



Onboarding millions to web3 social media

Leveraging Serey and TON technology

18-05-2024



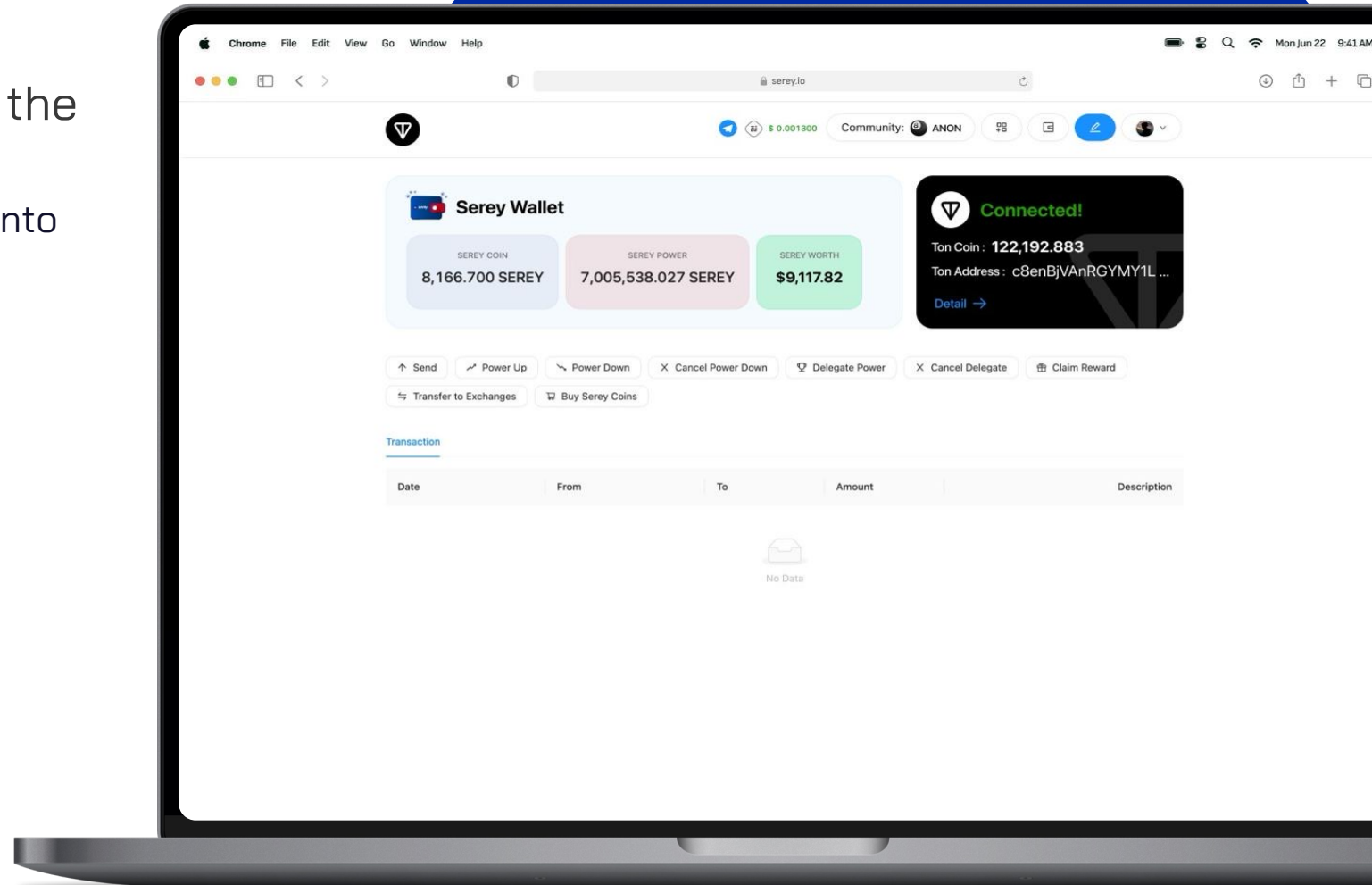
**Today, billions of people
are manipulated and
exploited by centralized
social media platforms**

