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Written by Lim Chhay Lem

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Serey - Rebuilding the social media landscape

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Some of us have experienced what 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 asynchronous 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 brought new challenges. Companies collected personal data en masse, sold this data to other parties for billions of dollars. These tech giants eventually became so predominant that they could manipulate information and influence how people think. The dominance of the big tech companies can be seen in their market valuations. The market valuation for Alphabet (formerly Google) is at the time of writing $1.59T, Meta at $785B, Tencent at $430B, and Twitter at $41B. Now Web2 has matured, and its issues have been exposed; the time is ripe to rebuild the social media landscape. We believe that there is a huge opportunity to reap shares of this $2.5T market industry. Serey has identified these issues and has found an effective technological business solution for this.

So, what are the current key problems?

Political friction

Legacy social media has become a battleground for political discourse, leading to heated arguments and online aggression.

Big tech profits

Big tech companies earn billions of Dollars from social media, raising concerns about their power and influence.

Censorship and content manipulation

Social media platforms have been accused of censoring and manipulating content, limiting users' ability to express themselves freely.

Examples of problems caused by centralization

Google Search & Google News

The term "fake news" has gone 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. Four parties have been involved, and each of them is prone to certain subjectivity and even the intention to manipulate information. Because of this, it is incredibly difficult to define the news binarily as fake or not fake.

Google has the ability to arbitrarily choose the news (according to their algorithm) that they would like to show to the public – controlling the narrative. Zachary Vorhies, a whistleblower who worked eight 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 using 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 manipulates mostly the conservative party and to a specific extent the progressive party.
3. Using 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.

Digital sovereign societies

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The goal and vision of Serey are to bring digital sovereignty to the people through rebuilding the social media landscape. To rebuild the social media infrastructure from the ground up correctly, we should understand that the world consists of individuals who each have unique values. Only when we allow these individuals to express their values and thoughts effectively, can we build a social media platform with strong foundations.

The Serey digital society concept is based on two components: Austrian School Economics and the theoretical concept of micro-nations. Austrian Economics is a school of thought that emphasizes the importance of individual actions and free markets in an economy. Micro-nations are small, self-governing communities fostered by the concept of freedom of association. By combining these two concepts digitally, Serey creates a social media platform that is truly open and free, is individual/community-centric, and at the same time meets the Web3 criteria of allocating 100% of the financial profit to the users.

Sovereign Social Media Platforms

Serey empowers users to establish their unique social media platforms, distinct from the one-size-fits-all approach of major corporations. These platforms are governed according to the creators' principles, ensuring that content adheres to clearly defined standards. This autonomy over content management reduces conflicts and cultivates an environment conducive to engaging and respectful interactions.

