



White Paper



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1. Background

1a. The Emerging World

Developed societies have historically reaped the benefits of the newest technological advancements, while the emerging world has been largely left behind. Artificial intelligence, facial recognition, and electric vehicles are just a few examples of recent technologies that have transformed developed societies. Accessibility to these technologies continues to remain relatively out of reach for the emerging markets.

Blockchain democratizes access to capital. The timing is ripe for the emerging world to lead the movement toward decentralization. The Sela Protocol enables the emerging world to harness the 21st century's biggest technological revolution, leap frog, and lead the way into a prosperous future for us all.

In 2017, the UN Department of Economic and Social Affairs reported a world population of 7.6 billion. By the year 2050, this figure is expected to leap to 9.8 billion. Africa will represent more than 50% of that growth with a 2017 population of 1.3 billion projected to reach 2.5 billion. Africa's population explosion is concentrated in areas in which corruption belies the very potential for scalable and sustainable development. The Sela Protocol efficiently and effectively connects pools of capital with entrepreneurs that need them most.

For instance, Nigeria currently has a population of nearly 200 million people with an average age of 18 years old. The World Population Prospects 2017 projected that Nigeria will surpass 400 million people in 2050 and approach 800 million people in 2100. Nigeria is on a collision course unless economic mobility is addressed. Large-scale unemployment results in increased violence, regional instability, and a flurry of other consequences. The deterioration of Syria and Venezuela serve as recent examples.

1b. Sustainable Development

The United Nations laid out 17 Sustainable Development Goals (SDGs) in 2015. The SDGs cover a "broad range of sustainable development issues, including ending poverty and hunger, improving health and education, making cities more sustainable, combating climate change, and protecting oceans and forests," as stated in the UN's press release announcing the initial consideration of the SDGs. The SDGs apply to all countries and are meant to offer

SUSTAINABLE DEVELOPMENT GOALS



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1c. Ada’s Journey

A World Bank official logs into their Sela Portal. The World Bank has funded a \$3M grant to the Niger Delta Development Commission (NDDC) in Nigeria to perform the first ever audit of more than 4,700 abandoned public works projects. Within Sela, the executive receives real-time sonar data from a field consultant. The Sela Platform flagged an error revealing that the sonar data from public road commissioned 10 years earlier does not match the specifications of the original contract.

The executive pulls up the map visualization to see that the road was meant to stretch from Port Harcourt to Umuahia. However, the road was only half completed. On the map, he notices another live progress report from outside Port Harcourt. Ada, an independent validator, sent photos from her feature-phone camera confirming that the Nursing Academy in her village remains unfinished after four years of construction.

Later that week, Ada fed chickens that her mother is raising to sell. Ada received a call from a woman, Dayo, letting her know that she has received payment of \$3 to her Sela Wallet.

Ada is also surprised to hear from Dayo that she also earned 20 Sela Tokens, valued at \$0.60.

Ada goes to her community center where her local woman's club meets. She meets with her friend Chika. Using Chika's smartphone, Ada and Chika submit a project on the Sela Impact Marketplace. They are seeking a loan for \$1,000 to purchase birds and build a chicken farm for themselves. Submitting the loan costs Ada and Chika \$0.01, or one-third a Sela Token. The listing is visible to impact investors globally.

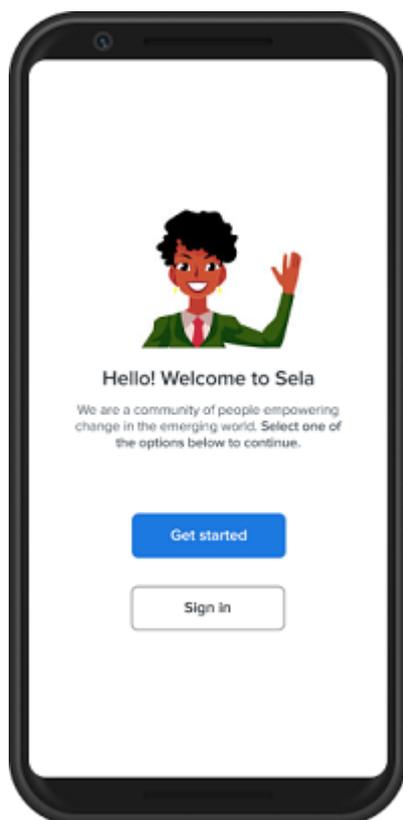
Sienna, a 32-year-old tech executive in New York City, is at work when she sees Ada and Chika's project on the Sela Platform. She decides to fund the project after reviewing Ada's history and reputation score on the Sela Platform. Sienna recruits her boyfriend Brett to co-invest with her. They offer Ada and Chika a 10% interest rate on \$1,000 for 6 months.

Using her Sela Wallet, Sienna sends the first \$200 to Chika. Her and Ada are able to purchase 50 birds. To verify progress on the project, Chika uploads pictures of the birds. When Ada and Chika go to buy their chicken coop, the shop owner, Obi, realizes that Chika and Ada are Sela Citizens. He downloads the Sela Wallet to his phone to perform the transaction. Sienna and Brett see the purchase and the rest of the loan is released to Ada and Chika. Obi is now on his way to becoming a Sela Citizen as well.

Four months later, the birds laid eggs. Ada and Chika began selling the eggs and several of the chickens. They make \$2,000, and repay Sienna and Brett \$1,100 using Chika's Sela Wallet on her smartphone. Because Ada and Chika's project was completed early, they receive a reputation boost. Also, because the chicken farm project solves for multiple SDGs, such as SDG 5, Gender Equality, Ada, Chika, Sienna, and Brett all receive a reputation boost - receiving additional Sela Tokens in their Sela Wallets.