**Our mission is to rebuild
social media to promote
free speech and bring
decentralized money to
the people**

Proposal

Develop a social media platform on the TON blockchain, consisting of

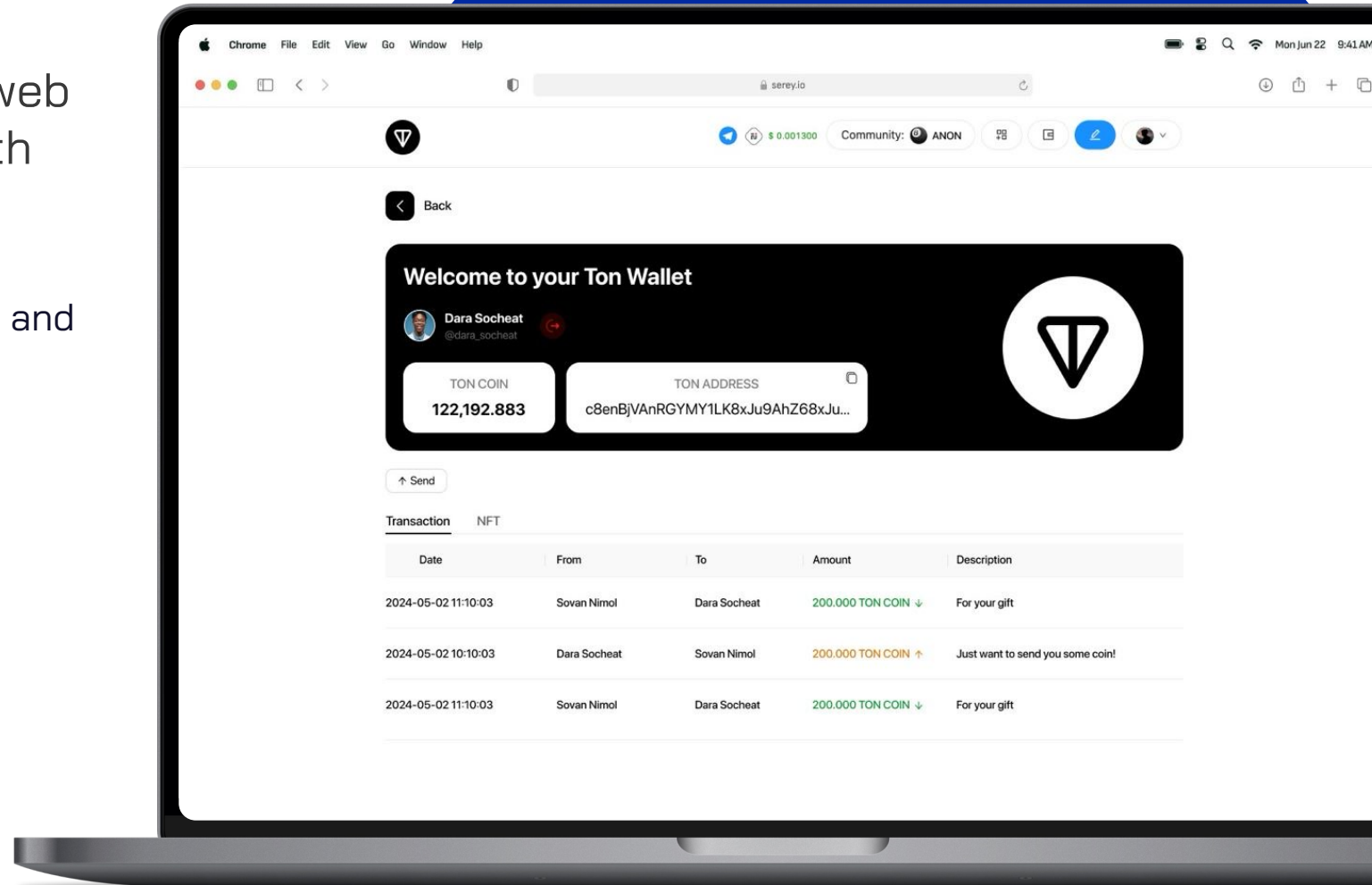
- Integrated TON wallet addresses into the Serey platform
- Social blogging
- Microblogging
- Fundraising
- Marketplace



Milestone 1

Objective: develop a user-friendly web wallet by integrating TON wallet with Serey

