

\$<sup>+</sup>

# ***Seratio Blockchain***

coins for strongly aligned vibrant groups

Transact Value with your Values

Whether family, friends, or wider groups, close knit communities represent shared values . There is real POWER in these trusted networks



Inherent value is greater where the community is large, vibrant, uniform, cohesive, directed and transactional



# What is the Problem?



## CENTRALIZED GROUPS

have real power ...

- ◆ Economic Power in one place
- ◆ Power of one voice



## DE-CENTRALIZED GROUPS

have power potential but ..

- ◆ Uncoordinated Economic Power
- ◆ Dissipated voice

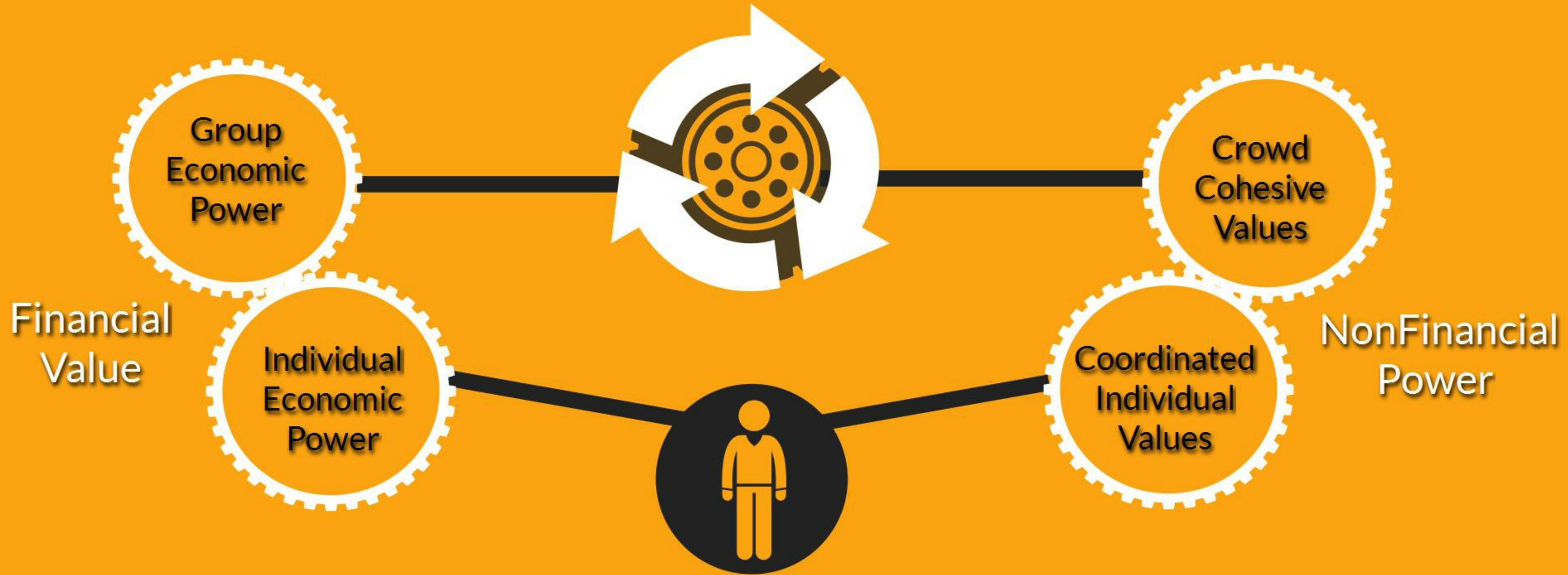
This means traditionally power only lies with higher insitutionalised authorities like governments, banks, large corporates ...

We need a more balanced society



# What is the Solution?

Empower the individual by building economic power as a way of group influence



c u r r e n c y   e n a b l e s   t h i s



We need a currency for both the individual and the community that represents their shared values



Seratio Coin transacts economic value aligned to our values



By circumstance or design, we prefer to deal with people bonded by strong shared values

Race  
and Culture

Religion  
and Beliefs

transact more than money  
it's a vote of your support

Cities  
and Regions

Politics and  
Entertainment

# The Seratio Coin USP

your value: Measure.Use.Benefit



## A: Standard Cryptocurrency

- ◆ Lower costs of digital currency
- ◆ Faster transactions
- ◆ Anonymity
- ◆ 51% Governance layer
- ◆ Exchange with FIAT



