

# SEREY – A next generation blockchain-based media platform



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## Overview

We are at the start of a next revolution: the decentralized revolution driven by blockchain technology which will make Web 3.0 possible. Blockchain will profoundly reshape industries and economies and make the world more transparent, more honest, smarter, and wealthier.

Serey is utilizing Blockchain technology in building better ways of online social interactions and being at the frontier of Web 3.0 developments. Serey's goal is to apply its Serey blockchain for mainstream use-cases and to contribute in making the world more efficient, transparent and honest.

## What is Serey

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

With Serey we are aiming 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 cryptocurrency is Serey coin (SRY), which can be transferred and used for payments. Serey coins can be earned by posting and curating content on the Serey platform or by maintaining the Serey network.

## Vision

Serey aims at developing an open platform where everyone in any place of the world is free to enter into dialogue without privilege, and to be rewarded for the creativity they provide to the platform.

## 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. 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.
2. 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.
3. Low quality media: The quality of content is often compromised through censorship and not giving economic and social incentives to content-creators.

## Serey is Web 3.0

Even though, the definition of Web 3.0 is not agreed on in general, we think that it can be described as a move where data is more interactive, more efficiently tailored to the needs of the users, and where value is embedded into the network itself.

It is estimated that Web 3.0 will be a multi-trillion-dollar market as it coincides with asset tokenization and the internet of value. There are great opportunities for Serey with the shift from Web 2.0 to Web 3.0.

## Advantage over legacy companies

Web 3.0 will enable users to receive fair value for their contributions to the network as middle-men are eliminated. Legacy organizations such as Facebook and Google, that function as a middle-men, will face structural problems as their systems are based on a shareholders' construct. They are obligated to make money for their shareholders. New Web 3.0 systems will, instead of creating profit for the shareholders, channel these profits to users. Making the system's value distribution much more efficient, thus more competitive than the legacy organizations.

Serey is at the forefront of this major shift towards Web 3.0. By putting our Serey dApps on top of a blockchain layer, we enable fairer value distribution and aim at conquering market share from legacy institutions such as Google, Facebook and Twitter.

## Serey as foundation for other services

Windows 10 was released by Microsoft for free. Microsoft did this as they realized how important a user base is in order to sell other products and services. Serey is a perfect platform to kick-start a large user base. It is easy to join and attractive as people will earn financial rewards. After we have built a large user base, we aim to expand with new products.

## Products

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

### 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 Market Place
2. Serey Quora
3. Serey Lottery
4. Serey Decentralized Exchange (DEX)

### Serey Market Place

The Serey Market Place will be a first of a kind market place in the world. The Serey Market Place is the first decentralized market platform with an integrated blockchain based voting and rating mechanism. Traditional online market places are inefficient in showcasing ratings and product quality. Reviews are often biased, and ratings can be manipulated to skew people's perception.

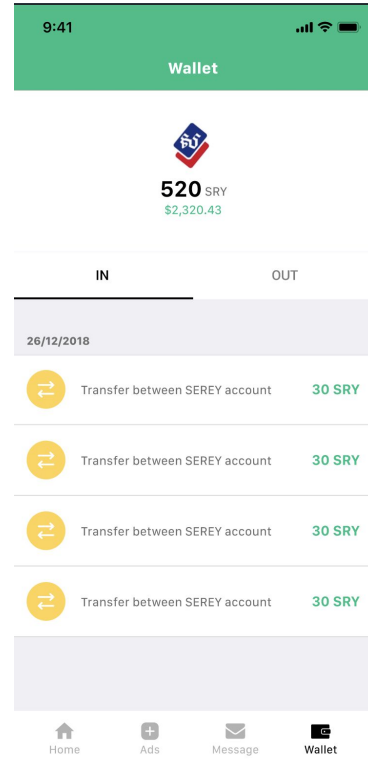
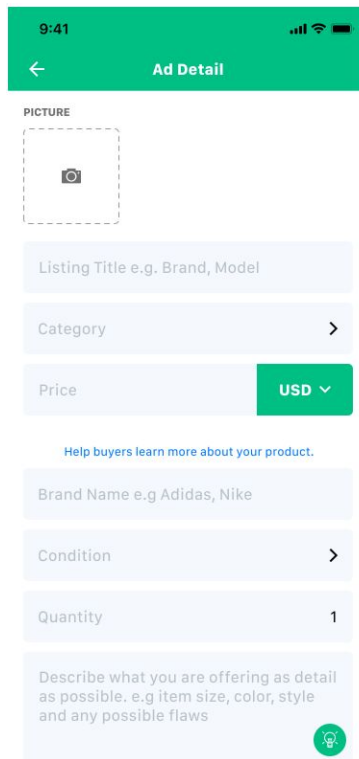
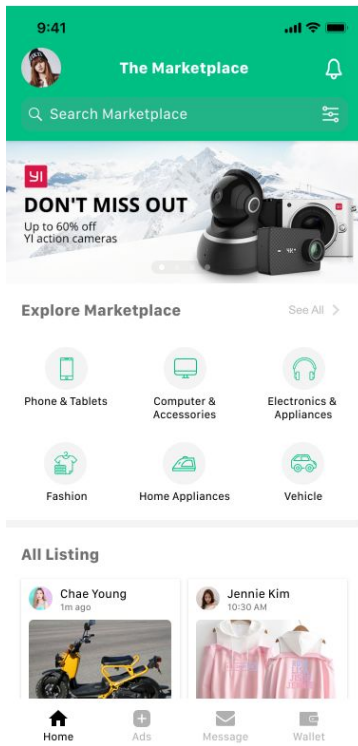
On the Serey Market Place, we have Serey coins as a utility token that can be used to vote on product posts, reviews, comments and ratings. And because Serey coins are a scarce good that has market value, there is a cost if someone wants to obtain it for manipulation.

