WHITE PAPER

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1. Overview

Some of us have experienced how the first- generation Web was like in the 1990s. You could share information online, and other people could visit your website. It was static, simple and there was no interactive user interface. The following generation of the Web, called Web 2.0, was more user-friendly, more interactive with fast loading a-synchronic web elements, and real time information. Tech giants like Google, Facebook and WeChat emerged and thrived in this environment. However, the rapid growth of Web 2.0 has also made its limitations clearly visible. Companies collect personal data en masse and sell this data to other parties for billions of dollars. Such tech giants eventually became so predominant that internet users are increasingly dependent on them for information. This, however, has led to the issue that Google, Facebook and WeChat have tremendous control over the information internet users are shown. The public has become more perceptible for manipulation by this small group of companies.

In 2008, Satoshi Nakamoto published the Bitcoin white paper. Since then, people have learnt about blockchain's capabilities to change the world. Blockchains offer a new and more secure way of data storage, and enhances Web 3.0. It takes away middlemen like Google, Facebook and WeChat, and can make data more honest through transparency, while giving users control over their own data. Web 3.0 represents the people better than the legacy companies can.

Serey, a highly scalable blockchain, is building Web 3.0. It has already introduced several decentralized applications (dApps), such as Serey.io, Serey Wallet, Serey Marketplace, Serey DEX, and so on. Serey does not make empty promises, but delivers valuable products that have the potential to be loved by people all over the world.

2. Big Tech and the Democracy crisis

Western democracies and its electoral systems are in crisis, caused by big tech companies. In the 2016 US elections, the whistleblower Robert Epstein has explained that Google has shifted somewhere between 2.6 and 10.4 million votes to Hillary Clinton without even anyone knowing that this has occurred. This happened through autocomplete suggestions and result rankings in Google search. Now, he has claims that Google has shifted around 78 million votes at the preliminary elections and that congress will not be on time to regulate them before the 2020 presidential elections.

Besides the US, he also claimed that Google is able to determine 25% of the election results in the world. This was possible because many election races were close to each other and with the influence that Google had, it could sufficiently shift the result to a party they favored.

In 2019 another whistleblower, Zachary Vorhies, who worked as a senior developer at Google uploaded 1000 documents from Google to project Veritas and sent it to the Department of Justice in the hope that they would take actions against Google election interference. He provided factual evidence about Google's manipulative information systems and its meddling with elections.

The world is in need for competitive platforms that is unbiased and one that realistically resonates the voices of the people without manipulation or censorship. Serey is built to solve this problem and aims to become a "*frontrunner*" in providing a better alternative to current big tech companies.

3. What is Serey

Serey is a next generation blockchain-based social platform with an ecosystem of frontier Web 3.0 decentralized applications (dApps). Our dApps utilize the Serey blockchain to revolutionize industries and to bring added value to the society and to the people.

Serey aims to decentralize content on the internet by connecting people to the platform and encouraging them to engage in social interactions. We believe that when we allow everyone to post and curate content, while giving them an economic and social incentive to be part of or to have a stake in the platform, information becomes more diverse and of higher quality. Information on Serey is stored on the blockchain and is distributed all over the world making it transparent, secure and immutable.

Each user account on Serey receives an integrated wallet. The platform's native crypto token is Serey (SRY), which can be transferred and is used to curate content. Serey coins can be earned by posting and curating content on the Serey platform or by maintaining the Serey network.

Vision

Serey aims to become a platform that is able to replace the old inefficient and unfair legacy companies like Google, Facebook, WeChat, Twitter, and Reddit.

Values

Serey is neutral and agnostic by providing everyone equal access, no matter what their station of birth, race or economic power is. It is a place where anyone, anywhere may exercise their creativity, no matter how singular, without fear of being coerced into silence or conformity.

What problems do we solve?

1. Online content manipulation: the big tech companies have semi-monopolistic distribution channels of information. They are able to interfere and meddle with elections.
2. Media centralization: Traditional social media platforms are centralized entities that take users' content and sell it to advertisers, while channeling billions of dollars to their shareholders. The users of these platforms, those who are actually building and supporting the platforms, oftentimes don't receive any rewards in return.
3. Censorship: Such platforms have, moreover, censorship controls that can distort the views and opinions of the people while suppressing freedom of expression and people's creativity.
4. Low quality media: The quality of content is often compromised through censorship and not giving economic and social incentives to content-creators.

4. Serey use cases

With the following use-cases, we explain how Serey is truly revolutionary.

Twitter

Twitter is a company that's valued at $33 billion. In 2017, Twitter themselves claimed to have 321 million monthly users on their platform. Twitter, just like Facebook and WeChat, has enormous influence on the content that is delivered to the people. Twitter, however, has certain inefficiencies with

- **Spam accounts**: to sign up on twitter you can either use a phone or an email. It is somewhat difficult to obtain many phone numbers, but incredibly easy to create multiple email addresses. Because of this, people have the ability to create multiple accounts on Twitter. These can then be used as bots, spams or as phishing accounts to undermine the platform.
- **Skewed algorithm**: we believe that a good platform is one that is objective and to a good extent can effectively resonate the true voice of its users. When looking at the comments made on popular posts, we often see that very popular comments are not even on top of the comment sections.
- **Removing legitimate accounts and followers**: recently, a lot of complaints have risen from users about the number of followers that have been removed without prior warnings.