## B: Advantages of Value Play

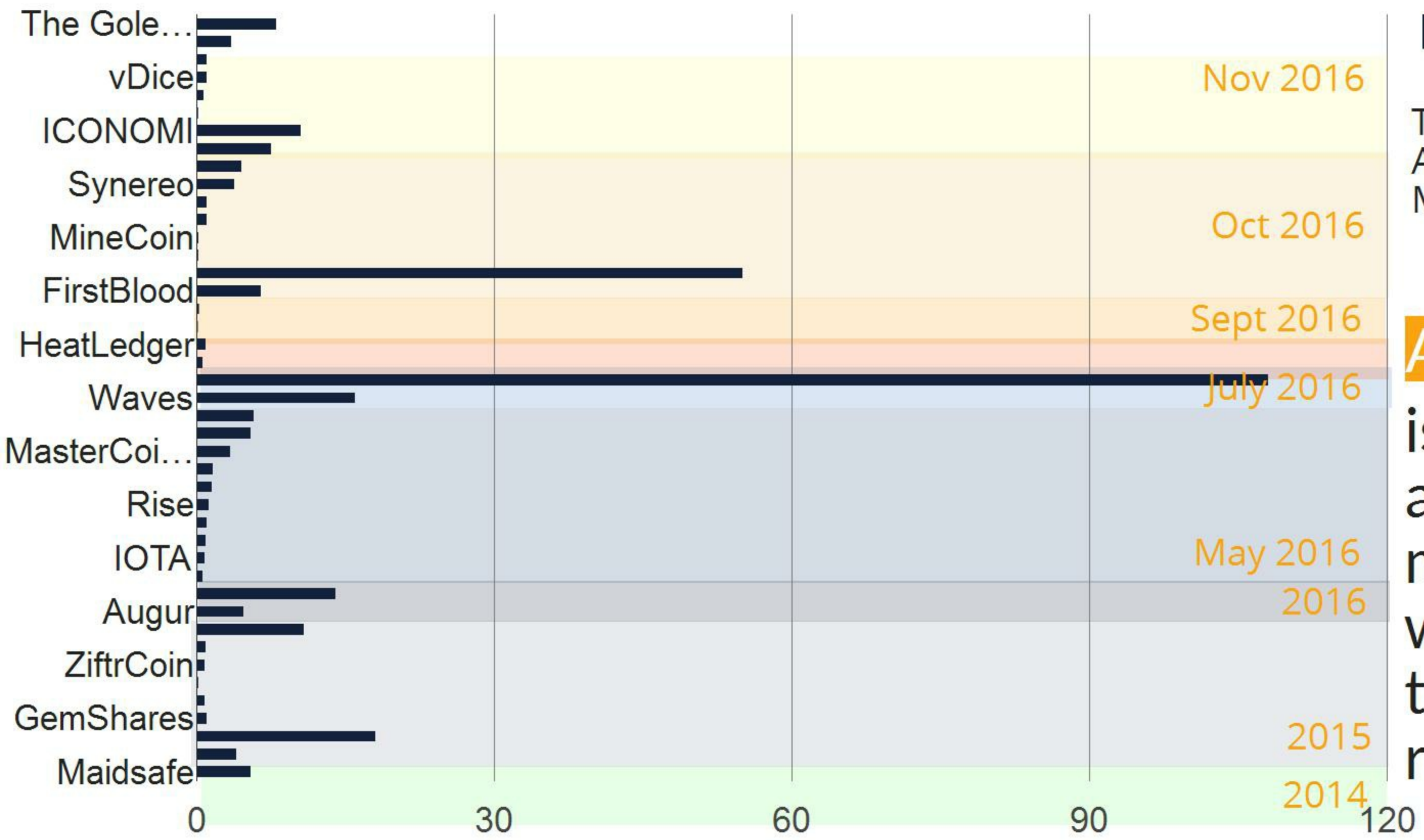
- ◆ Discounts when in-community transacting
- ◆ Credits based on your aligned actions
- ◆ Every transaction is promoting the group's values



## C: Choose and Target

- ◆ Only transact with those with your specified values
- ◆ Avoid those that don't share your values
- ◆ Track the provenance of people, products, processes and projects





