



Serey
PLATFORM

**OPPORTUNITIES FOR GRAPHENE-BASED SOCIAL MEDIA IN
DEVELOPING COUNTRIES: CAMBODIA AS USE CASE**

សេរី - បង្កោះ - ហានលូយ

INTRODUCTION TO ME



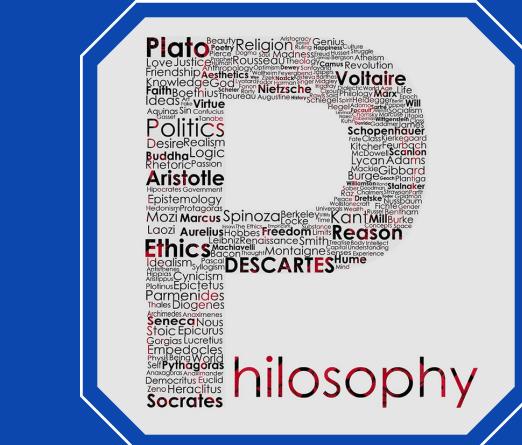
Chhay Lin Lim



Khmer refugees



the Netherlands



Philosophy



Technical Specialist
for Payment Service
Provider



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PHILOSOPHY

Blockchain technology **decentralizes** power into the hands of the masses

Promote technologies like Blockchain that decentralizes power and protect **life**, **liberty**, and **property**

DEVELOPING COUNTRIES

Often no strong rule of law

Poor banking infrastructure

In case of Cambodia, cryptocurrencies are banned, but there is no way to enforce it

