BLOCKCHAIN ALLIANCE FOR GOOD AND THE INTERNET OF VALUE

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BOBBY KENNEDY: 'MEASURES EVERYTHING EXCEPT THAT WHICH IS WORTHWHILE'

Yet the gross national product does not allow for the **health** of our children, the **quality** of their education or the **joy** of their play. It does not include the **beauty** of our poetry or the **strength** of our marriages, the **intelligence** of our public debate or the **integrity** of our public officials.

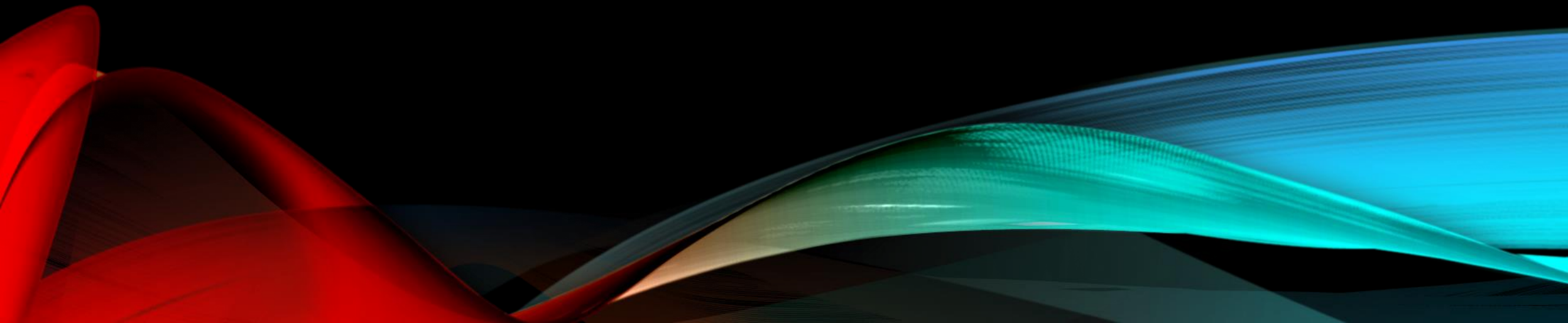
It measures neither our **wit** nor our **courage**, neither our **wisdom** nor our l**earning**, neither our **compassion** nor our **devotion** to our country, it measures everything in short, except that which makes life worthwhile

University of Kansas, March 18, 1968

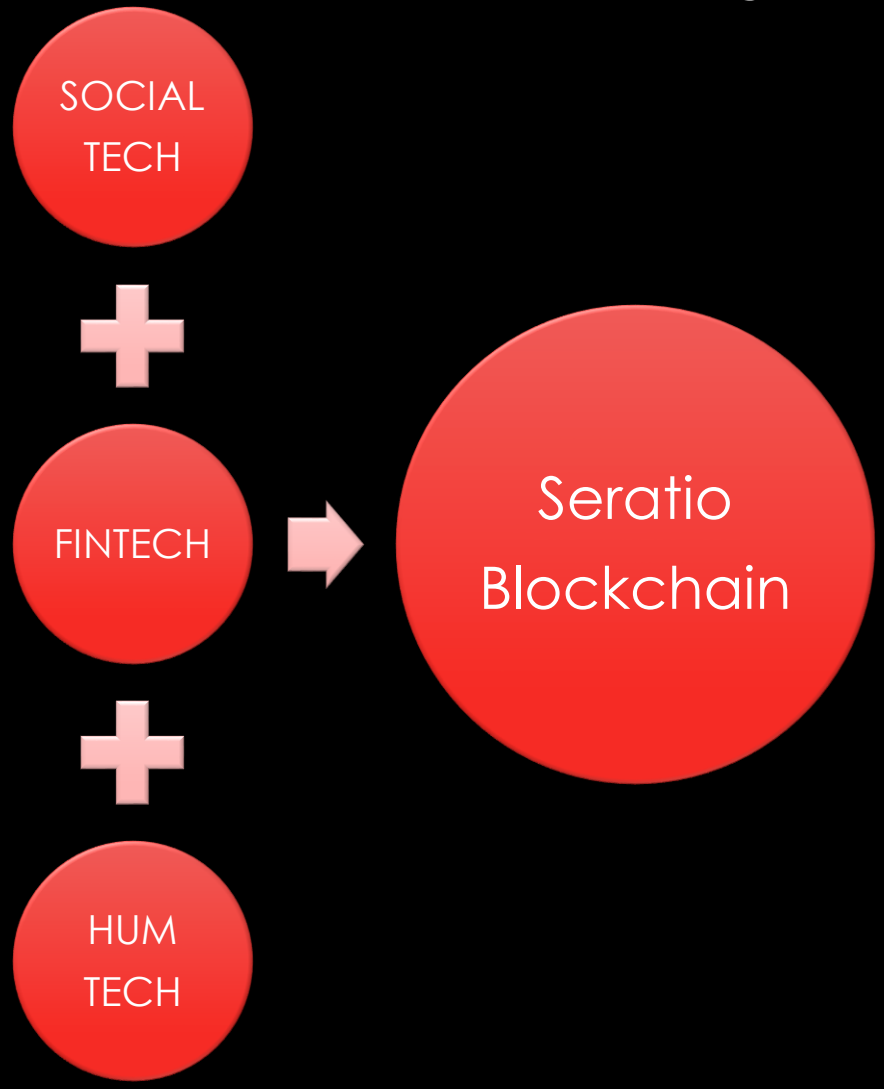
"***As the old saying goes, What gets measured gets done***"
Bill Gates (India, April 2017)