Another attribute of the Serey Market Place is that data are stored on the blockchain. Posts of goods and services are stored on the blockchain and can be traced back to validate the honesty of users. Combined with KYC, there are high incentives to sell quality goods and services as sellers have to consider their reputation.

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

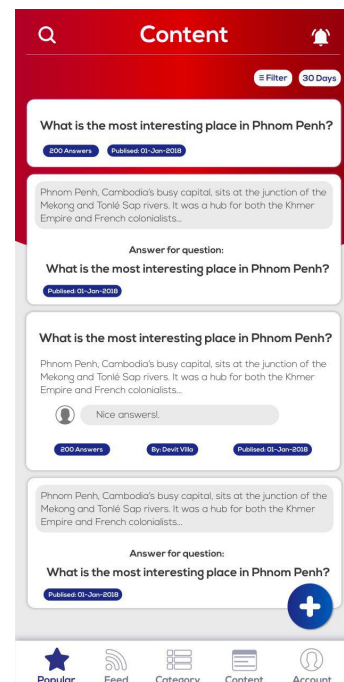
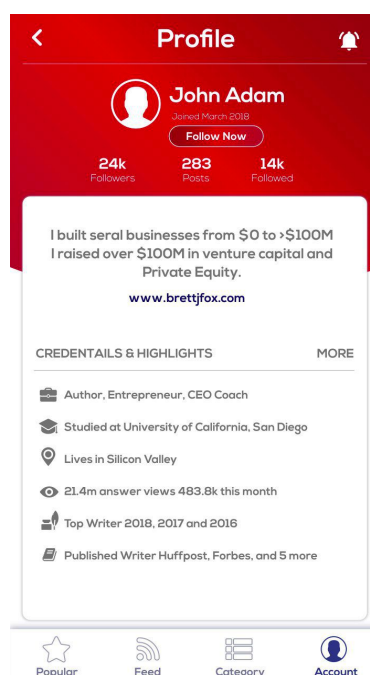
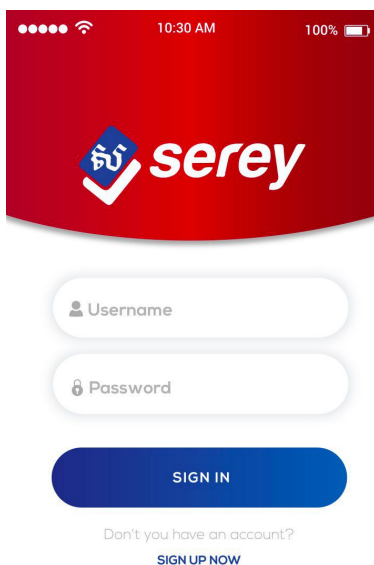
1. Serey coin as a utility token
2. The product's information is stored on the blockchain
3. KYC-information from sellers

We believe that the Serey Online Market Place will be the most effective market place in the world and will conquer market share from Ebay, Amazon and Alibaba. The Serey Market Place app will be finished and launched soon.



