

**- 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*



# Centre for Citizenship Enterprise and Governance



- 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

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

# CCEG Think Tank

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.



## Metrics division

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



## Blockchain division

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.



## Digital IP Assets

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



EE and exchange.ac.uk, both owned by CCEG and supported by HEFCE/UUK/JISC and LFHE, are online platforms for education and digital universities



## Institutional Advisory & Consultancy

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

[www.cceg.org.uk](http://www.cceg.org.uk)

[www.seratio.com](http://www.seratio.com)

[www.seratio-coins.world](http://www.seratio-coins.world)

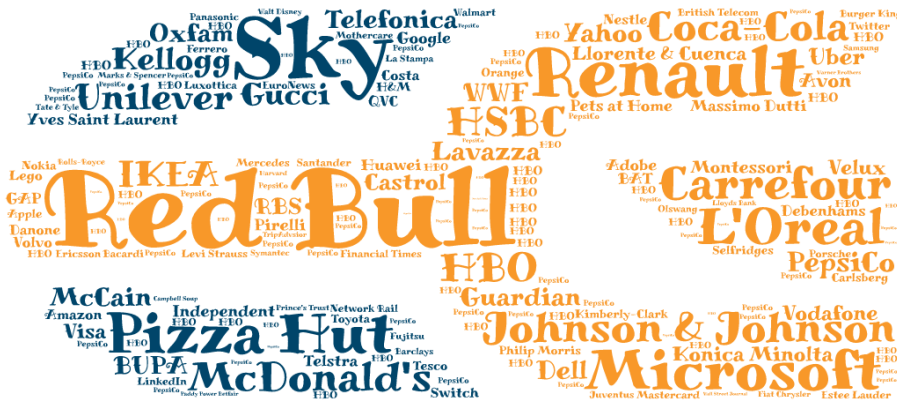
[www.efficicencyexchange.ac.uk](http://www.efficicencyexchange.ac.uk)

[www.cyberfutures.net](http://www.cyberfutures.net)

[www.rothbadi.com](http://www.rothbadi.com)

# Transaction of Non-Financial Value

## (Significant Clients and Partners)



 **frontiers**  
in Blockchain





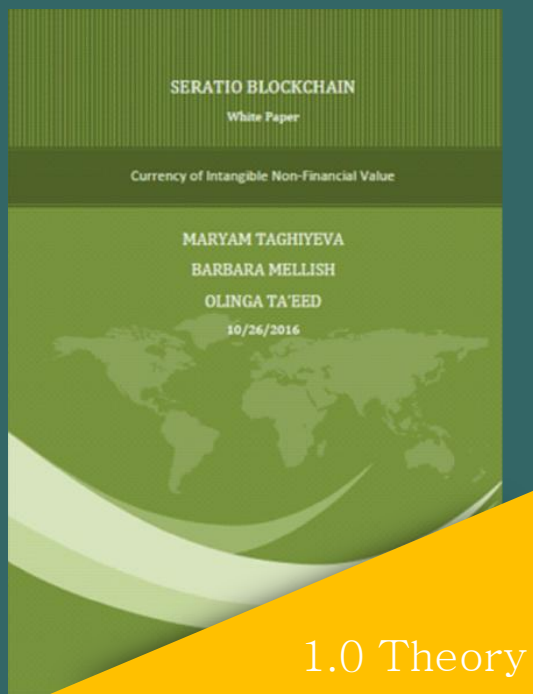
# Measurement of Non-Financial Value

## (Social Value and Intangibles Review)



# Division: CCEG Blockchain UN Lab

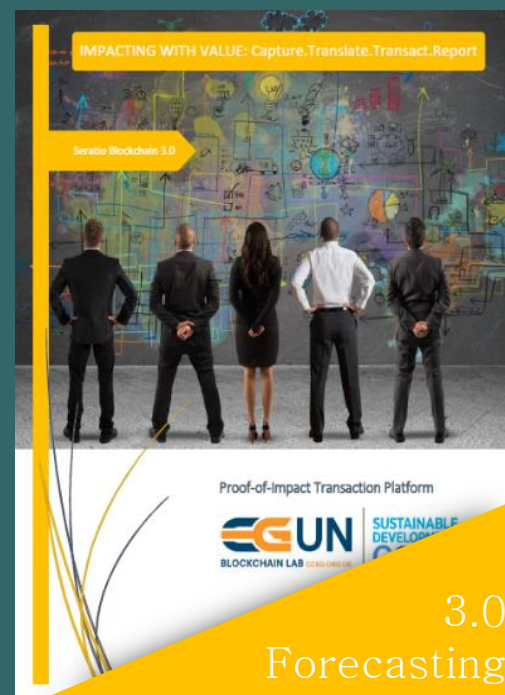
([Whitepapers](#))



