serey
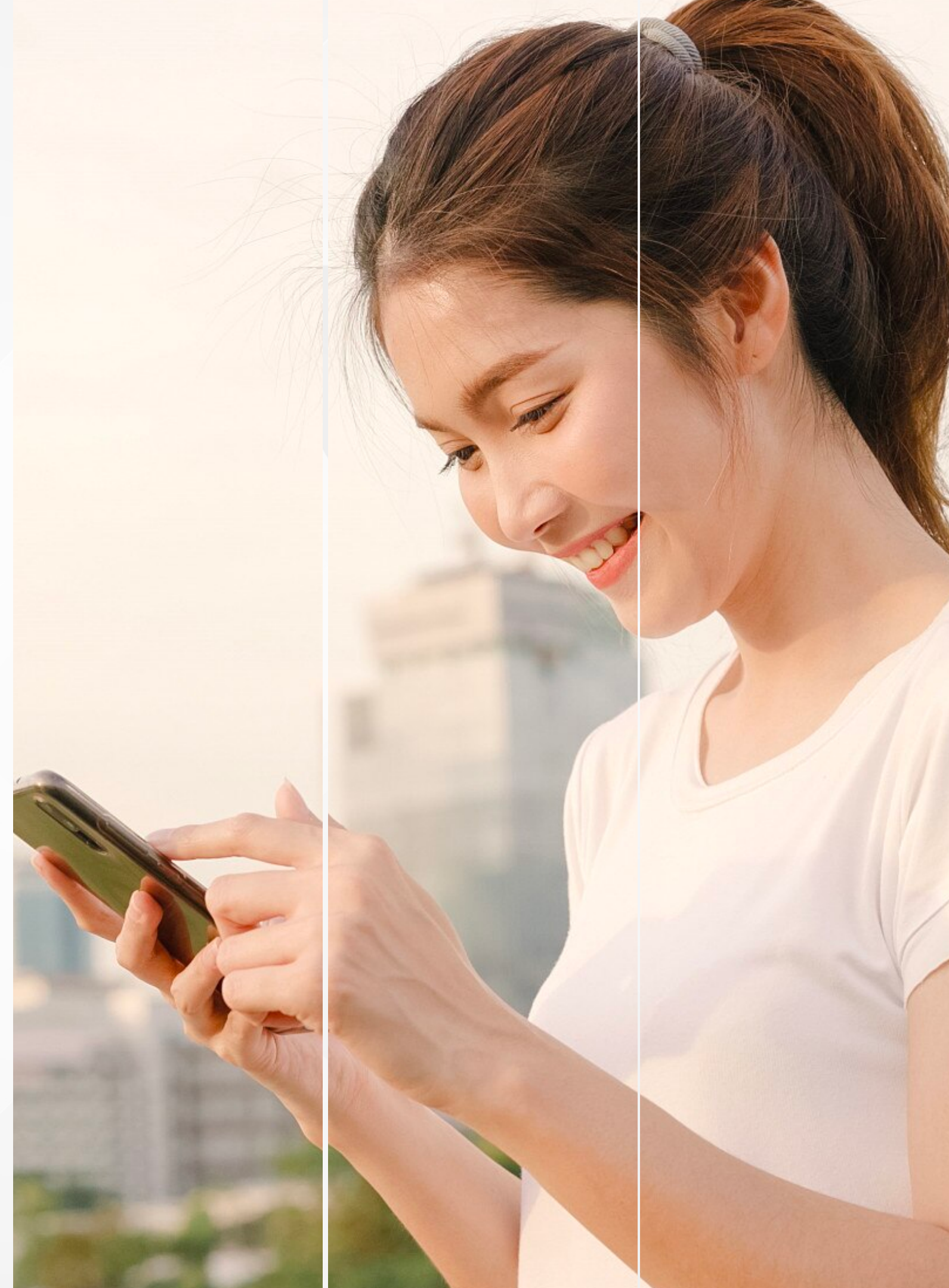
Bringing digital sovereignty to the people

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

▶ 75% don't trust social media to make fair content moderation decisions

▶ 90% of the media in the United States is controlled by just six corporations: AT&T, CBS, Comcast, Disney, Newscorp and Viacom.

Rebuilding the social media infrastructure by bringing digital sovereignty to users and allowing them to fully benefit from their creativity

Serey is the WordPress of Web3.