■ Raised (\$m)  
Total: US\$ 313.5m  
Average: US\$ 7.4m  
Median: US\$ 1.1m

**A: Cryptocurrency**  
is a well established and burgeoning mature market, with tried and tested ICO's to raise finance

# Initial Coin Offerings (ICO)

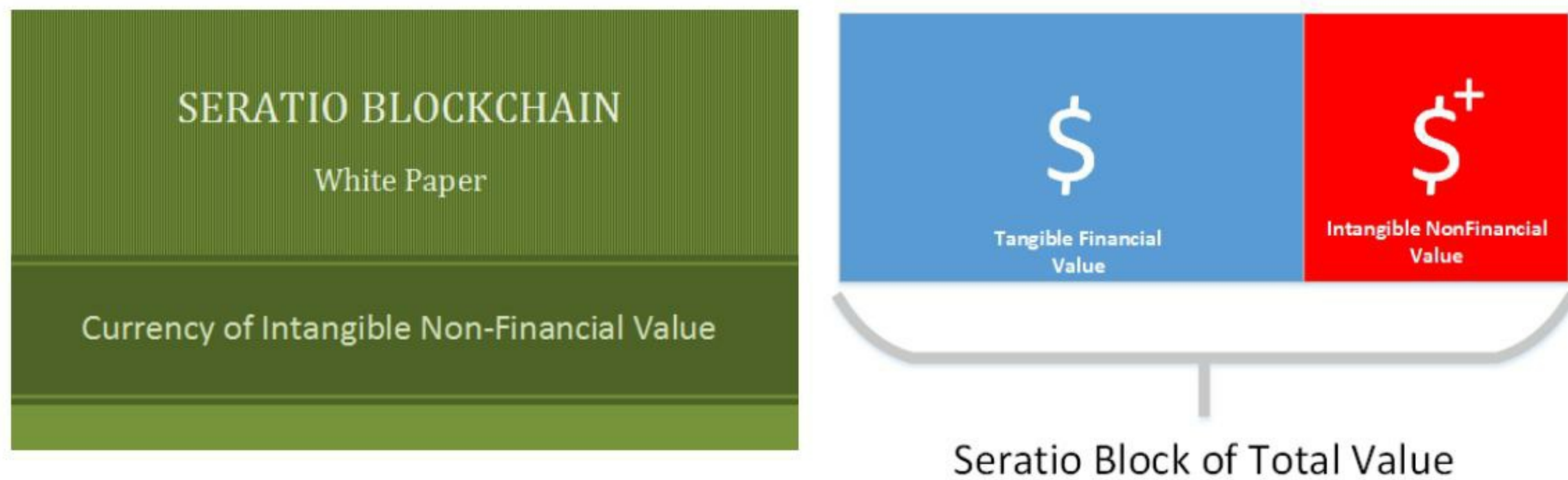


## B: Seratio Value Play





# C: Transactions based on Value Criteria





# Seratio Coin Roll-Outs

1st: Islamic Currency (signed 31 Oct 2016)

2nd: Carergivers Currency (signed 3 Nov 2016)



%	Religion is V. Important	At Mosque at least once a week
Indonesia	93	72
Pakistan	94	59
Bangladesh	81	53

# A Coherent Community of 1.9 billion Muslims

we have formed a 50/50 Joint Venture with Shaykh Siddiqi, Head of Hijaz College, a high profile Islamic Scholar and pioneer in Sharia compliant business practice



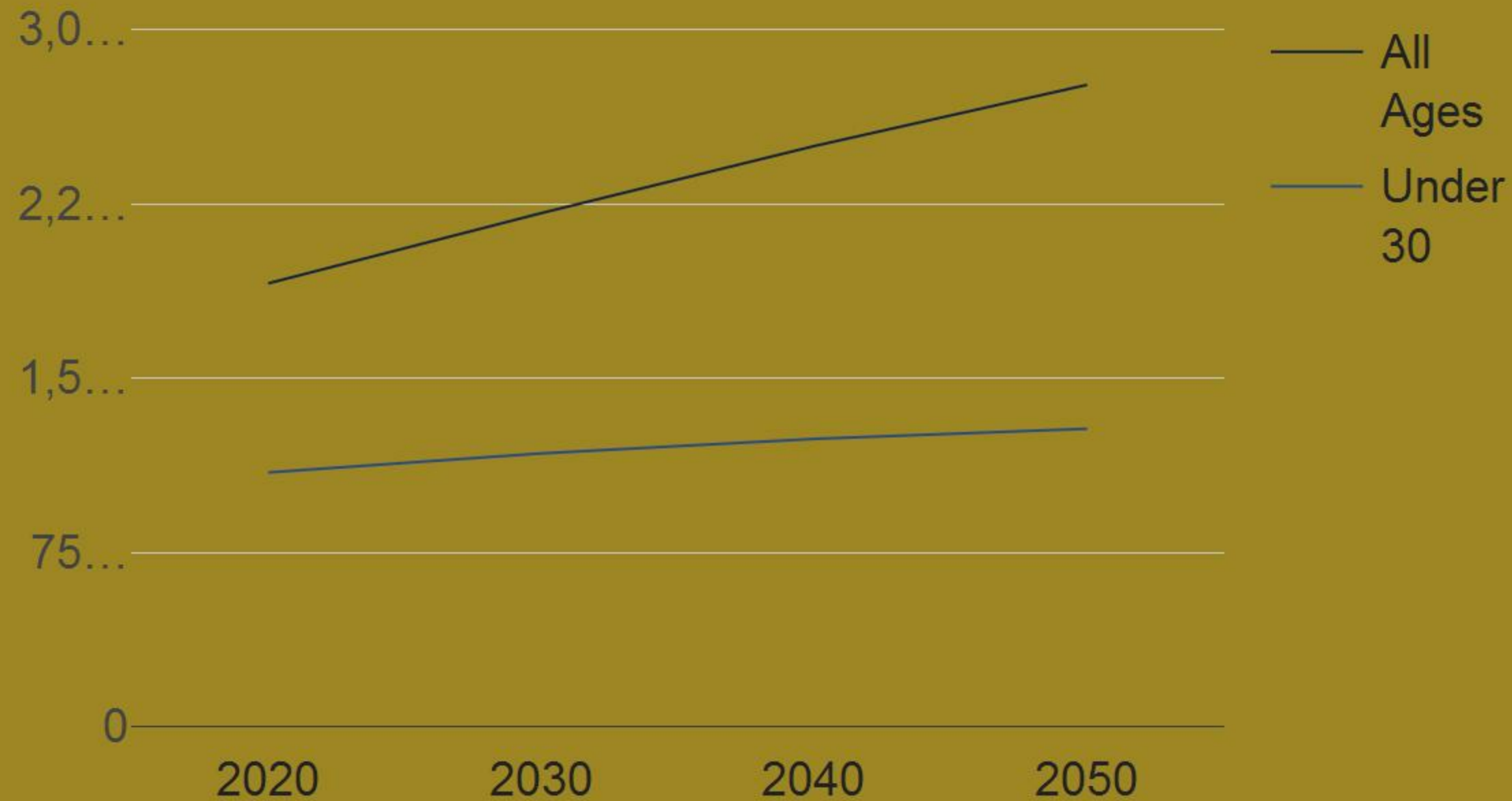


Muslim Population  
**GLOBAL** 2011

COUNTRY	MILLIONS
Indonesia	205
Pakistan	178
India	172
Bangladesh	145
Nigeria	94
Iran	75
Turkey	75
Egypt	74
China	50
Algeria	40
Sudan	39
Morocco	32
Iraq	31
Afghanistan	29