2. The Sela Platform

2a. Sela Wallet



The Sela wallet is the economic passport for a sustainable future. Citizens can message, submit data, store documents, send and receive payments, and store cryptocurrency.

We believe that crypto transactions should be user-friendly, that blockchain technology should be personal and intimate. We believe that sound as medium is the new frontier to deliver value to the emerging world. Powered by artificial intelligence, the Sela Wallet is voice-first-making data submission and token management accessible to the emerging world. Sela Citizens interact with Sela, a personal digital identity.

The conversational Sela wallet reduces friction, increasing the expansion of the Sela economy. Using our speech recognition engine to decipher binary responses that will confirm field information, provide insight for marketing, polling, and governance, while also enabling permissioned data monetization. The Sela Citizen intermittently receives value

whenever their data is monetized. This inflow combined with the ownership of digital assets turn the Sela into a personal engine for economic growth.

2b. Sela Protocol

The Sela Protocol utilizes web and mobile endpoints to streamline project execution. The project execution module is a collaboration platform for multiple stakeholders as they interact throughout a project's life-cycle. Before a project begins, all relevant stakeholders agree to the scope and expectations of a project via a smart contract. The smart contract includes necessary milestones that must be met before additional capital, resources, and payments are deployed.

Project stakeholders, falling into one of three agent classes. Each class has different incentives to motivate mutually beneficial behavior and reliable distribution of funds.

The classes include:

- 1. Sela Visionaries (Funding Agent):** Fund projects and provide a high-level overview of milestones and tasks
- 2. Sela Builders (Service Agent):** Initiate, execute, track and report the status of a service's progress on a particular project
- 3. Sela Community (Evaluation Agent):** Providers of local "alpha information" to validate projects and increase economic visibility.



Funding Agents



Service Agents



Evaluation Agents

In order to concisely define Sela's incentive variables, see the reference table below. The derivative of these values will evolve over time. The incentive variables are used to create the initial smart contract for the project and to track the completion of milestones within the smart contract. Sela Technologies collaborated with ConsenSys to create the below diagram.

Incentive Architecture Glossary

Variable	Name	Definition
$FA_{\$}$	Funding Agent Allocation	Capital investment by FA
$S_{\$}$	Service Agent Stake	Stake committed by SA to open contract
$E_{\$}$	Evaluation Agent Stake	Stake committed by EA before evaluating project milestones
$SI_{\$}$	Service Agent Incentive	SA's Compensation for milestone completion and KPI fulfillment
$EI_{\$}$	Evaluation Agent Incentive	EA's Compensation for milestone and KPI evaluation
SA_R	Service Agent Reputation Score	Trust value denoting SA's network behavior and competitive advantage

The following is the series of interactions that take part in the Sela Platform:

1. Service Agent (SA) creates and advertises a project after staking a percentage of its asset holdings ($S_{\$}$) that is proportional to SA's reputation (SA_R).
2. Once the project is advertised, a number of Funding Agents (FA) apply and bid for the right to fund the project. This application includes the terms with which SA must comply in order to receive funding from FA. Such terms could include fund volume ($FA_{\$}$) and permission to collect certain types of competitive data from evidence submitted by Evaluation Agents

(EAs) and value transfers between agents.

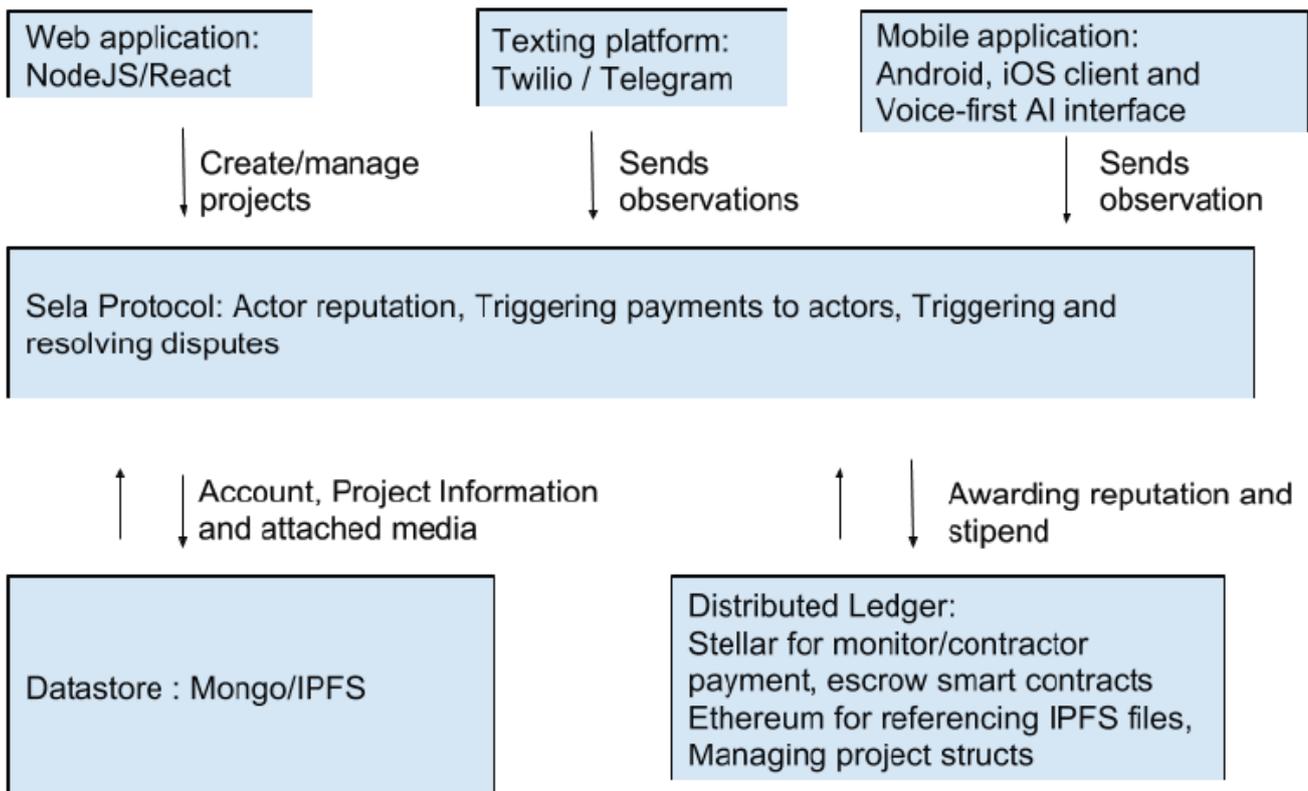
3. SA selects all or some FAs applying for their project.

