



Rothbadi & Co

BLOCKCHAIN CONSULTANCY & ADVISORY

Social Value & Intangibles Review

Don & Alex Tapscott
Blockchain Revolution

How Measuring **SOCIAL VALUE** Can Help a Company Understand Their Purpose

CCBG BLOCKCHAIN LAB
For UN Sustainable Development Goals

INTERNET-OF-VALUE
Digitising Social Confidence
University of Cambridge Conference

SVIR February 2017

Social Value & Intangibles Review

Rickie Paine
LEED & Green Building

I believe that life is a service job and that when we are given the opportunity to serve our fellow man and the means to do so, we must meet that with integrity and drive.

Hidden talents in the UN spotlight

Sharon Stone
Mining without oppression

SVIR April 2016

Social Value & Intangibles Review

Internet-of-Value Blockchain Alliance

Costa Rica: the President Against Poverty

UN: Human Right and Trafficking

IBM: From Corporate Philanthropy to Corporate Citizenship

Modern slavery is a global problem needing a global solution. As President I'll call on every country to join together in an alliance to end modern slavery.

Hillary Clinton

SVIR September 2015

Social Value & Intangibles Review

The Cherie Blair Foundation for Women highlights the personal value of women specifically as an enormous source of power for stability, wellbeing and economic growth of future generations

Clipper Race takes PV global

Living the Desmond Tutu and Dalai Lama values

Quebec champions Social Value

Cherie Blair

November 2015

Social Value & Intangibles Review

Institutional Consultancy & Advice from Rothbadi & Co

Frontiers in Blockchain - Uniting Industry and Academia in Pioneering Journal

Rise of Alt-Coms: Black, Women, Student, Education

Digital Universities: Value for Students

Impact Investment 2.0

Lan Tschirky
Major Blockchain Investor and Patron of IoV Blockchain Alliance for Good

Efficiency Exchange supplement

SVIR April 2016

Institutional consultancy and advisory services



PRODUCTS AND SERVICES

Rothbadi & Co. is the first global Blockchain consultancy born out of a think tank and out of academic research. We specialize in large-scale blockchain projects; we are also focused on Blockchain education and research, Blockchain & Crypto investment analytics and advice. We have designed innovative implementation of blockchains, including the integration of financial and non-financial value.

Rothbadi & Co are the go-to organisation to work alongside, whether you are an Institution, government, or private sector company, Rothbadi & Co have the right answer or solution, due to its academic roots, impact measurements and Initial Coin Offering (ICO) heritage.

Given the changing global regulatory landscape and potential opportunities, Rothbadi & Co focus on exploring ICO regulation, utilising connections and experience from its parent organisation, the not-for-profit Centre for Citizenship Enterprise and Governance foundation (CCEG), Rothbadi make Blockchain and ICO's uncomplicated.

Institutional Blockchain, Tokenisation and ICO advisory:

- Advisory for the creation of Blockchains and ICO's, particularly those aligned to our core values. Rothbadi & Co maintain its competitive advantage by being highly selective and significantly differentiating themselves from other service providers
- Rothbadi & Co help institutions translating their Blockchain and Cryptocurrency goals and strategy into a meaningful, academic whitepaper
- Review of customer offering, play or not play, low-cost light touch offering
- Provide roadmaps of how to enter the space, with process improvement using Blockchain

Post ICO management:

- Interim management
- Treasury
- Token modelling
- Token market fire, hypergrowth management, rescues, crises strategies, risk management
- Governance
- Relationship with leading exchanges

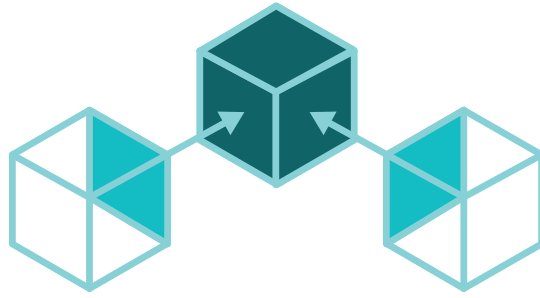
Premium education services:

- Institutional-focused day courses
 - These highly intensive day courses focus on educating Boards of Directors/ Senior management on blockchain technology, blockchain strategy, ICO creation, cryptocurrency investment
 - These courses are competitively priced at a daily rate, and attendees receive a verified certificate of attendance.
- Partnerships
 - Rothbadi & Co partner with many of the blockchain educational programmes being offered around the globe, particularly accredited universities
 - There is an ongoing increase in the supply of blockchain and cryptocurrency education as interest in the sector continues to burgeon. Rothbadi & Co's has the academic heritage to cater for this sector and tailor a course for you

Conferences:

- Exhibit at Blockchain and Cryptocurrency conferences around the globe - Rothbadi & Co. We will tell you which to go to, which to avoid
- Regulators Networking - we are building a network of regulators who we both advise and take advice from





Blockchain process improvement consultancy:

- Government administrations
 - E.g. Tax, Land
- Supply chain management firms
 - E.g. FMCG, Retail
- Civil Society and NGO's
 - E.g. Foreign Aid, ID for unbanked.
- Public infrastructure
 - E.g. Transport, Communication

Investment advisory for asset management / high net-worth individuals:

- Advising investors at various levels of the stack at the protocol, networking and application layer
- Tailored cryptocurrency investment advice for high-net-worth individuals
- Cryptocurrency trading advice

Recruitment & Talent Consultancy:

- Verified blockchain full stack & protocol developers. Leverage the CCEG and Rothbadi & Co brand to build a highly trusted talent network of individuals

Blockchain design and implementation:

- Code checking
- Auditing
- Cybersecurity services and hacking prevention

Strategic newsletters

- State of the market analysis
- Creation of briefing notes

Governance consultancy

- Consultancy service for helping organisations implement a decentralised governance structure

Smart contracts and audit consultancy:

- Legal and coding advice for the creation of smart contracts
- Legal code checking /audit

Sector specific consultancy:

- We have specialised expertise in Blockchain for Cities, Insurance, Education, Textiles, Energy, Faith, Leadership, Leather, NGO's, Knowledge, etc.

Micro-monetizing / Macro-transactions consultancy:

- Creators of content can sell that content directly to buyers without the intervention of a centralized corporation
- Transformational instruments for the media industry, music industry, IP and knowledge industry

Crypto-anchors and provenance consultancy

- Cryptographic anchors together with blockchain technology will ensure a product's authenticity from the point of origin to the hands of the consumer
- Tracking of product lifecycle both in hard tangible financial and soft intangible non-financial provenance

MEASUREMENT OF NON-FINANCIAL VALUE AND IMPACT

... If we can't measure it, no one can...

Rothbadi & Co's parent, the Centre for Citizenship, Enterprise and Governance, is the world leader in the measurement of non-financial value. Our impact metrics have become the adopted standard supporting government legislation in over a dozen countries. These include the measurement and transaction of value across Organisations, Products, Processes, Projects and People. Since 2011 we have been measuring...

- **Social Value** – across all stakeholders including shareholders, customers, suppliers, community, staff, board, statutory bodies and environment
- **Modern Slavery** – we provide the 'NPS' of modern slavery, giving Red-Amber-Green status fast and efficiently
- **Transparency in Supply Chains** – tracking of products from birth to land-fill
- **Tax Avoidance** – tax evasion is illegal, but avoidance is not and harder to track and define
- **Pay Disparity** – ensuring gender pay parity
- **Hyperlocality** – we can model the influence of distance which can diminish or grow value
- **Network Cohesion** – How aligned values are within a network is index linked to impact
- **Hard to Reach groups** – categorised by small sample sizes but often highly influential
- **Tokenised transaction of value** – once we capture value digitally, we can transact it through blockchain

- **Cryptocurrencies with values** – aimed at vibrant, cohesive, transactable, aligned communities
- **Niche sectors** – art, faith, religion, education, knowledge, etc ... we believe we can measure everything including love, hope, generosity, kindness – the most difficult intangibles.

