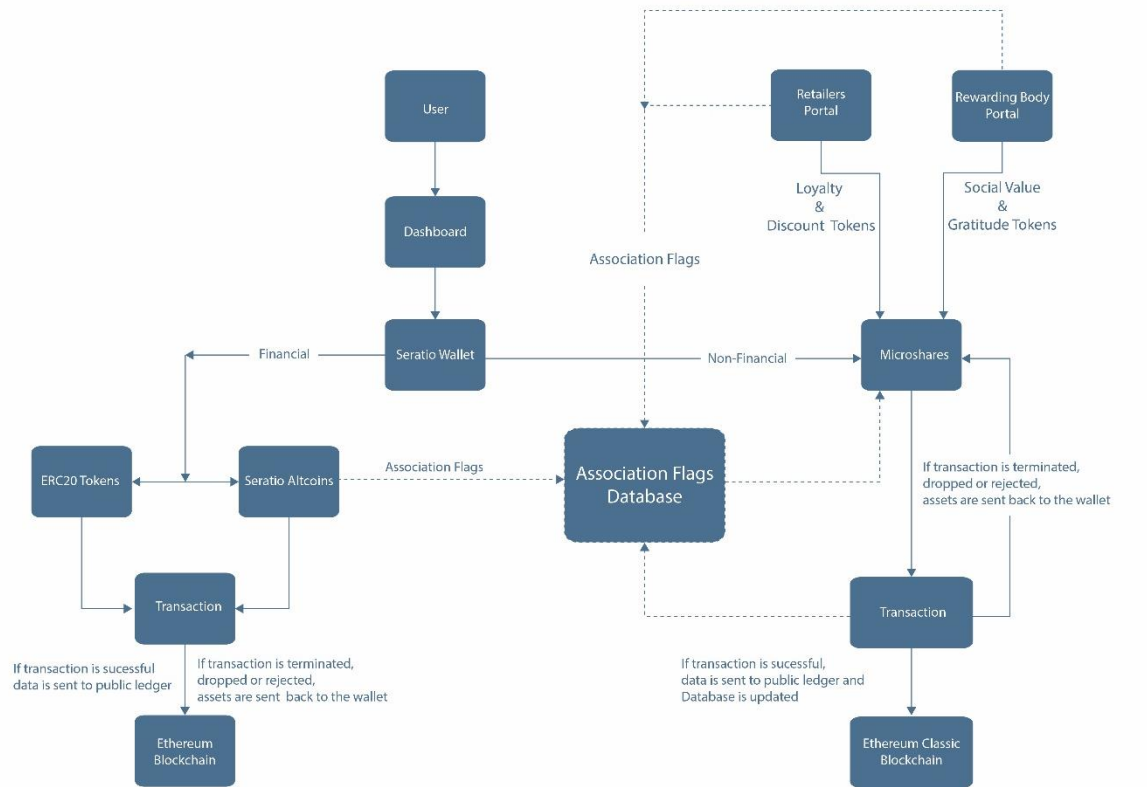
First batch of MCR will be allocated to the SER Token holders on 30 April, 2018. The amount will be equal to the amount of SER tokens purchased in the Seratio Platform & Token ICO. There will not be a minting after the said date for SER Tokens. The size of the next allocation will be determined by the number of Altcoins, or through accredited Retailers and Rewarding Bodies.

Each and every MCR is associated with the Seratio Token or Altcoin (so- called origin) and therefore is flagged with their respective origin. For example, Microshares that are created through Women’s Coin will have Women’s Coin association flag, Microshares that come from SER Token will carry SER association flag and etc. The association flags are introduced to illustrate support and celebrate intangible values, whether it is a cause, idea, product, entity and etc. They do not affect Microshares transfers at any means as all MCR are equal and interchangeable. CCEG values user privacy and therefore association flags are not disclosed through a public blockchain but registered and stored in a centralised storage.

### **3.5 S/E Certificates**

S/E certificates are one of the unique features of the Seratio Platform. Certificates convey non-financial attributes (labels), e.g. how much social value an entity creates against its financial value. S/E certificates are optional yet essential to benefit from all the services provided by the Seratio platform.