No one is really prevented from owning and transferring cryptocurrencies

Penalize freedom of expression

Strong desire for progress and willingness to try new things

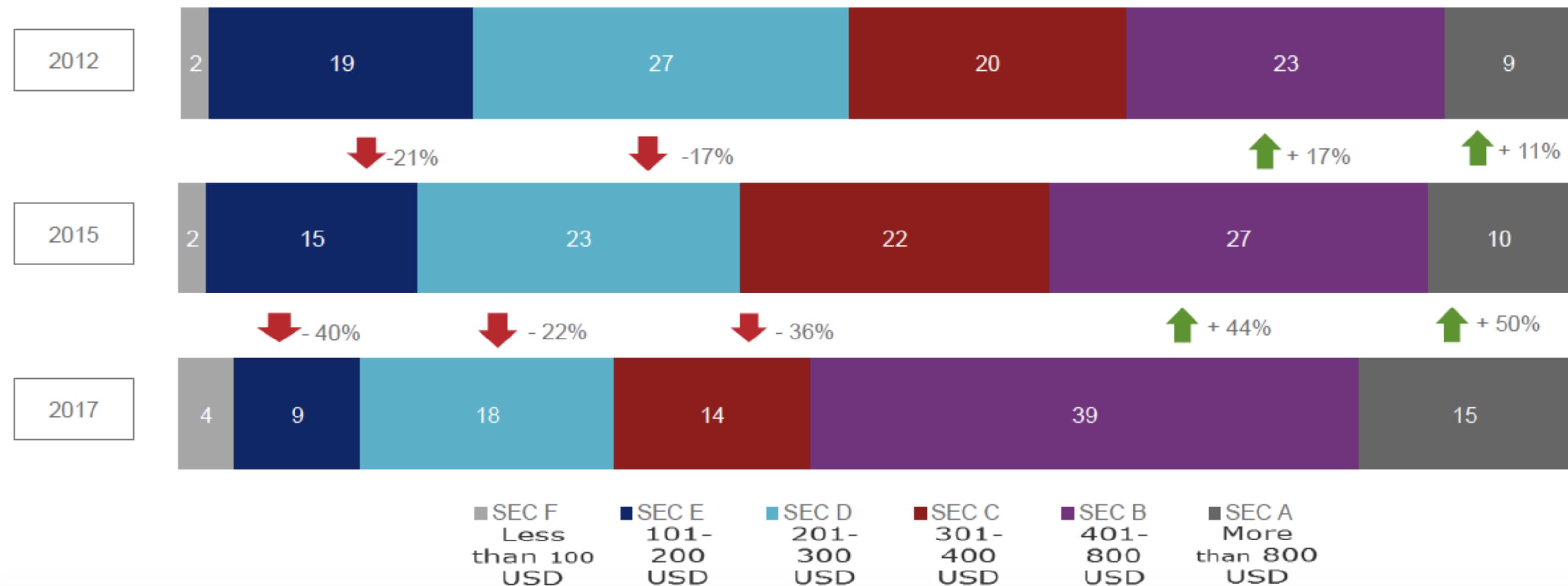
CAMBODIA USE CASE



Income has been increasing

- Income levels have been consistently rising and proving more disposable income for Cambodian consumers

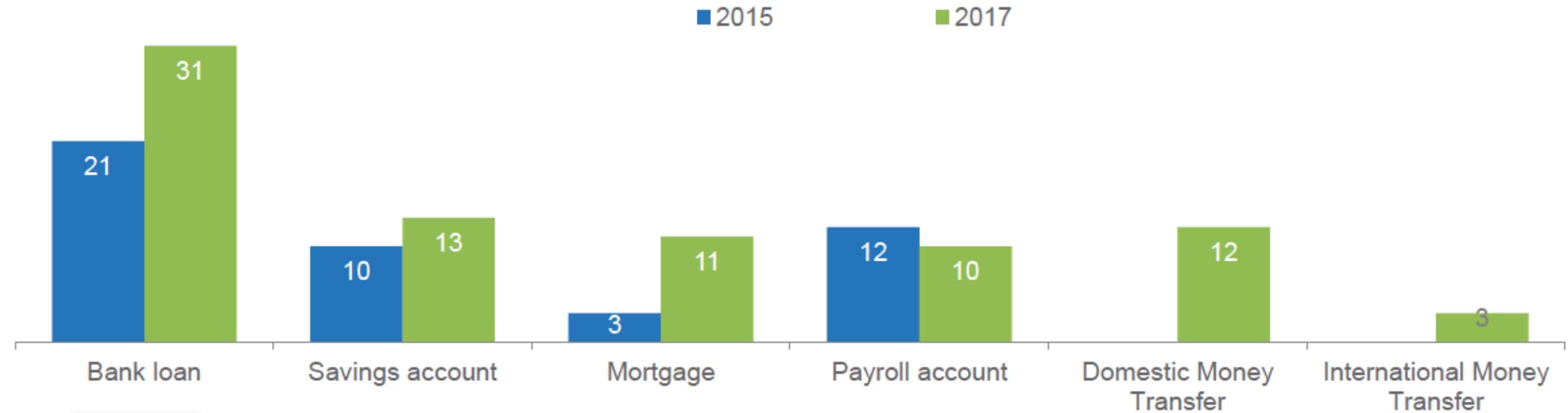
Socio-economic status – by monthly household income (%)



MODERN CAMBODIA... IS GETTING FAMILIAR WITH BANKING SERVICES

Construction and consumption has increased bank loan and mortgage levels in 2017

Bank service penetration – by total (%)