4. FA assigns tasks for SA and EA and distributes funds to SA and EA.

5. Periodically, SAs and EAs submit evidence about the progress of projects along with other status reports, putting their reputations (SAR and EAR) and incentive payments (SI\$ and EI\$) at stake in the process.

6. Once the end date is reached¹, the contract is closed either successfully or unsuccessfully depending on the quality of the work done measured against the smart contract.

2c. System Architecture



¹ There will be provisions to accommodate for unforeseen external events that may affect project outcome

2d. Sela Reputation Engine

The Sela Protocol utilizes a proprietary reputation engine to incentivize trustworthy behavior. Each agent has a reputation score, known as the Sela Reputation Score, that is influenced largely by collaboration with Sela citizens and past project performance weighted towards their contributions to the UN’s Sustainable Development Goals (SDGs). This reputation score is globally and transparently visible throughout the Sela platform for the sake of leveraging honesty and integrity as competitive advantages.

By clustering impact transactions, we measure the effect of each Sela Citizen on a specific project through the lens of a specific SDG. This robust analysis of big data is then equitably monetized by Sela Technologies to drive more impact investment on to the Sela Platform creating a virtuous cycle of sustainable development.

Each agent’s reputation is calculated using a statistical equation and framework relevant to the agent-type. The diagram below details the equations used to develop the network’s reputational system.

Variable	Derivation	Influencing Variables/Events
FA_R	Beta Engine Trust Value Derivative	<ul style="list-style-type: none"> • Project success history • Number of staked projects (s) • Number of allocation(s) staked • SDG Impact Score (contribution to projects that affect SDGs) • Reputation of referred funding agent
SA_R	Beta Engine Trust Value Derivative	<ul style="list-style-type: none"> • Project success history • Project challenge history • SDG Impact Score (contribution to projects that affect SDGs) • Reputation of referred service agent

Variable	Derivation	Influencing Variables/Events
EA _R	Beta Engine Trust Value Derivative	<ul style="list-style-type: none"> • Project success history (of those they have evaluated) • Accuracy and utility of evidence submitted (false positive, false negative, true positive, true negative) • SDG Impact Score (contribution to projects that affect SDGs) • Reputation of referred evaluation agents

2d.1. Trust Seeding

One of the traditionally difficult challenges of any reputation management system is the bootstrapping process. How do we get a sense of who is reputable without any historical context about an individual. Sela tackles this problem through Trust Seeding. This is our partnership strategy which involves seeking out reputable organizations and institutions that are already aligned with our first set of projects. These include the World Bank, and the Social Entrepreneurship Initiative & Foundation (SEIF). This process has already begun, with downstream collaborations in the pipeline.

2d.2. Trust Propagation

What about brand new businesses that have no historical context online or elsewhere? There ought to be a way to get a meaningful read on such institutions. Trust Propagation is our solution. This is Sela’s protocol for diffusing trust across the platform. Intuitively, if reputable Organization A has executed multiple projects with new Organization B at a high success rate, Organization B is likely to be of high integrity. This is the simple, nuance-divested version of a heuristic that Sela employs for bootstrapping our ecosystem with trust.

2d.3. Sela Reputation Incentives

Service/Evaluation Agents can only bump their score if they accurately report on the KPIs/ milestones assigned to them. If one fails to provide accurate and/or timely documentation