Public Platforms

Beyond individual platforms, Serey introduces collaborative public spaces, allowing for the sharing of content across the network. Here, creations from various autonomous platforms can be showcased to a wider audience, enriching the ecosystem with a variety of viewpoints and content. Managed by the Serey team yet owned by no single entity, these spaces operate under the originating platform's rules, ensuring content integrity. This model not only broadens content visibility akin to platforms like Twitter but also creates opportunities for creators to earn from their contributions. Within this diverse and interconnected space, users are encouraged to explore and connect with communities that resonate with their interests and values.
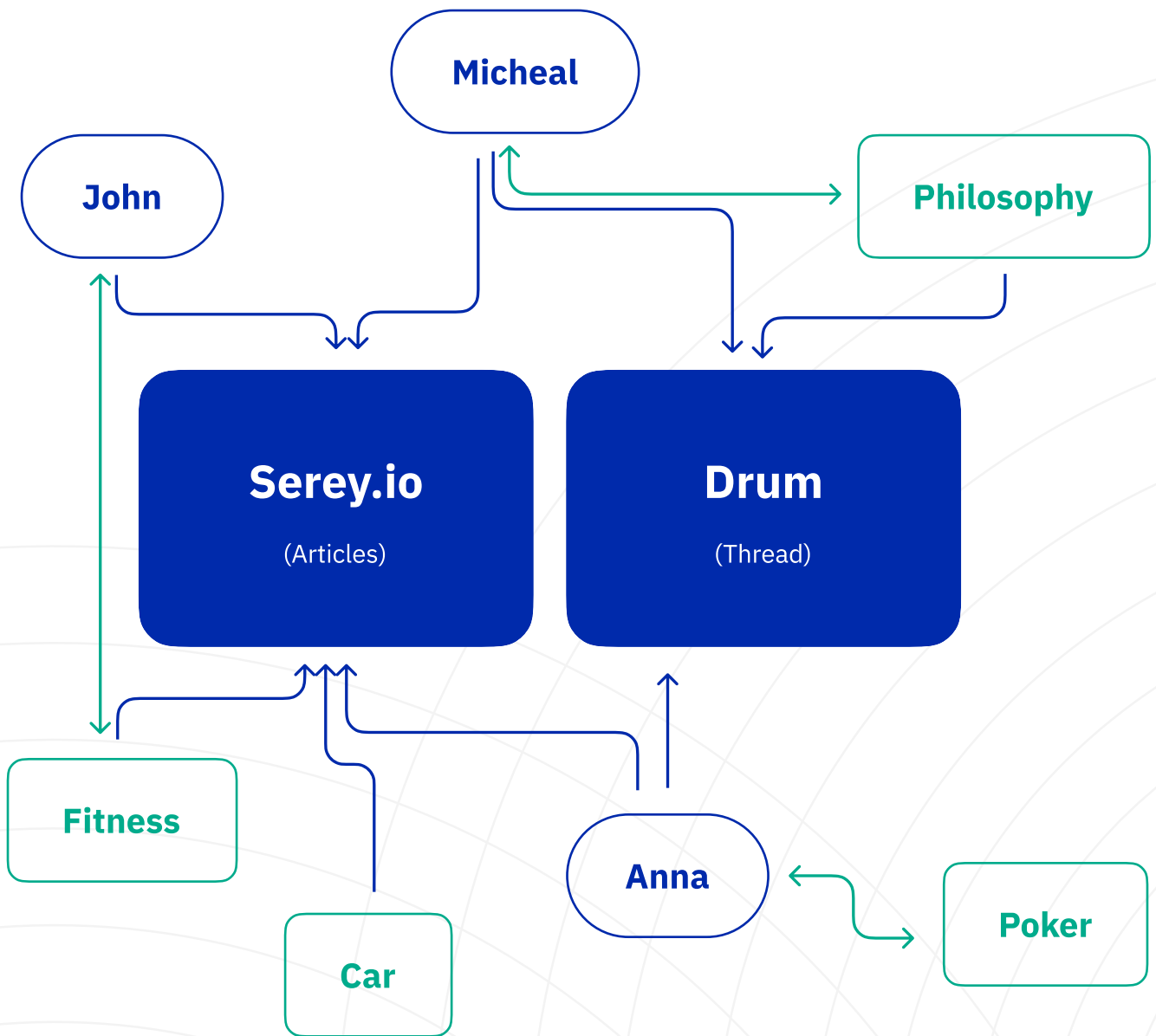
shows the connection between sovereign spaces with public spaces.

shows the movements of individuals moving freely from space to space.

Serey main platforms   Serey community   Serey personal

In the ecosystem of sovereign social media platforms, there's no central entity diverting profits from independent sites; the revenue stays with the site owners. Serey positions itself as a neutral platform, focusing on delivering the essential infrastructure for its users.

How can people profit from Serey?

| **Value** | = | Utility | Believe in SRY as a viable currency. | Number of users |

The concept of value in Serey is based on the idea that the worth of something is largely determined by how much people believe in it. Just like Bitcoin gained its high value from people's trust in it as a better option than traditional money, Serey too has the potential for significant value based on its utility and the collective belief in its ecosystem. For example, Bitcoin's valuation skyrocketed not just because of its functionality but because users saw it as a potential replacement for conventional currencies, attributing an average of $28,000 in value per active user.

