- OBSERVANCE OF THE “WORLD CITIES DAY 2018” -
THE 2018 ANNUAL SESSION OF GLOBAL FORUM ON HUMAN SETTLEMENTS

Ms. Barbara Mellish
Director
Centre for Citizenship, Enterprise and Governance, UK
Institutional Blockchain Consultancy and Advisory

Rothbadi & Co
2011 IMPACT
• Research: Metrics for Social Value
• Tech: Social Earnings Ratio
• Measure love, hope, happiness, empowerment, engagement, capacity development ...

2018 TRANSPARENCY
• Research: Complex modelling
• Tech: Seratio EcoSphere
• Solutions to resolve intractable problems e.g. City Coin, Youth Cities, Economic Zones, Education, Impact Investment, Retail Solns ...

2016 BLOCKCHAIN
• Research: Distributed Ledger Technology for Good
• Tech: Seratio Blockchain and Microshares
• Transact value based on our values
Established in 2011, the Centre for Citizenship, Enterprise and Governance is the world’s leading Think Tank on the Movement of Value with 120,000 members, journals such as Social Value & Intangibles Review and 5 divisions.

Seratio experts have provided financial and non-financial SaaS metrics which underpin global legislation and have become internationally recognized as a standard.

CCEG Blockchain Lab hosts one of the largest BaaS blockchain teams in the world. The Lab delivered the UK’s first official ICO operating under FCA, has 40+ projects and c. 20 cryptocurrency commissions.

CyberFutures is a consortium of 15 universities, and tech giants such as Microsoft, Tata, British Telecom and Informa Plc offering an IP PaaS Marketplace, EduCoin and Distributed Learning Ledger.

Rothbadi & Co delivers blockchain technology for large scale and high impact project with offices in Zurich, London, New York, Shanghai, Kochi, Tokyo

Digital IP Assets

www.cceg.org.uk
www.seratio.com
www.seratio-coins.world
www.efficiencyexchange.ac.uk
www.cyberfutures.net
www.rothbadi.com
Transaction of Non-Financial Value
(Significant Clients and Partners)
Measurement of Non-Financial Value
(Social Value and Intangibles Review)
Division: CCEG Blockchain UN Lab
(Whitepapers)

1.0 Theory
2.0 Application
3.0 Forecasting
4.0 Platform
Division: CCEG Blockchain UN Lab

Whitepapers

5.0 Education

6.0 Tokens

7.0 Microshares

8.0 Women
Division: CCEG Blockchain UN Lab

- **Whitepapers**

- **9.0 Impact**
- **10.0 Student**
- **11.0 Trading**
- **12.0 Property**
Blockchain Consultancy and Advisory
Knowledge & Expertise Areas

Blockchain & Tokenisation
*Cryptocurrencies with Values*
Women’s Coin, Black Value
Coin, Student Coin, Impact
Token, ...

Impact Metrics
*Digitize Non-Financial Value*
*Convert Sentiment into Financial Value*
*Do it using Fast Data*

Complex EcoSystems
*pilots using*
AI Bot, Metrics, Microshare
Exchange, DAF, DLT, Provenance Engine
Social Earning Ratio (SERatio) is a single number metric that captures and articulates non-financial intangible value. The metric unites all non-financial attributes.

Total value captured by the Seratio Blockchain can be transacted by means of the Seratio Token & Microshares.

Seratio Blockchain of Total Value is the blockchain that captures total value—it is both financial tangible value and non-financial intangible value inclusive.
BASICS OF BLOCKCHAIN

- Governance
- Smart Contract
- Decentralized Ledger
- Asset Transmission
Division: Blockchain Consultancy and Advisory

2011
- Social Earning Ratio
- CCGE

2013
- Seratio Blockchain of Total Value

2015
- Seratio Blockchain of Total Value

2016
- IoV Blockchain Alliance for Good
- CCEG Blockchain Lab
- PoC Platform
- PasS Platform

2016
- Jan 2017
- Feb 2017
- Mar 2017
- Sep 2017
- Oct 2017

2018
- CyberFutures
- Seratio Platform & Tokens
- Rothbadi & Co
Products & Services

Institutional advisory
- Post management for customers

Premium education services
- Partnerships

Cryptocurrency and ICO
- Blockchain process improvement consultancy

Investment Advisory for asset management and HNWI

Recruitment & Talent
- Blockchain design and implementation
- Strategic Newsletters and Conferences

Governance and Tokenisation
- Specialist Sector consultancy

Micromonetizing / Macrotransactions
- Crypto-anchors consultancy
Applications Q2 2018

Student Coin
UK£ 40m
www.studentcoin.uk

Women’s Coin
UK£ 250m
www.womenscoin.com

TimeTraveler Trading
UK£ 5m
www.timetraveler.tech

Golgotharism
UK£ 1m
www.pinterest.com/golgotharism
<table>
<thead>
<tr>
<th>Application</th>
<th>Amount (UK£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ubuntu Coin</td>
<td>1000m</td>
</tr>
<tr>
<td>City Coin</td>
<td>10m</td>
</tr>
<tr>
<td>EduCoin</td>
<td>33.5m</td>
</tr>
<tr>
<td>Knowledge Token</td>
<td>30m</td>
</tr>
</tbody>
</table>

Applications Q4 2018

KooDoo Global

www.koodoo.global

BCU

www.bcu.ac.uk

Informa Plc

www.informa.com
<table>
<thead>
<tr>
<th>Youth Token</th>
<th>MasterCard</th>
<th>Welsh Assembly</th>
<th>Chestertons</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Youth Token Logo" /></td>
<td><img src="image2.png" alt="MasterCard Logo" /></td>
<td><img src="image3.png" alt="Welsh Assembly Logo" /></td>
<td><img src="image4.png" alt="Chestertons Logo" /></td>
</tr>
</tbody>
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MVP Pilots

We are aiming to go to pilot of the integrated Seratio Ecosystem. In the meantime we are developing:

- Mathematical model to demonstrate input-output linkages and sensitivities
- A commercial model to demonstrate broader benefits and outcomes at scale

Pilot regions: Wales, Scotland, Taizhou, Gagauzia
Movement of Value

Measurement, Transaction and Delivery

Rothbadi & Co – Institutional Blockchain Consultancy & Advisory

Zurich, London, New York, Shanghai, Kochi Tokyo, Baku, Ho Chi Minh, Rebouças
Contact Information

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