

**- 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)

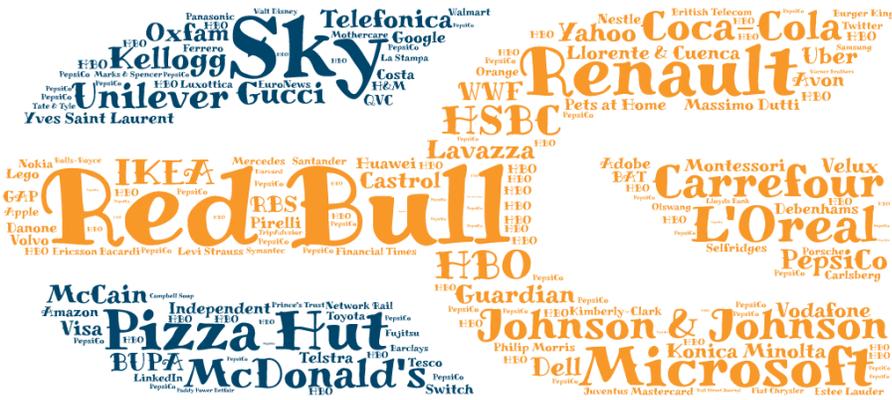
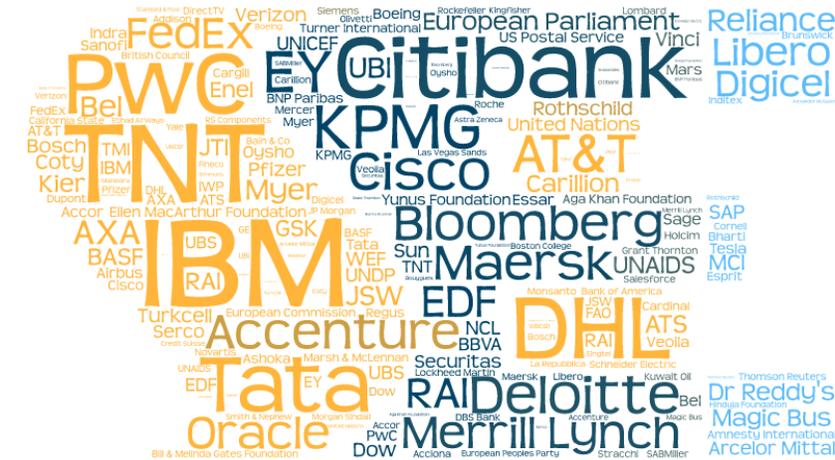
[www.efficencyexchange.ac.uk](http://www.efficencyexchange.ac.uk)

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

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

# Transaction of Non-Financial Value (Significant Clients and Partners)

Atkins  
Roche  
UBS  
Olivetti  
Boygues



 **frontiers**  
in Blockchain



# Measurement of Non-Financial Value

## (Social Value and Intangibles Review)

**Social Value & Intangibles Review**

**DON & ALEX TAPSCOTT**  
Blockchain Revolution

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

**CCEG BLOCKCHAIN LAB**  
for UN Sustainable Development Goals

**INTERNET-OF-VALUE**  
Digitising Social Conscience  
University of Cambridge Conference

**is BLOCKCHAIN PROCUREMENT**  
the Future for UK Universities?

**Nick Pefford**

SVIR February 2017

Centre for Opportunity, Enterprise and Economic Growth

Logos: CCEG, UN, SDGs, CIPS, PRME, etc.

**Social Value & Intangibles Review**

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.

**Sharon Stone**

**Mark Rodriguez**  
LEED & Green Construction

**ILO**  
Hidden slavery in the UN spotlight

**Bitcoin**  
Mining without oppression

SVIR April 2016

Centre for Opportunity, Enterprise and Economic Growth

Logos: UN, SDGs, CIPS, PRME, etc.

**Social Value & Intangibles Review**

**Internet-of-Value Blockchain Alliance for Good**

**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 2016

Centre for Opportunity, Enterprise and Economic Growth

Logos: UN, SDGs, CIPS, PRME, etc.

**Social Value & Intangibles Review**

**Institutional Consultancy & Advice from Rothbadi & Co**

**Frontiers in Blockchain - Uniting Industry and Academia in Pioneering Journal**

**Rise of Alt-Coins: 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 May 2018

Centre for Opportunity, Enterprise and Economic Growth

Logos: UN, SDGs, CIPS, PRME, etc.

**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

**Cherie Blair**

**Clipper Race** takes PV global

Living the Desmond Tutu and Dalai Lama values

Quebec champions Social Value

November 2015

Centre for Opportunity, Enterprise and Economic Growth

Logos: UN, SDGs, CIPS, PRME, etc.