# Forecasted Growth of Muslim Population



current  
estimates  
1.7-1.9  
billion





# JV

## 2017 at a glance

Q1

Preparation

Structure Sharia  
compliance

Proof of  
Concept

Q2

London  
Pilot

Mini ICO

Beta - Wallet and  
Mosque PoV

Q3

Adjust  
Offering

Promote  
transactions

Minimum Viable  
Product

Q4

International  
Roll-Out

ICO - Indonesia, Saudi  
Arabia, Pakistan

Fiat Exchanges



# London Pilot



MUSLIMS

1.3m



MOSQUES

420



RELIGIOUSLY  
ACTIVE

1m



CAPACITY OF  
TOP 10  
MOSQUES

37k



IN TOP 3  
EMPLOYMENT  
CATEGORIES

37%

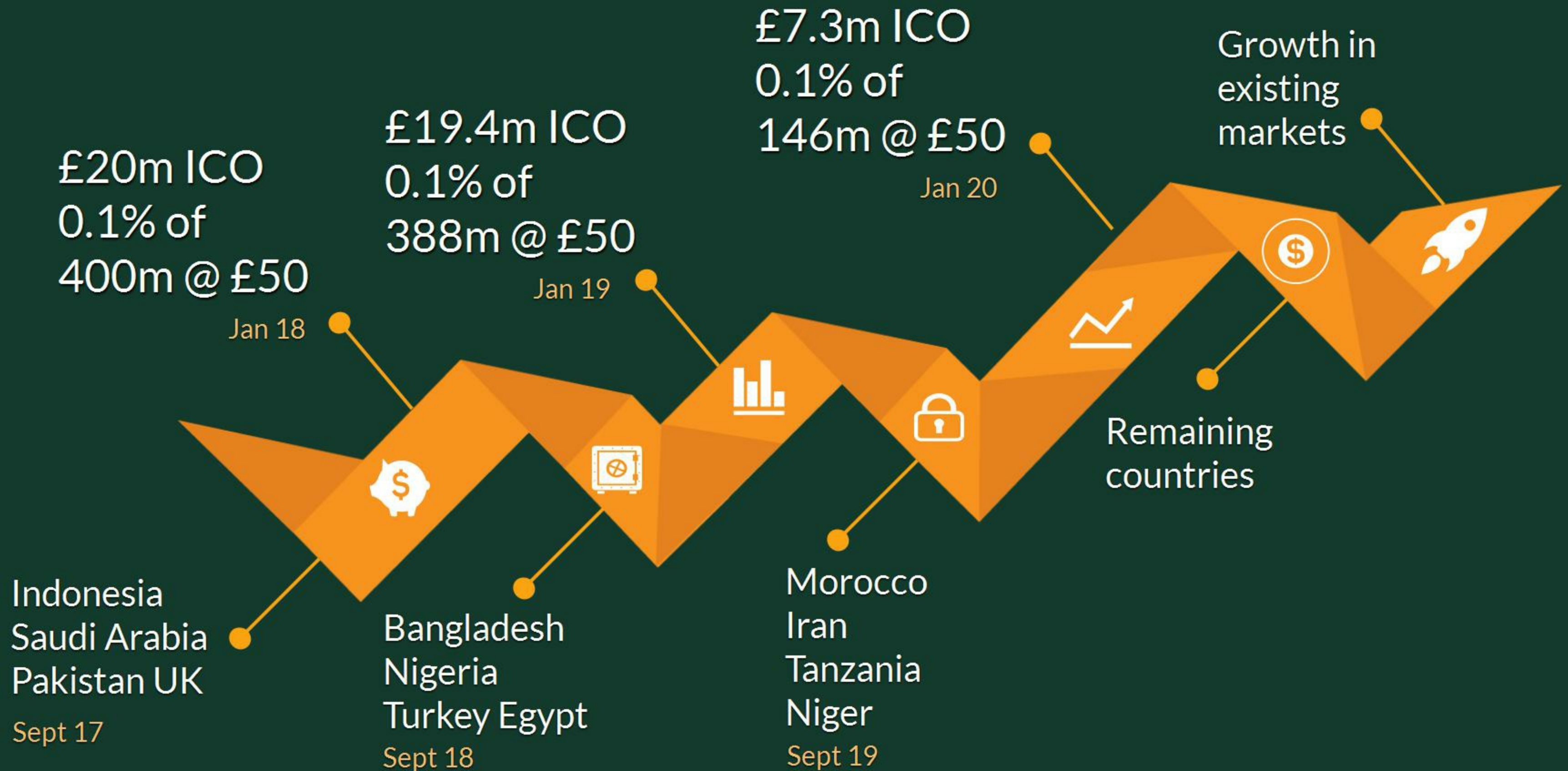


PILOT  
TARGET  
0.15%  
BUYING  
£250 COINS

2000



# International *Milestones*





## KEY RECRUITMENT

### SENIOR DELIVERY TEAM

Chief Operating Officer  
Chief Marketing Officer  
Chief Technical Officer  
Chief Business Development  
Corporate Treasurer