People can create and customize their own social media platform without any technical know-how
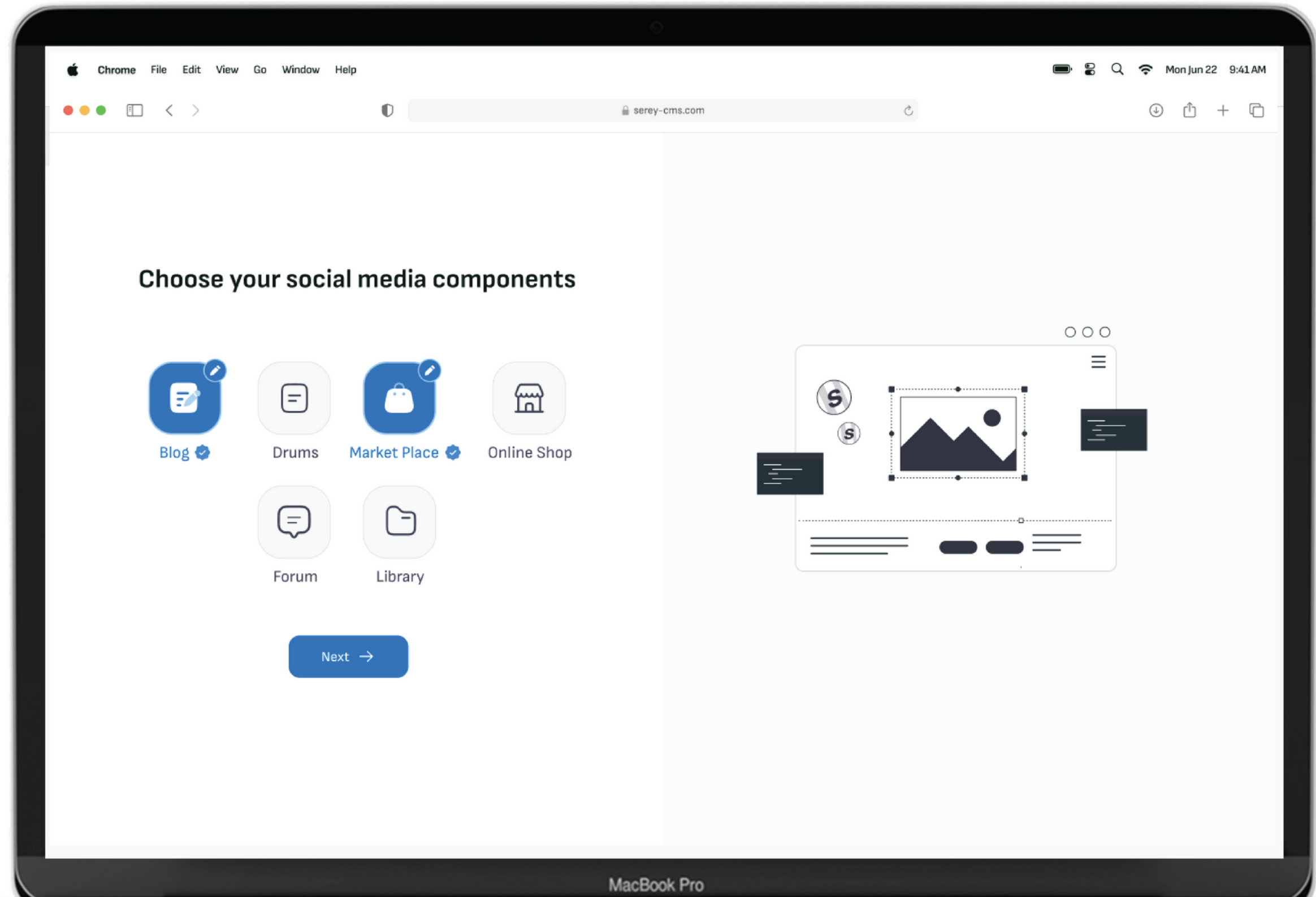
Legacy Social Media