## Microshares Association Flags Overview

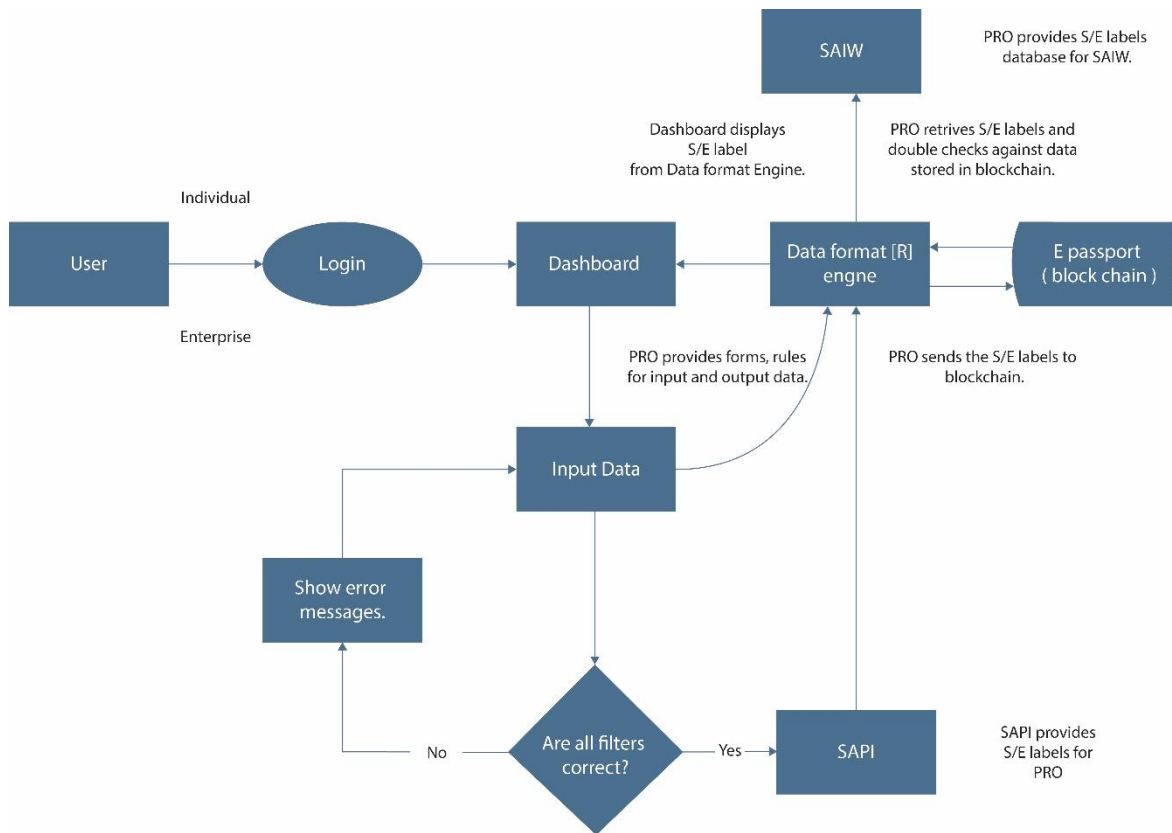


### 3.6 Provenance Engine

Seratio Provenance Engine (PRO) is a complex analytical tool which allows tracking provenance of products, organisations, processes, projects and people through monitoring and analysing financial and non-financial values. PRO consists from two main components:

- Data Format Engine** - R-based tool to collate and format input data from suppliers which are ostensibly existing non-financial metrics standard to their industry
- E-passport** - an encrypted digital presence of a user (individual, product, entity, service), including corresponding [S/E] labels. E-passport brings together hard tangible and soft intangible attributes and is hosted on the [ETC] blockchain

## Provenance Engine (PRO) Overview



Users can opt to connect their Seratio AI Wallet (SAIW) to PRO to benefit from its [S/E] database. This is recommended as it will ensure better functionality of SAIW.

### 3.7 Seratio AI Wallet

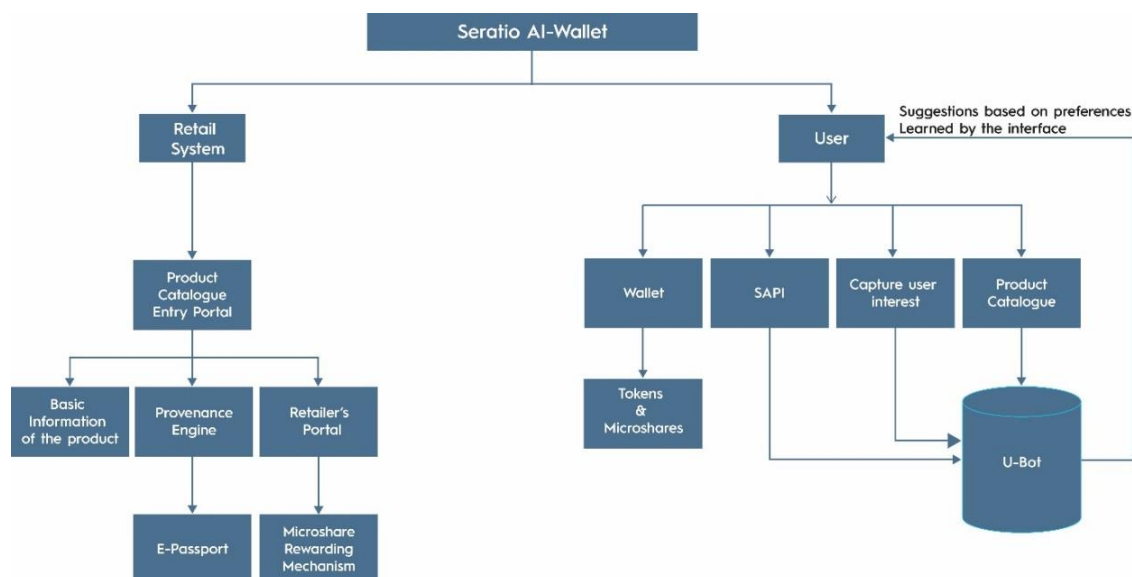
Seratio AI Wallet (SAIW) is S/E based processing engine. Main purpose of SAIW is to assist user in day to day decisions, particularly buying decisions, without compromising on the personal beliefs as well as to promote ethical consumerism through incentives such as Microshares. It is a separate and auxiliary component of the Seratio Platform. Besides built-in AI supported U-bot, SAIW uses blockchain infrastructure of the Provenance Engine (for the product information and storage purposes) and is also dependent on SAPI (user preferences analysis). Design wise, SAIW is a multipage website with sliders and multi-star forms for the S/E based tests.