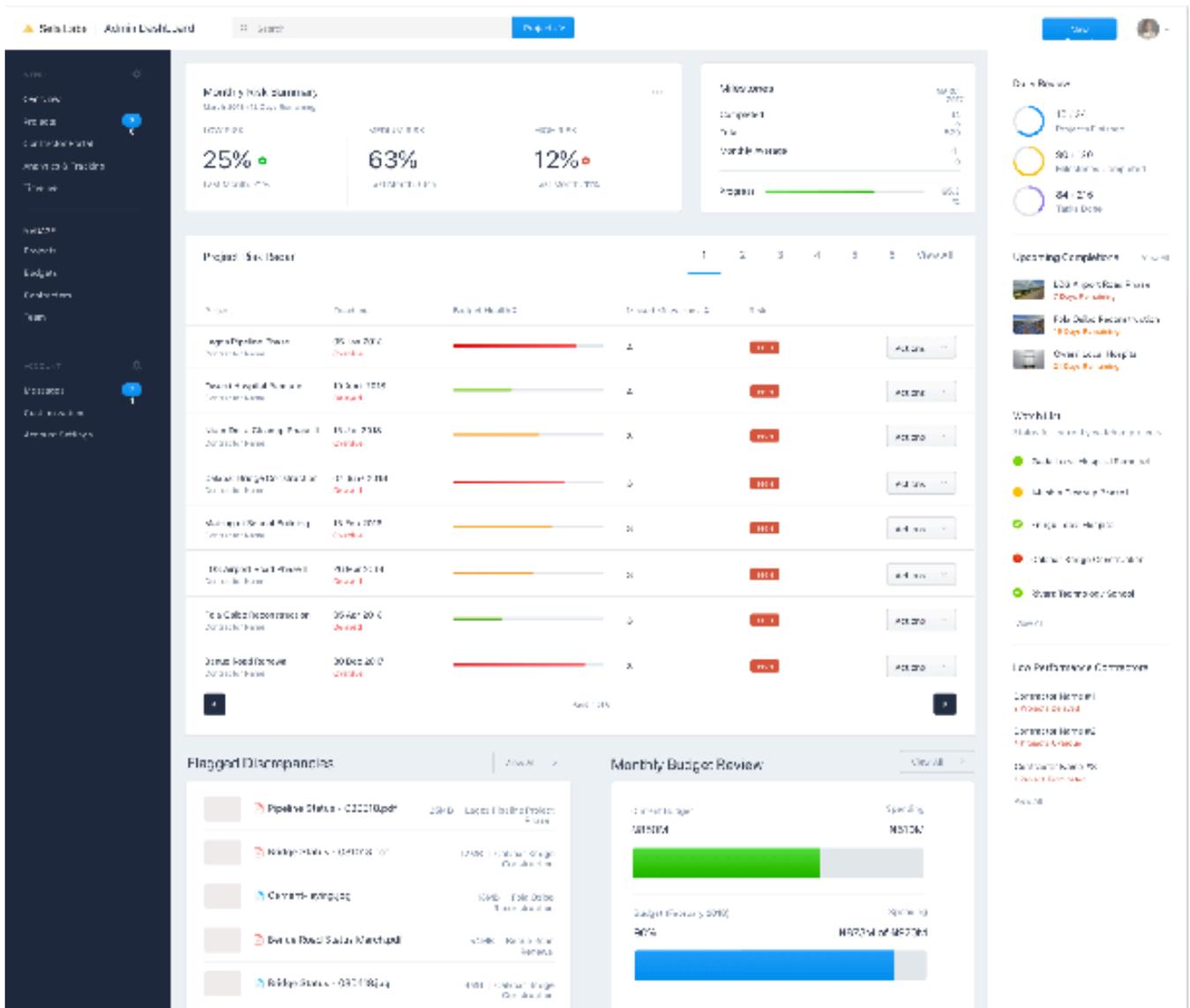
according to the smart contract, then the individual will see its reliability dimension decrease which would affect their reputation.

Service/Evaluation Agents within the top 10% of the Sela platform's reputation scores receive additional incentives. This reward structure is meant to encourage timely completion of projects and nudge individuals to work on projects that generate the most impact for the SDGs. The incentives take the form of awards in Sela Token proportional to the contributions and the successful realization of projects on the platform.

Sela's incentive structures will help to prevent fraudulent activity by allowing local community members to leverage their track record of honest work to drive economic mobility. Community members who actively participate in and complete projects on Sela are able to leverage this information as financial credibility on global standards in an environment where typical credit score metrics are hard to establish given a historical lack of financial services and economic development. With the Sela Reputation Score and associated rewards, people are encouraged to engage in building a trust economy.

Reputation Score and associated rewards, people are encouraged to engage in building a trust economy.

2e. Sela Portal



A project's progress and associated milestones are visually tracked in the Sela Portal. The portal includes three sub-modules for each Agent type:

- 1. Funding Agent Interface:** to fund projects on the Sela Platform, set timelines and verification parameters
- 2. Service Agent Interface:** to initiate projects for funding, register claims of completion and requests for extension
- 3. Evaluation Agent interface:** to upload data answer query on project progress and local information.

The Sela Portal enables a open communication across stakeholders throughout a project's life cycle powering the development of a trust economy.

3. The Sela Ecosystem

3a. Sela Citizens

We believe that transparency breeds trust. We believe that empowered communities are integral to development. We believe that the future of the emerging world depends on replacing legacies of corruption with protocols of trust and accountability. We envision a future powered by Sela, built by Sela citizens who are contributing to the change they wish to see in their communities.

As described earlier, there are three types of Sela Citizens: Community, Builder, Visionary.

Community members begin as independent validators, providing ground truth from their own locality. This is likely to be small segment of network activity in the early stages, but has the potential to grow into significant numbers and has the potential to become powerful additional incentive for platform adoption and increased wallet utility. This is the first step into the Sela Ecosystem.

Community members also receive the benefits of assisting in the sustainable development of their local community while gaining access to global capital.

- Data monetization (polling, market studies)
- Receive airdrop tokens to access platform
- Receive reputation tokens for top actors in the network
- Reputation boost by collaborating on SDG projects
- Reputation boost by collaborating w Sela Citizens
- Refer other community members and receive reputation boost if they are also become quality

Builders are small and medium enterprises, local NGOs to international NGOs and corporations. They are executors of development projects. For Builders, transparency becomes an

economic advantage. The more data they provide about their processes, the higher their reputation. Reputable builders gain access to lower cost global capital from Visionaries. For instance, loan rates in Nigeria range from 22 - 35% for business and home loans.