BLOCKCHAIN IS FOCUSED ON THE MOVEMENT OF VALUE BETWEEN ENTITIES, THE SO CALLED 'INTERNET-OF-VALUE' (IOV). BUT THERE ARE MANY KINDS OF VALUE … LOVE HAS VALUE, KINDNESS HAS VALUE, GENEROSITY HAS VALUE, RESPECT HAS VALUE, EMOTIONS HAVE VALUE …

Shouldn't blockchain capture the movement of all kinds of value - Total Value?



ENABLING STRUCTURAL CHANGE



advances in Social-Tech and Humanitarian-Tech allows us to Measure and Capture Value and now with Fintech's blockchain we can transact it to enable significant structural change in our society

THE SERATIO BLOCKCHAIN USP

Ordinary blockchain captures hard, tangible, and financial assets only

Seratio blockchain includes soft, non-financial and intangible values

“

THIS IS THE NEXT BITCOIN … IT’S HIGHER THAN BITCOIN

”

CCEG Internet-of-Value University of Cambridge Conference, November 2016

Chandler Guo

SO WHAT SORT OF THINGS CAN YOU DO WITH A SERATIO BLOCKCHAIN?

Cryptocurrency + Intangible value

Blockchain plus. A family of crypto-currencies building in a unique record of intangible value to demonstrate the total value of any transaction. The currencies are united by a value and settlement guarantee. A familiar ICO, which may be aligned to a community group value or a Corporate goal. Each block carries the hard-tangible value of the transaction, together with the intangible value record of the giver and receiver. Transactions can be made dependent upon impact or value creation.

Token Cryptocurrency

A reward token system as a tool for recognition. Incorporating all the capabilities of full cryptocurrency, the block carries the intangible value of the issuing entity and, over time the receivers. An instrument to distribute the intangible value of an organisation to its supporters of volunteers to gain value/discounts from others. A tool to enable Micro-share participation.

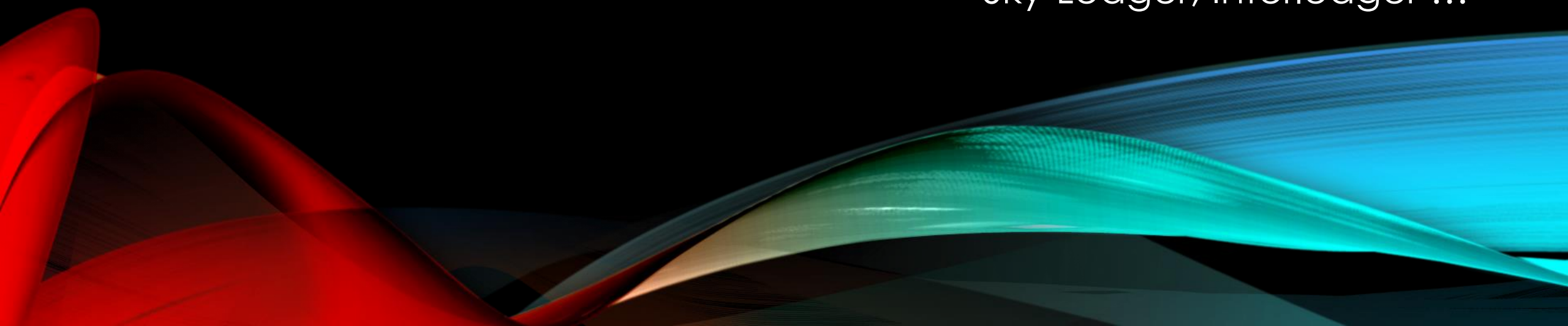
Provenance

Blockchain tracking and recording of product provenance for supply chain management and cradle-to-grave product traceability of tangible and intangible value. The record includes modern slavery, ecological impact, product value and the increase or decrease in the total value of the product.

