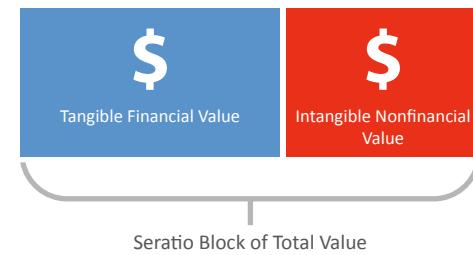


# SER and MCR Token

## SER与MCR Token

In 2017 Seratio conducted a token raise of US\$ 12.5+ million in the UK under the guidance of the regulator, the Financial Conduct Authority (FCA). This successfully established the financial ETH based Seratio token (SER) and a separate non-financial ETC based Microshare token (MCR) allowing for interlinked transactions between tangible and intangible assets.

2017年Seratio在英国监管机构 — 金融行业管理局的指导下筹得了超过1250万美元资金。这使我们成功地创造了以ETH为基础的、金融性的Seratio通证(SER)和一个单独的以ETC为基础的非金融性的Microshare通证(MCR),从而使有形和无形资产之间可以相互交易。



The funding is to develop a Blockchain-as-a-Service (BaaS seratio-coins.world) platform with 6 main modules including Artificial Intelligence (AI) Wallet, hybrid Autonomous Organisation (DAO) governance, Distributed Ledger Technology (DLT), Provenance Engine, Token Exchange and integrated Non-Financial Metrics (bisgit.org).

资金投入区块链即服务(BaaS seratio-coins.world)平台的开发工作,其中有六个主要模块,包括人工智能(AI)钱包、混合型的DAO管理、分布式账本技术、溯源引擎、通证交易以及集成的非金融计量指标(bisgit.org)。

The beta version of these Platform-as-a-Service (PaaS) products will be ready by Autumn 2018 and a combination of these technologies are used to satisfy the many commissions, the first 4 of which are described in this brochure.

这类平台即服务(PaaS)产品的测试版本将于2018年秋准备就绪,这些技术的组合将用于实现我们的诸多项目委托。在本宣传册中我们将向您简单介绍其中第一批四个子项目。



### Blockchain Alliance for Good



Women's Coin®



## Women's Coin and Women's Foundation

### Women's Coin和Women's Coin基金

The global women's market is worth \$40 trillion 2018. Women have decision making power of 70% of household spend and 95% of food spend. Women also now have greater access to discretionary spend, as more women enter the market place with higher incomes. The women's market is one of the few markets that is expanding. Women are big business. Women use their purchasing power differently to men they are more likely to purchase goods and services that benefit family welfare. Hence the rise in organic, sustainable, eco-friendly products. Women investors are less concerned with market share favouring investments that benefit the family. Recognising that women are different to men in how they spend their own and the family's household's money has led to the creation of an alternative form of currency created especially for women (and men) – the Women's Coin®

2018 年全球女性市场价值约 40 兆美元。女性拥有家庭支出 70% 以及食物支出 95% 的决策权。由于更多拥有更高收入的女性进入了市场,如今女性也拥有了更多自由支出的权力。女性市场是当前少数仍在扩张的市场之一,也是巨大的产业。与男性不同,女性更倾向于将自己的购买力用于能为家庭带来福利的产品和服务。这也导致了有机的、可持续的、环保产品的市场扩张。相对于市场占有率,女性投资者更关心的是让家庭获益。正是认识到了女性在她们为个人支出和家庭支出方面与男性的差异,促使这种特别为女性(也适用于男性)设计的新型通证的产生 — Women's Coin®。

By tokenising Women's values using Seratio technology people are able to transact with organisations, products, processes, projects and even people that are aligned to those values. The Women's Coin® logo will be instantly recognisable as a standard of ethical sourcing of products and services. Ethically sourced products require quick assessment that would enable the awarding of the Women's Coin kitemark. Through the Women's Coin Foundation the team has already captured significant backing from retailers and suppliers who will take part in this initiative worldwide. Women's Coin was announced at the United Nations in New York in November 2017 and at the UK parliament's House of Lords in February 2018.