- Submit project
- Submit data/governance for stronger reputation from transparency
- Data monetization
- License Protocol (SelaPortal)
- Receive airdrop tokens
- Receive reputation tokens for top actors in the network
- Reputation boost by collaborating on SDG projects
- Reputation boost by collaborating w other Sela Citizens

Visionaries are funds and funders on the Sela Platform. They use their capital to get the right tools to the right people to build strong communities in the emerging world. They gain access to reputable partners and quality deal flow.

- Fund Projects
- Receive reputation tokens for top actors in the network
- Reputation boost by collaborating on SDG proj
- Reputation boost by collaborating on funding w other Sela citizens
- Refer other funders and receive reputation boost (tokens) if they also become quality Sela citizens

3b. Sela Token

The Sela Token is the utility token for payments of services on the Sela Platform. Whether it is submitting a project or referring a new Sela Citizen, the fee for each action is fixed at the initial BTC price of the Sela Token at launch. The Sela Token is traded on external markets.

Reputation, earned through collaboration and transparency unlocks further Sela Tokens from the Sela Reputation Engine. As project milestones are completed, Sela tokens are rewarded to relevant stakeholders in addition to project capital.

Keeping within our ethos of economic inclusion, \$10M Sela Tokens are used to finance the Sela Reputation Engine. Every year 10% in total of the Sela Reputation Engine to top performers on the Sela Platform, Visionaries, Builders, and Community alike. is awarded to Sela Builders and Community Members for projects executed on the Sela platform.

The Sela Token not only funds development, but also creates platform “stickiness” as users have an economic stake in the network. Through co-ownership, the Sela Platform spreads benefits equitably to all stakeholders in the community, from investors to users. The Sela Token unleashes entrepreneurial energies, fostering growth of the platform and the sustainable development of our future.

4. Deployment Phase One

4a. Minimum Viable Product

Sustainability International, a nonprofit dedicated to providing innovative solutions and technology to alleviate poverty in Africa, deployed the Minimum Viable Product (MVP) of the Sela Platform in Mid April 2018 to directly address 7 SDGs: poverty, hunger, health, clean water, economic growth, sustainable development, and environment.

Sustainability International coordinated training sessions to onboard local community members to the Sela platform. The community members were trained to serve as Sela’s Evaluation Agents. The Evaluation Agents uploaded various forms of documentation to Sela as they monitored the pilot’s progress. The pilot informed immediate improvements to the Sela Platform, including milestone documentation and progress tracking.

MVP Tech Stack

MVP Sela Portal (Web)	MVP Sela Wallet (Mobile)
<p>Create projects and tasks</p> <p>Read projects and tasks</p> <p>Display updates</p> <p>Technology: React and NodeJS + MongoDB</p> <p>Team: 1 Designer, 1 Front-end Engineer (ReactJS), 1 Back-end Engineer (JavaScript/NodeJS)</p>	<p>Read relevant projects</p> <p>Send geotagged media + evidence for each task</p> <p>Technology: Telegram bot + MongoDB</p> <p>Team: 1 Back-end Engineer (Python)</p>

Money Flow (Mobile)
<p>Stellar smart contracts</p> <p>Open source Stellar wallet</p> <p>Technology: Stellar Python API</p> <p>Team: 1 Back-end Engineer (Python)</p>

Sustainability International collaborated with the University of Central Florida (UCF) and the Federal University of Technology of Owerri (FUTO) to analyze the results of the oil spill cleanup. Laboratory data was reported using the MVP of the Sela Platform.

4b. Version 1

Sustainability International will use the Sela Platform to eliminate corruption and cleanup the worst oil-polluted area in the world. Over \$1B is to be spent to on the largest cleanup of oil pollution in world history.



In September 2018, four consecutive cleanups will be performed, funded by donations received

globally. Donations and project spending will be tracked all the way to K-Dere, Nigeria where real-time progress reports will confirm the execution of the cleanups.

V1 Tech Stack

V1 Sela Portal (Web + Mobile)	V1 Sela Wallet (Mobile)
<p>Create projects and tasks Read projects and tasks Display updates and view discrepancies Receive incoming crypto donation (custom solution or not) Review proposed projects Track monetary flows related to a project (transactions) Timestamped files stored on IPFS Map visualization</p> <p>Technology: React and NodeJS + MongoDB + IPFS + Ethereum</p> <p>Team: 2 Designers 1 Front-end Engineer (ReactJS) 2 Back-end Engineers (JavaScript/NodeJS/Solidity) 2 Mobile Engineers (Android/iOS or React Native)</p>	<p>Read relevant projects Send geotagged media + evidence for each task Manage assets in app</p> <p>Technology: Android/iOS + Stellar + IPFS + Ethereum</p> <p>Team: 2 Mobile Engineers (Android) 1 Back-end Engineer 1 Designer</p>

4c. Version 2

The World Bank funded \$3 million audit of over 4,700 abandoned public works projects by the Niger Delta Development Commission (NDDC), a Nigerian government agency. According to the Chartered Institute of Project Management in Nigeria , more than 56,000 projects, worth roughly \$32 billion, have been abandoned.



Data from the audit will help further the use of the Sela Protocol by the NDDC. The audit data will provide a myriad of data points to analyze and identify patterns among successful and failed projects. Identifying the contractors involved in these previous projects will seed initial reputation scores within the platform.

At the completion of the project, the platform will be used for ongoing monitoring and evaluation of NDDC projects and extended to other Nigerian governmental agencies.