WE HAVE OVER 30+ COMMISSIONS REQUIRING THE DELIVERY OF TOTAL VALUE SOLUTIONS IN 2017-18

We are building the open source Seratio SANDBOX and Seratio ENTERPRISE level platforms

Framework agnostic – Multichain, Ethereum (ETC and ETH), Hyperledger, Sky-Ledger, Interledger …



TRANSACT VALUE USING VALUES: CURRENT PROJECTS

Islamic Coin

Tokens for Strongly Aligned Vibrant Communities rewarding adherence to religious values. Currently investigating other faith variants with ARC.

http://ow.ly/9nD3306wUdk

UN SDG Coin

Aligned with the values supporting the 17 United Nations Sustainable Development Goals. Impact investment contingent on social outcomes.

http://www.cceg.org.uk/lab

Women's Coin

Coins by women, for women, carrying gender based values supporting sisterhood. Circular economy across women communities.

http://ow.ly/yWMU30aDUaY

TRANSACT VALUE USING VALUES: CONSUMER PROJECTS

Social Credit to pay for goods

Accumulate credit for volunteering and NGO work. At pilot stage for 7 million carers and high street retailers.

https://youtu.be/pHe0ApyeoN4

Make choices based on Provenance

Across products, companies, processes, projects, people transact on historical attributes of trust and aligned social values.

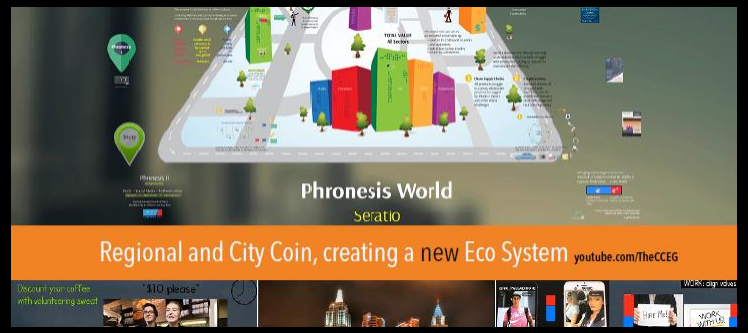
http://ow.ly/A34u303S4wa

Input your values & let AI U-Bot recommend

AI-Bot will make learned choices dependent on our value set. Will hunt and form our own personal digital virtual city that meet our social preferences.

https://youtu.be/tdjyoxfuhHs

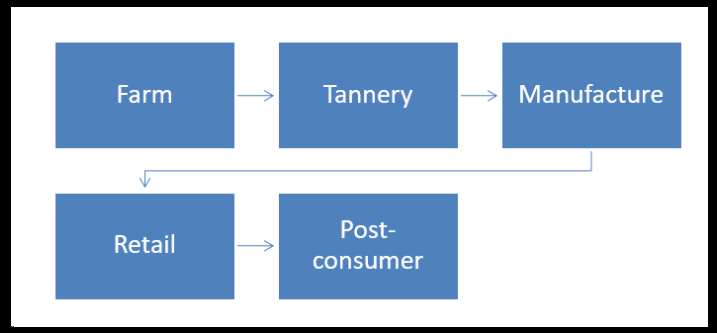
TRANSACT VALUE USING VALUES: NEW PROJECTS



City Coin with impact interventions

NEW: A major 360° city intervention involving financial, social and geospatial interventions with Metropolis initially piloting 5 cities in the world

http://montreal2017.metropolis.org/



Transparency in Supply Chains

NEW: A major 10-man project tracking provenance of leather from cradle to grave for fashion industry

http://ow.ly/sNCM30bOzXu

Life-Long Knowledge Passport

NEW: A UK£40m project targeting a pre-16, Further Education, University and Employer knowledge procurement chain of formal and informal Distributed Learning Ledger