1.0 Theory



2.0 Application



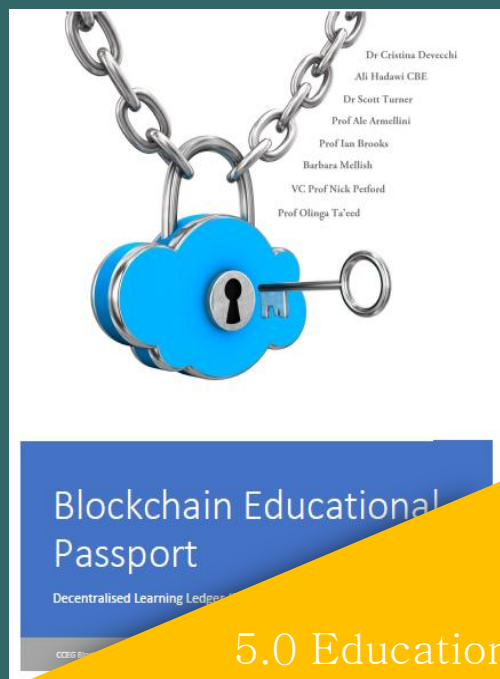
3.0  
Forecasting



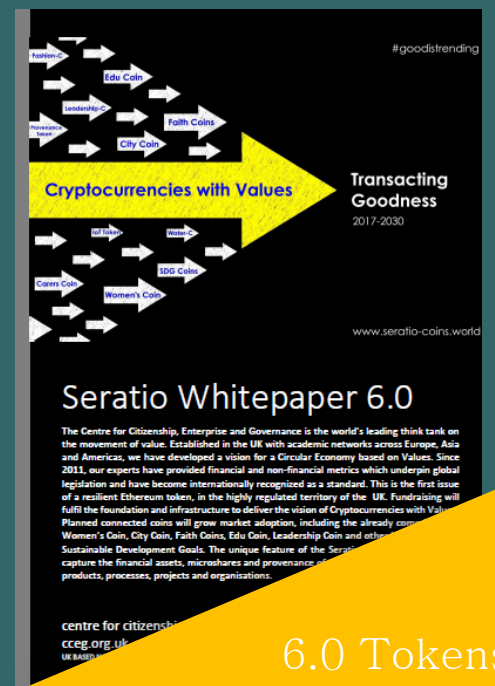
4.0 Platform

# Division: CCEG Blockchain UN Lab

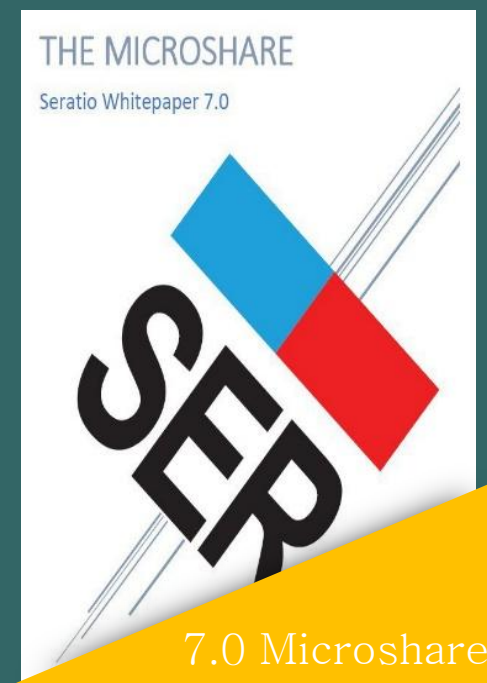
## ([Whitepapers](#))