### ISLAMIC

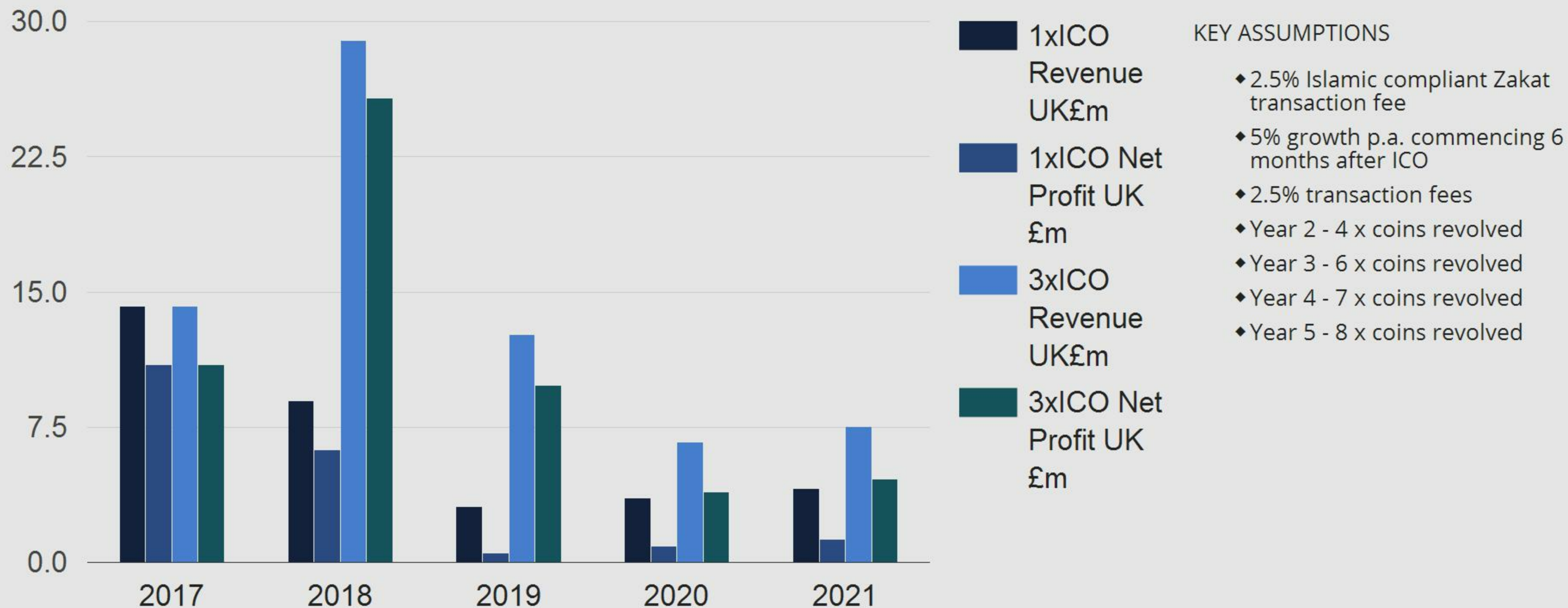
Sharia Compliance  
Mosque Engagement

### ADVISORY ISLAMIC BOARD OF PATRONS

- ◆ Shaykh Syed Ali Hashmi (Advisor to King of UAE)
- ◆ General Usman (retired Pakistan senior official)
- ◆ Former President Mahatir (former Prime Minister of Malaysia 1981-2003)
- ◆ Sultan of Brunei wife (Queen Saleha of Brunei)
- ◆ Princess Noorah of Oman
- ◆ Prince Hassan of Jordan
- ◆ Ayatollah Tashghiri (Iranian cleric and diplomat)
- ◆ Haroon Kalla (South African industrialist)
- ◆ Dr Dau (Tanzania's envoy to Malaysia)