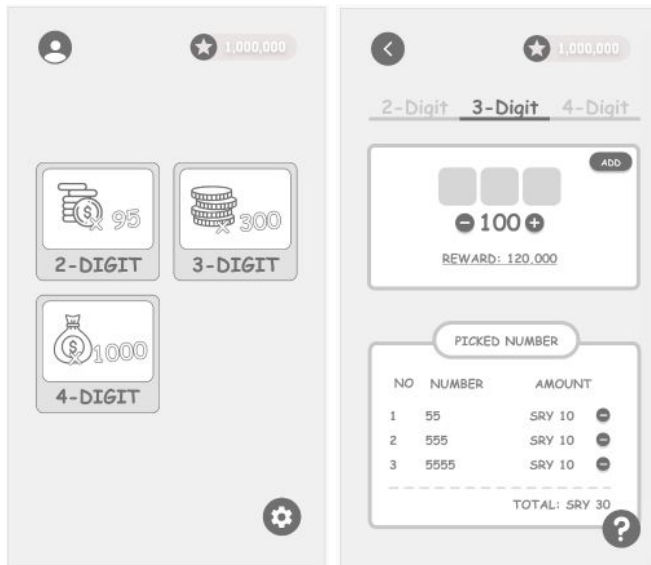
## Serey Suor

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 rewards in SRY.



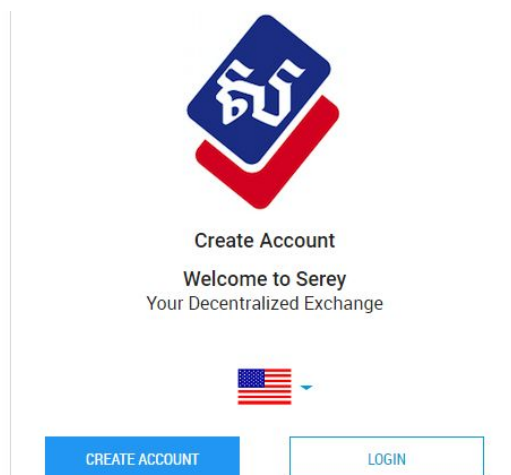
## Serey Lottery

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.



## 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 so that people can easily exchange cryptocurrencies for Serey coins on Serey.io. 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.

### DApps planned for the future

After all the above dApps are released, we will start with building platforms similar to Twitter. We will also look for possibilities to revolutionize email. In addition, a chat functionality will be implemented for users so that they can send each other messages, send files and do videocalls.

### Websites

The main website is Serey.io where all the content is published. You can see Serey.io as the mother websites of Serey.

### Sub-websites

Connected to Serey.io are the sub-websites. Because Serey.io contains all categories and therefore has a broad variety of topics, we have built sub-websites that focus on a particular category. Doing so, we aim to improve user experience. These are the sub-websites that we have built or that we are planning to build soon:

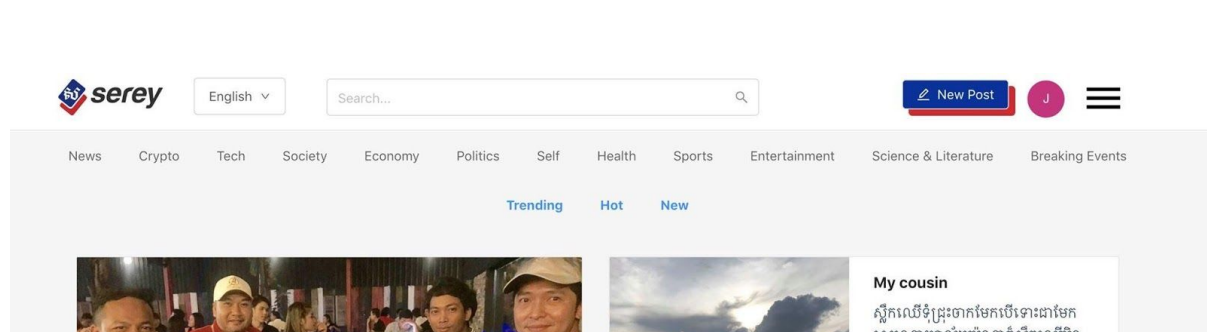
1. Football
2. Cryptocurrencies
3. Technology
4. Science
5. Food & Recipes

The reason we have built sub-websites is two-fold:


- a) The first one is that 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
- b) Secondly, 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.

### White label websites

These specific category sub-websites are ideal as white-label websites. With minor adjustments we can customize them to fit with third parties' website requirements who are interested in collaborating with us in running a content sharing website. We can sell these white-label websites or collaborate with governments and companies. This approach will boost Serey's adoption for mainstream usage.







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**The Biography of legend and most**

Source


Liverpool defeated Manchester city team . When football game started , liverpool can not good performance first rounds . Varzil von dike and Andrew Roberson's saved more attacking shots. First round

2 days ago  simaro...



**Ronaldo is thinking of retiring next year.**

Cristiano Ronaldo plans to retire next year. He made this known in an interview with Give. There was also a question about retirement among the many questions in that interview. In response to this question, he said he was thinking of retiring next year. He also said he

2 days ago  parvez...








Figure 2: Serey football.