Serey differentiates itself by being a neutral platform primarily providing infrastructure, where all generated profits are returned to the community. Holding Serey Coins (SRY) isn't just an investment; it's a belief in the platform's potential to rival traditional currencies and social media models. Beyond just a currency, SRY offers several utilities that drive its demand and value:
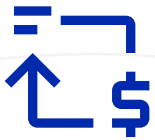
Governance
SRY holders can create and manage their unique social media spaces.

Influence
The more SRY staked, the greater the influence a user has over content rankings.

Unit of payment
SRY is the currency for transactions within the Serey marketplace.

Advertisement income
Profits from ads are converted to SRY and shared with content creators.

Fundraising
Campaigns can be supported with USDT, which is then converted to SRY for distribution.

Serey's Unique Market Position in Web3

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Serey stands at the forefront of the Web3 revolution, a term that encapsulates the shift towards a decentralized internet. With estimates valuing this space from billions to trillions, Web3's backbone is blockchain technology, enabling direct interactions and decentralized apps without the need for central authorities or middlemen. This shift is largely fueled by the process of tokenization, which not only allows for the efficient transfer of value but also embeds utility into digital assets, directly challenging the traditional fiat currency system.

As both a social media network and a cryptocurrency, Serey is uniquely positioned to harness this burgeoning market. The rapid adoption similar to that seen by giants like Facebook and TikTok suggests a vast potential for growth. Leveraging the model established by Bitcoin, which boasts a market cap of $800 billion from just 25 million active users, Serey aims to demonstrate the substantial value each user can bring to its ecosystem.

Should Serey succeed in partnering with influential figures to draw in over a million users, the demand for the SRY coin could see a significant surge, potentially pushing Serey's valuation to $5 billion or more. With the ambition to reach over 100 million users, Serey's market capitalization could soar, potentially to unimaginable new heights. This scenario highlights Serey's unparalleled positioning and its potential to make a profound impact within the Web3 landscape, redefining value creation and distribution in the digital age.

Introducing SRY: A Governance Token for Serey Platforms

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To address the challenge of maintaining integrity and positive engagement within social media platforms, Serey introduces the Serey Coin (SRY) as a governance tool. SRY enables platform owners to curate content effectively, allowing them to endorse quality posts and deter negative or harmful content through upvoting and downvoting mechanisms. This governance model ensures that Serey's social media environments remain welcoming and safe for all users, devoid of misuse or abuse.

Platform owners are encouraged to hold sufficient SRY, empowering them to govern their spaces wisely. The intrinsic value of SRY, established through global exchange rates, acts as a safeguard against detrimental activities. For instance, any malicious attempt to disrupt the platform, such as spamming or attacking, necessitates a significant investment in SRY, thus imposing a financial deterrent against such actions. This governance approach leverages the economic stake in SRY to foster a responsible and community-driven ecosystem.

Serey blockchain
& tokenomics

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Performance and Scalability

The Serey network is built upon Graphene, the same technology that powers BitShares. Graphene has been publicly demonstrated to sustain over 1000 transactions per second on a distributed test network. With targeted enhancements to server capacity and communication protocols, Graphene can easily scale to handle 10,000 or more transactions per second.

Reddit Scale

Serey is engineered to support a larger user base than Reddit. In 2015, Reddit's 8.7 million users generated an average of 23 comments per second, translating to an average of 83 comments per user per year. There were 273 million top-level posts, averaging 2 new posts per second, and around 7 billion upvotes, resulting in an average voting rate of 220 votes per second. Operating Reddit on a blockchain would necessitate an average capacity of 250 transactions per second.

To attain this leading-edge performance, Serey has integrated lessons from the LMAX Exchange, which boasts the capability to process 6 million transactions per second. Key strategies include: 1. Maintain all data in memory. 2. Consolidating core business logic into a single thread. 3. Separating cryptographic operations (hashes and signatures) from the core business logic. 4. Differentiating validation into state-dependent and state-independent checks. 5. Adopting an object-oriented data model. By adhering to these principles, Serey achieves a throughput of 10,000 transactions per second with minimal optimization efforts. The advent of Optane™ technology by Intel makes it increasingly feasible for commodity hardware to manage the platform's entire business logic in one thread, with all posts stored in memory for swift indexing. Even Google maintains its internet index is entirely in RAM. Blockchain technology simplifies the replication of databases across multiple machines to safeguard against data loss. As Optane™ technology progresses, we anticipate RAM to become faster and more persistent. Thus, Serey is poised for future architectural developments, designed from the ground up to scale efficiently.