通过 Seratio 技术打造契合女性群体价值观的通证经济,人们即可与符合这些价值观的组织、产品、流程、工程,乃至个人来进行交易。Women's Coin® 的标识会成为这些产品和服务的道德采购标准;而合乎其道德采购标准的产品则可以再评估后授予 Women's Coin 的标识。通过 Women's Coin 基金,团队已经得到了世界上一些愿意加入这一倡议的零售商和供应商的重要支持。Women's Coin 分别于 2017 年 11 月在纽约的联合国总部以及 2018 年 2 月在英国国会众议院进行了项目发布。

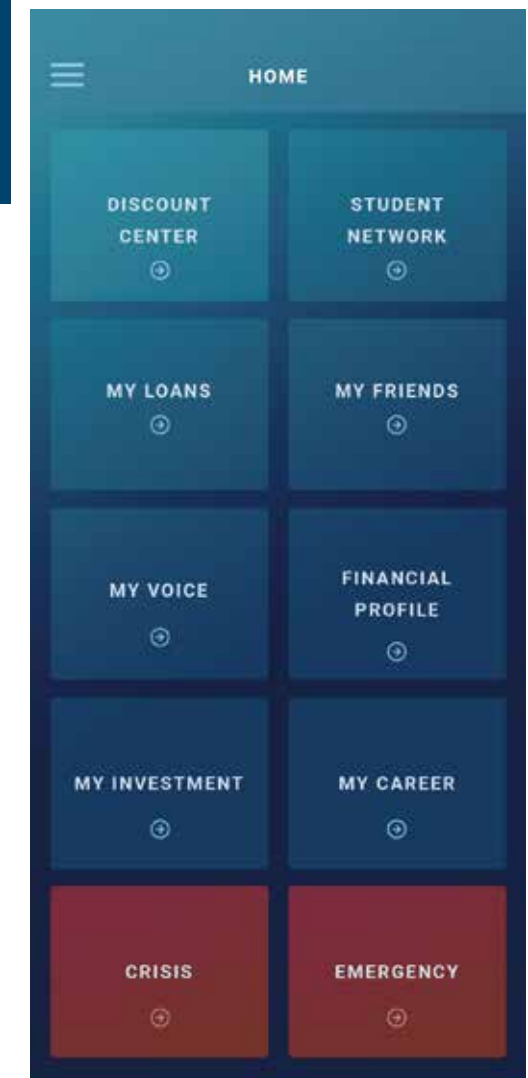
# Student Coin

The student population in every country is large, vibrant and aligned but lacking cohesive power due to the decentralized nature of the community. The Seratio dAPP (decentralized mobile App) allows students to speak with a single voice using a hybrid DAO, to receive instant crypto micro-loans, to gain significant discounts and loyalty points due to crowd sourcing, and even pay their university tuition through crypto-investing which currently delivers 1340% returns (2017). The Seratio AI-Bot is their mobile companion delivering intelligent purchasing choices, guides them through crisis and helps them make life choices, whilst their Educational Passport is created through the Seratio Distributed Learning Ledger which remains with them through their post education employment lifetime. This is a 360 mobile solution for higher education students.

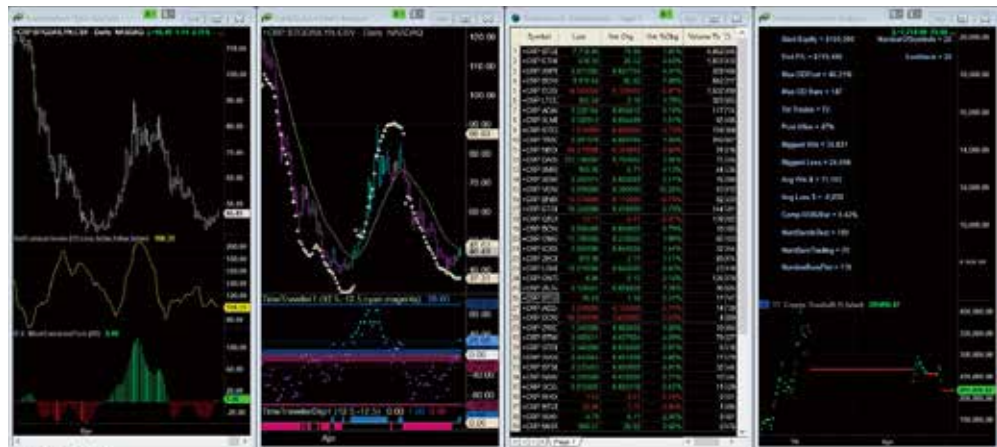
数量庞大、活跃且拥有相近的价值观是任何国家的学生群体都具有的特性,然而这一群体分散的本质致使他们缺乏真正的凝聚力。Seratio dAPP (分布式移动客户端)让学生们可以通过一种混合型 DAO (分布式自治组织)来发出属于自己的、一致的声音,还可以获得快速的数字货币小额贷款、获得可观的折扣和积分、甚至通过投资数字货币来支付自己的大学学费(2017 年数字货币的投资回报率约为 1340%)。Seratio 的 AI 机器人功能作为他们的移动伙伴,可以提供智能的购买建议、指引他们度过难关并帮助他们做出生活上的抉择。同时,通过 Seratio 分布式学习账本为他们创造的“教育护照”将伴随他们度过毕业后的就业时光。这对高校学生来说是一种 360 度的移动式解决方案。

The Student Coin (studentcoin.uk) will be set to launch initially across the UK 130 universities in September 2018, and then expand to the 15 universities in the Cyberfutures.net consortium in 2019 before global release.