http://ow.ly/JFfM30bl8GL

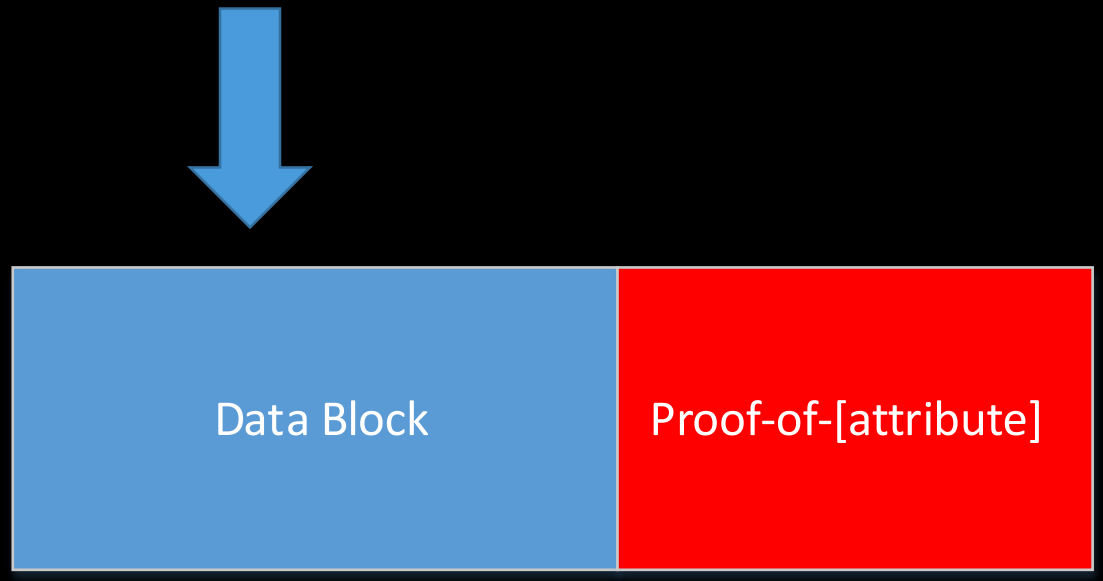
HOW WE INTEGRATE HARD AND SOFT VALUES

- **Regular Blockchain**

Bitcoin, ETH, ETC … any hard-tangible-financial Value Token

- **Proof-of [...]**

Caring-faith-impact-happiness … any soft-intangible-NonFinancial Attribute

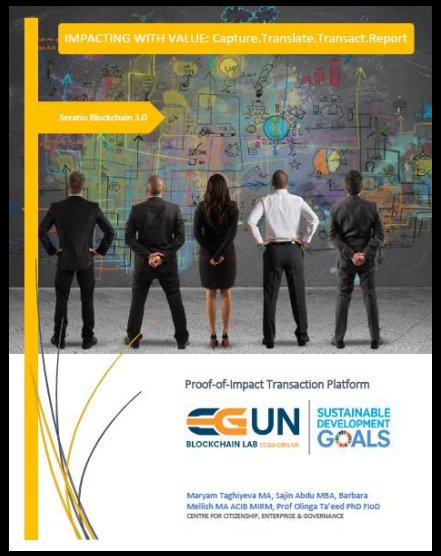


Distributed S/E Translator

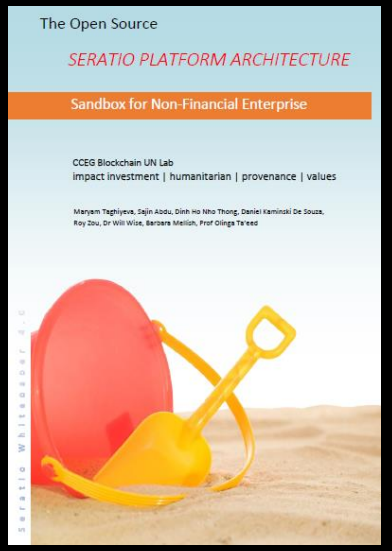
SERATIO WHITEPAPER SERIES

1.0 Currency of Intangible Non-Financial Value

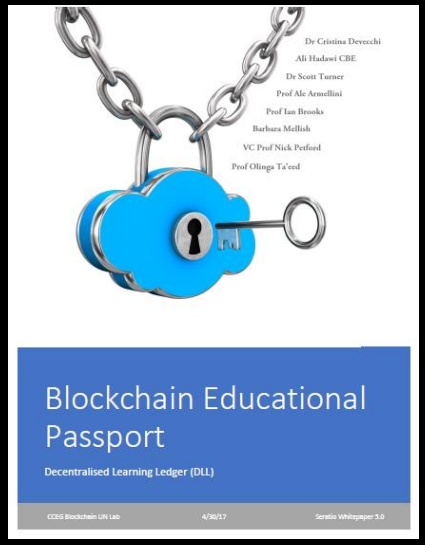
2.0 Values Based Impact Interventions



3.0 Proof-of-Impact Transaction Platform



4.0 Seratio Sandbox Architecture



5.0 Educational Passport: Distributed Learning Ledger

https://github.com/seratio/whitepaper