Fake accounts, biased algorithms, and the ability to remove accounts and likes by Twitter as a central entity, can effectively manipulate users' perception on topics. On top of that, the majority of people who visit Facebook or Twitter don't even comment or "like" a post. The ratio of the number of views to the number of comments at Facebook is around 400 to 1. If a user is able to create 20 fake accounts and these fake accounts all comment on a post, these 20 fake accounts can compete unfairly with 8,000 genuine accounts.

Serey solves this problem effectively

Serey solves this issue by using a rigorous KYC system. When people register, they have to fill in some basic information and upload a personal picture plus a picture of their ID-card. We check and approve only the genuine accounts. We therefore effectively eliminate the possibility of fake accounts.

But this doesn't mean that Serey doesn't value privacy. On the contrary, Serey believes that privacy is a natural human right. So, in addition to the KYC system, people can also register anonymously by paying for an account. By doing this, we create economic scarcity. There's an economic cost if you want to participate in a quality and truly democratic content/idea sharing platform.

Google Search & Google News

The term "fake news" has reached the mainstream in the last couple of years. Mainstream media channels call other news channels fake news and vice versa. It is often very difficult for people to distinguish real news from fake news. News articles can contain a diverse spectrum of perspectives. For example, it could contain information about an occurrence where the picture was taken by a passerby, the story told by an authority, analysis done by an expert and the story published by a journalist. 4 parties have been involved and each of them are prone to certain subjectivity and even intention to manipulate information. Because of this, it is incredibly difficult to define the news binarily fake or not fake.

Google has the ability to arbitrarily choose the news (according to their algorithm) that they would like to show the public – controlling the narrative. What if Google's overall system, including its algorithm, is biased as claimed by the whistleblowers Zachary Vorhies, Greg Coppola, Dr. Robert Epstein and Jordan Peterson?

Zachary Vorhies, a whistleblower who worked 8 years as a senior developer for Google, has provided evidence that Google manipulates the public through its content channels by:

1. Removing legitimate Gmail addresses from targeted people by creating spam accounts that resemble a real account (by flipping one letter of the account) and then use these fake accounts

to spam the system. The system recognizes spam and will then remove all accounts resembling this name, including the legitimate account. This is what happened to Jordan Peterson's account.
2. Using blacklists to ban content. Google implements blacklists based on third party partners' recommendations. They then systematically utilize AI to censor large portions of the internet, based on the blacklists. The blacklists that Vorhies has uploaded are evident that Google manipulate mostly the conservative party and to a specific extent the progressive party.
3. Using the insidious autocomplete suggestions to manipulate people's minds. Google claims that the autosuggestions come from the Cloud, but that is not true. Autocomplete hacking can affect independent voters. People have psychological tendencies to follow the consensus, and when they use Google search, autocomplete suggestions can effectively shift the votes of these people to Google's favored party.

Serey solves this problem effectively

1. Serey utilizes a democratic curation system. Every user on the platform has the ability to vote on content. Because a portion of the reward that the post receives is distributed to curators, people have the incentive to scour for good and popular content and vote for it. Even though we believe this is not perfect, it is more effective in reflecting the people's voices.
2. Delegating Serey coins to multiple groups/organizations to curate content based on sound and transparent criteria. They can be people who are recruited by the Serey team, or who volunteer as they want to promote quality news. We set aside a portion of Serey coins and delegate the coins to these groups. We create a guideline with criteria for quality news. The rewards earned with curation can be used to pay for these people.
3. Delegate coins to Serey website owners/communities and use it to curate content according to the value of that community.
4. Using bots that follow different algorithms to find and curate content that meet the criteria for quality news.

5. Value proposition

Serey is a platform that consists of a broad ecosystem of websites and decentralized applications (dApps).

Name	Description	Release date
Serey.io	Content sharing website	Finished
Serey Market Place (web)	Online marketplace	Finished
Serey.io dApp	dApp for iOS and Android	Finished
Serey Wallet Web	Crypto Wallet for web	Finished
Serey Wallet dApp	Crypto Wallet for iOS & Android	Early September, 2020
Serey Suor	Q&A platform	Finished
Serey Lottery	Lottery	Half finished (on hold, low priority)
Serey DEX	Crypto exchange	Finished (need to polish)

Serey Twitter	Twitter	Planned
Advertisement system	Advertisement system	2020-2021
Serey white-label websites	White label websites on top of the Serey blockchain - Serey football - Cambodian expats - Serey Poker - Oxfam (in talk)	Continuous customization for on-demand websites
White label Serey marketplace	White label marketplace with goods listed in other cryptocurrencies	Finished