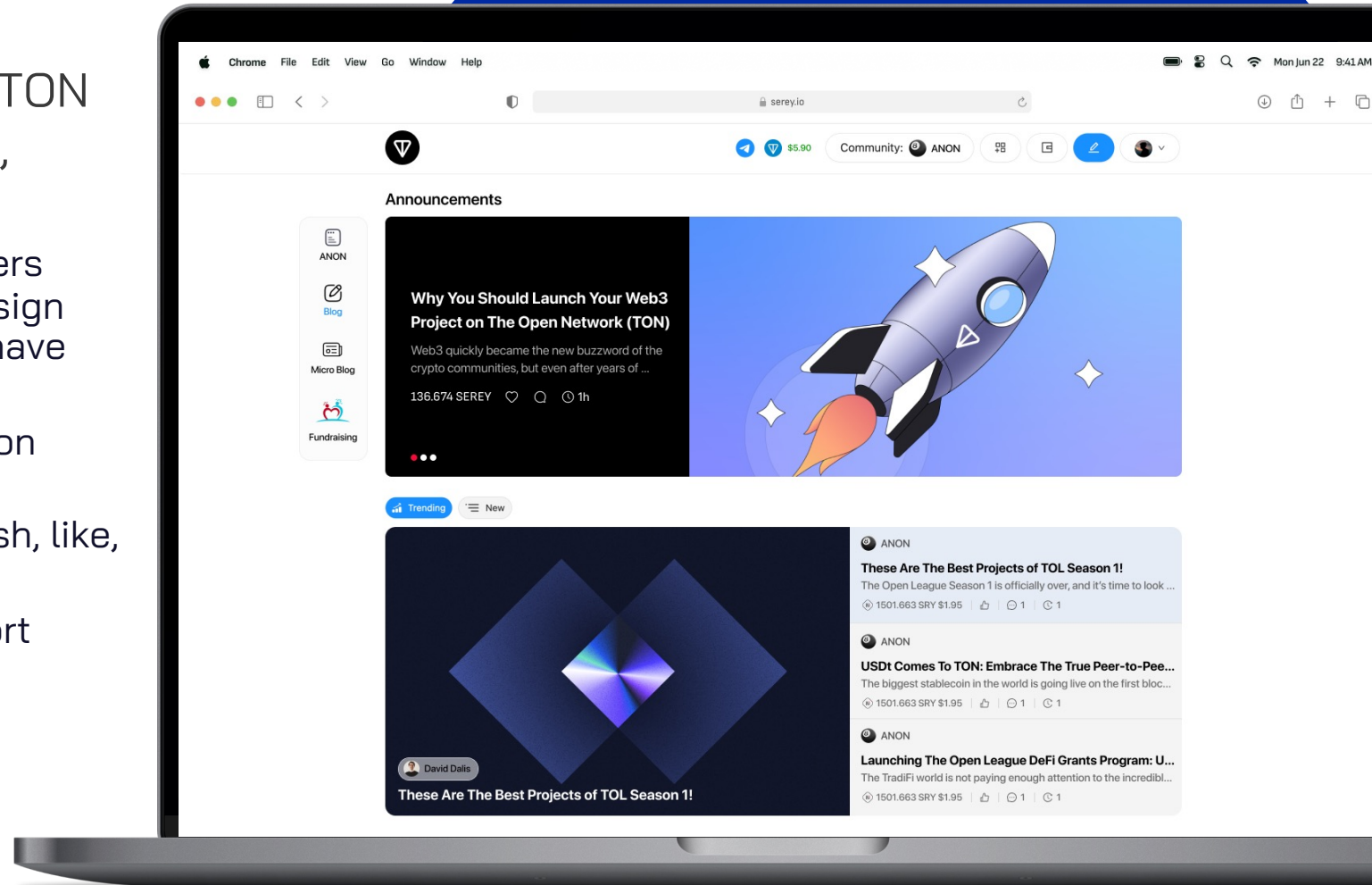
- Users can view balances
- Users can manage a list of tokens and NFTs
- Users can send and receive funds



Milestone 2

Objective: build a sign-up page for TON and Telegram users, a landing page, social blogging, and microblogging

- **Registration system:** enables users from TON and Telegram to easily sign up, receive a Serey account, and have access to their TON wallet
- **Landing page:** provides information about the platform
- **Social blog:** allows users to publish, like, comment and share content
- **Microblog:** enables sharing of short content