BUT... 83% IS STILL UNBANKED

According To Survey, Cambodia Still Largely Unbanked

13/07/2016

• 1347

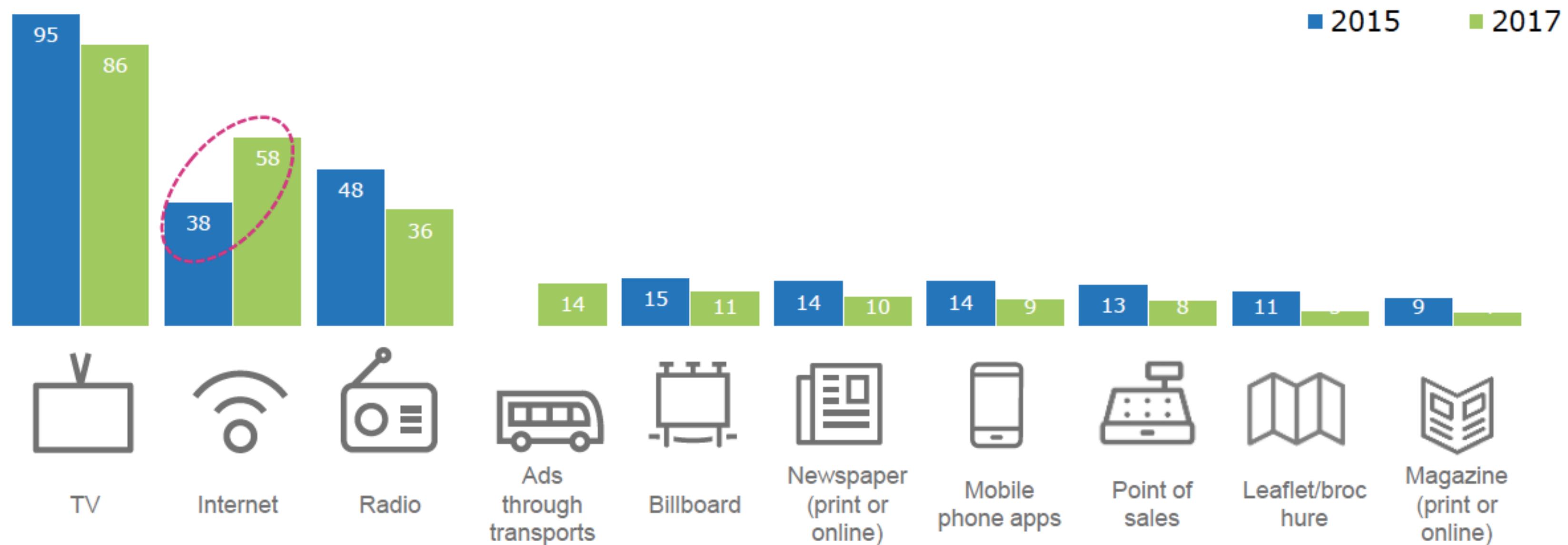
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Internet penetration has grown about 20% in two years – making it the second most used media channel in the country.