Seratio AI

Wallet (SAIW)

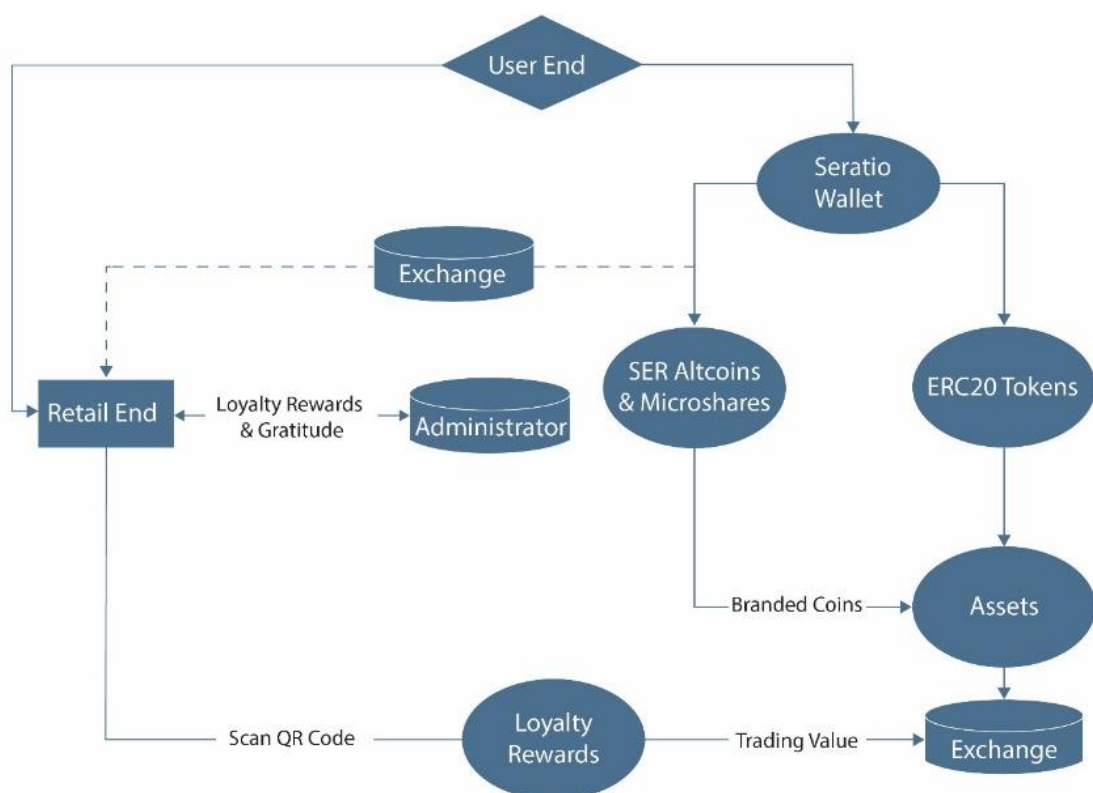
Overview



### 3.8 Retailer's Portal

Seratio Retailer's Portal (RTL) is a software that enables retailers offer services / goods in the most customer aligned manner as well as to provide loyalty rewards and gratitude in the form of Microshares (non-financial tokens). RTL is an add-on to the existing retail management system but can

also be integrated into it.

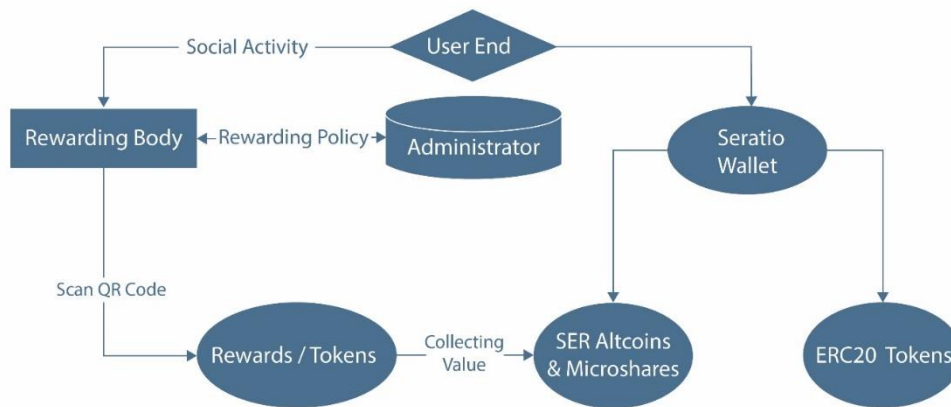


Retailer's Portal (RTL) Overview

### 3.9 Rewarding Body Portal

Seratio Rewarding Body Portal (RWRD) is a software that enables entities (e.g. NGOs, charities, volunteering centres) distribute and reward social value and gratitude for the activities in the form of Microshares (non-financial tokens). RWRD can be hosted at the Seratio Platform as well as be integrated to the existing entity system.