V2 Tech Stack

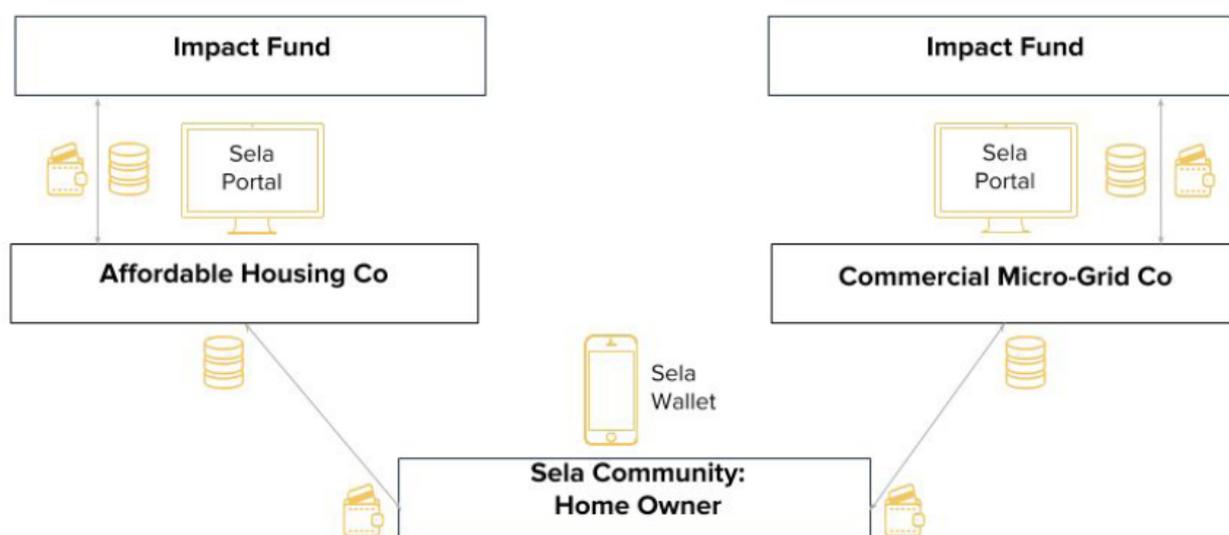
V2 Sela Portal (Web + Mobile)
Create projects and tasks
Read projects and tasks
Display updates and view discrepancies
Receive incoming crypto donation (custom solution or not)
Review proposed projects
Track monetary flows related to a project (transactions)
Timestamped files stored on IPFS
Map visualization
Smart newsfeed focusing on sensitive projects
Impact marketplace
Conditional funding
Technology: React and NodeJS + MongoDB + IPFS + Ethereum
Team:
3 Mobile Engineers (Android)
4 Backend Engineers
2 Designers
2 Blockchain Protocol Engineers
2 Frontend Engineers

V2 Sela Wallet (Mobile)
Read relevant projects
Send geotagged media + evidence for each task via Voice + USSD
Manage assets in app
Reputation
Technology: Android/iOS + Stellar + IPFS + Ethereum
Team:
2 Mobile Engineers (Android)
1 Back-end Engineer
1 Designer
1 Signal Processing Engineer

5. Deployment Phase Two

5a. Version 3

We believe that the emerging world is the engine for global economic growth. The Sela Platform creates strong communities around sustainable development. Using an inclusive economic model, the Sela Platform clusters pools of impact capital around communities of transparency to create Sela Cities.



During Phase two, Sela Technologies will partner with Impact Funds to bring together affordable housing, clean energy, education, and microfinance. Sela Citizens will leverage land registry and utility payment history to receive access to microfinance and education loans.

v3 Tech Stack

V3 Sela Wallet (Mobile)
Read relevant projects
Send geotagged media + evidence for each task via Voice (AI) + USSD
Manage assets in app via Voice (AI)+ USSD + SMS
Market Data/Polling
Manage loans, non financial assets tied to Sela cities (land, loan)
Robust identities
Reputation and badges
Referrals
Technology: Android/iOS + Stellar + IPFS + Ethereum + ASR
Team:
4 Mobile Engineers (Android)
3 Backend Engineers
2 Designers
2 Signal Processing Engineers
3 Machine Learning Scientists
2 Governance Architects (cryptoeconomics)
3 Blockchain Protocol Engineers
1 Product Manager
1 VP, AI & Protocol
1 Engineering Manager

5b. Revenue Model

Sela Wallets are free to download for all end-users of the Sela Platform. While the Sela Protocol is licensed to Visionaries and Builders at a low cost. Sela Technologies offers consulting to Sela Visionaries and Builders, tailoring the Sela Protocol to their business processes. Sela Technologies receives a percentage fee on capital transacted on the platform.

Inclusive monetization of financial and nonfinancial data is an important driver of revenues for Sela Technologies and consequently, Sela Citizens. With their permission, Sela Technologies monetizes impact and market data to further attract Funds to the platform. Platform data is used to design proprietary financial instruments further drive capital to reputable Sela Builders and their projects. Sela Citizens receive 20% of all value derived from their data.

5c. 50 Cities by 2050

With a blockchain-based trust economy created by the Sela Protocol, we will create the digital infrastructure to power 50 smart cities on the African continent by 2050. The first step in this roadmap includes building the tools for a transparent end-to-end execution of development projects. Based on the data gathered and the reputable actors the Sela Protocol interacts with, we create an ecosystem where impact can be clustered into 50 smart cities. Project verification modules will interact with voting and managing of digital assets, such as land and loans, in these cities.