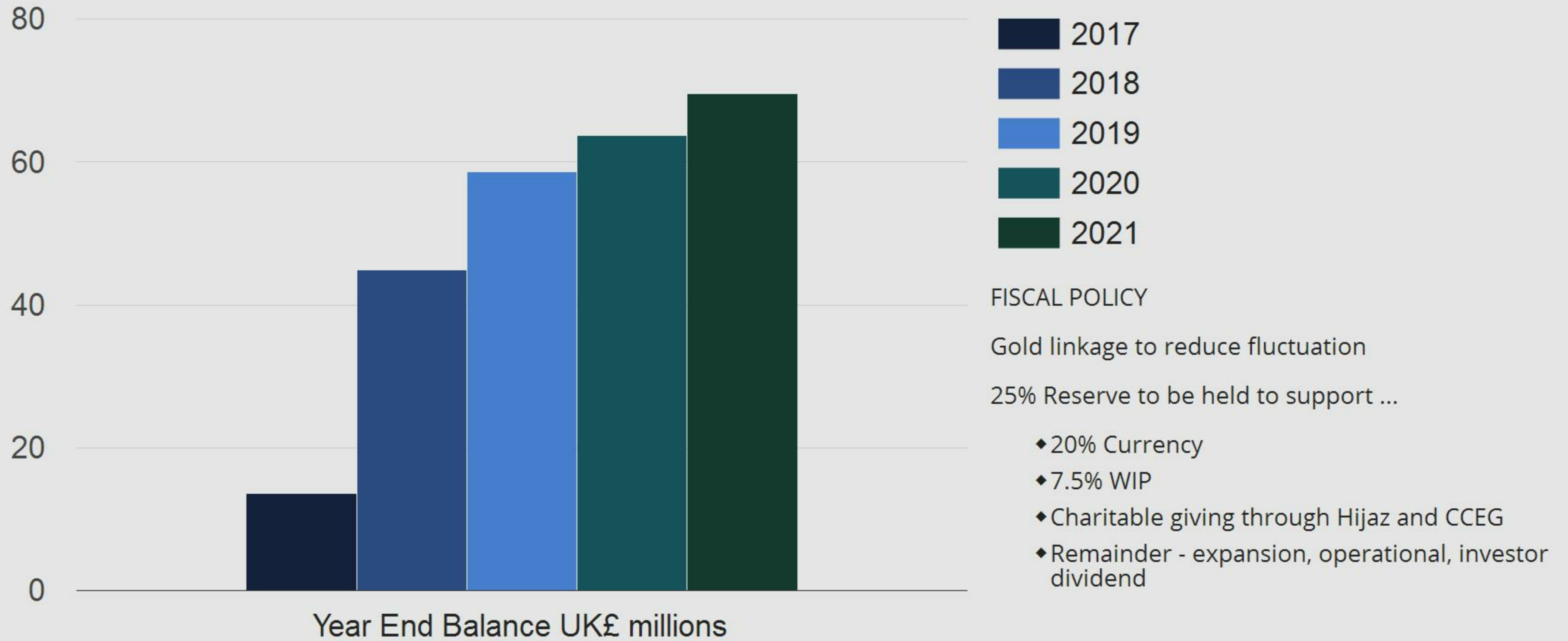


## P&L for 1xICO and 3xICO



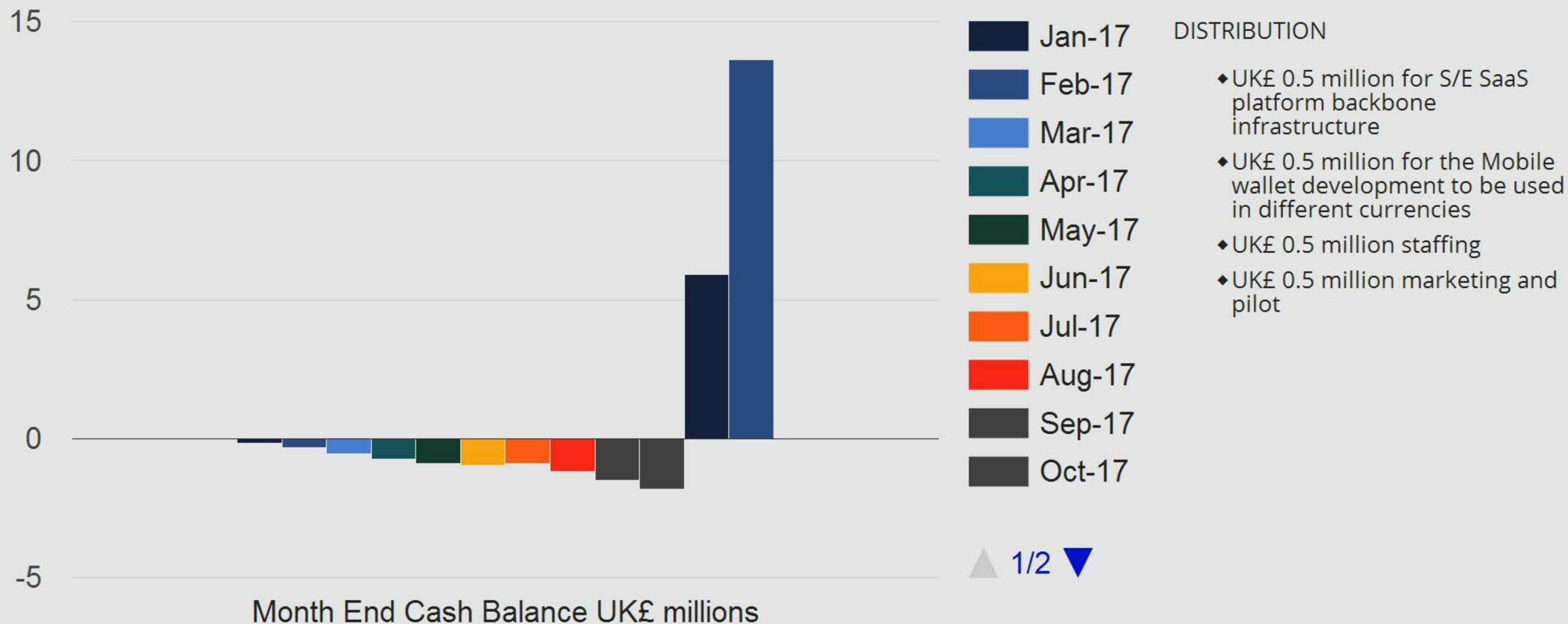


# Cash Flow



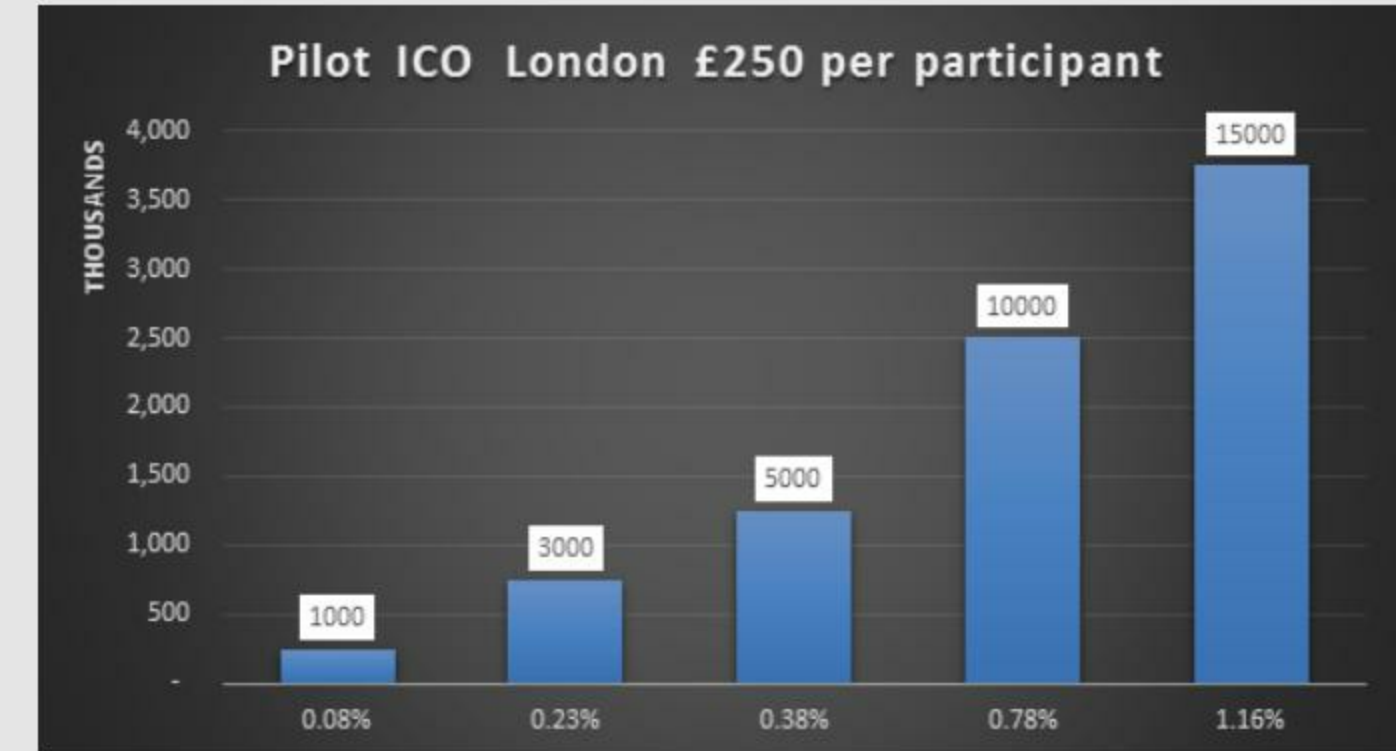


## First Year Investment UK£ 2m





## Scenarios Modelled Conservatively



Chosen conservative assumptions based on stress testing various scenarios. The Islamic Zakat (2.5%) transaction levy is apportioned:

0.5 %	Marketing by Hijaz
0.5 %	Proof-of-Value S/E by Seratio
0.5 %	ICT infrastructure run by Seratio
0.5 %	Admin
0.5 %	Charitable giving (Mosques and CCEG)