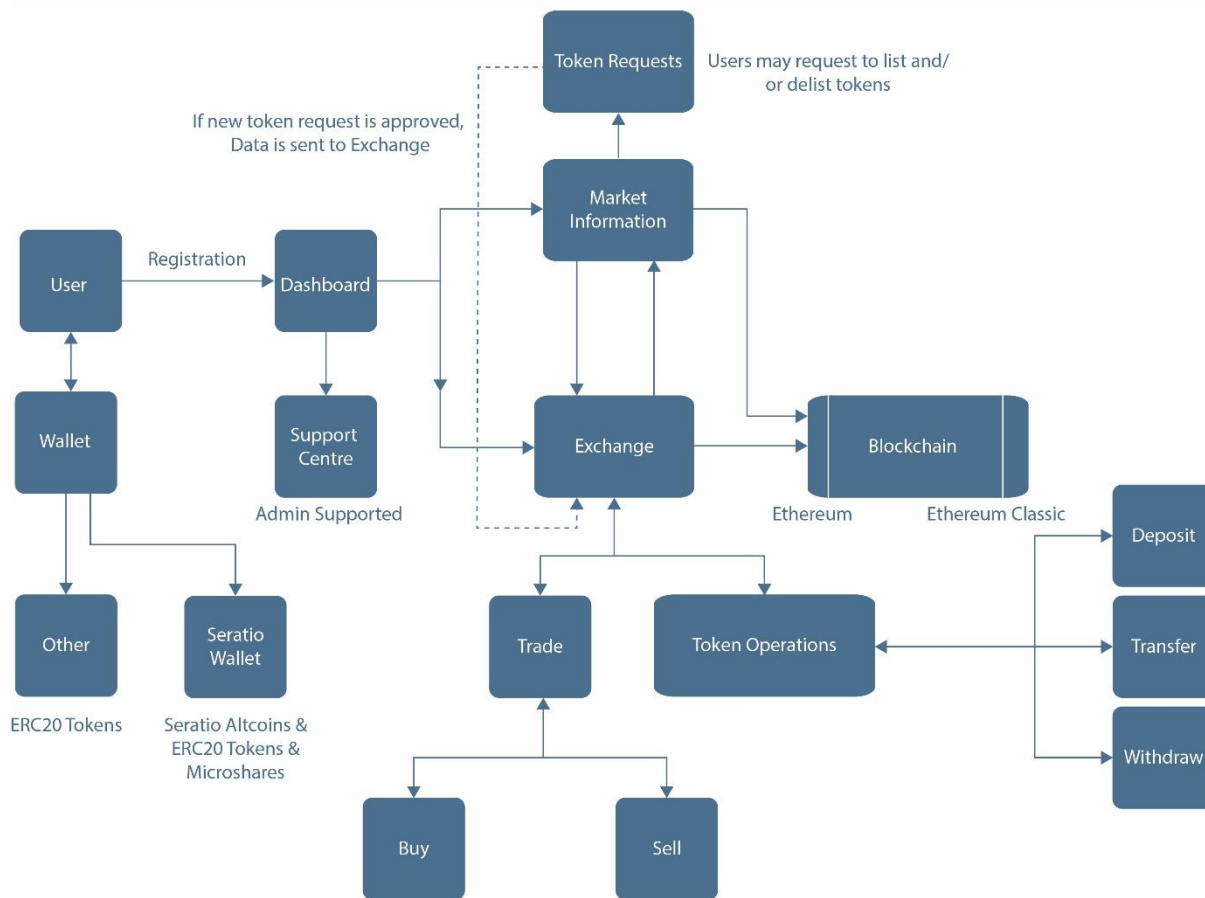
#### *Rewarding Body Portal (RWRD) Overview*



### 3.10 Microshares [ClassicDelta] Exchange

Seratio Microshares Exchange is a decentralised crypto-to-crypto converter. It is integral to the Seratio Blockchain Ecosystem and is aimed to support functionality of Seratio Platform user-oriented services. Upon the launch, Microshares Exchange will support Seratio branded tokens and Microshares trade. Future upgrades take in support of other cryptocurrencies as well as brand loyalty/discount tokens. The concept behind Microshares Exchange is unique as it brings together both Ethereum and Ethereum Classic blockchains.