Decentralized Applications

The Serey blockchain is suitable for social applications, such as Twitter, Reddit, Ebay and Facebook. We are building an ecosystem of dApps to compete with such applications. Several dApps that we have already developed or that are currently under development are:

1. Serey Wallet
2. Serey Market Place
3. Serey Suor
4. Serey Lottery
5. Serey Decentralized Exchange (DEX)

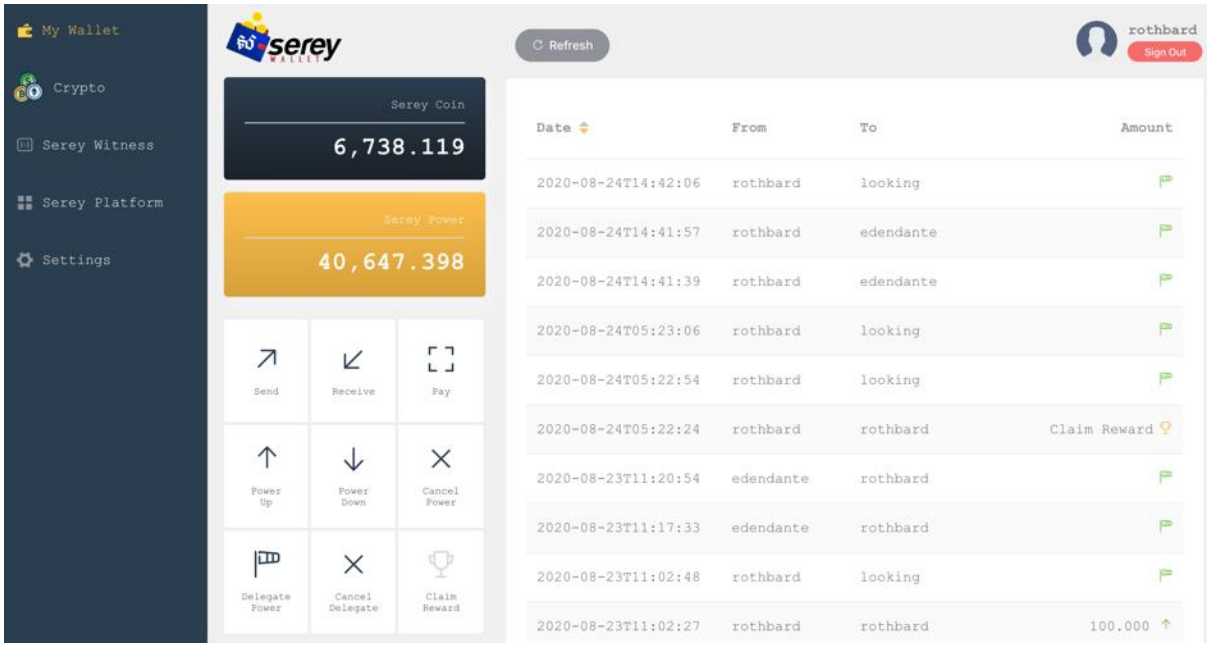
Serey Wallet

The Wallet is pivotal in the Serey dApps ecosystem. In the Serey Wallet, people can:

1. Do payments in multiple cryptocurrencies, vote on witnesses, power up and power down Serey coins, claim rewards for their content, and soon also exchange cryptocurrencies.
2. Visit other Serey dApps by simply clicking on a link provided in the wallet.

The Serey Wallet plays an important role for adoption as people can use it for doing payments and to store their cryptocurrencies. What makes the Serey Wallet special is that it doesn't make use of complicated long wallet addresses, but instead uses Serey username handles. This is much more user-friendly and for mainstream users who are unfamiliar with cryptocurrencies.

Users are also exposed to a vast variety of other dApps. If people want to play games or visit the Serey Marketplace they can go there with a simple click from the Wallet.



By adding other cryptocurrencies in the Serey Wallet, the Wallet sets itself up for wider adoption from other crypto communities. For example, by adding Steem coins on Serey and offering them full control over their coins' functionalities, users from Steemit are attracted to Serey. By doing so, they are automatically registered on the Serey Platform and are hence exposed to other Serey dApps.

Coins that are currently available on the Serey Wallet are Bitcoin, Bitcoin Cash, and Steem. Other coins will be added soon.

Central Bank Digital Currency: Bakong Dollar

The Serey Wallet is also a strategic means to enter the Cambodian FinTech industry. Cambodia's CBDC, Bakong Dollar, is set for release at the end of 2020. Serey developers are already highly proficient in the development of the Bakong Dollar, and can easily integrate the CBDC into the Serey Wallet. This technical know-how is sought after highly. Assuming that the Bakong Dollar will be fully supported by the Cambodian government and Cambodian National Bank, Serey will be able to provide outstanding offers in the FinTech space. One requirement, that the Serey team is exploring, is the obtainment of a banking license through for example banking partnerships.

Serey Marketplace

The Serey Marketplace is a first of a kind marketplace. It is the first decentralized market platform with an integrated blockchain-based voting and rating mechanism. Traditional online marketplaces are inefficient in showcasing ratings and product quality. Reviews are often biased, and ratings can be manipulated to skew people's perception.