Student Coin (studentcoin.uk) 计划于 2018 年 9 月面向全英 130 所大学进行首次发布,随后将于 2019 年在做全球范围推广以前率先在 Cyberfutures.net 的 15 所高校联盟中应用。







## Timetraveler Trading and Exchanges 时光旅者交易所

Based in Zurich, TimeTraveler Trading (timetraveler.tech) provides a unique opportunity to significantly share in the profits of a Swiss based crypto exchange. This is a lucrative sector with Binance forecasting US\$ 1 billion profits this year after only 9 months of operation. TimeTraveler is based on a futuristic automated crypto trading platform and tokenised growth fund that allows crypto traders to rise above the chaos by bringing 30 years of award winning Tradestation® methodology to the crypto world. TimeTraveller is fully automated from coin selection through all trading decisions including position sizing, as well as entries and exits and when risk controls require defensive postures like moving to cash (Tether). Currently the execution of trades is still done manually but automating that is the next step. The 4 panel TimeTraveler platform utilizes proprietary Volatility and Momentum indicators developed specifically for crypto currencies. TimeTraveler includes a unique back-testing engine that provides risk profile visualization, custom reporting tools, and equity performance curve. This is all powered by our extensive database of real time crypto pricing from our state-of-the-art live engine.

TimeTraveler Trading (timetraveler.tech) 总部位于苏黎世，它为投资者提供了一个独一无二的、可以获得一个瑞士数字资产交易相当一部分利润分成的契机。在这一领域，币安在仅仅运营 9 个月后即有本年度 10 亿美元的利润预期。时光旅者是一个前卫的自动化数字资产交易平台以及通证化的增长型基金。它通过将 30 年来屡获殊荣的 Tradestation® 交易法引入通证经济领域来为数字资产交易者避免止损。从资产选择到决策设计，时光旅者是全自动化的，这包括配仓、进场和出场以及当风险控制要求采取套现 (Tether) 的防守姿态等。尽管目前仍需人工操作交易，下一步会实现其自动化。拥有 4 面板显示界面的时光旅者交易平台有专属的、特别为数字资产开发的波动性和动量指标。它还有一个独特的回溯测试引擎来提供风险预测可视化、自定义报表工具以及资产价值曲线。所有这些都由我们业内顶尖的引擎所生成的实时数字资产报价数据库来提供支持。

The second phase of development is to expand the system into a Swiss FINMA regulated Crypto-Exchange providing well tried and tested secure, scalable with selectable risk profiles algorithms to allow direct liquidation to or from regular FIAT currency. The third, and even more exciting phase is the linking of the financial TimeTraveler Exchange operating the security TimeTraveler Coin (TTC) with the independently developed Seratio Microshare Exchange through the non-security utility TT Microshare token. In real terms, this means a two exchange system redeeming any non-financial coupon such as retailer discounts or loyalty points, airline points, etc for real financial assets including money. This realizes a breakthrough technology and concept in value exchange by linking the regulated security markets with an unregulated utility token markets.

第二阶段开发会将此系统扩展至一家在 FINMA (瑞士金融市场监管局) 监管下运营的数字交易所，提供安全可靠的、可扩展、可选择的风险预测算法来实现与法币的直接兑换。第三阶段，更加激动人心的是，将用来运营时光旅者通证 (TTT) 的、金融性的时光旅者交易所与独立开发的 Seratio Microshare 交易所通过 TT Microshare 的非证券应用结合到一起。实际来说，这意味着它是一个可以将任何非金融优惠 (比如零售商折扣或航空积分) 与实际的金融资产 (比如钱) 进行交换的双交易平台系统。通过将已受监管的市场与未受监管的应用性通证市场相结合，这将在价值交换领域实现一个突破性的技术和概念。

## Golgo Property Token



This Property Token investment offers a unique opportunity to acquire residential property in the UK at a fraction of the cost of properties in most international cities. The Property Token blends the usual short term crypto token return with a longer term purchase of an affordable UK property. This gives the token holder additional advantages including the ability to open UK banking facilities and even potentially a UK emigration capability at project maturation in 2030. For the cost of approximately US\$ 65,000 per property an investor receives hard asset value reward and a soft asset value ability to position themselves, or their children, in the UK with banking.