# Division: CCEG Blockchain UN Lab

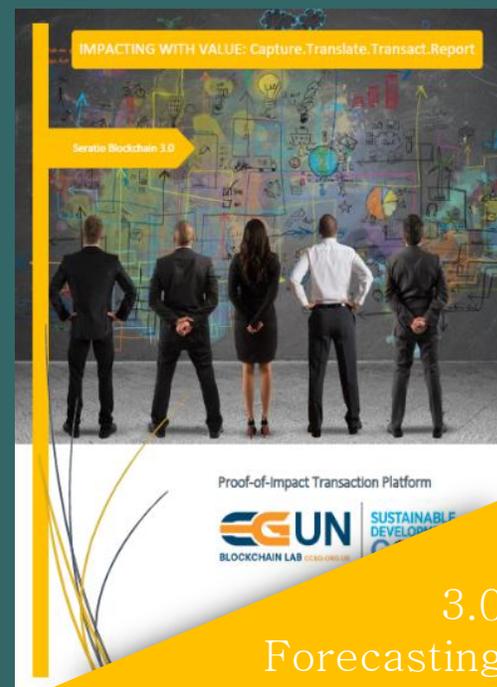
(Whitepapers)



1.0 Theory



2.0 Application



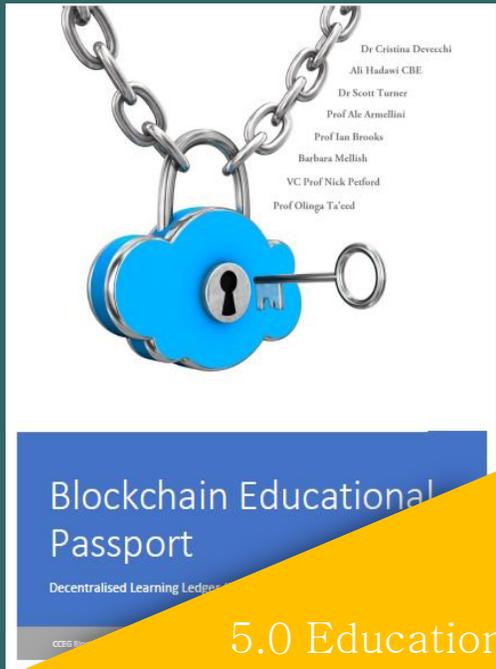
3.0  
Forecasting



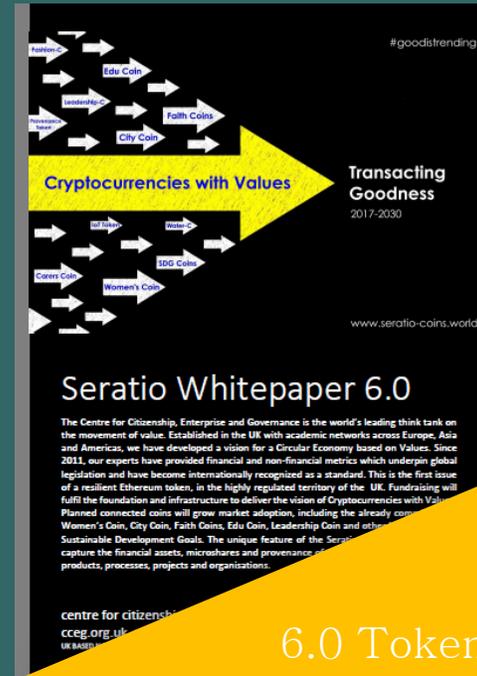
4.0 Platform

# Division: CCEG Blockchain UN Lab

([Whitepapers](#))



5.0 Education



6.0 Tokens



7.0 Microshares



8.0 Women

# Division: CCEG Blockchain UN Lab

([Whitepapers](#))

2018

Social Finance Crypto Instrument

GROWTH IMPACT BOND 2.0

9.0 Impact

This whitepaper cover features a dark blue header with the year '2018' in white. Below it, a dark blue banner contains the text 'Social Finance Crypto Instrument'. The central image shows a close-up of hands typing on a laptop keyboard. At the bottom, the text 'GROWTH IMPACT BOND 2.0' is visible. The bottom right corner has a yellow triangular graphic with the text '9.0 Impact'.

2018

STUDENT COIN

Seratio Whitepaper 10.0

10.0 Student

The cover has a dark grey background with a large white 'S' logo in a circle. The year '2018' is at the top in teal. Below it, 'STUDENT COIN' is written in white, followed by 'Seratio Whitepaper 10.0' in teal. The central image shows a person's hands holding a tablet displaying a grid of data. The bottom right corner features a yellow triangular graphic with the text '10.0 Student'.

TIMETRAVELER TRADING

Seratio Whitepaper 11.0

11.0 Trading

The cover is black with a white 'S' logo and the text 'TIMETRAVELER TRADING' in white. Below that, 'Seratio Whitepaper 11.0' is written in white. The central image shows a trading interface with multiple charts and data tables. The bottom right corner has a yellow triangular graphic with the text '11.0 Trading'.