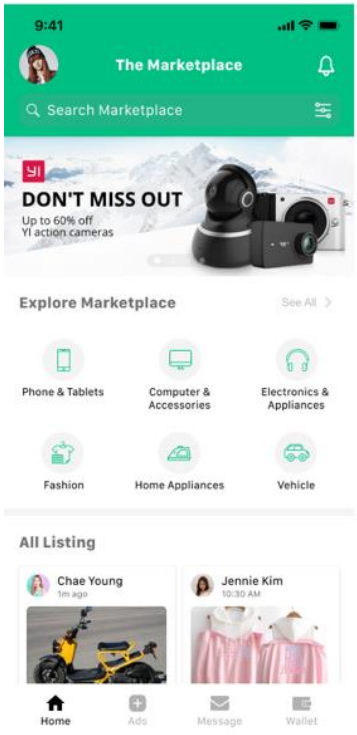
Serey coins are used as a utility token on the Serey Marketplace. The token's purpose is to allow users to vote on product offers, reviews, comments and ratings. Because Serey coins are a scarce good that have market value, there is a cost if someone wants to obtain it for manipulation.

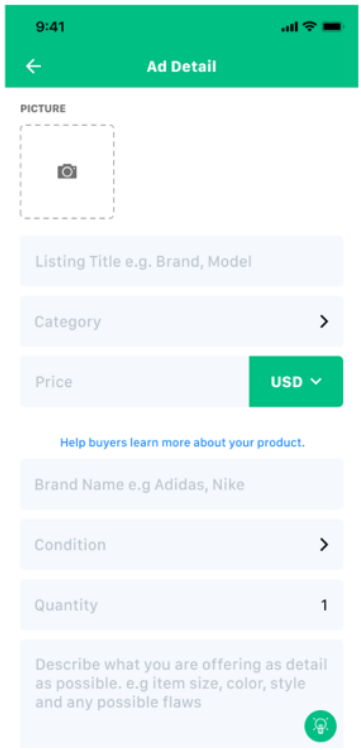
Another attribute of the Serey Marketplace is that data are stored on the blockchain. Posts of goods and services are stored on the blockchain and can be traced back to verify the honesty of sellers. Combined with KYC, sellers are therefore incentivized to provide quality goods and services as they have to consider their reputation.

In short, what makes the Serey Marketpace unique is the combination of the following three attributes:

1. Serey coin as a utility token
2. The product's information is transparently stored on the blockchain
3. KYC-information from sellers

We believe that the Serey Online Marketplace will be the most effective marketplace in the world and has the potential to conquer market share from Ebay, Amazon and Alibaba. The Serey Marketplace mobile app will be released at the end of October, 2020.

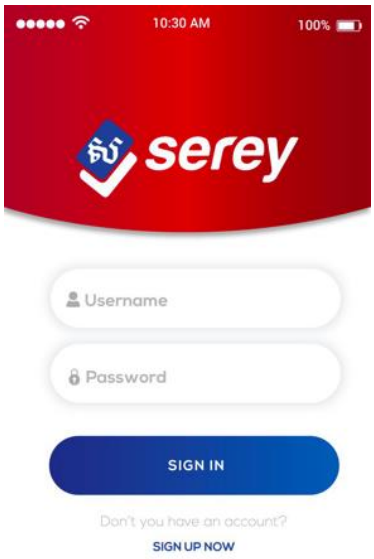


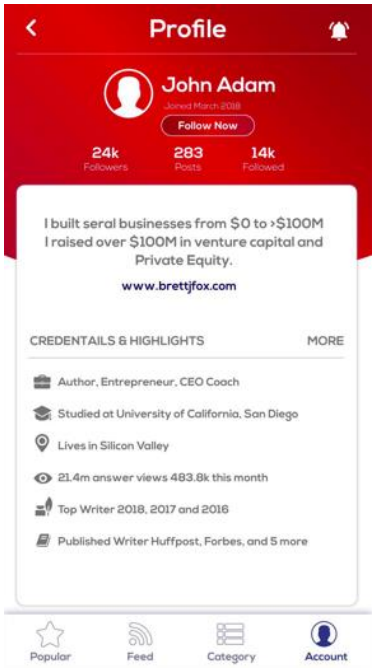


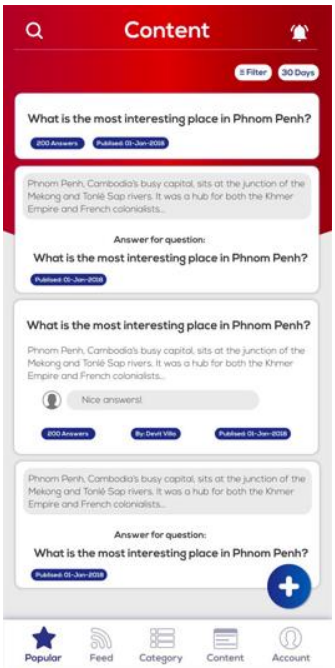
Serey Suor

The Serey Suor app is a Question-and-Answer application and is built around users' interest in knowledge sharing. If you have questions that you would like other people to answer, you can drop these questions to Serey Suor. Users are incentivized to provide answers that are most useful as

such answers are most likely to be upvoted by the community. The more upvotes, the more visible the posts and answers, and therefore the more rewards.