## Token Exchange Overview

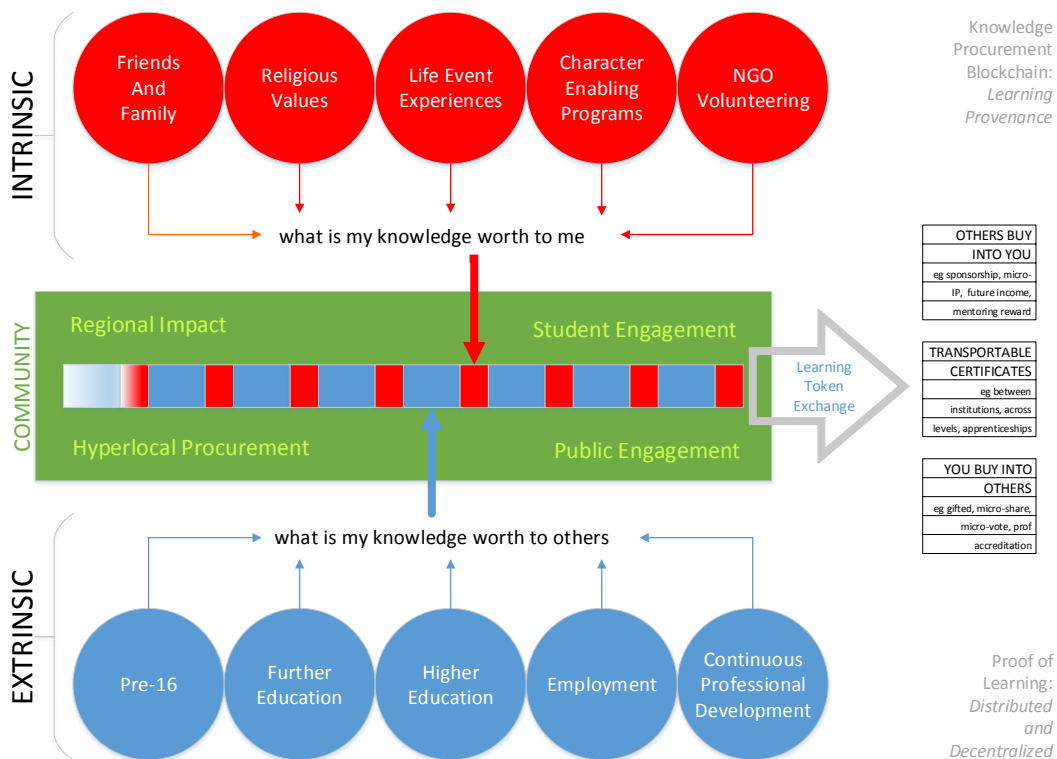
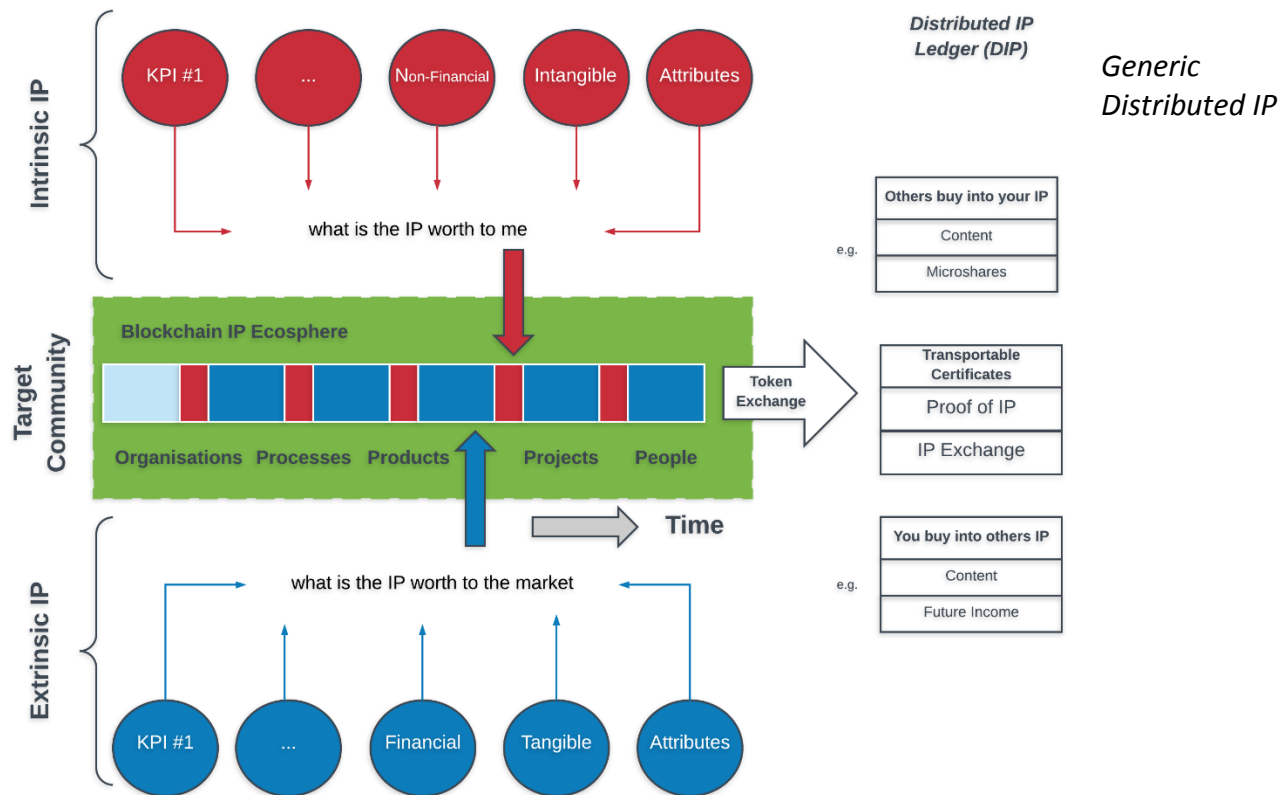


### 3.11 Distributed IP Ledger and Distributed Learning Ledger

DIP is a system to capture and track IP, and to tokenise it to allow it to be transacted. Originally developed as a blockchain application in the education knowledge space (Seratio Whitepaper 5.0), but subsequently being applied to music streaming, content management, licensing and other related sectors. Below is the generic and education versions of the architecture around which a blockchain educational consortium has been built at [www.cyberfutures.net](http://www.cyberfutures.net).

### 3.12 Exchanging Digital Education

Using much more traditional MOOC (massive open online courses) are being designed for [www.encyclicexchange.ac.uk](http://www.encyclicexchange.ac.uk) and [exchange.ac.uk](http://exchange.ac.uk) with the ambition to form a digital blockchain university at [exchange.ac.uk](http://exchange.ac.uk) where knowledge can be “exchanged” peer to peer.



## 4 Launch Schedule

This whitepaper is being issued for discussion, amendment, improvement but mainly implementation. Whilst thought pieces are welcome, the reality is blockchain is full of noisy rhetoric with few proven working applications. If indeed blockchain is the 3<sup>rd</sup> or 4<sup>th</sup> industrial revolution, then we are duty bound to ensure Women's Coin crypto-currency embeds the latest technology to ensure a transparent and secure currency provision.