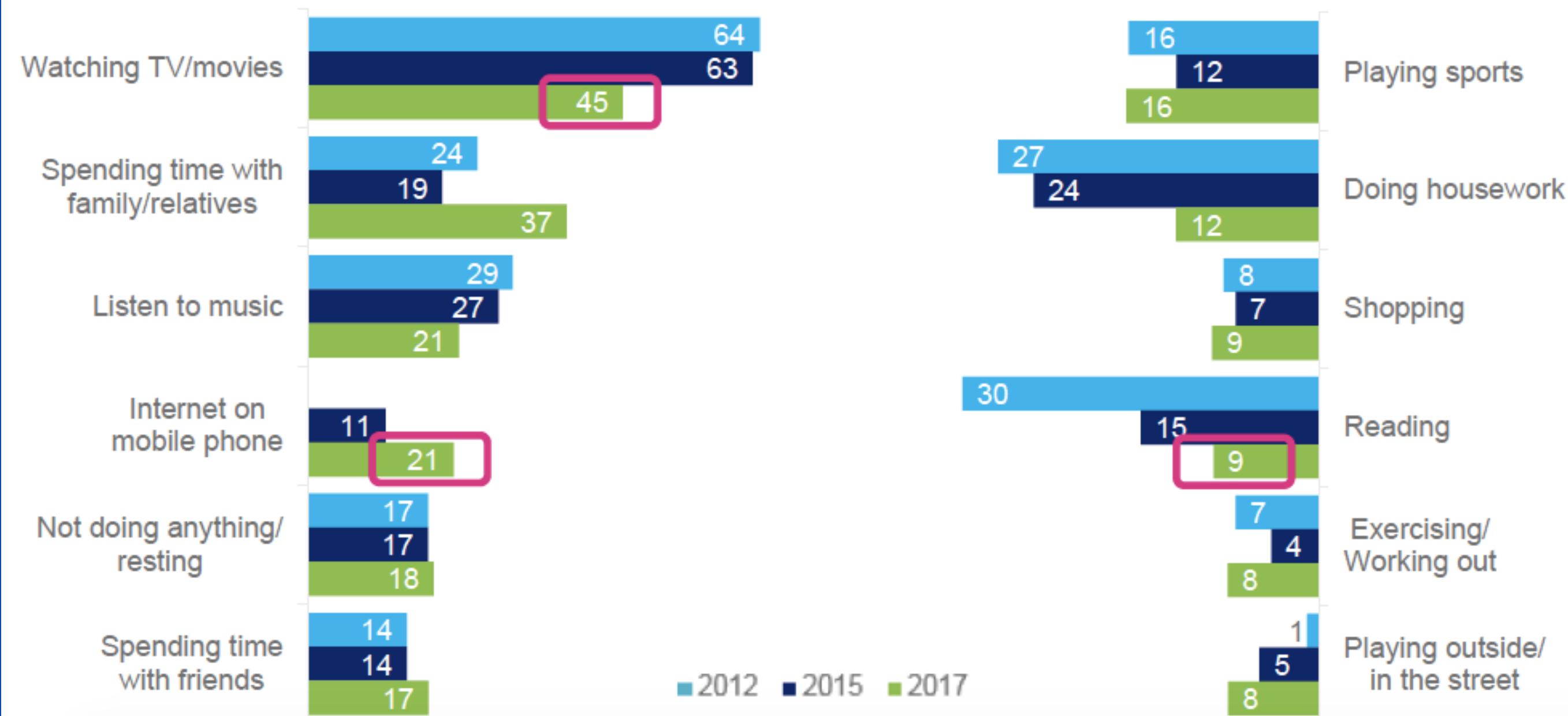
- TV remains the heavyweight of media – followed distantly by internet and radio with a steep drop-off thereafter.

Media penetration – channels used at least once every two weeks – by total (%)



Internet on the up as a past time

Top 12 ways to spend free time – by total (%)



The social network

A source of entertainment in itself but also flooded Cambodia with information not had before.

- Facebook provides
 - Information about the rest of the world
 - Information about Cambodia
 - Self elevation tools
 - Information about events and entertainment
 - Information about brands and products
 - An opportunity to engage and talk with brands



MODERN CAMBODIA... IS MORE PROGRESSIVE, MORE CONFIDENT

Different state of mind

Cambodian millennials are very different from the previous generation

- Less careful
- More confident
- More open minded
- More educated
- More optimistic
- More individualistic
- More goal oriented
- Urban culture is forming



OPPORTUNITIES



- ① Neutral to prejudice and beliefs
- ② Welcome to everyone
- ③ Censorship resistant
- ④ Innovative banking services



We Need
to Learn to Dance

Dance with Words
Dance with the Pen

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MISSION

“Rewarding self-expression
and creativity.”