BLOCKCHAIN PRESENCE

Blockchain Alliance for Good

www.bisgit.org

Free membership organisation

Cambridge

http://ow.ly/wl1i30aFC4V

Washington and Beijing

http://ow.ly/IB5A30aFBFJ

Communications

Latest Newsletter

http://eepurl.com/cCQgJv

http://ow.ly/XLts30bvfEy

Videos

Latest Journal

http://ow.ly/mHTx309odXr

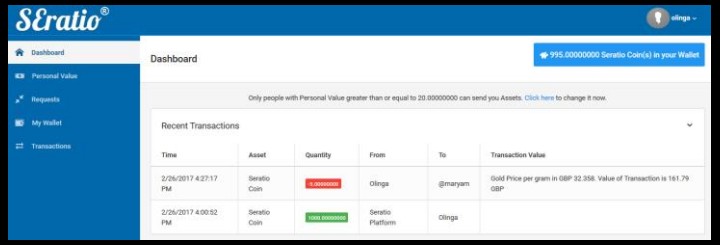
Blogs

https://ethereumclassic.github.io/blog/2017-01-06-sustainable-development-goals/

Proof-of-Concept

Demo

http://blockchain.seratio.com/



Hackathon

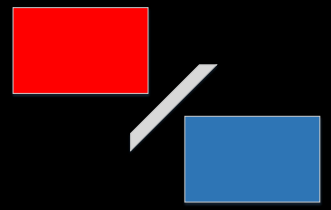
http://ow.ly/zz7n30aFByM

Top 150

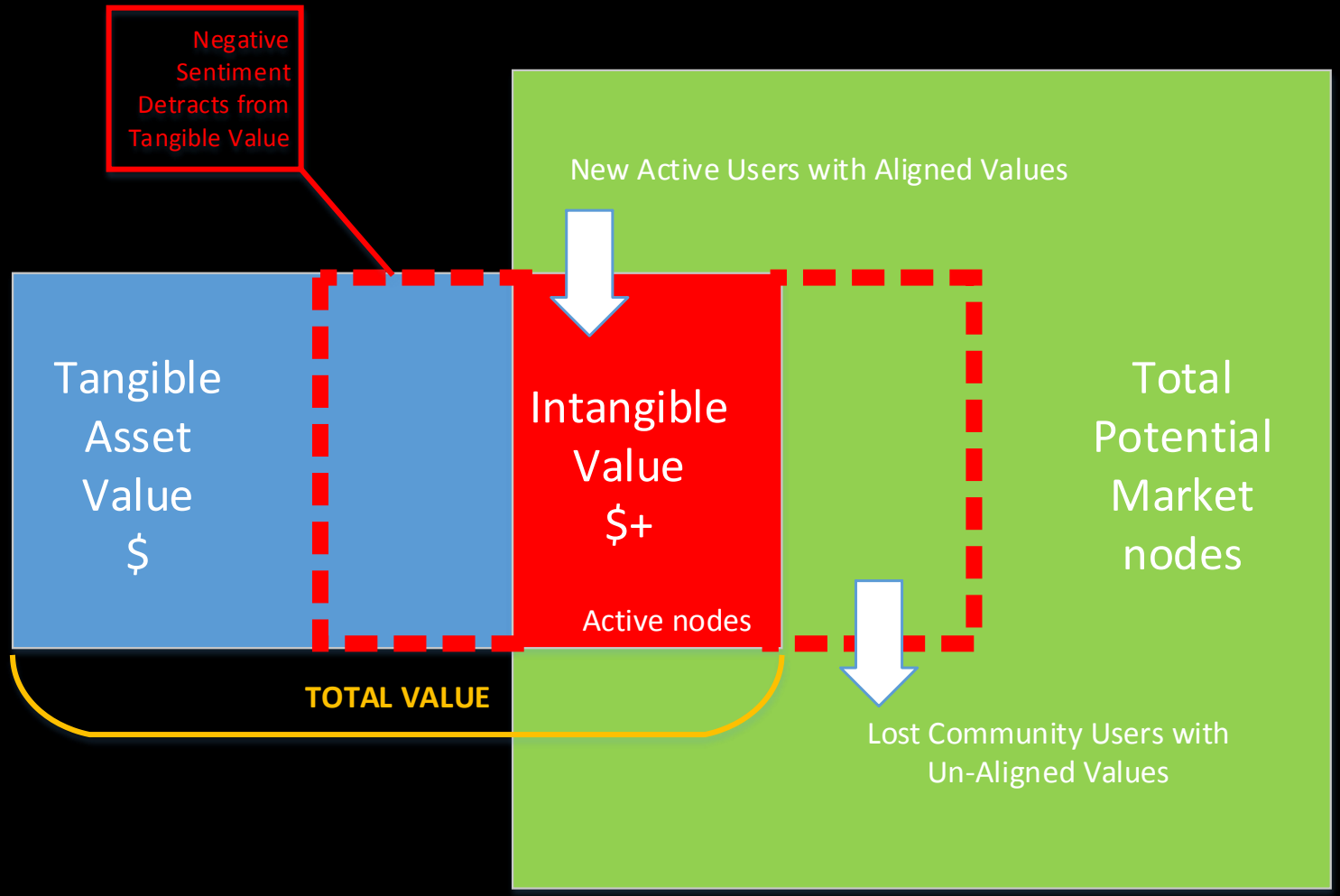
http://www.thedigitalmarketingbureau.com/2017/01/18/blockchain-companies-infographic/

SO HOW DO WE MEASURE THE RED?