Milestone 3

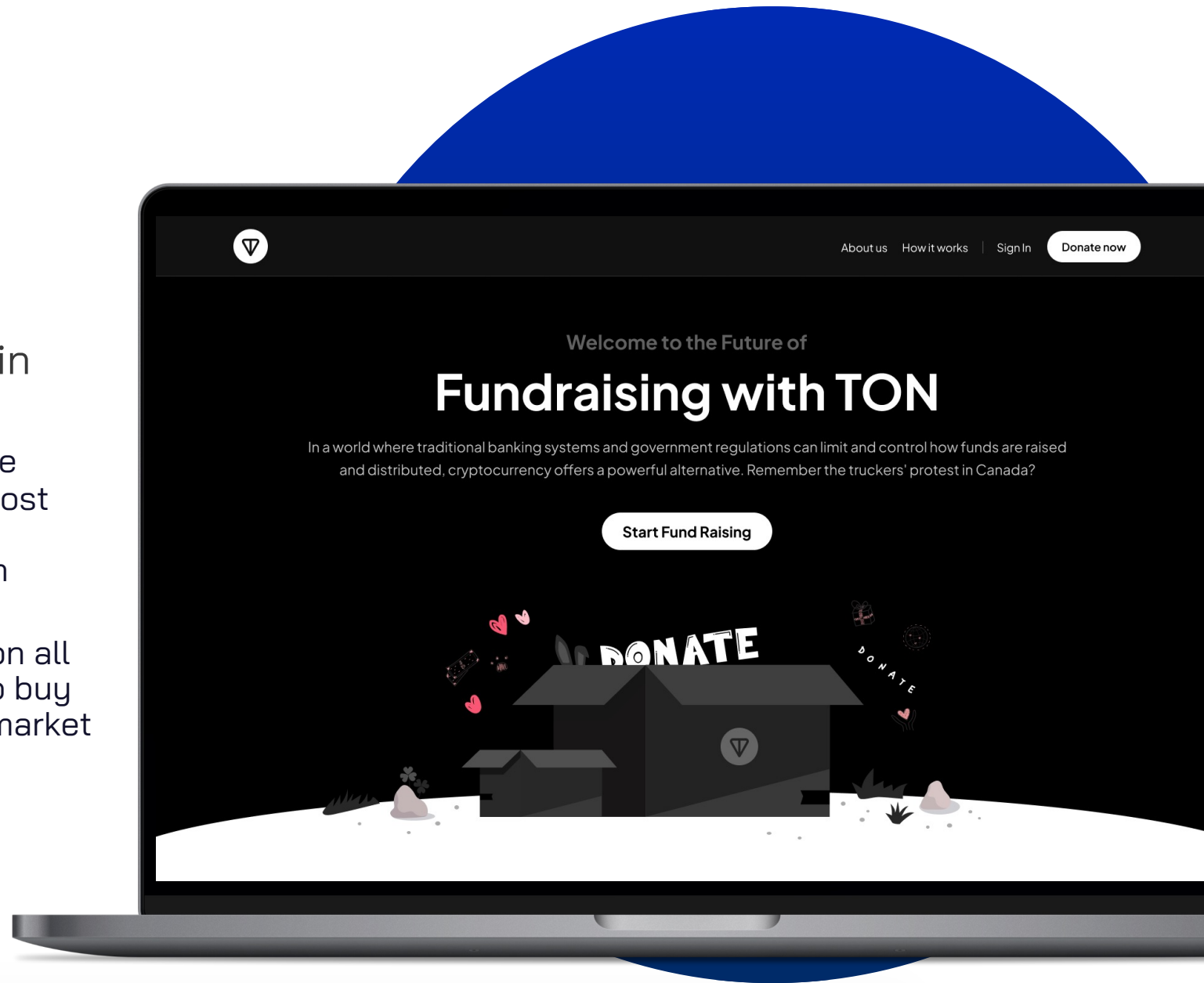
Objective: issue Serey token on TON. Build page to airdrop to TON/Telegram users and build a conversion system of Serey token on TON (SRYt) with native Serey token (SRY)



Milestone 4

Objective: build a fundraising component where people can start fundraising campaigns and donate in USDT, TON, and SRYt

- Users have the flexibility to donate using TON, USDT, and SRYt. To boost the value of SRY, we design this platform to enable users to launch campaigns for raising funds
- We implement a 5% commission on all funds raised, which will be used to buy back SRY, thereby enhancing its market value



TECHNOLOGY STACK

Our technology is as follows:

- > We integrate the TON blockchain to Serey for accounts, payments, and NFT capabilities. This can be done by:
 - > Connecting the Serey accounts with TON addresses using TON connect
 - > Allowing users to create their own TON space on Serey, and private keys/pass phrases stored on the users' devices, connected to their Serey account
- > Nuxt.js for front-end to build landing pages, blogging, microblogging, and fundraising
- > PostgreSQL for database to collect and pass information from our blockchain to the front-end
- > Serey blockchain
- > Native languages for mobile apps

Core team



Chhay Lem Lim

Co-founder

Has the ambition to bring digital sovereignty to the people. Firmly believes that digital sovereignty is necessary if humanity wants to flourish.



Chhay Lin Lim

Co-founder

Was a Blockchain and Financial Technology lecturer at Saxion University. Aims to use blockchain technology to secure the rights to life, liberty, and property, with a focus on financial inclusion for the unbanked.



Eryk Ceglinski

Co-founder

Eryk excels in crypto, specializing in the tokenization of investment tools on Polygon, and was instrumental in evolving Serey's business concept into the WordPress for Web3.



Tea Sokhomoliyuth

CTO


Tech lead and full-stack developer. Also works as CTO at the National Bank of Cambodia, leading the Bakong project - a blockchain based interbank settlement system with over 8 million users in the country.



THANK YOU

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