Choosing to fork Steemit's blockchain

Steemit was one of the first social media blockchains out there that could successfully be used for social media purposes. Because of the high transaction per second output that can reach 10,000 transactions per second, it can process large traffic. The Steemit blockchain has also been open source for quite some years and manages to fix issues, gradually making it a blockchain that has matured to a secure solid blockchain. For this reason, it is for us safe to fork the Steem blockchain as it has managed to mature and weather the storm successfully.

DPOS systems are the perfect alternatives to replace centralized systems

A lot of people in the crypto space have misunderstood the goal of Satoshi Nakamoto using blockchain to create Bitcoin. Many people in the crypto space believe that full decentralization is the goal and that it's a necessary requirement to make a Web3 platform succeed. We believe that this is untrue. We believe that the goal of S. Nakamoto was to provide take away the monopoly power in money creation and offer an alternative to money creation to central banks. He tried to achieve this by creating a fully decentralized, self-sustaining, unstoppable currency. Theirs is another way to achieve this though and that is by allowing the free market of money creation to work. With DPOS chains, people can start their own currency and compete with central banks. One chain might not be fully decentralized and possibly able to enforce its closure, nevertheless, if there are countless of these out there, it becomes impossible to do it. DPOS has therefore great benefit as it has tremendous transactional speed output and because it's quite decentralized (not fully) it's also almost impossible to stop. Imagine having hundreds of DPOS chains out there all trying to compete with centralized systems. It would make the world a much fairer and decentralized place.

Sovereign blockchain for optimal value

Unlike most Web3 projects lately that have chosen to mint their token on another chain, Serey has chosen to have its own blockchain instead of minting a token on a different chain like Ethereum or Avalanche. We think that by having our own blockchain and our own coin, it maximizes the utility of our coin and the subjective value perception of our coin. With utility, we mean that to transact on our platform people are required to acquire Serey Coin and stake it so that they can conduct transactions like voting posts and sending coins. And with subjective value perception is that our coin will be visible to our whole platform instead of sharing a perception portion of other chain coins. The more often the user is exposed to a coin, the higher the subjective value of the coin as long as the coin has a good reputation and good utility. By having our own coin and our own sovereign blockchain, it simplifies the process of users to on how to use our platform as they don't have to acquire two different tokens to use it.

Initial Allocation & Supply

We've updated Serey's tokenomics for great fairness for investors and token holders. In the old tokenomics, the total supply was 1 billion SRY. The total supply will be increased to 5 billion SRY, with 1,5b (30%) earmarked for investors, 19,8% for founders, 5% for sponsors/advisors and 4% set aside for airdrops. The remaining 40,2% will be held under the reserve fund.