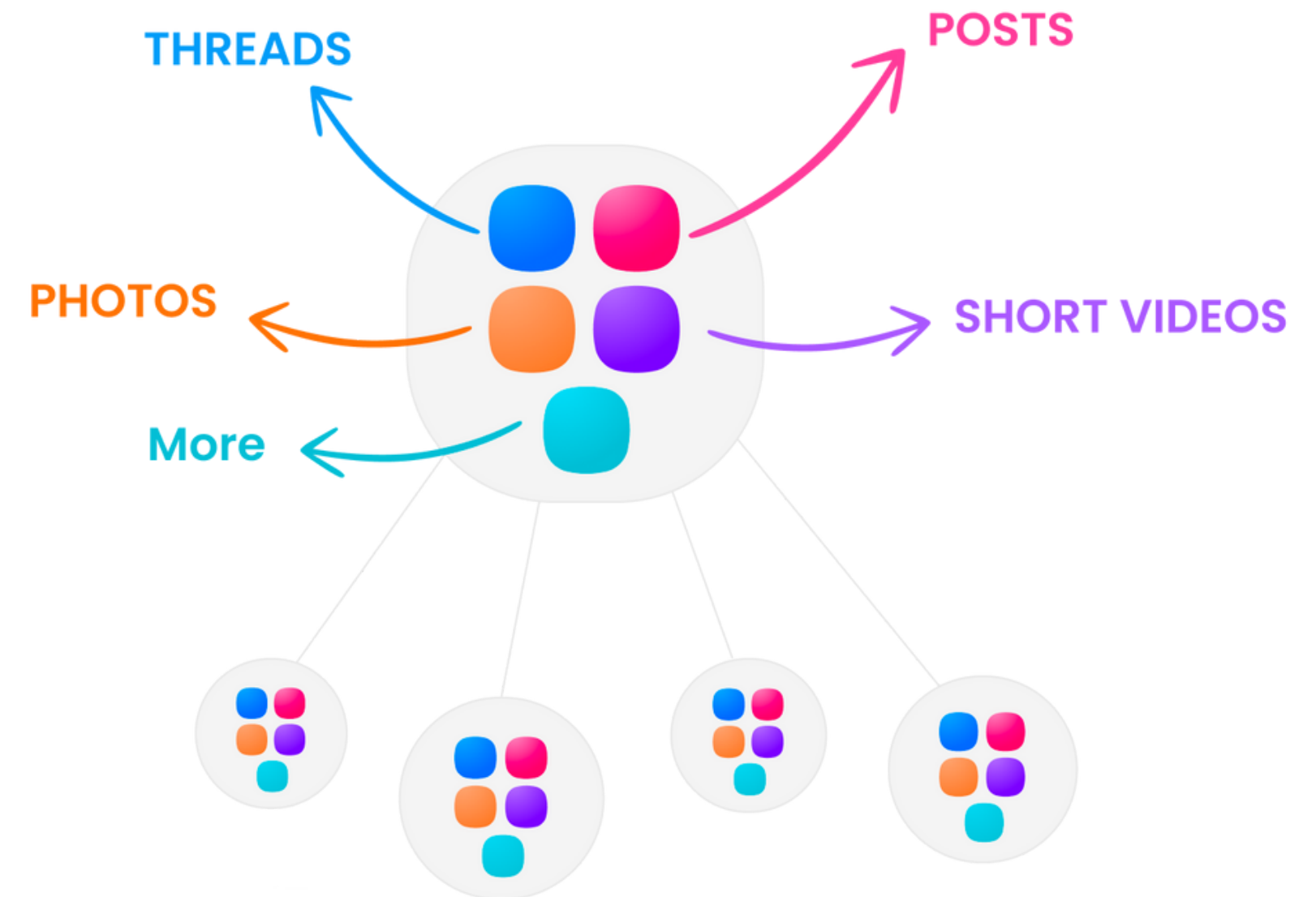Current big tech are limited to their own social media segment
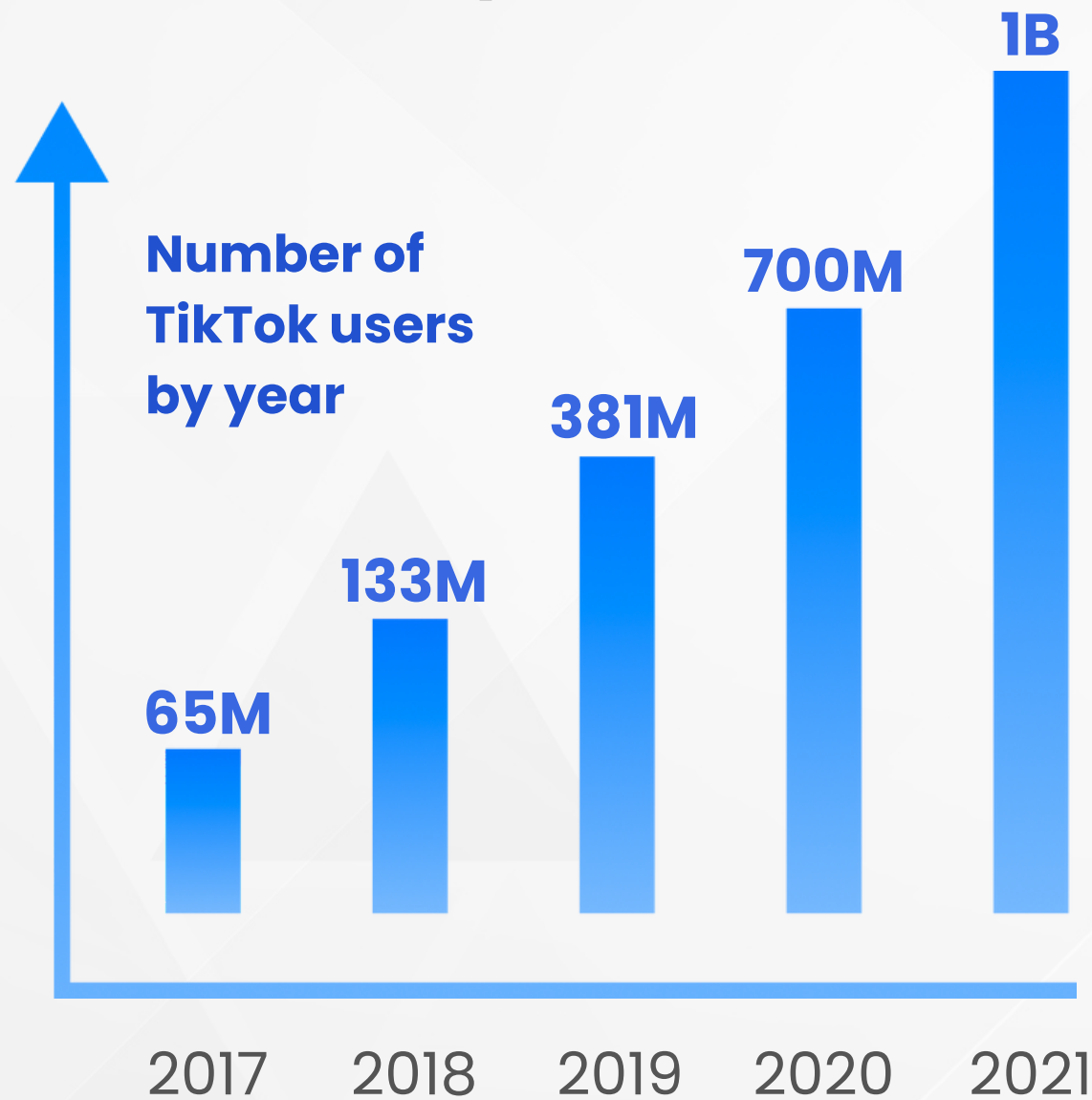
THREADS   **POSTS**   **PHOTOS**   **SHORT VIDEO**