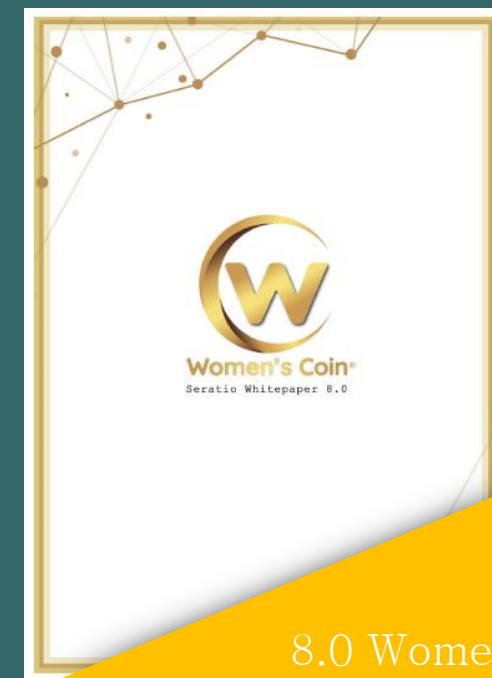
5.0 Education



6.0 Tokens



7.0 Microshares

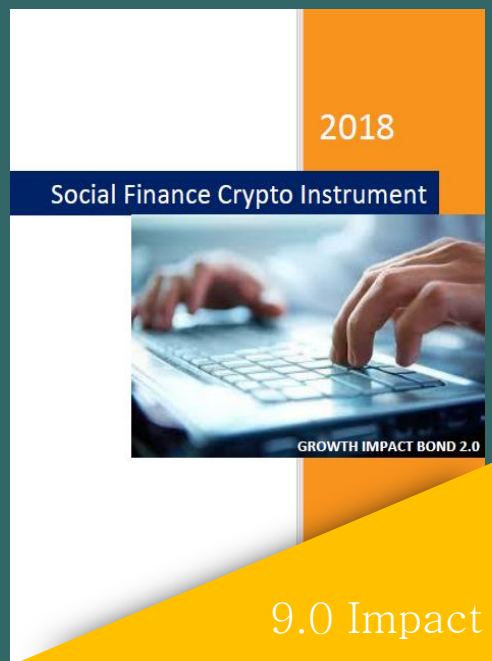


8.0 Women



# Division: CCEG Blockchain UN Lab

([Whitepapers](#))



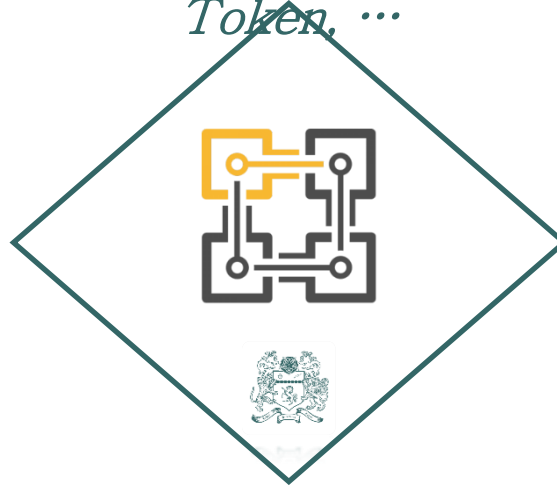
# Blockchain Consultancy and Advisory

## 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*

# Financial & Non-Financial Value Analysis

(Social Earnings Ratio; S/E based tools)

Social Earning Ratio (SERatio) is a single number metric that captures and articulates non-financial intangible value. The metric unites all non-financial attributes.



Tangible Financial  
Value

Intangible Financial  
Value

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.