Initial Allocation & Supply Graph

40.2% Reserve fund
30% Investors
19.8% Founders
5% Sponsors/Advisors
4% Airdrop
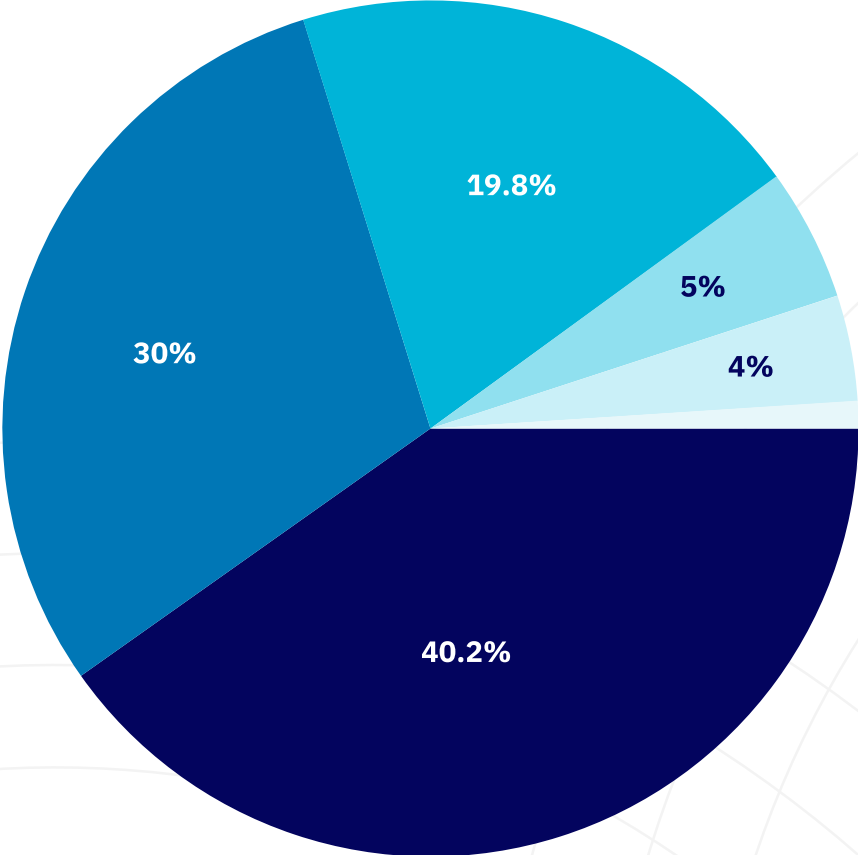
Legend:
- Reserve fund
- Investors
- Founders
- Sponsors/Advisors
- Airdrop
- Early user

Serey Coin & Staking

Serey Coin is the core currency of the Serey blockchain. All use cases within this ecosystem will SRY as a utility coin. As a liquid currency, SRY can be traded on exchanges, and used to make payments to other users, facilitating a vibrant economic environment.

For startups, securing long-term capital is crucial. Investors in these ventures often anticipate holding onto their investments for several years before they can sell and reap the benefits. This long-term investment is essential as it ensures that fresh capital is used to grow the business rather than allowing early investors to exit, which could stifle growth and innovation. Our commitment to long-term investment underscores the value of stability and allows for the planning and execution of long-term growth strategies. It encourages stakeholders to prioritize sustainable development over immediate gains.

In a dynamic landscape of cryptocurrency, where speculation often drives short-term trading, Serey aims to cultivate a community driven by long-term ownership and governance. By locking SRY into a 4-week staking schedule, users demonstrate their commitment to the platform's future, gaining additional privileges and influence within the ecosystem. This staked SRY, known as Serey Power (SP), solidifies the holder's stake in the platform, ensuring their participation is geared towards fostering long-term value.

Staking SRY grants users a proportional say in the distribution of the platform's rewards, amplifying their impact on content curation and community rewards. Thus, SP acts not just as a stake but as an access token, endowing its holders with unique rights and responsibilities within the Serey ecosystem.

Engaging in Serey involves staking to convert SRY to Serey Power, and "powering down" to revert Serey Power back to SRY. Powering down distributes the converted SRY back to the user over 4 weeks in equal installments, beginning a week after initiation, reinforcing the principle of long-term engagement and investment in the Serey ecosystem.

Additionally, individuals who stake their coins receive interest, which is periodically adjusted to reflect the interest rates set by the Federal Reserve, albeit slightly higher. Concurrently, the inflation rate of Serey is maintained below the growth rate of the USD money supply. Through this approach, we aim to demonstrate that Serey Coin, bolstered by its unique tokenomics, offers a more stable economic model than that of the US Dollar.

Content on Serey

Censorship

Serey is a decentralized network powered by witnesses across the globe. Every interaction within the Serey ecosystem is transparently recorded on the blockchain, ensuring that activities are publicly verifiable. This architecture means no single entity has the authority to unilaterally censor content that garners support from Serey holders.