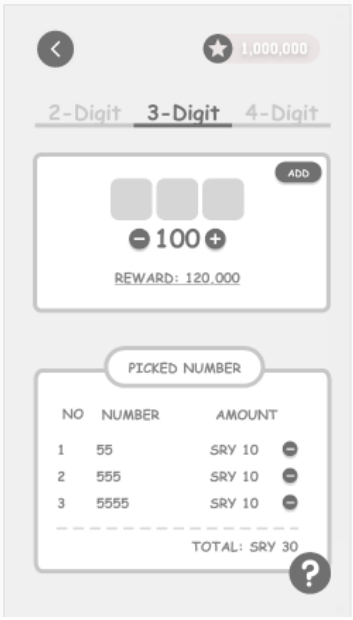






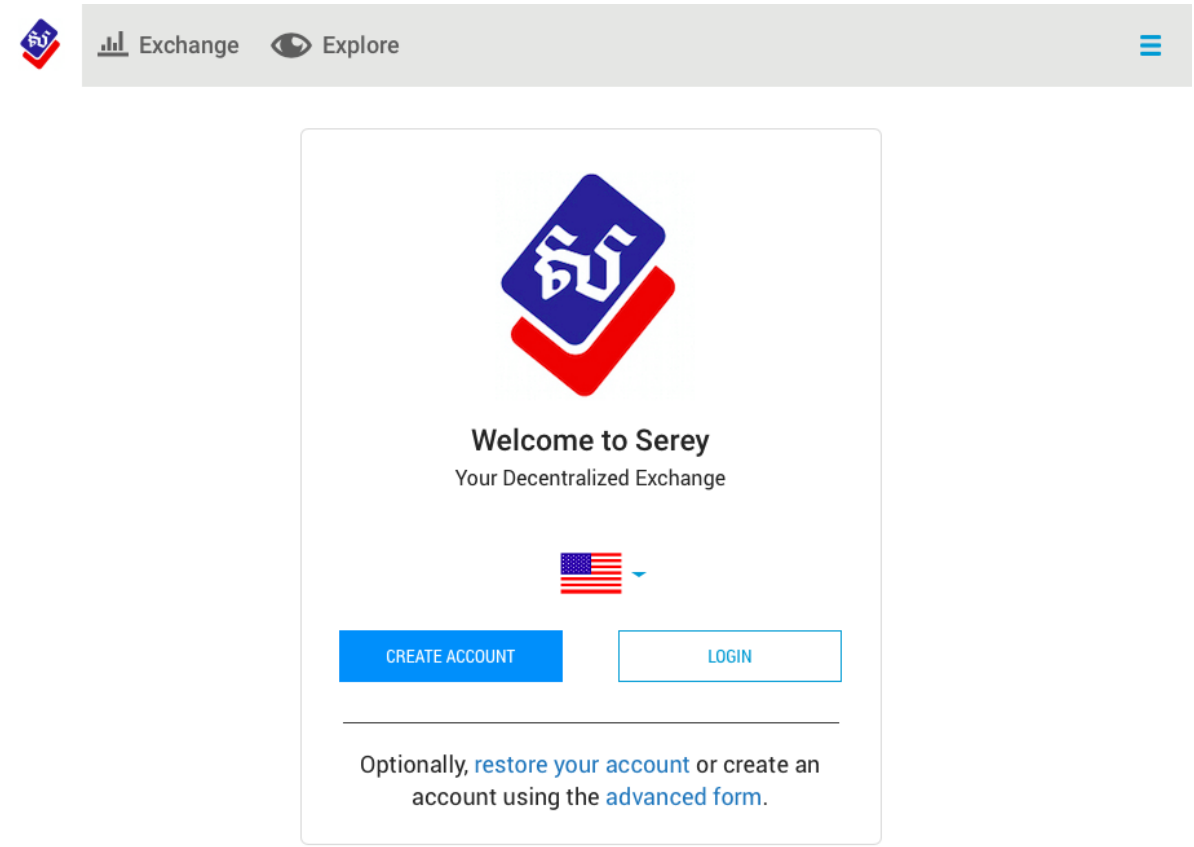
Serey Lottery

The Serey Lottery provides people a chance to taste their luck. It's an easy-to-play gaming application. All bets and outcomes are placed on the blockchain for full transparency. This number lottery game is very popular in Asia.



Serey decentralized exchange (https://x.sereyexchange.io)

On the Serey DEX, you can trade many different cryptocurrencies such as Bitcoin, Ethereum, EOS, and multiple stablecoins such as bit.USD, bit,CNY and bit.EUR. It's been developed with developers from BitShares, and like the Serey platform has a high processing rate of transactions per second. Confirmation times happen in 1.5 seconds on average, and it processes over 3,300 trx/s. This makes Serey DEX one of the fastest blockchain-based exchanges in the world.