**Centre for Citizenship  
Enterprise and Governance**



*Rothbadi & Co*

## BASICS OF BLOCKCHAIN

- Governance
- Smart Contract
- Decentralized Ledger
- Asset Transmission

bisgit.iov

## Blockchain Alliance for Good



AI bot wallet



Non-financial Metrics



Microshares Exchange



Distributed IP ledger



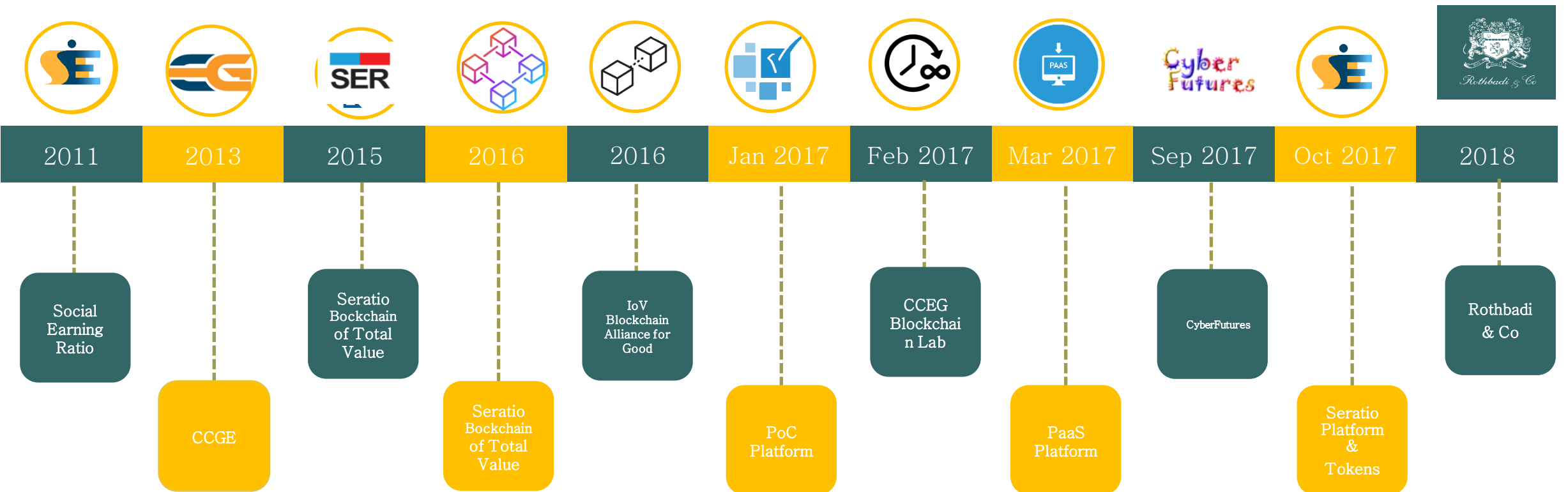
Provenance Engine



Distributed Autonomous Foundations



# Division : Blockchain Consultancy and Advisory



# 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 /  
Macrotransaction  
s

Crypto-anchors  
consultancy



# Applications Q2 2018

Student Coin

UK£ 40m



[www.studentcoin.uk](http://www.studentcoin.uk)

Women's Coin

UK£ 250m



[www.womenscoin.com](http://www.womenscoin.com)

TimeTraveler Trading

UK£ 5m



[www.timetraveler.tech](http://www.timetraveler.tech)

Golgotharism

UK£ 1m



[www.pinterest.com/golgotharism](http://www.pinterest.com/golgotharism)



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# Applications Q3 2018

Ubuntu Coin  
UK£ 1000m



[www.ubuntucoin.io](http://www.ubuntucoin.io)

City Coin  
UK£ 10m



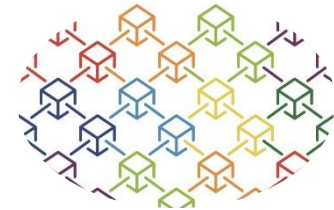
[www.cityblockchain.in](http://www.cityblockchain.in)

EduCoin  
UK£ 33.5m



[www.cyberfutures.net](http://www.cyberfutures.net)

Knowledge Token  
UK£ 30m

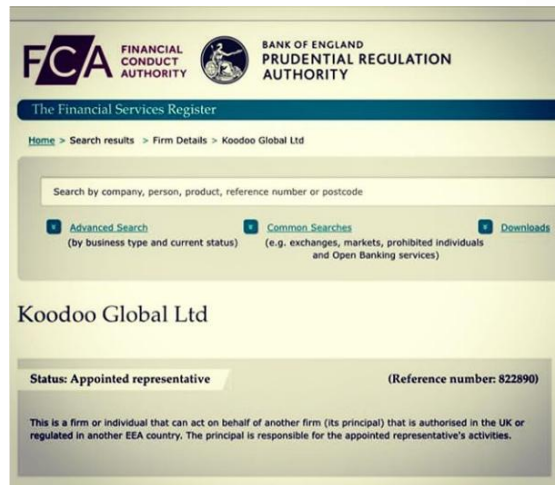


[www.frontiersin.org](http://www.frontiersin.org)



# Applications Q4 2018

## KooDoo Global



[www.koodoo.global](http://www.koodoo.global)



## BCU



[www.bcu.ac.uk](http://www.bcu.ac.uk)

## Informa Plc



[www.informa.com](http://www.informa.com)