投资这一和房产相关的 Token 可以为您带来独一无二的、以相比其它国际都市房价低很多的价格购得英国居住房产的机会。这一房产 Token 将短期的数字资产回报和长期的、价格实惠的英国房产所有权回报相结合。投资者不仅可以藉此开通英国的银行业务，甚至还拥有在 2030 年移民英国的可能。约 6 万 5 千美元投资，即可换得一处硬性有形资产，以及将自己或子嗣带入英国土地的软性无形资产回报。

This project is enabled through the purchase of redundant social housing outside major UK cities and renting them to those of low income. The rent from the properties is used to develop the property, refurbish and maintain to a high standard. The UK offers legal safeguards, verifiable online, providing transparent assured ownership of the property for the entire duration. Current forecasts of property price rises in the UK are approximately 4% annually or over 50% during the duration of the 10 year investment period (pinterest.com/golgorathism).

这一项目通过购买英国主要城市周边过剩的社会住房，再将其出租给低收入人群来运营。房屋的房租收入将用于修缮该房产、对其进行翻新维护至较高的水准。英方将提供可在线查询的法律保障，以确保整个投资周期内房产的所有权归属透明。当前对英国国内房产价格的预测是每年约上涨 4%，即投资的整个周期内涨幅预计超过 50%。(pinterest.com/golgorathism)



## To Invest in the Blockchain Projects



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blockchain.lab@cceg.org.uk  
www.seratio-coins.world



## Seratio Technology Seratio技术

S/E Ratio® is an open source technology that both measures and transacts non-financial value. It has been in development since 2011 by the world's leading Think Tank on the Movement of Value, a not-for-profit foundation called the Centre for Citizenship, Enterprise and Governance (CCEG cceg.org.uk) which has 120,000 members around the world with main offices in London, Zurich, New York, Kochi and Shanghai.

S/E Ratio® 是一项可以对非金融价值进行测量和处理的开源技术。从2011年起，在价值流动方面处于全球领先的智库、非营利性的组织公民、企业和治理研究中心 (CCEG cceg.org.uk) 即开始对其进行研究。至今我们在全球拥有12万名会员，在伦敦、苏黎世、纽约、科钦和上海均设有办事处。



## Social Earnings Ratio®

**MEASURE:** using the Seratio Software-as-a-Service (SaaS) platform, CCEG measures non-financial value and intangible assets in under 10 seconds – such as social impact, happiness, slavery, art, love, kindness, etc underpinning government laws in UK, 5 x European Union commissions, India, Indonesia and others (seratio.com). It is recognised as a global standard and described as “the fastest adopted impact metric in the world” (The Vatican, 2014).

**测量:** 使用软件即服务 (SaaS) 平台，CCEG可以在10秒内测量出非金融价值和无形资产 — 比如社会影响力、幸福感、奴隶制、艺术、喜爱、好意等等。它是英国、欧盟委员会、印度、印尼以及其它一些国家和地区诸多法案的基石 (seratio.com)。它已成为公认的国际标准并被描述为“世界上普及速度最快的影响力计量指标” (The Vatican, 2014)。

## TRANSACT: Seratio® Blockchain

**TRANSACT:** developed since 2016, this technology moves both financial and non-financial assets digitally. The blockchain team is one of the top 3 teams internationally with 40+ blockchain projects, 20+ token projects, 10+ whitepapers, c. 250 staff (ccebblockchain.com). The two largest academic blockchain journals globally – Social Value & Intangibles Review, and Frontiers in Blockchain - are produced and edited by the CCEG Blockchain Institutional and Advisory Service, Rothbadi & Co (rothbadi.com)

**交易处置:** 研发始于2016年，这一技术可以对金融和非金融资产两者进行数字化。我们的区块链开发团队是国际上三个顶尖的团队之一，拥有40余个区块链项目、超过20个通证项目、10余本白皮书以及约250名员工 (ccebblockchain.com)。目前世界上两个最大的学术性区块链期刊 — 社会价值&无形资产，和区块链前沿 — 都由CCEG的区块链顾问咨询机构Rothbadi & Co (rothbadi.com) 负责出版和编辑。