The relationship between the red and blue is called the Social Earnings Ratio.

S/E Ratio = 

… and metrics based on S/E have been in development by CCEG since 2011.



Centre for Citizenship Enterprise and Governance

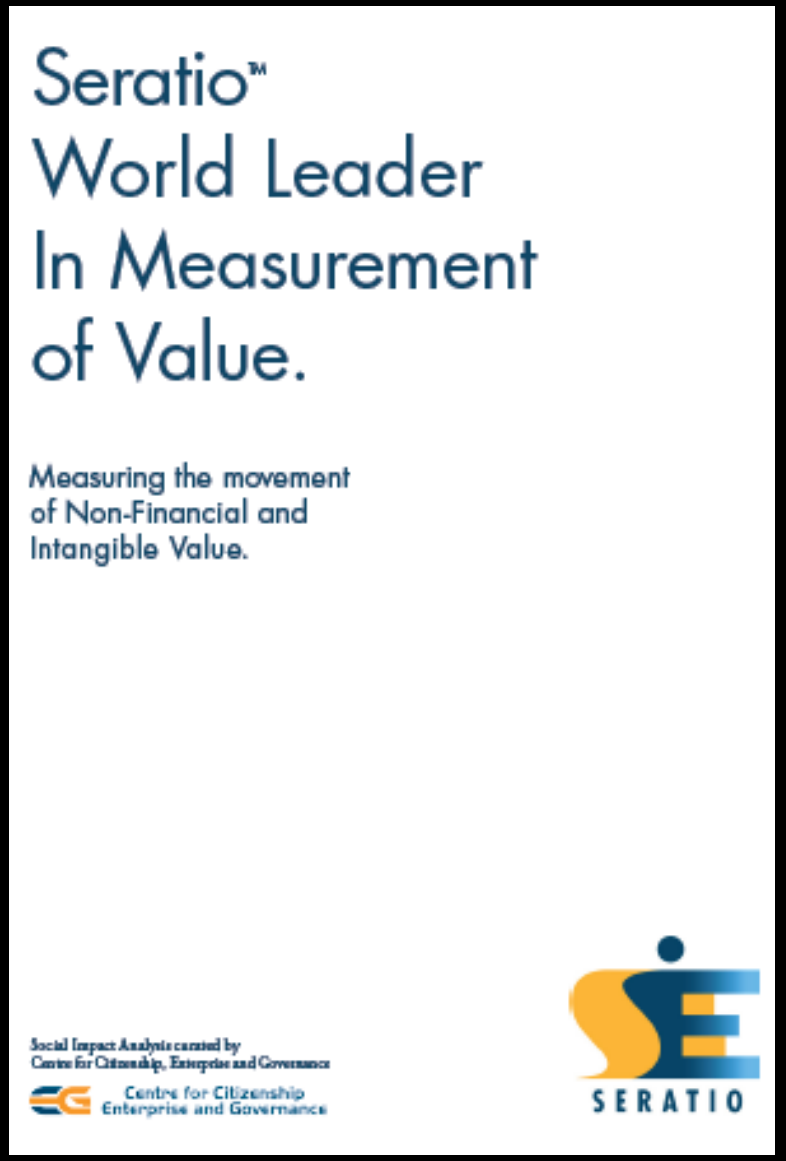
WORLD'S LEADING THINK TANK ON THE MOVEMENT OF VALUE

60,000+ MEMBERS
7000 HEADS OF CSR OF GLOBAL COMPANIES
2000 POLITICIANS
EST. 2011

www.cceg.org.uk

WE ARE AT THE FOREFRONT OF THE MEASUREMENT OF NON-FINANCIAL VALUE

- Digitize All Intangible and Non-Financial Value
- Turn Sentiment into Financial Value
- Use Fast Data – completed in 10-60 seconds
- Measured >UK£ 3 trillion of value http://ow.ly/SYLeS
- … and now we Transact Non-Financial Value using Blockchain



SOCIAL VALUE & INTANGIBLES REVIEW

Journal: https://issuu.com/seratio

COMPLETED 100+ INTERNATIONAL COMMISSIONS

www.socialearningsratio.com

“THE GOD METRIC …THE MOST RAPIDLY ADOPTED SOCIAL IMPACT METRIC IN THE WORLD”