The Serey DEX will be integrated into the Serey.io page, and into the Serey Wallet so that people can easily exchange cryptocurrencies for Serey coins. Users will be charged with a small fee for every transaction. These fees are income that can be used to buy-back Serey coins on the open market and return it as interest to users who have powered up their Serey coins. In other words, income from Serey DEX could be used to push up the Serey price. The Serey DEX is still in its early phase and some polishing still needs to be done. Serey DEX will become an integral part of the Serey ecosystem.

DApps planned for the future

- A Twitter resembling dApp and website. Development would take 2 to 3 months.
- Chat functionality: end to end encrypted. Possibly cooperating with other companies and using third party software/code.
- Email (possibly)

Websites

The main website is Serey.io where all content is published. Serey.io functions as the mother website of Serey, with other sub-websites attached to it.

Sub-websites

Sub-websites are connected to Serey.io. Because Serey.io contains all posting categories and has a broad range of topics, there are sub-websites that focus on particular categories and communities. Doing so, we improve user experience, and cater to local demands.

We have already developed or are currently developing the following sub-websites:

1. Football
2. Cryptocurrencies
3. Technology
4. Science
5. Food & Recipes

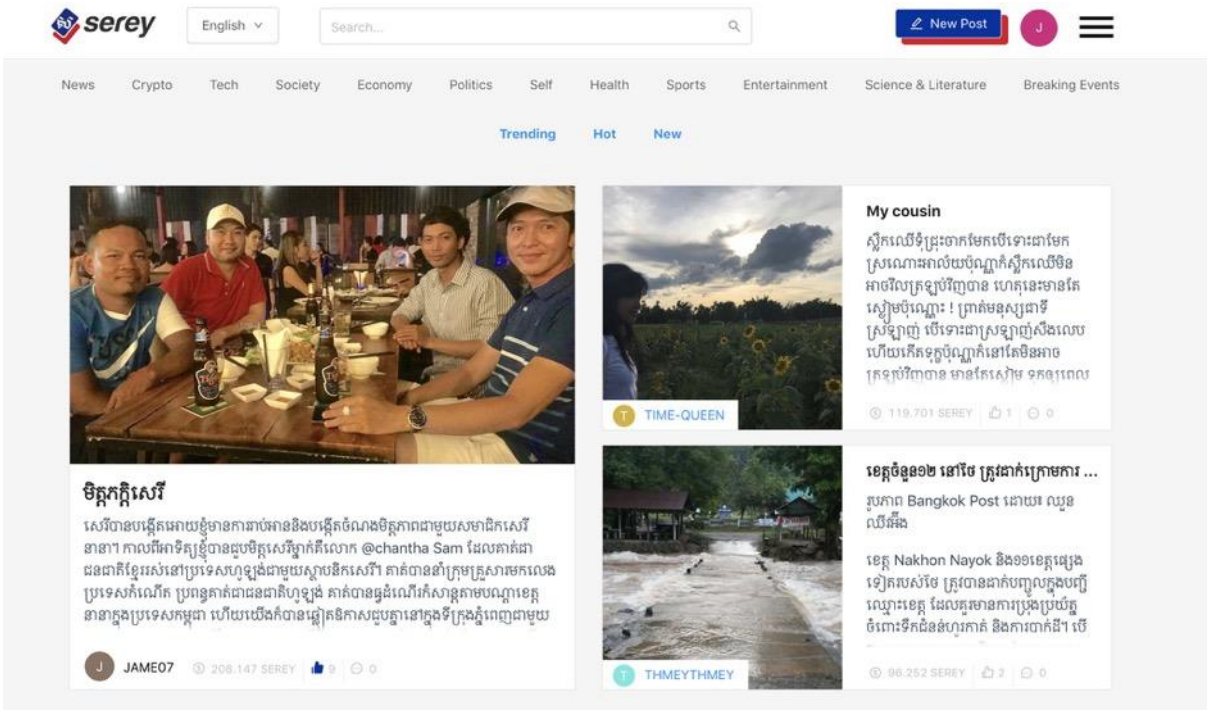
The rationale for sub-websites is twofold:

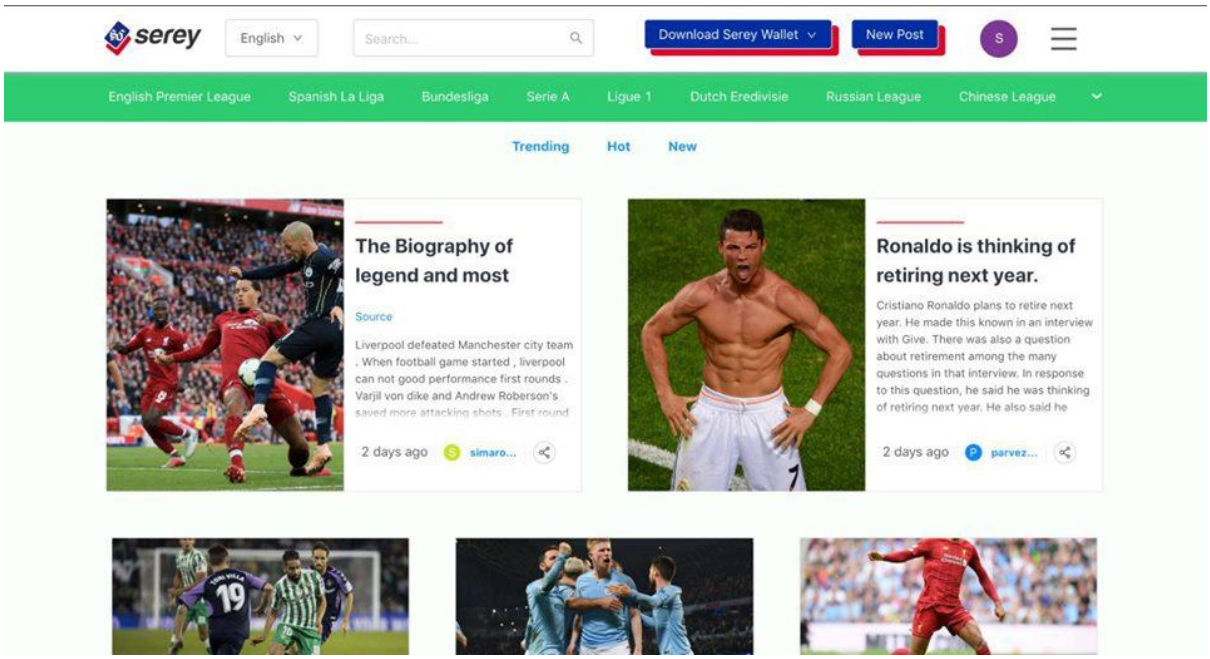
1. By dedicating a website to a certain category, it creates better user-experience as the user is not exposed to a broad range of topics
2. Because Serey is a censorship free platform, some topics might be controversial and therefore less attractive for companies to advertise on. Companies can selectively advertise on the sub-websites that are most related to their targeted user base without having to worry about exposure to controversial topics.

Whitelabel websites

Sub-websites are ideal as whitelabel websites. With minor adjustments, websites can be customized to match third parties' website requirements who are interested in running a content sharing website. We can sell these whitelabel websites or collaborate with governments and companies. This approach will boost Serey's adoption for mainstream usage. We are currently in talks with Oxfam to develop a human rights website that stimulates human rights discussions. We have already developed the following Serey sub-websites:

- Serey Football
- Serey Poker
- Serey for Cambodian expats





6. Adoption Strategy

Offering whitelabel sites cheaply or for free

A huge shift from Web 2.0 to Web 3.0 is coming. The shift happens because people want a fairer return for their work instead of having a third party taking a cut. We build whitelabel websites for third parties for a low price or even cheaply, if they can guarantee us that they can build a community around their sites. Gradually, more and more websites will be connected to the Serey blockchain, further boosting Serey coin's adoption.

Offering online marketplaces cheaply or for free

The Marketplace is one of Serey's jewels. It is one of the most important mediums to push Serey mainstream. At the moment, there are many cryptocurrencies that lack utility for their coins. What we can offer them is the customized version of the Serey Marketlace to fit their needs. Together with a customized Serey Wallet that includes their cryptocurrency, they have a fully functioning marketplace. Serey coins are still used for the ranking of goods and services on the marketplace, while people can buy and sell in another cryptocurrency.

Serey Cambodian expat website

A team of friends will manage a Cambodian expats Serey website. This website is a content sharing platform focusing especially on the expats in Cambodia. People can share about restaurants, travel experiences, hotels, news events, businesses and more. We believe that we will have a very good strategy to attract current writers from other websites to write for us. These writers can get paid in Serey coins, and they will have people buy Serey coins from them with Dollars. People will feel appreciated and rewarded for their efforts as they'll earn money by creating content on Serey. This will attract content creators and help foster user adoption.

Serey Studio:

The Serey Studio will focus on creating YouTube and Facebook content to attract users. The studio will handle many topics. But one of the main topics with its own separate channel will be about Serey and cryptocurrencies. We will focus on providing updates on the developments in the crypto-space and expose the Serey to a wide audience.