Δ UK bank address  
Δ 150% return  
Δ UK House

Social ∇  
10 years ∇  
GBP£ 50,000 ∇

Golgo Property Tel

Seratio Whitepaper 12.0

12.0 Property

This whitepaper cover features a collage of images including houses and a car. The text is arranged in a grid-like fashion. At the top right, there are three lines of text: 'Δ UK bank address', 'Δ 150% return', and 'Δ UK House'. Below this, there is a blue arrow pointing down. In the center, there is a red arrow pointing right, with the text 'Social ∇', '10 years ∇', and 'GBP£ 50,000 ∇' next to it. At the bottom, the text 'Golgo Property Tel' and 'Seratio Whitepaper 12.0' is visible. The bottom right corner has a yellow triangular graphic with the text '12.0 Property'.

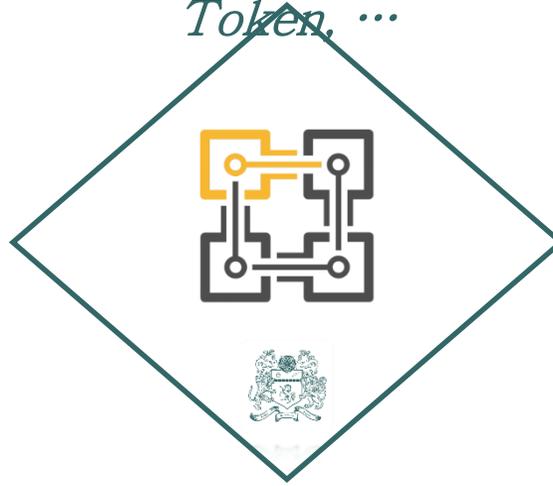
# Blockchain Consultancy and Advisory

## 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*

# 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



## Blockchain Alliance for Good



AI bot wallet



Non-financial Metrics



Microshares Exchange



Distributed IP ledger

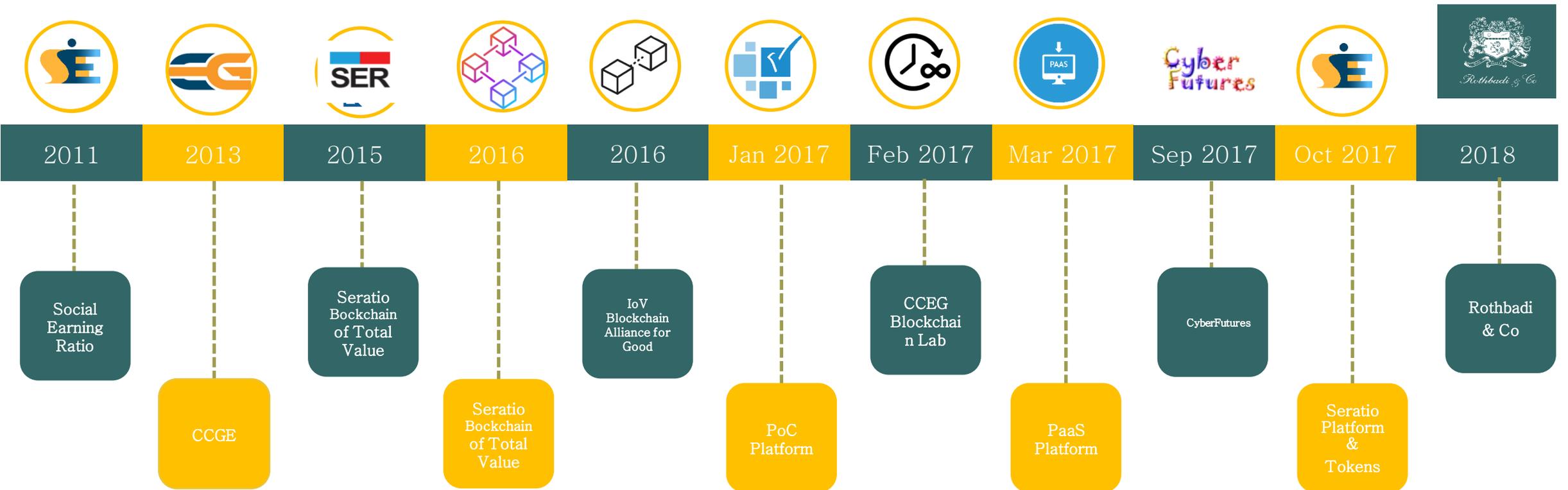


Provenance Engine



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 / Macrotransactions

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)