Of equal importance is the positioning of women's coin as a currency of value which through the Foundation for Humanitarian support will create a virtuous circle of investment and reinvestment And for business investors an opportunity to enter hitherto uncharted markets and growth in a world Of uncertain markets and instability

Women's Coin crypto currency and Foundation for Humanitarian support is receiving global interest. Swiss FinTech journal highlighted Professor Christine Bamford, Founder/CEO of Women's Coin one of top 10 Women Fintech leaders to watch. HumTech Blockchain Summit at Fordham University, New York - "Innovating for Humanitarian support" provided a platform to share how crypto-currency can empower women. Crypto-currency experts in Davos welcomed the concept as one of the most globally exciting blockchain initiatives to emerge since Bitcoin.

### 4.1 House of Lords, Westminster, UK

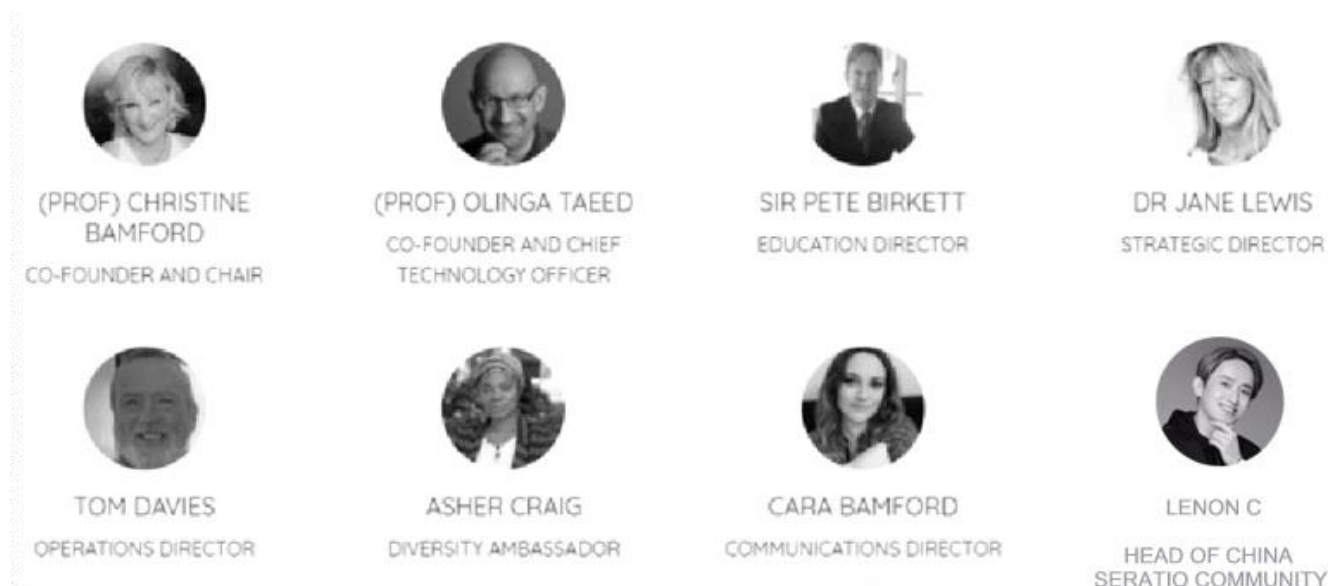
Baroness McDonagh and Professor Bamford hosted a breakfast meeting in the House of Lords, Westminster UK on 27<sup>th</sup> February 2018 to explore the impact of Blockchain and crypto-currency on women's empowerment and social change. No less than 100 top organisations in UK, Switzerland and US joined the prestigious gathering to support and partner. These included:

AnnMarie Dixon-Barrow Ltd  
Art Foundation

Ashridge Executive Education at Hult  
Association of Charities  
Atkinsons Spa and Beauty  
Barnet and Southgate College  
Basingstoke College  
Birmingham University  
Bristol City Council  
Borges Salmon LLC  
Buro Happold  
Byeline Festival  
Centre for Mentoring  
Centre for Citizenship, Enterprise and Governance  
CGI  
Cisco Systems  
Corsham Institute  
Cottimore Ltd  
Courtney Clarke Creative  
University of Coventry  
Davidson and Partners  
EDT  
Fairer Cha  
Foxrock Productions  
Grove Wealth Management  
Harlequin Football Club  
Highgate Hill House School  
Huawei  
Huddersfield University  
Innovate Limeric University  
Inter-pares Associates  
Interactive Scientific Ltd  
KPMG  
Lendlease company  
Lloyds Bank  
Microsoft Corp  
Milestone Group  
New Era  
NHS Leadership Academy  
University of Northampton  
Open University  
Oracle  
Osborne Clarke LLC  
Pearson Ltd  
The Pitch Doctor  
Rand Institute

RLEC  
Royal Bank of Scotland  
Social Box  
TESTower42 Group  
Trestle Group Foundation  
VM Ware  
University of West of England  
Victoria Mutual Building Society – Jamaica/London  
West Ham Foundation Women’s Club

#### 4.2 Women’s Coin Team



(Prof) Christine Bamford, CEO ([LinkedIn](#))  
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Dr Jane Lewis, Strategic Director ([LinkedIn](#))  
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Sir Pete Birkett, Education Ambassador ([LinkedIn](#))  
[Pete.Birkett@womenscoin.com](mailto:Pete.Birkett@womenscoin.com)

Asher Craig Global Diversity Ambassador ([LinkedIn](#))  
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Tom Davis, Operational Director ([LinkedIn](#))  
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Cara Bamford, Communications Director ([LinkedIn](#))

[Cara.Bamford@womenscoin.com](mailto:Cara.Bamford@womenscoin.com)

Matt Gras, Director of Marketing ([LinkedIn](#))

[Matt.Gras@womenscoin.com](mailto:Matt.Gras@womenscoin.com)

Lennon C, Head of China Seratio Community ([LinkedIn](#))

[Hongrui.Cao@seratio.cn](mailto:Hongrui.Cao@seratio.cn)

#### 4.3 Initial Coin Offering (ICO)

Women's Coin Limited is a company registered in the United Kingdom under number 10759476 and has its registered office at 3 Repton Hall, Carriage Drive, Bristol, BS10 6TE, UK. Women's Coin has contracted Centre for Citizenship Enterprise and Governance (CCEG) to manage their Initial Coin Offering including the Pre-ICO and this initial Private Placement Investment.