6. Financing

6a. Sela Foundation Token Launch

Fall 2018

Switzerland

Cap: \$50M

- Additional option to purchase Sela Technologies Security Token at discount
- One year lockup of token allocation for Sela Team (Sela Technologies AG)

Round	Minimum	Cap	Dates	Purchase Ratio
Visionary	1M	10M	June - August 2018	1:1.5
Builder	500K	20M	June - September 2018	1:1.25
Community	10K	20M	October 2018	1:1

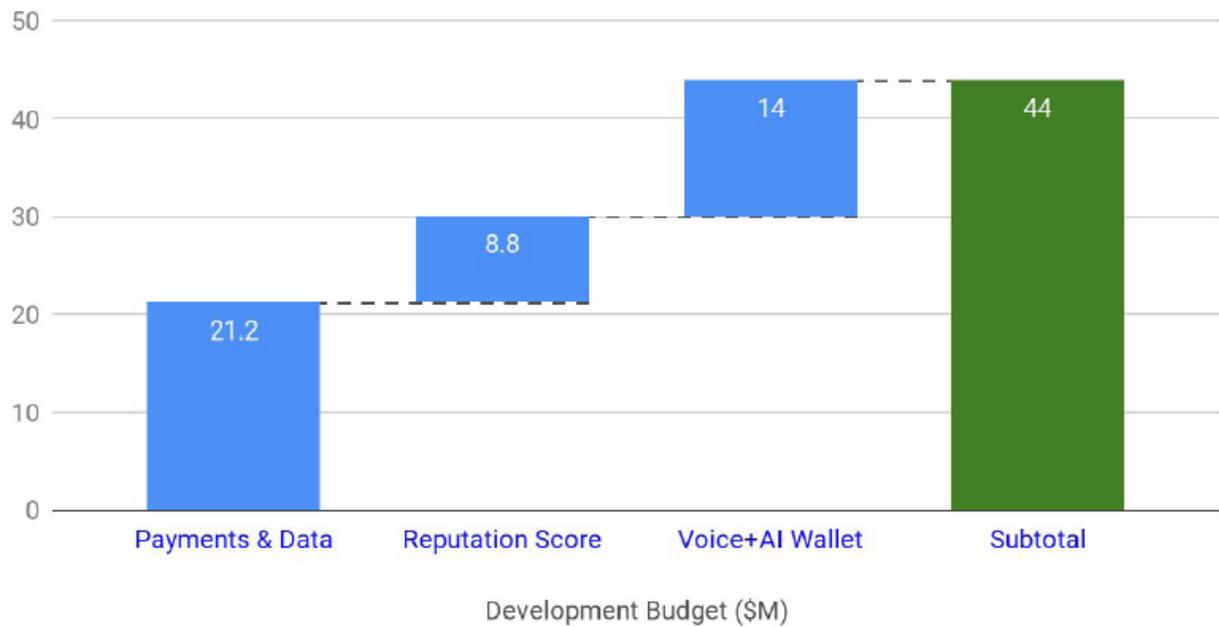
Fall 2019

Switzerland

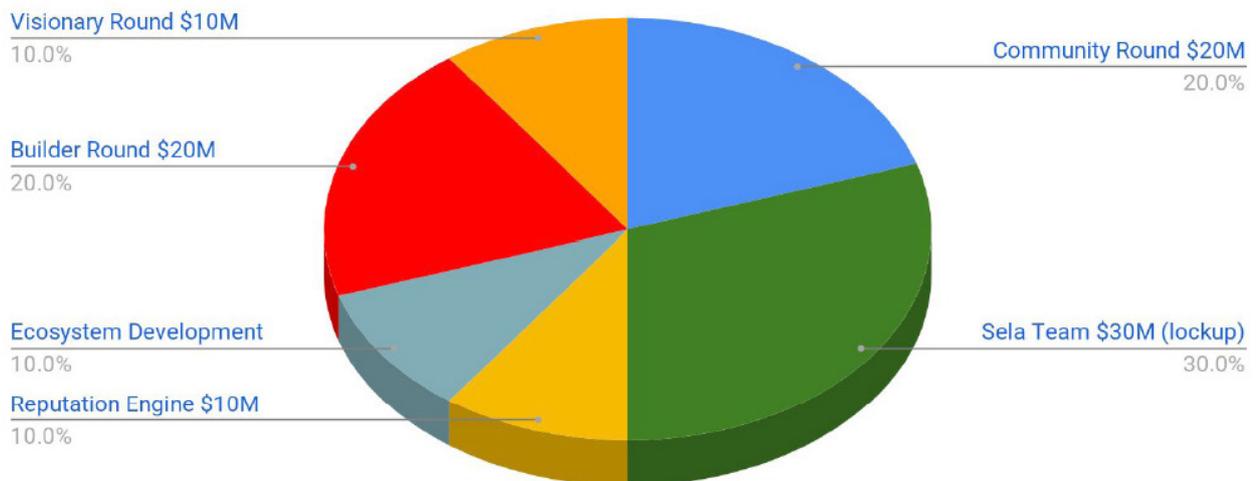
Sela Technologies AG Security Token Sale

- Financial models are available upon request, with signed NDA.