Solution Platforms

Our metrics are not simple. They stem from highly refined systems that have made their path from academic research, tested through published work, to implementation in software. We provide SaaS (software-as-a-service), PaaS (Platform-as-a-Service) and now BaaS (Blockchain-as-a-Service).

We offer 3 levels of solutions:

- Deep dive academic longitudinal studies and pilot projects
- Fast, cost effective systems providing indicative metrics < 10 seconds
- Fully comprehensive and robust management portals that can be relied upon

Our USP

Our unique offering is that these are not different metrics for different applications. They are all based on our Social Earnings Ratio®, in development since 2011, which is the corollary to the Price Earnings Ratio.





Centre for Citizenship Enterprise and Governance

The Centre for Citizenship, Enterprise and Governance (CEEG) www.cceg.org.uk which is the world's leading Think Tank on the Movement of Value and established in 2013 based on a theoretical framework in 2011. We have 5 divisions within a not-for-profit structure that carries 117,000 members. We are independent of any particular organisation.



Metrics Division

This is housed in www.seratio.com which provides open source non-financial metrics. We have over 100 commissions (www.sociallearningsratio.com) and provide SaaS platforms to support government legislative frameworks for UK (eg. Social Value Act 2012 www.publicvalue.online), Modern Slavery Act 2015 (www.modernslavery.uk), 5 EU commissions (www.socialvalue.eu), 2% law in India/Indonesia/Mauritius, etc. We also have an active research interest in Personal Value (www.serat.io). We have our own journal Social Value & Intangibles Review <https://issuu.com/seratio>.



Blockchain Division

We have one of the largest blockchain teams in the world operating in an academic environment located our Blockchain Labs in the UK, China and India. With over 40 blockchain projects and over tokenisation projects, our achievements include the UK's first official ICO operating with the guidance of the FCA (www.seratio-coins.world). Advisors include Eversheds Sutherlands solicitors – a global firm, and Chandler Guo.



Cyberfutures Division

Focusing on Blockchain and related technologies of DLT, IoT, AI, VR, AR, 3DP, WYOD, BYOD, etc we have setup a consortium of c. 20+ universities, and partnership with Microsoft, Tata, British Telecom and Informa Plc (FTSE 100 company in education) at www.cyberfutures.net. This has 2 funding commitments through www.Edcast.com (backed by Softbank – largest software VC in the world) and Kerzner Family Office in South Africa. Edcast is a global provider of MOOC's and our online education partner.



Efficiency Exchange Division

As from 2nd October 2017 we are the owners of www.inefficiencyexchange.ac.uk which was given to us by 4 organisations that are associated with the management of universities in the UK – HEFCE, JISC, UniversitiesUK and LFHE. In return we are educating the sector on value in the sector. We also have ownership of exchange.ac.uk which we intend to be the basis of a new Digital University.



Blockchain Institutional Consultancy and Advisory

We have secured UK£ 1m funding to start a high end institutional consultancy and advisory aimed at banks, corporates, investment houses including impact/faith investing, incubators, family offices, governments, ngo's, UHNWI, etc (www.rothbadi.com). It is established in Zurich but also using the CCEG presence in CCEG's international offices.



Frontiers In Blockchain

Frontiers in Blockchain is the first peer-reviewed journal dedicated to blockchain from a mainstream scientific publisher. This is a collaboration between CCEG and Frontiers Media – a leading openaccess international scholarly academic research publisher. www.frontiersin.org/journals/blockchain.

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#goodistrending

www.cceg.org.uk // www.seratio.com // www.seratio-coins.world

www.inefficiencyexchange.ac.uk // www.cyberfutures.net // www.rothbadi.com



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**Institutional Blockchain
Consultancy
and Advisory**

**Measurement and
Transaction of Value**