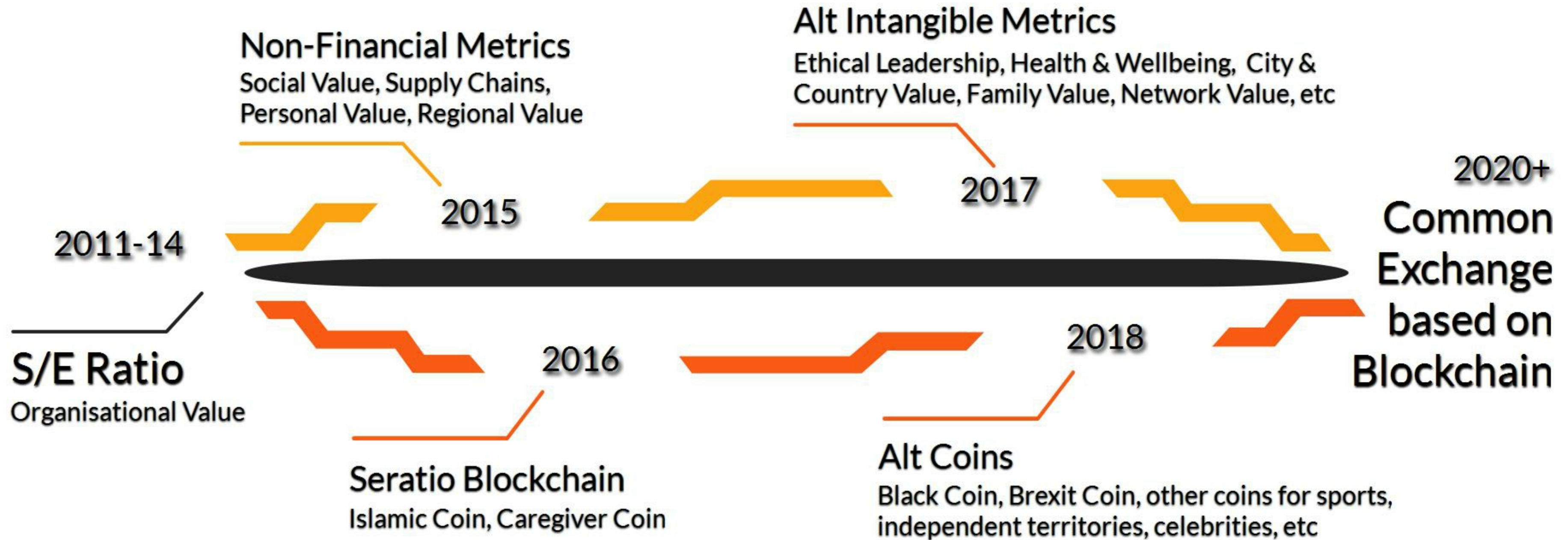






# The Seratio Platform

## NON-FINANCIAL VALUE: INTANGIBLE ATTRIBUTES



## FINANCIAL VALUE: CRYPTOCURRENCY





# Structure of our Community Joint Ventures

# Seratio

World Leader in the Movement of Value



**Centre for Citizenship  
Enterprise and Governance**





50k  Members

7k  Global Corporates

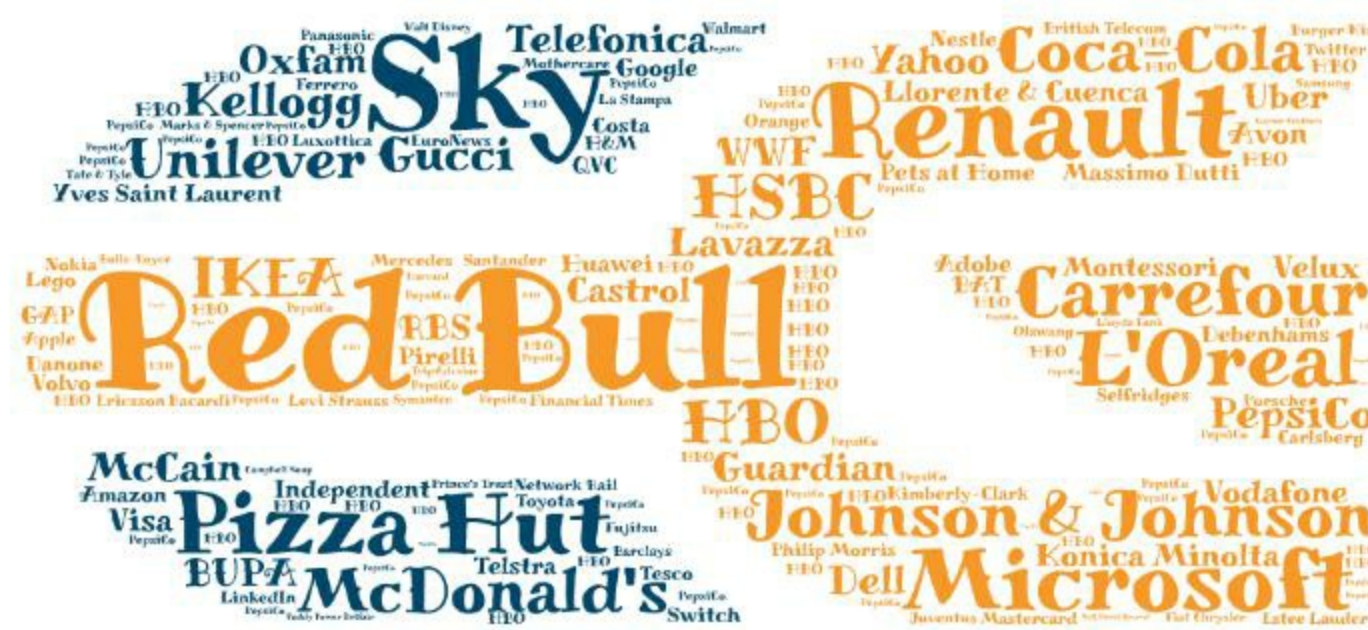
2k  Politicians

100  Commissions

35  Academic Papers

10  SaaS Platforms

Some of our Blue-Chip Members



“most exciting project I will ever do”

Shaykh Siddiqi (IoV Blockchain Alliance for Good Cambridge Conf 11 Nov 2016)





# Let's take it further



barbara.mellish@seratio.com

E-mail



@theseratio

Twitter



+44 1604 550100  
+44 7825 708 278

Phone



Bureau 112 UN Innovation, Green Street  
Northampton, NN1 1SY, UK

Address