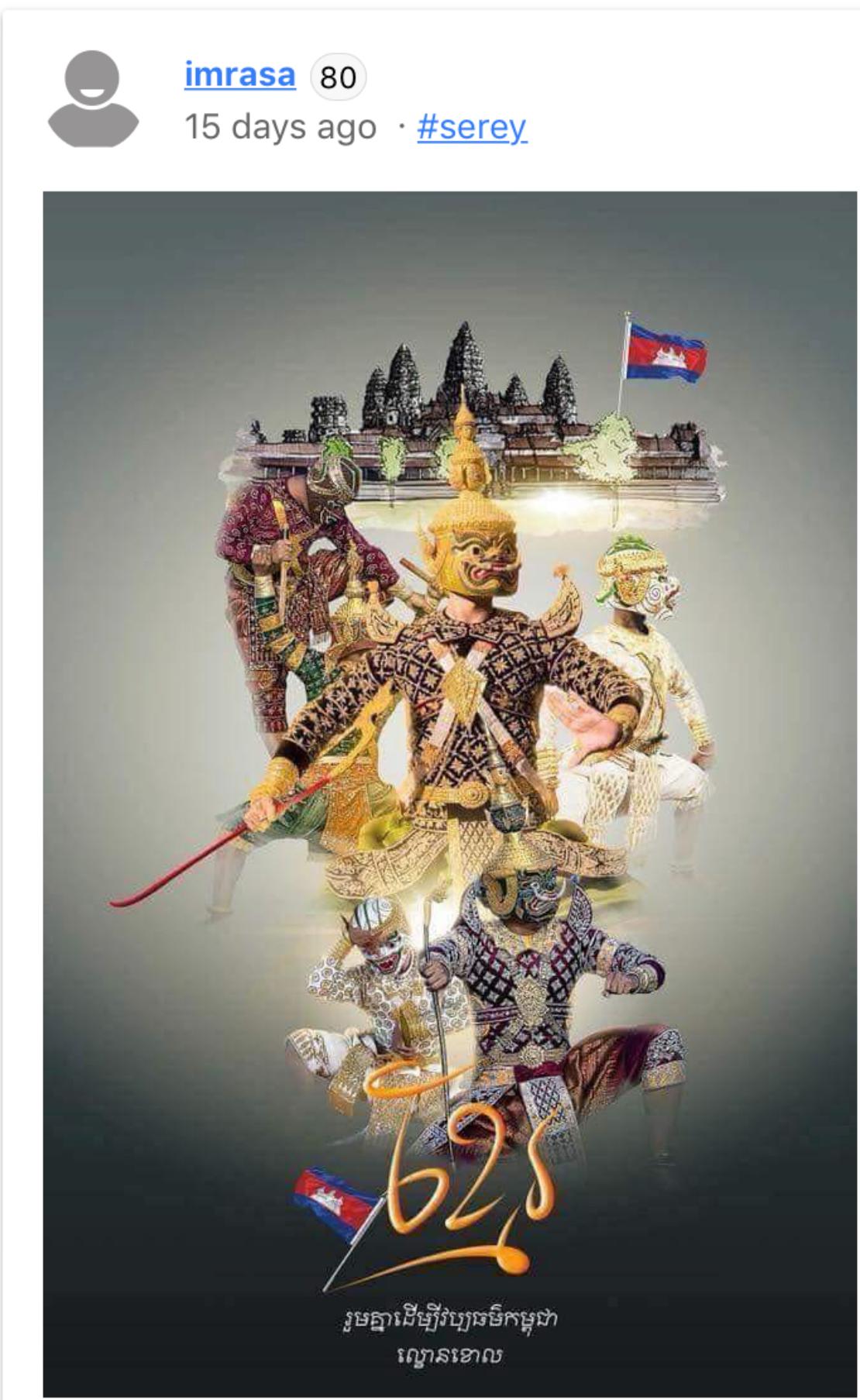
sereyDEX
SEREY DECENTRALIZED EXCHANGE

Lottery & Gaming

Serey Chat

Serey Marketplace

Serey University



ជាតិសាសន៍បាត់បង់អគ្គសញ្ញាណា ជាដាតិសាសន៍កំព្រោះ
ថ្មីនេះខ្លួនប្រជាពលិម្យលើពីតម្លៃរបស់
ការបិទជំនួយ។ នឹងបានរឿងចុះចំណែក





THANK YOU



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