Vatican Press (January 2015) http://ow.ly/GPnAi

World Leaders in the supply of Metrics for things that have traditionally been difficult to measure …

SUPPLY THE METRICS BEHIND LAWS

International http://ow.ly/JNxqv

Social Value Act 2012

www.publicvalue.online

Modern Slavery Act 2015

www.modernslavery.uk

5 x EU Commissions

www.socialvalue.eu

WORLD'S
PREMIUM BRANDS
RELY ON US FOR …

Thought Leadership

… PIPELINE OF COMMISSIONS
FOR OUR BLOCKCHAIN LAB

TWO SPIN OUT ORGS

Jan 2015: Seratio Limited
Operating in Social Innovation
Software-as-a-Service (SaaS)

SERATIO

www.seratio.com

Jan 2017: CCEG Blockchain UN Lab
New vehicle in Blockchain
Platform-as-a-Service (PaaS)

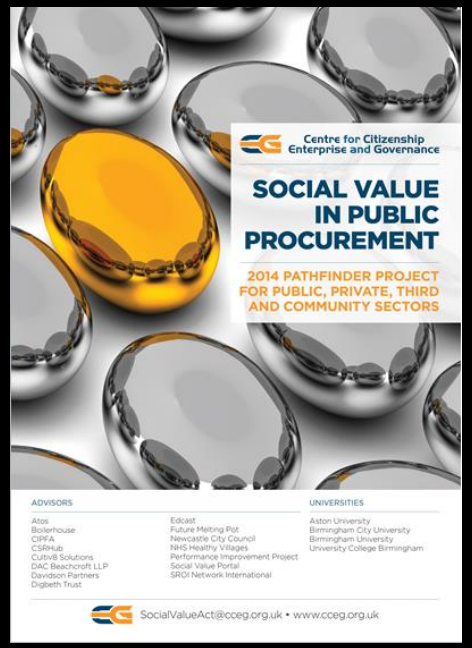
CCEG UN BLOCKCHAIN LAB CCEG.ORG.UK

SUSTAINABLE DEVELOPMENT GOALS

http://mypad.Northampton.ac.uk/cceg

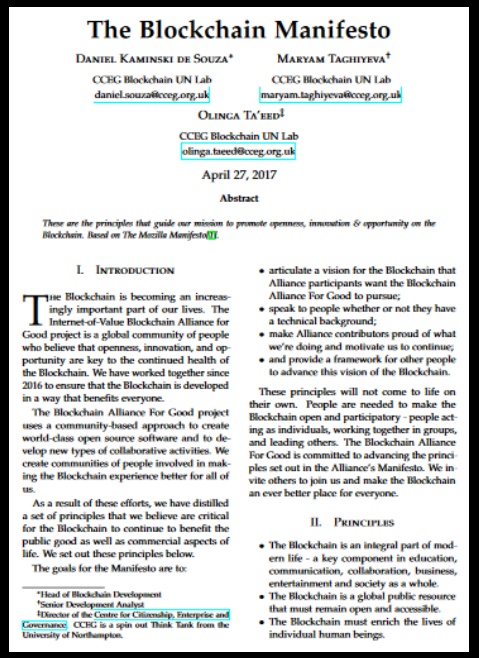
INDUSTRY BIBLES THROUGH CONSENSUS

Social Value in Public Procurement



http://ow.ly/CbFUa

The Blockchain Manifesto



The Blockchain Manifesto

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April 27, 2017

Abstract

These are the principles that guide our mission to promote openness, innovation & opportunity on the Blockchain. Based on The Mozilla Manifesto[1].

I. Introduction

The Blockchain is becoming an increasingly important part of our lives. The Internet-of-Value Blockchain Alliance for Good project is a global community of people who believe that openness, innovation, and opportunity are key to the continued health of the Blockchain. We have worked together since 2016 to ensure that the Blockchain is developed in a way that benefits everyone.

The Blockchain Alliance For Good project uses a community-based approach to create world-class open source software and to develop new types of collaborative activities. We create communities of people involved in making the Blockchain experience better for all of us.

As a result of these efforts, we have distilled a set of principles that we believe are critical for the Blockchain to continue to benefit the public good as well as commercial aspects of life. We set out these principles below.

The goals for the Manifesto are to:

- articulate a vision for the Blockchain that Alliance participants want the Blockchain Alliance For Good to pursue;
- speak to people whether or not they have a technical background;
- make Alliance contributors proud of what we're doing and motivate us to continue;
- and provide a framework for other people to advance this vision of the Blockchain.

These principles will not come to life on their own. People are needed to make the Blockchain open and participatory - people acting as individuals, working together in groups, and leading others. The Blockchain Alliance For Good is committed to advancing the principles set out in the Alliance's Manifesto. We invite others to join us and make the Blockchain an ever better place for everyone.