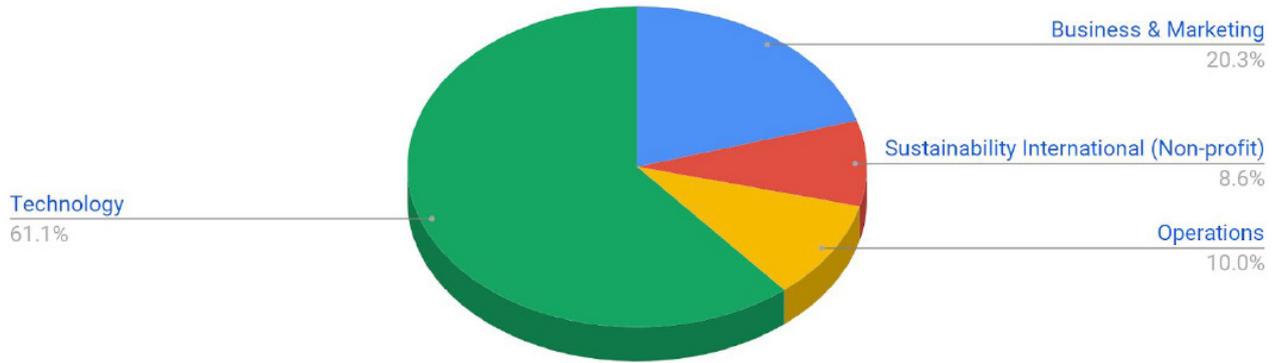
Development Budget (2019-24)



6b. Sela Foundation Token Allocation



6c. Use of Proceeds



7. Leadership

Executive

[Chi Nnadi](#), Founder/Chief Executive Officer, Wharton+BCG

[Mohamed Hassan Kané](#), Chief Technology Officer, MIT+Uber

[Julie Bissinger](#), Chief Operating Officer, UTexas+Facebook

[Kayode Ezike](#), Head of Research , MIT+Facebook

[Dara Oke](#), Product Lead, UTexas+Microsoft

Advisors

[Andrew Dell](#), Former Chief Executive Officer, HSBC Africa

[Henry Erimodafe](#), Executive Director, UBS Nigeria

[Tami Kesselman](#), Former Senior Advisor, UNDP

[John Simpkins](#), Former General Counsel, USAID

[Honor Huyette](#), Director, Data Capital Management

[Ralf Kubli](#), Principal, Lakeside Partners

CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

This whitepaper contains certain statements and estimates provided by the Company and Sustainability International with respect to the anticipated future performance of the Company and Sustainability International, including “forward-looking statements.” A forward-looking statement is a statement that does not relate to historical facts and events, can generally be identified by the use of forward-looking terminology including “aim”, “anticipate,” “believe”, “continue,” “could”, “estimate”, “expect”, “intend”, “may”, “might”, “outlook”, “plan”, “possibility”, “potential”, “probably”, “project”, “rankings”, “risk”, “seek”, “should”, “target”, “will” and similar terms. All statements other than statements of historical fact in this whitepaper are forward-looking statements and include assumptions, estimates and statements relating to: anticipated results, plans and objectives of the Company for future operations, business strategies or economic performance; conclusions and projections about current and future economic, industry-specific and political trends and conditions; and projected financial results and results of operations. Such assumptions, estimates and statements may prove to be incorrect.

These forward-looking statements are based on current estimates and assumptions that the Company makes to the best of its present knowledge and are subject to risks, uncertainties and assumptions. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, the Company’s actual results may vary materially from those currently anticipated. Potential risks and uncertainties include, without limitation:

- the Company’s ability to develop and launch the Sela platform;
- risks associated with meeting users’ expectations regarding the functionality of the Sela platform;
- risks associated with the Company’s business and operations;
- risks associated with an unestablished secondary market for Sela Tokens];
- risks associated with restriction of transfer of Sela tokens;
- risks associated with a user’s inability to access their Sela wallets;
- risks associated with the compromise of a user’s credentials;
- Sela’s reliance on Ethereum blockchain as the base of the Sela platform;
- risks associated with insufficient interest in the Sela platform or blockchain technologies;

- Sela’s ability to continuously adapt its business model to meet market needs;
- risks associated with competitive technologies;
- risks associated with security weaknesses, including hacking and other attacks on the Sela platform or the Ethereum network;
- risks associated with the new and untested technology underlying the Sela platform;
- risks associated with large volume transactions occurring through the Sela platform on the blockchain network;
- Sela’s ability to effectively protect its intellectual property;
- risks associated with meeting regulatory obligations in the countries in which Sela intends to operate;
- risks associated with unfavorable legal or regulatory actions, including regulatory developments that render the Company’s business plans infeasible or unprofitable;
- risks associated with the fact that Sela tokens will not be legal tender of any jurisdiction; and
- risks associated with tax treatment of Sela tokens.

Neither the Company nor Sustainability International makes any representations or warranties (express or implied) about the accuracy of such statements and estimates. Any representations concerning the Company, Sustainability International, or their businesses will be made only by the Company or Sustainability International, as applicable, and only in a definitive agreement documenting a transaction between the Company, Sustainability International, if applicable, and any prospective party. Readers are cautioned that actual results of the transactions referenced in this whitepaper could differ materially from forward-looking statements; and readers of this whitepaper are cautioned not to place undue reliance on forward-looking statements. Sela Token valuation assumptions are based on current market trends and estimates of the Sela Token’s potential share of total cryptocurrency volume; the Company makes no representation regarding the likelihood of achieving the valuations projected herein or regarding any actual results or financial performance of the Company, Sustainability International, or Sela Tokens.

These forward-looking statements are applicable only as of the date of this whitepaper. Sela disclaims any obligation to update, or to announce publicly any revision to, any of the forward-looking statements contained in this whitepaper to reflect future actual

events or developments. Sela reserves the right to update this whitepaper at any time. Please visit Sela's website (www.Sela-labs.co) for the

most up-to-date version of this whitepaper. This whitepaper does not constitute an offer; rather, it is a conceptual paper describing the theoretical structure and use of the Sela Platform. The Company does not authorize the sale of any securities in any state in which such offer, solicitation or sale would be unlawful before registration or qualification under the laws of any such state.

