



Centre for Citizenship Enterprise and Governance

PERSONAL VALUE

This edition is dedicated to our new prodigy metric, Personal Value, which we have just launched to much acclaim. Here is Karen Bryson, Investor and Director, introducing the concept in a short 2 minute video. Get inspired!



Go on, press on the logo and measure your own PV in 60 seconds. Maybe our celebrity supporters will encourage you to Crowd Fund our Big Idea - to offer 1 million people their PV for free. Click and hear what they have to say



[Yes, I want to Measure my PV in 60 seconds](#)

Next week we launch our Student PV Campaign, aiming to sign up 100,000 students for free in 2016. In operation for only a few days, our social media awareness has brought us extraordinary attention from the world's leading corporates.



Yes, I want to help Crowd Fund PV to keep it free

Our licensing arm, Seratio, is the world leader in the measurement of value. Personal Value is based on the same algorithm as our ground breaking Social Earnings Ratio (S/E Ratio), "*World's most rapidly adopted social metric*", Having benchmarked US\$ 4 trillion of organisational value since 2011, we are pleased to announce external benchmarks of our achievements. Firstly, the UK IP Office has recognized **Social Earnings Ratio** and **S/E Ratio** as Registered trademarks of non-financial value, giving our IP parity with the internationally accepted metric of financial value, the **Price Earnings Ratio**. Total Value is the combination of your Financial Value (p/e) and your Social Value (s/e).



Investment History

Seratio formed - Jan 15
 £ x million valuation - Jul 15
 £ xx million valuation - Dec 15

Doubling every 6 months

To assist our hypergrowth, Seratio - our licensing trading arm that funds CCEG, has closed a 2nd round of finance doubling our valuation within 6 months. We continue to go from strength to strength. Why not join our 30,000 members?

Yes, I would like to join the CCEG mutual

Seratio™ World Leader In Measurement of Value.

Measuring the movement
of Non-Financial and
Intangible Value.

Social Impact Analysis created by
Centre for Citizenship, Enterprise and Governance
 Centre for Citizenship
Enterprise and Governance



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