New

On Serey, you can choose your preferred social media components and create your own **unique platform**

THREADS
POSTS
PHOTOS
SHORT VIDEOS
More

SEREY high value potential

Combines two booming trends:

Social media + cryptocurrency

Allows fast user adoption
Example: TikTok

High added value per user
Example: Bitcoin

Number of TikTok users by year

1B

700M

381M

133M

65M

2017 2018 2019 2020 2021

700B market cap with only 25M users = **$28,000** value p/user

GO TO MARKET

1. Enlist on a large exchange
2. Onboard influencers and media companies to Serey
3. Airdrop to other chains
4. Marketing

Time frame	Nr. of influential partners	Nr. of users
1st year	5 – 10	50,000
2nd year	50	250,000
3rd year	250	1,500,000
4th year	–	>5,000,000

CORE TEAM

Chhay Lem Lim

Co-founder of Serey

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

Eryk Ceglinski

Co-founder of Serey

Eryk is a crypto expert with a particular focus on tokenizing investment instruments on Polygon. He played a pivotal role in shifting Serey's business model towards becoming the "WordPress for WEB3."

Tea Sokhomoliyuth

CTO

Tech lead and full-stack developer. Has extensive experience in leading teams. Also works as CTO at the National Bank of Cambodia, leading the Bakong project, which is the Cambodian central bank's blockchain interbank settlement system.

7 more front-end and back-end developers, and a database engineer

$28,000 added value per user

Serey prospects at **$1,000** & **$2,000** added value per user

Year	Number of users	Market cap ($1,000 per user)	Market cap ($2,000 per user)
1	50,000	50M / $0.01 SRY	100M / $0.02 SRY
2	250,000	250M / $0.05 SRY	500M / $0.10 SRY
3	1,500,000	1,5B / $0.30 SRY	3B / $0.60 SRY
4	5,000,000	5B / $1 SRY	10B / $2 SRY

Serey aims to raise atleast $1,200,000 growth funding.

Period	Operations	Cost
First year	Expand the development team	$200,000
	Implement advertisement revenue for users	$100,000
	New exchange listings & market making	$300,000
	Incentivize influencers to partner with Serey	$100,000
	Marketing team	$100,000
Second year	Incentivize influencers to partner with Serey	$100,000
	Marketing team	$100,000
	Development team	$150,000
Total		$1,150,000

ROADMAP

6 MONTHS

1 Finish CMS

2 Upgrade to Serey blockchain version 2.0

3 Enlist on large exchange

4 Partner >2 influencers with >100k followers

5 Onboard >10.000 new users

ROADMAP FROM MONTH 7 - MONTH 12

6 Onboard >50,000 users

7 Partners >5 influencers

8 Ad-revenue integration for sovereign social media owners

serey

THANK YOU