7. Serey cryptonomics

Serey coins have 2 functions:

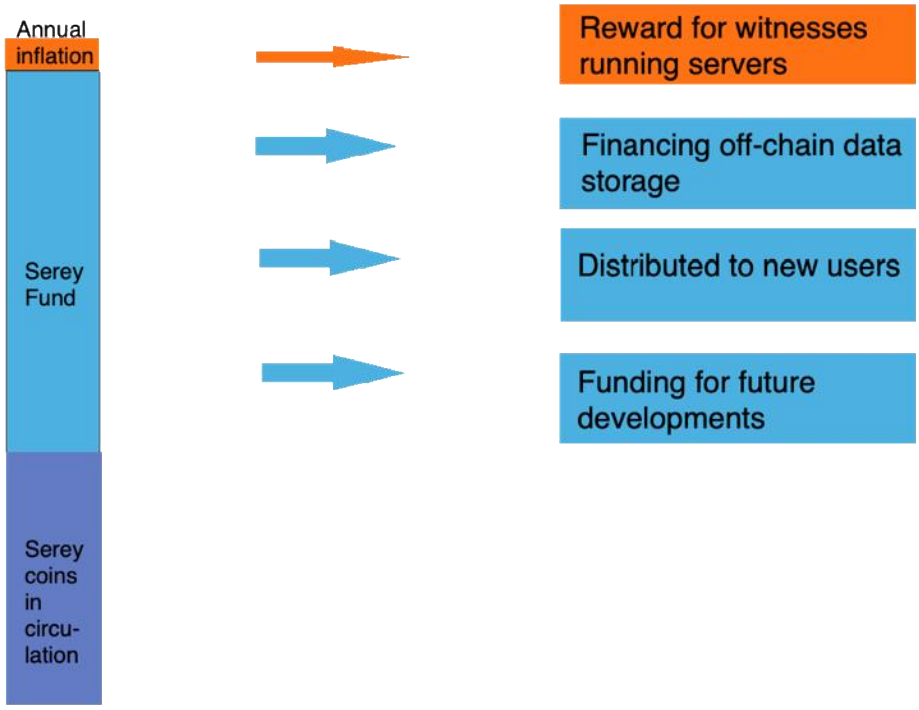
1. **Utility token in the system** to curate and vote for posts on the Serey ecosystem. When having possession of Serey coins, you have influence on the platform.
2. **A value of transfer**: like Bitcoin**,** Serey coin can be used as store of value and transfer of value.

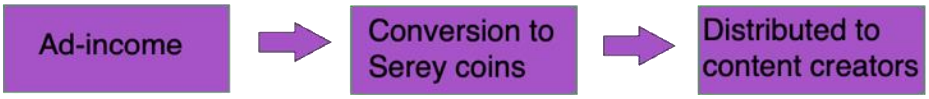
Distribution of Serey coins

1. The servers (witnesses) that run the Serey network are incentivized to maintain the network through Serey rewards. The rewards are paid for by inflation of 1 per cent annually.
2. Initially, users earn Serey coins through inflation. Later on, we shift towards rewarding users from online advertisement income. This income is in US Dollar, but will be converted to Serey coins on exchanges, and distributed to content creators and curators based on the popularity of their post.
3. Each new user is rewarded with a small number of Serey coins from the Serey Fund.

Serey Foundation

1. Owning domain names, trademarks and managing the Serey Fund.
2. Serey Foundation will manage the raised investments and finance the development team.





8. Our partners

Institute of Technology of Cambodia (ITC) - Serey consults ITC on databases, web and app development and blockchain technology - Planning to build knowledge sharing platform & online marketplace for ITC based on Serey blockchain	
Saxion University - Collaboration to have students do research on business concepts for Serey - Have students develop dApps	

Thmeythmey - A leading newspaper company in Cambodia publishing their content on Serey	

9. Serey team

The Founders

Chhay Lin

Chhay Lin is a Blockchain lecturer (expert) at Saxion University in the Netherlands. He has authored the Blockchain Basics Book, which is currently used across more than 8 universities in the Netherlands.

Chhay Lin manages Serey by way of the Netherlands. He believes that Serey stimulates creativity, self-development, and autonomy. Three aspects that are indispensably linked to liberty. Without liberty, it would be impossible to be truly creative and to develop ourselves in meaningful ways. Chhay Lin's goal is to utilize the wonderful blockchain technology - which is essentially a social, political, and economic revolution - for its essential purpose: securing the rights to LIFE, LIBERTY and PROPERTY for all.

Chhay Lem

Chhay Lem is an unorthodox thinker, who values consistency. He believes that a lot of opportunities are hidden in unorthodox thinking, while consistency is important as it's the glue that holds everything together. He is not religious, but believes that the Bible and the teachings of Buddha hold many truths that we can learn from. He is a self-described voluntarist who strictly follows the non-aggression principle.

Founders:	**Chhay Lem** **Chhay Lin**
Core/back-end developers	**Yuth:** API, servers, blockchain **Sokan:** back-end/blockchain construction connecting with the front-end **Fabian**: blockchain developer **Stefan:** blockchain developer
Front-end developers	**Malin**: building and maintaining Serey websites. **Yeatraa**: building and maintaining Serey websites. Also building a database for Serey. **Rithy**: mobile dApp developer for iOS and Android **Panha**: mobile Dapp developer for Android
Website moderator	**Kim**: curating, guiding and engaging with users on Serey
Outsourcing teams	**Camsolutions**: built Serey Suor

10. Contact

Investors who would like to participate in our private sale, please contact us:

Email: Contact@serey.io
Facebook: https://www.facebook.com/Serey.io/
Phone: **+855 (0)87201020**