A unique aspect of Serey is that it empowers users who have created their own social media platforms on Serey to dictate content censorship policies. This results in a diverse ecosystem where each social media platform or community is akin to an island, each with its own rules regarding censorship. This diversity ensures that all voices can find a place within the Serey network, fostering a broad spectrum of discourse and allowing every type of person or opinion to be heard.

Freedom of speech stands as the cornerstone of all other freedoms, with any encroachment on this fundamental right jeopardizing the peaceful consensus-building process inherent in open discussions. Without the liberty to engage in unrestricted dialogue, voters cannot make fully informed decisions, and a lack of informed voters poses a greater risk to society than the potential loss of the right to vote itself. Censorship, in essence, amounts to the theft of votes by constraining the scope of public discourse. Serey is dedicated to upholding the principles of free speech and contributing to the development of a free society, where diverse opinions can coexist within a multitude of community-governed platforms.

Solving Organic Discovery via Search Engine Optimization

Most cryptocurrencies offer limited value to individuals not actively engaging with the network. In contrast, Serey fosters content creation and sharing among its users. This content is indexed by search engines, extending value to a broad spectrum of passive users. Such search traffic acts as organic advertising for the Serey network, enhancing its network effect and attracting more users.

Shifting Towards Blockchain-based Attribution

The internet is the most accessible channel for disseminating information globally. However, for content creators desiring ownership and proper attribution of their work, the digital landscape can present challenges. On existing social media platforms, attribution can easily be lost; videos or images posted can be copied and redistributed without the creator's consent, diluting the original author's rights. Blockchain-based social media changes this dynamic, enabling creators to reference a public ledger and timestamp as undeniable evidence of content origination. This blockchain record serves as irrefutable proof of when and by whom the content was first published, offering creators a tool to confront unauthorized sharing.

Looking ahead, blockchain-based attribution could gain legal recognition, potentially carrying significant weight in legal disputes and offering content creators enhanced control over their work. While timestamp services can technically be implemented on any blockchain, with various initiatives underway on networks like Bitcoin, Serey offers a distinct advantage for content attribution. As a platform inherently designed to prioritize content publication, Serey allows creators to authenticate their work at specific moments using the platform's publishing tools, establishing Serey users as "first-class citizens" within its ecosystem. This foundational focus on content creation ensures that authors can seamlessly secure their work on the blockchain, reinforcing their ownership and control.

Advertisement

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Optimizing User Rewards Through Strategic Advertisement Use

In the evolving landscape of content creation, the necessity of advertisements is redefined not merely as a monetization tool but as a strategic asset to enhance the rewards for user creativity. Recognizing the integral role of advertising in sustaining platform operations, we are committed to leveraging advertising income with a dual focus: prioritizing the funding of our operations and utilizing the surplus to provide additional rewards to our content creators.

This approach acknowledges the importance of advertisements in ensuring the platform's stability and continuous improvement. It also aligns with our goal to foster a creative ecosystem where content creators are incentivized beyond conventional models. By allocating advertising revenue in this manner, we aim to create a balanced environment where operational needs are met without compromising the potential for content creators to be rewarded for their contributions.

The surplus generated from advertisements, after operational costs are covered, is directly channeled into enhancing the rewards for our community of creators, thereby enriching the overall content quality and user experience.

SEREY (phase 1):
A Comprehensive
Ecosystem for
Web3 Solutions

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Serey stands as an expansive ecosystem encompassing a wide array of websites and decentralized applications (dApps), each tailored to enhance the user experience within the blockchain domain. Here's an overview of our product suite:

- Serey.io: A public platform for content sharing, accessible to all users.
- Serey.io dApp: A dedicated application for iOS and Android users.
- Serey Wallet: A versatile crypto wallet available for desktop users.
- Serey Wallet dApp: A mobile crypto wallet for both iOS and Android devices.
- Serey Marketplace (web): An online marketplace integrating blockchain technology.
- Serey Drums: A microblogging platform akin to Twitter.
- Serey White-label Websites: Customizable websites built on the Serey blockchain, catering to various niches like sports, expat communities, and poker.
- Serey Fundraising: A platform enabling fundraising activities utilizing USDT.
- Encrypted Messaging/Email: A secure messaging service leveraging blockchain for provable encryption, currently 80% complete with a focus on the upcoming Serey V2.0.