For the Private Placement in Women's Coin for each GBP£1.00 invested – Investors will receive:

- 1 Seratio (SER) token and
- 1 Women's Coin Micro-share.

The SER token is a tradeable Ethereum ERC20 standard digital currency – which has already been taken through Initial Coin Offering which was 100% successful.

The SER token will be deposited in a newly created personal digital SER Wallet for the investor within 4 weeks of receipt of cleared funds. The SER token will then be fully tradable or exchangeable by the investor.

The Women's Coin micro-share is a non-financial token with Women's Coin attributes. Each Women's Coin micro-share is a tokenised commitment to receive a financial token in the forthcoming Women's Coin Initial Coin Offering represents a minimum market discount rate of 55%

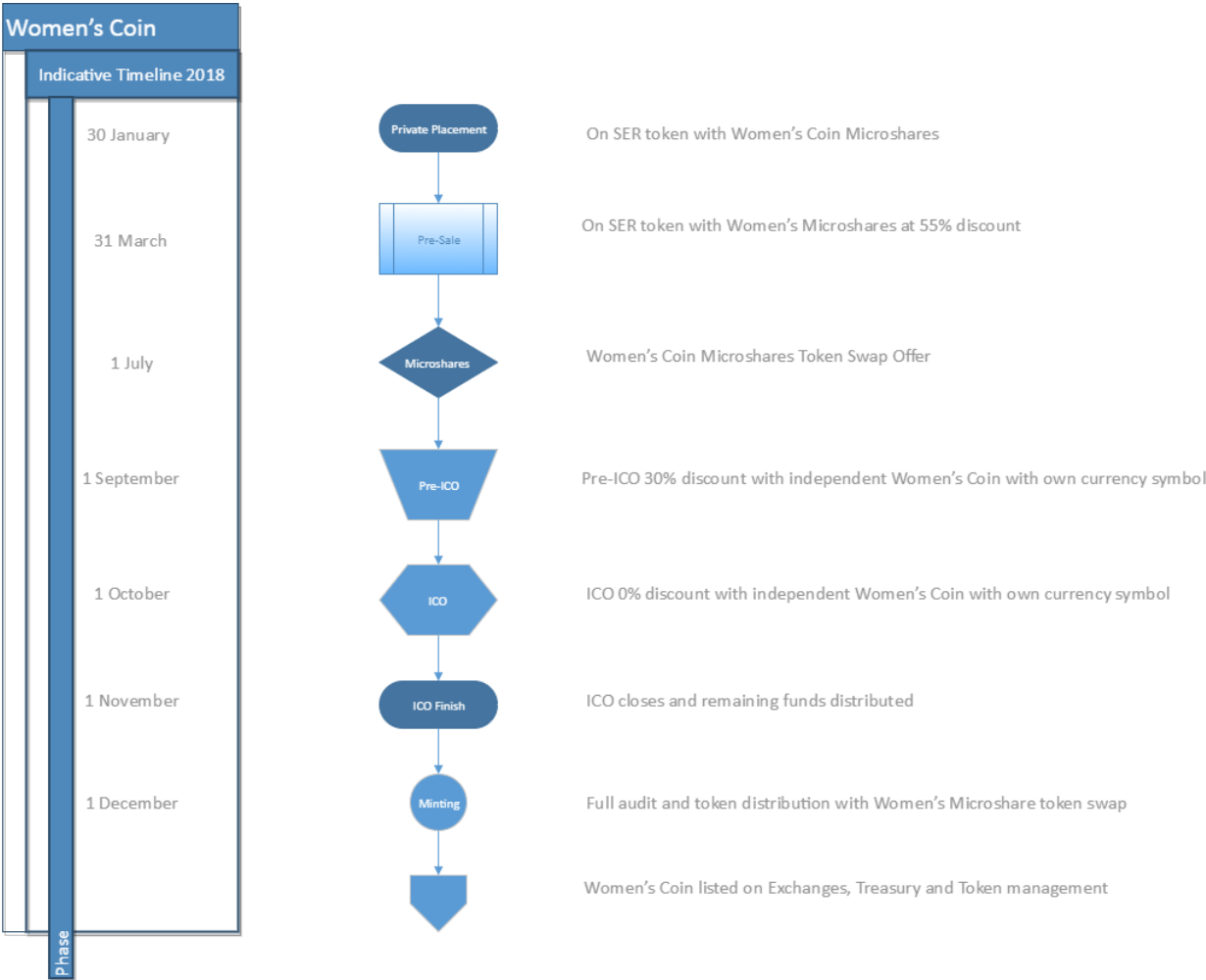
Women's Coin Micro-shares is a digital crypto-currency based on Ethereum Classic and are tradeable.

