



Press Release (29 June 2023)

Pioneering UK tech start-up will lead the way in global blockchain company formation

The UK will soon be leading the way in company formation on the blockchain, with the creation of an innovative software protocol that will launch thousands of new “smart organisations” running on code, automated governance and tokenised shares, and making London the powerhouse of a new tech revolution for Web3 businesses building the Internet of Value.

As technology proliferates at a vertiginous pace and a new decentralised blockchain powered economy blooms, traditional business models are being left behind and will need to reappraise their corporate ordering.

A London-based tech start-up, Root Series, is developing a software protocol that will allow automated company formation and registration fully on chain, with legally binding smart contracts and the shield of limited liability status, by way of a multi-chain legal dApp.

The software is called Model-T, and takes its name from the pioneering entrepreneur Henry Ford and his vision of a universal mass-produced car. In the spirit of Ford’s Model T, the team at Root – a group of lawyers and engineers - are building a legal vehicle with software code fit for the Internet of Value, Web3, and available to all at the click of a button.

Model-T is the result of an innovative fusion of law and technology. It gives access to a framework of contracts that can be read by both man and machine, adding blockchain and smart contract functionality to complex legal agreements without losing any of their richness, semantic nuance, or legal enforceability. This will result in enhanced transparency, corporate clarity, reduced costs, and ease of enforcement when forming a legal entity, and when resolving a dispute.

Root’s CEO, barrister and tech pioneer, Flavia Kenyon, says: “I am excited to announce the creation of this new protocol. Blockchain is the future of business in this country, and worldwide, but there are too many restrictions to entry.”

“We, at Root, are tearing down the barriers, empowering companies to launch themselves on-chain and take advantage of a new, smarter way of doing business.

Britain needs to be leading the way in digital commerce and to reform company law to reflect the technological advancements by recognising that a company agreement, its articles of incorporation, can be composed of code, formed and maintained on the blockchain.”

Ms Kenyon added, “We are at the beginning of our journey and we are seeking the right investors to join us and make Model-T a global success.”

Michael Patchett-Joyce, Chief Legal Officer at Root, points out: “Blockchain promotes certainty. Certainty is prized by business. The Model-T software being developed by Root meets a key business need. It is invaluable for DAOs (decentralised autonomous organisations) and established businesses alike.”

For further information and interview, please contact Flavia Kenyon on
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