# Advisory 2019

Youth Token



MasterCard



Welsh Assembly



Chestertons



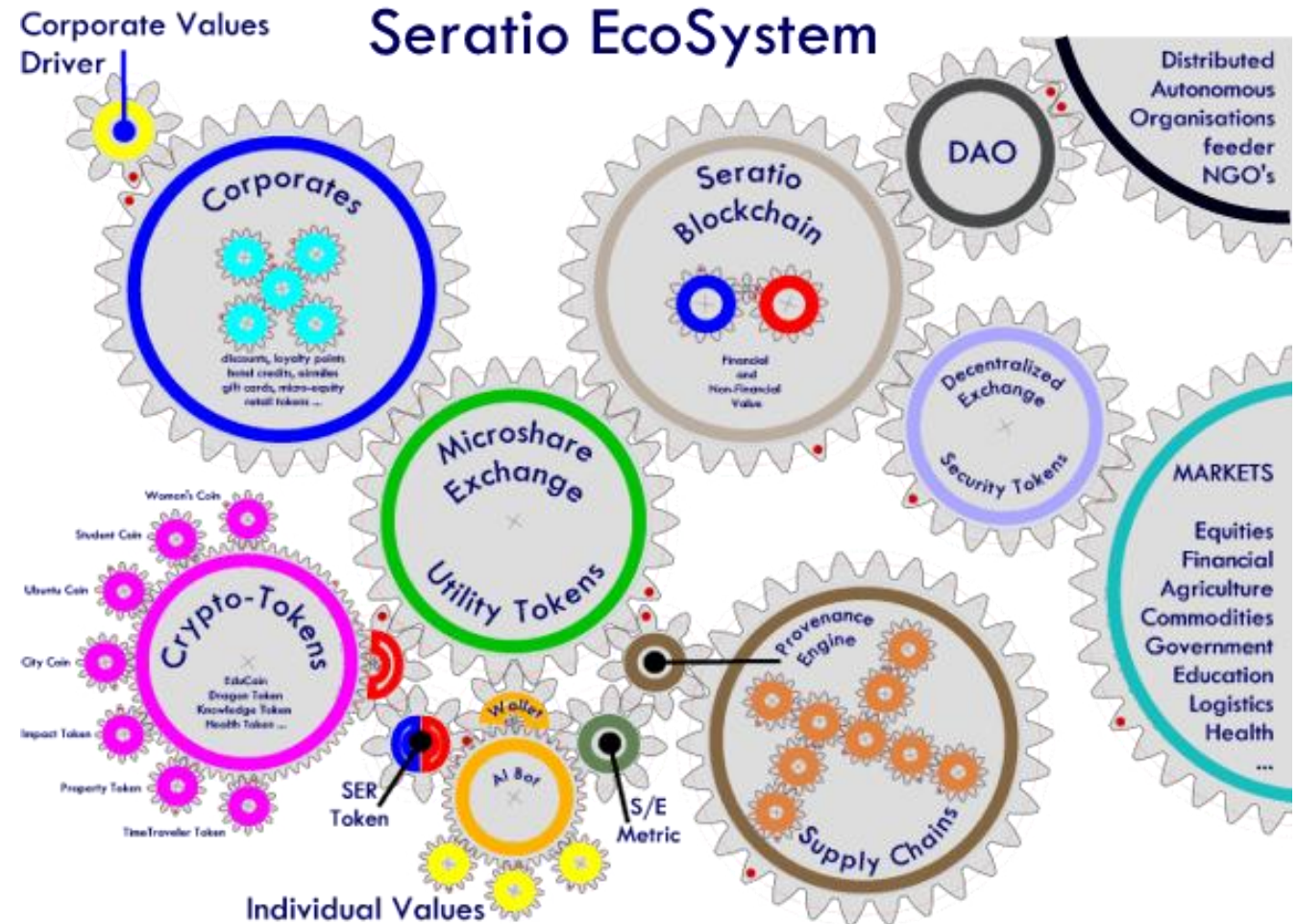
# Applications Q1 2019

## 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



# Blockchain Consultancy and Advisory



OFFICES: Zurich, London, New York, Shanghai, Kochi, Tokyo, Baku, Ho Chi Minh, Beijing



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Structures for Good



## Contact Information

Barbara Mellish  
barbara.mellish@rothbadi.com  
www.rothbadi.com  
+ 44 7825 708 278