Decentralized Applications (dApps)

The Serey blockchain is engineered to support a myriad of social applications, positioning itself as a formidable competitor to mainstream platforms like Twitter, Reddit, and Facebook. Our ecosystem includes developed and in-development dApps such as Serey Wallet, Serey Marketplace, Serey Lottery, Serey Drums, Fundraising, and Encrypted Messaging.

Serey Wallet

Central to the Serey ecosystem, the Serey Wallet facilitates multiple cryptocurrency transactions, witness voting, and seamless access to other Serey dApps. Distinguished by its user-friendly Serey username handles, the Wallet enhances the accessibility and convenience of managing digital assets. Moreover, it serves as a gateway to the broader Serey ecosystem, allowing users to explore games, marketplaces, and more with just a click.

Serey Marketplace

Serey Marketplace revolutionizes online commerce by incorporating a blockchain-based voting and rating system, ensuring transparency and integrity in product quality and seller reputation. Utilizing Serey coins as a utility token, users can vote on products, reviews, and ratings, with all data securely stored on the blockchain. This, combined with KYC for sellers, fosters a trusted environment for quality goods and services.

Serey Lottery

Offering users a chance to win big, the Serey Lottery is a transparent, blockchain-based gaming application popular across Asia, with every bet and outcome recorded for full transparency.

Drum

Drums serves as Serey's microblogging platform, enabling users to share quick updates, photos, and links, enriching the social media landscape within the Serey ecosystem.

Future Developments

Looking ahead, Serey plans to introduce chat functionality with end-to-end encryption, potentially collaborating with other companies and integrating third-party solutions to further expand its dApp offerings.

[current]

SEREY (phase 2): Operation SUPERNOVA

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Serey is moving forward into an exhilarating phase of development. After introspection and valuable lessons drawn from our formative years, we're evolving our strategy with the ambition to establish ourselves as the leading Web3 publishing platform with widespread appeal. We envision a digital environment characterized by:

Freedom and Fairness

An online space liberated from censorship, flourishing on the pillars of communal ethics.

Direct Ownership

Where platforms and content are directly managed by users, not dictated by corporate agendas.

Diversity and Inclusion

A welcoming platform where diverse viewpoints find expression, accommodating every identity across the spectrum of political and cultural backgrounds.

Serey is turning this vision into a tangible reality, positioning itself as the Web3 counterpart to WordPress. This allows anyone to create and customize their own social media platform, asserting full ownership. The Serey blockchain serves as the core infrastructure, enabling the emergence of various social platforms.

In reassessing our original model, which was akin to the post-and-earn schemes of sites like Medium.com and Steemit, we acknowledged its flaws—primarily, the issues arising from centralized oversight, which often led to user discontent similar to that experienced by larger social media entities. In response, we're crafting a Content Management System (CMS) designed to empower individuals to seamlessly establish and customize their online presence, with no need for specialized technical knowledge. Users have the liberty to select the social media features that best suit their interests, including options like *blogging, drums, marketplace, fundraising, library, and forum*.

Implementing this vision necessitates acquiring and staking Serey Coins (SRY). By committing 1 million SRY to their platform, creators are intrinsically driven to ensure its prosperity, furthering Serey's widespread recognition and adoption.
Our team is already in the design phase, with development slated to commence shortly, marking a significant step towards realizing this ambitious project.

Conclusion

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As Serey ventures into the next phase of development, it stands on the brink of revolutionizing the social media landscape through its Web3 framework, emphasizing user empowerment, diversity, and freedom of speech. By integrating blockchain technology to ensure content ownership, enabling decentralized governance, and fostering an environment where every voice has a place, Serey is redefining the digital realm. The Serey ambitious project, combining the utility of Serey Coin with a user-centric platform, is poised to capture the essence of digital sovereignty and community-driven innovation, marking a significant stride towards a decentralized, inclusive future.

Thanks for reading