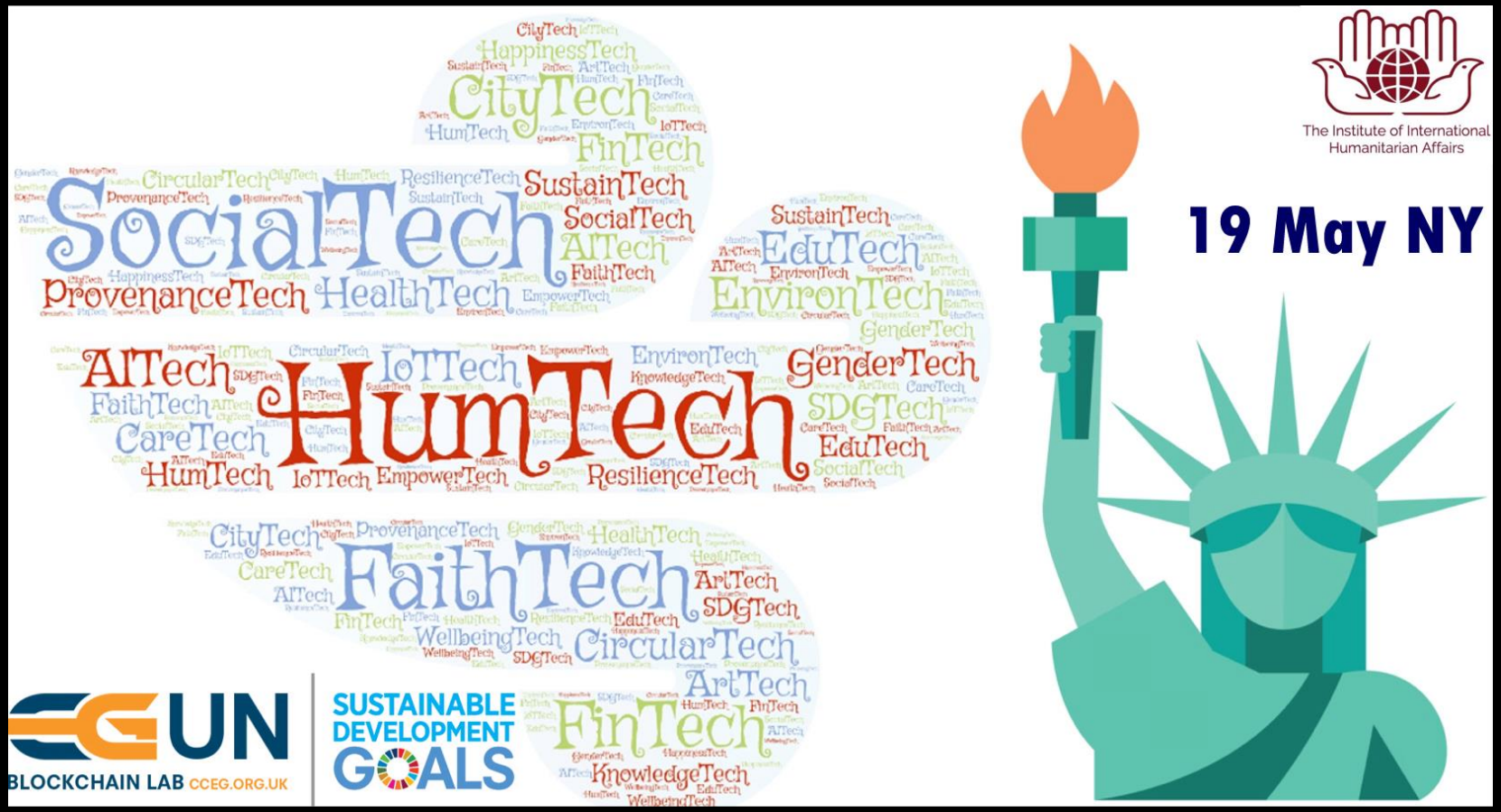
II. Principles

- The Blockchain is an integral part of modern life - a key component in education, communication, collaboration, business, entertainment and society as a whole.
- The Blockchain is a global public resource that must remain open and accessible.
- The Blockchain must enrich the lives of individual human beings.

*Head of Blockchain Development
†Senior Development Analyst
‡Director of the Centre for Citizenship, Enterprise and Governance. CCEG is a spin out Think Tank from the University of Northampton.

http://ow.ly/BKIl30bOD1t

CCEG - FORDHAM UNIVERSITY INTERNATIONAL INSTITUTE OF HUMANITARIAN AFFAIRS



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SUSTAINABLE DEVELOPMENT GOALS

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