# Applications Q3 2018

Ubuntu Coin  
UK£ 1000m



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

City Coin  
UK£ 10m



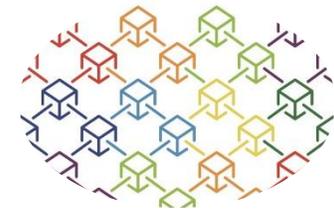
[www.cityblockcha.in](http://www.cityblockcha.in)

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)

**KOODOO**

Select your Company

Target your Impact

Choose your Celebrity

Invest your Bitcoins

Control your Investment

EQUITY WITH LIQUIDITY

CRYPTO CROWD FUNDING

MONEY WITH PURPOSE

KooDoo Global  
Whitepaper 1.3  
(1 Oct 2018)  
London

## 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



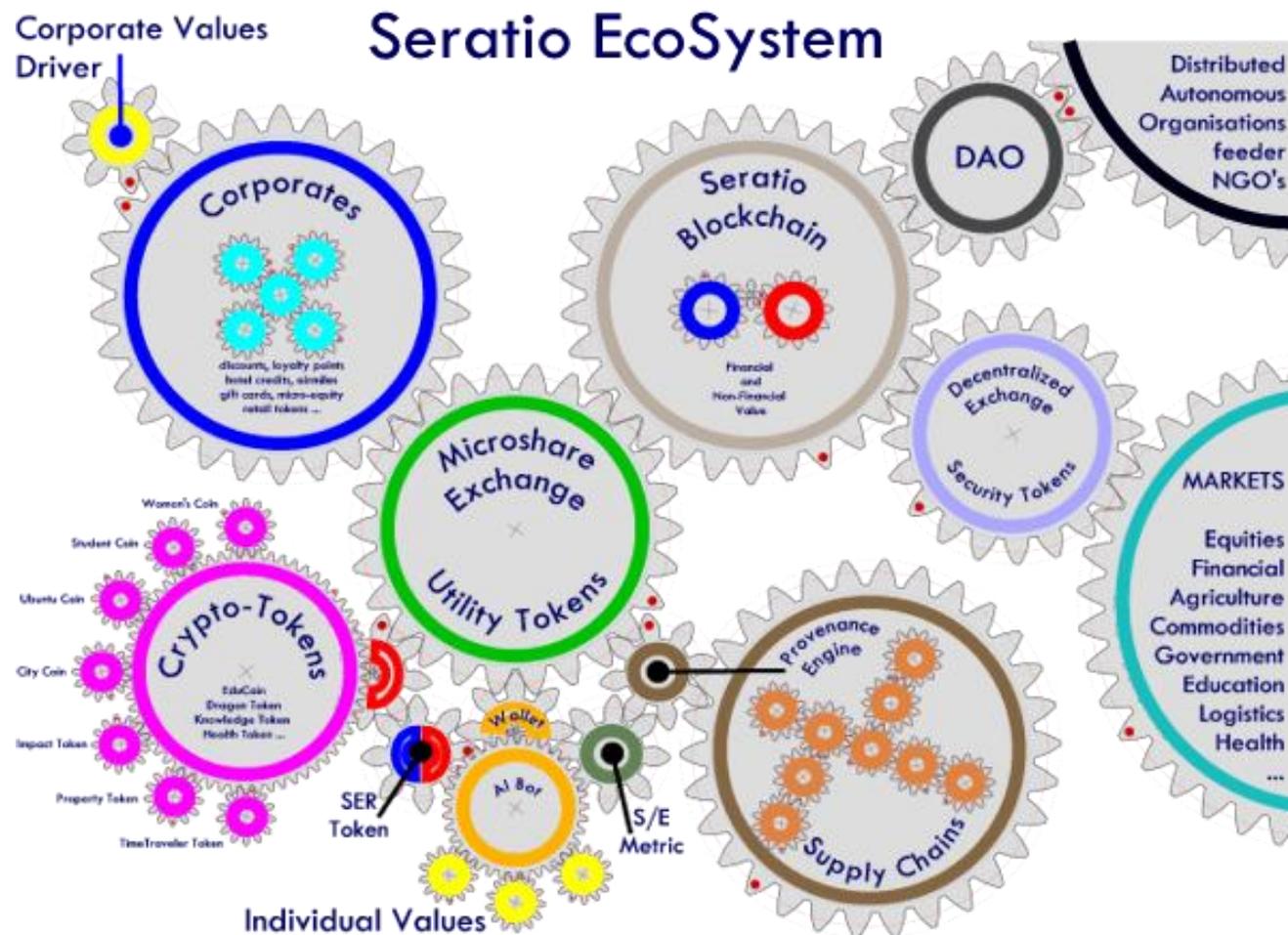
# Applications Q1 2019

## 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, Bechuan



*Rothbadi & Co*

Structures for Good



## Contact Information

Barbara Mellish

[barbara.mellish@rothbadi.com](mailto:barbara.mellish@rothbadi.com)

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

+ 44 7825 708 278