The minimum Investment is GBP £1,000

All investors must fall within the definition of "Experienced Investor" – FSA (experienced investor funds) Regulations 2012. It is recommended that all investors do their due diligence  
The Women's Coin Initial Coin Offering is planned to operate within the timeline displayed below.

Terms and Conditions are on the site and downloadable in a pdf <sup>5</sup>

If a Women’s Coin Microshare is transferred to an alternative owner before the claim for the Women’sCoin is complete, then the new owner will also acquire to the Women’s Coin.



<sup>5</sup> The purchase of SER Tokens and Microshares are further subject to the Terms and Conditions available at [www.seratio-cons.world](http://www.seratio-cons.world). Nothing in this whitepaper constitutes advice. You are recommended to seek independent financial advice. Buying, selling and holding digital assets or cryptocurrency is never without risk. The market itself can go down as well as up, and the digital assets you pick can perform badly. If you are going to purchase digital assets it is important to research each proposition to see if it is suitable for you. Make sure you do not purchase more than you can afford to lose. You can also consider purchasing in a number of unrelated digital assets in order to spread your risk. The value of digital assets in the market can go down as well as up. This Private Placement is governed by the law of England and Wales, and is subject to the exclusive jurisdiction of the England and Wales.

#### 4.4 Tokenomics

Total Cap	250,000,000 (250 million)
Women's Coin Foundation	125,000,000 to your Foundation (125 million)
Investors	70,000,000 (70 million) HARD CAP
Stakeholders	55,000,000 (55 million)
Private Placement	UK£ 5 million soft cap target

#### **SER INCENTIVE AND TOKEN SWAP MECHANISM**

An incentive package has been implemented to reward those who have received SER tokens either through the Seratio ICO or through subsequent purchasing after minting.

- UK£ 1.00 Investor at Women's Coin Private Placement also receives 1 SER token which they do not need to surrender
- UK£ 1.00 Investor at Women's Coin Private Placement also receives 1 MCR-Women's Coin token
- Each MCR-Women's Coin will enable a token swap with a UK£ 1 Women's Coin at 55% discount (ie £0.45p)
- Investor at Private Placement is allowed to utilise his/her pre-existing SER tokens to invest in the Women's Coin (Pre-ICO/ICO), but only to a maximum of 4 SER (ie 1 new SER from PP and 3 pre-existing SER tokens). This is conditional on taking part in the Women's Coin Private Placement.
- SER investment at Pre-ICO/ICO will not have any discount
- SER will not be accepted for the Private Placement, only BTC, ETH or FIAT.
- The value of the SER will be determined before the start of the Pre-ICO.

#### Example Return on Investment (RoI)

Based on purchasing SER at £0.20p, and valued at UK£ 1 at Pre-ICO/ICO, gives a return of UK£ 6.22p for a UK£ 1.6 investment. This is equivalent to x 3.9 RoI for those who already have SER tokens, based on an SER rise to UK£ 1 due it's usage to invest in Seratio Alt-Coins.

For those who do not have SER tokens already, this incentive package is equivalent to x 3.2 RoI.

For those who do not wish to trade their SER token received at Private Placement the RoI is x 2.2, allowing them to use SER at a later date.

## 5 Background Information



Information on the open source Social Earnings Ratio® (Creative Commons, 2011) may be found at the Open Source not-for-profit Think Tank, Centre for Citizenship, Enterprise and Governance ([www.cceg.org.uk](http://www.cceg.org.uk)) which focuses on Movement of Value. CCEG has received over 100 commissions, shown at [www.socialearningsratio.com](http://www.socialearningsratio.com) and operates 10+ SaaS platforms through the trading arm Seratio Limited ([www.seratio.com](http://www.seratio.com)). CCEG has over 120,000 members including 7,000 heads C-Suite Executives of the world's largest companies and 2000 politicians. Members receive the journal Social Value & Intangibles Review <https://issuu.com/seratio>. CCEG has founded the IoV Blockchain Alliance for Good (Bisgit.ioV) at [www.bisgit.org](http://www.bisgit.org), as well as the [CCEG Blockchain UN Lab](#). CCEG and Seratio are spin-outs from the University of Northampton both adhering to the [Blockchain Manifesto](#). Other divisions are CyberFutures ([www.cyberfutures.net](http://www.cyberfutures.net)), the newly acquired Efficiency Exchange ([www.efficiencyexchange.ac.uk](http://www.efficiencyexchange.ac.uk)) and an Institutional Blockchain Consultancy and Advisory ([www.rothbadi.com](http://www.rothbadi.com)). CCEG conducted a successful Initial Coin Offering (ICO) in September-October 2017 at [www.seratio-coins.world](http://www.seratio-coins.world)

### WHITEPAPER SCHEDULE

Updates are available at: <https://github.com/seratio/whitepaper>

- 1.0 Currency of Intangible Non-Financial Value (October 2016)
- 2.0 Values Based Impact Interventions (December 2016)
- 3.0 Impacting With Value: Capture-Translate-Transact-Report (February 2017)
- 4.0 Seratio Platform Architecture (March 2017)
- 5.0 The Blockchain Educational Passport (April 2017)
- 6.0 Seratio Initial Coin Offering (August 2017)
- 7.0 The Microshare (October 2017)
- 8.0 Women's Coin (February 2018)
- 9.0 Growth Impact Bond (March 2018)
- 10.0 Student Coin (April 2018)
- 11.0 TimeTraveler Trading (June 2018)



**(Prof) Christine Bamford, CEO**

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