## For Investors

### Growth vision

Our goal is to grow and compete against legacy companies and provide an improved online content platform for the users. For the first 12 months after the private/public sale, we believe that it's imperative for us to attract enough new users and build on-platform activities to spur Serey's market cap to 100 million US Dollars. If we succeed in doing this, we believe that we have created enough network effect to continue growth to the next levels. The nexts following years afterwards, Serey will aim for a multi-billion-dollar valuation and become a top 10 cryptocurrency on coin market cap.

	valuation
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### Advantage for privileged/early investors

Serey has set the goal to raise between \$1,000,000 and \$2,120,000 dollars in exchange of 16 million coins for its investors. The raised funds will be used to further develop the Serey platform by continuing expanding Serey's ecosystem, for marketing, listing on exchanges, and building a specialized advertisement system on top of the blockchain. With this fund, we believe that we have permanently enough capital to finance our operations in the future.

### Privileged early investors

Serey offers shares of the Serey platform for a discounted rate for early investors. We believe that investors who take bigger risks by investing early in Serey deserve a discounted rate. For early investors, we have reserved 4 million coins at the price of 5 cent/coin. By doing so, these early investors have the opportunity to earn instant profit of up to 300% compared to later investors.

The privileged investors are bound by one criterion: that they are obligated to hold their Serey coins for 12 months. In case multiple investors have applied to be early investors, we will divide the 4 million Serey coins between these investors. The cap is set for no more than 5 parties.

### Serey investment structure

Besides the 4 million coins we've set aside for early investors, we will additionally have 12 million coins for sale. There will be 3 batches, of which the 1<sup>st</sup> batch is 4 million coins meant for early investors, the 2<sup>nd</sup> batch 6 million coins and the 3<sup>rd</sup> batch another 6 million coins. The price will increase from the first batch for 5 cent/coin to 12 cent/coin to 20 cent/coin. This

structure is to reward early investors.

<b>Investment Round</b>	<b>Number of coins for sale</b>	<b>Coin price</b>	<b>Goal to reach</b>
<b>1.</b>	4 Million (early investor)	5 cent/coin	\$200,000
<b>2.</b>	6 Million coins	12 cent/coin	\$720,000
<b>3.</b>	6 Million coins	20 cent/coin	\$1,200,000
<b>Total</b>	16 Million coins		\$2,120,000

If we noticed that there's a lot of demand, we can consider raising the price to:

Option 2.

<b>Investment Round</b>	<b>Number of coins for sale</b>	<b>Coin price</b>	<b>Goal to reach</b>
<b>1.</b>	4 Million (early investor)	5 to 10 cent/coin	\$200,000
<b>2.</b>	6 Million coins	.. cent/coin	-
<b>3.</b>	6 Million coins	.. cent/coin	-
<b>Total</b>	16 Million coins		-

### Serey coins supply

The total supply of Serey coins is 100 million. 16% of all initially created Serey coins will be available during the private/public sale. 30% will be held by the 6 founding members of Serey, and the remaining 54% will be held as reserve and used to fund Serey in later stages in the future.

In addition, we could possibly allocate a portion of the pre-sale money to support or push up the price of Serey coins. We achieve this by buying up Serey coins on the open market. This gives a certain reassurance to initial investors. Moreover, the newly accumulated coins from the Serey fund earned from vesting will be added to the reserve. Also, each new registrant receives 20.5 Serey Power to start with. This starting amount of Serey is financed by the Serey Fund.

<b>Coin Distribution</b>		
<b>Initially created Serey coins</b>	100,000,000	
<b>Held by the founding members</b>	30,000,000	
<b>Available for private sale</b>	16,000,000	To finance Serey operations
<b>Total held by Serey Fund</b>	54,000,000	To finance Serey operations

\*Note: a portion of around 5 million Serey coins are already in circulation.



### Serey Foundation

The Serey platform is not registered as a company in Cambodia or in any other country as it is a decentralized platform. Nevertheless, the co-founders will set up the Serey Foundation registering in Singapore. The Serey Foundation will be tasked with managing the funds obtained from investors and use it to develop and market the Serey platform.

### Serey funding usage

If we reach our goal to raise around 2 million Dollar, we believe that we will have enough funding permanently. The fund will accordingly be used for:

<b>Funds allocation</b>	
Development of the Serey ecosystem dApps/websites	35%
Building online ad-system	20%
Marketing	20%
Listing on exchanges	10%
Convert Serey DEX for easily buying Serey coins	5%
Reserved for buy-backs (possibility)	

## Contact



**Email Serey:**

[Contact@serey.io](mailto:Contact@serey.io)

**Facebook**

<https://www.facebook.com/Serey.io/>