




**A Vision to Create a Global
Sustainable Innovation and Development Bank.**



**Highlights of our bold plan
to unlock £100 Billion+ over 10 years to
tackle the Sustainable Development Goals.**

***“Intelligent Access To Capital
To Change The World”***

Q3 2019

Our mission:

Healthy Economies - for the Good of People and Planet - Everywhere!

Our Mission and The SDGs

The UN's 17 Global Goals for Sustainable Development are an incredible framework that highlights the important issues the world collectively and urgently needs to address.



These 17 Sustainable Development Goals (SDGs) are not only 'nice to have' guidelines.

Failure to act on these Global Goals can increase the intensity of what are often also deemed to be 'Critical Risk and Resilience Threats'.

Regardless of one's political affiliation or if one believes that mankind has altered the climate or not - what is certain - is sooner or later, many of these critical risk and resilience threats will affect us all.

We think there is something BIG that can be done to Scale Up and Speed Up progress on the Global Goals!

High Level Summary

Transform Global aims to be a globally scalable **Sustainable Innovation and Development Bank**. The goal is to help fill critical funding gaps to *Scale Up and Speed Up* how the world addresses the 17 Global Goals for Sustainable Development. We are raising **£2.65m** then **£50m** in seed funding to be followed by a **£4.21 Billion** fund raise - with features making it attractive for impact, corporate and institutional investors of all kinds. Importantly - key features are also designed to appeal to an ecosystem of fundraising and execution partners:

1. **Transform Global** will be the umbrella regulated corporate finance and advisory business to raise capital for funds and ventures in its ecosystem - and to deploy innovative SDG focussed financial solutions which can be deployed and replicated around the world. It will also act as a management and holding company for BIGCrowd, SDG 360 Fund Management, and for other acquisitions, investments and spin-offs.

Transform Global will allocate £5m from the seed round to the Transform Global Trust Foundation that will deliver governance on all Transform Global activity (see point 5). A further £10m will go to set up BIGCrowd (2) and £10m will go to SDG 360 Fund Management to put strong investment management talent in place (3). Whilst Transform Global will lead the raise of the £4.21 billion SDG 360 Fund (4), this will be alongside partner advisors and banks, with £10m set aside to cover fees, marketing, retainers, and legal costs. To facilitate the raise, success fees of up to **£210m** (5% in cash and/or fund units) will be paid to banking and other partners and advisors - leaving £4 Billion in the fund for investments and operations.

From the Fund when raised, **£360m** will be allocated on pre agreed terms as an equity investment back into Transform Global to scale the 'bank' and to align all interests (in turn helping drive SDG 360 Fund success). £120m will go to invest into the scaling of BIGCrowd, £120m will be spent on Impact Investment management, network, and ecosystem acquisitions and investments (securing talent, capability, networks, deal flow, revenues and profits), and £120m will be reserved for working capital.

2. **BIGCrowd** is designed to be a gamified collaboration, content and funding platform to harness the wisdom, power, social networks, purpose, passion and funding potential of the masses. A free or premium (£9.60) subscription will be sold and marketed to individuals everywhere who wish to help identify and support Big Impact Game-changers (BIGs) capable of delivering maximum impact on the SDGs. Subscribers will be able to earn cash commissions and rewards for collaborating and for being part of a global social marketing movement to promote and support the Big Impact Game-changers addressing the issues they care about.

BIGs will showcase projects on the platform to compete for prizes or receive awards (funded by subscriptions). Each is worth £3.6m in cash and organised support over 3 years. The platform and its awards and prizes will help the BIGs Start Up or Scale Up and raise all the funds and support required for success. Projections and modelling show BIGCrowd has the potential to unlock £13B over 7 years - with £6.5B going to fund 4,000+ BIG awards and prizes, earning a 13% net margin - and delivering deal flow and tech to the SDG 360 Fund.

High Level Summary

3. **SDG 360 Fund Management** will be the Investment Manager to the SDG 360 Game-changer Fund. The investment team will number circa 200 junior to senior persons alongside up to 360 part time mentors to SDG 360 fund investments. SDG 360 FM will work closely with Transform Global which will supply infrastructure support, marketing, deal technology, events, property, and leadership support. SDG 360 Fund Management and Transform Global will share fees and fund unit performance incentives.
4. **The SDG 360 Game-changer Fund** will be a 'permanent capital' vehicle enabling a diverse group of Impact, Corporate and Institutional investors to own a stake in the Transform Global platform and SDG 360 Fund Investments (and distributions). The aim is to position for an offering on a public exchange in 2 - 4 years, or ideally convert into a digitised security structure with embedded governance, should market conditions, block-chain infrastructure and regulatory environments suit at the time.

Investments will be made into the broad tent of 'Maximum SDG Impact' in **7 progressive stages of £360m**. Using what we term as the 'butterfly basket' portfolio design - **360 capacity building investments of an average £1m will be made every three year cycle**. As needed, investee companies compete on impact and return criteria to receive multiple follow on rounds to ensure they are able to raise whatever is needed to succeed and scale - if worthy; **(90 x £4m; 30 x £12m; 12 x £30m; 6 x £60m; 3 x £120m; and 1 x £360m - or £587m for that single entity)**. In addition, there will be a **£360m special opportunities fund** to fill impact investment gaps and enhance returns, and as noted above, **£360m will be invested into Transform Global**.

Fees are 2% of the net £4Billion (£80m p/a), funding 200+ investment managers and up to 360 mentors (in SDG Fund Management) and corporate finance professionals and supportive services (in Transform Global and BIGCrowd). A key focus is on technology and the processes to capture normally ignored data to power augmented intelligence - to best support investment selection. Incentives will be based on combined impact and post hurdle rate investment returns, and will be in the form of performance based fund units - with vesting criteria to ensure long term interests of all stakeholders are intelligently aligned.

NB. A breakthrough innovation for the SDG 360 Game-changer Fund will allow for liquid balances to be invested with a diverse group of the worlds top money managers. Modest or target returns will enable ongoing investment capacity to be maintained and grown. Based on conservative projections this enables over £7.2 Billion of book value Impact Investments to be made over 10 years - and to deliver attractive risk adjusted returns of 6 - 12% - plus systemic and significant impacts.

5. **The Transform Global Trust Foundation** - funded with £5m and 5% of revenues, will ensure we can fairly and responsibly achieve these ambitious goals - supporting our target ESG and impact objectives.

This '**Sustainable Innovation and Development Bank**' aims to deliver required system innovation in finance. Ultimately anyone, anywhere in the world, will be able to play their part. The focus is on working to incentivise collaboration, break down silos, and attract talent and capital at scale to tackle the worlds most important issues.

Transform Global Structure

1. £2.65 m (\$3.21 m) pre seed equity investment into Transform Global Ltd for the team to be added to and for operations to commence. Enhanced presentations and investment memorandum will be completed, the minimum viable product of the technology platform will be delivered, and marketing and engagement to complete the raise of the £50m Seed Round will be completed.
 2. £50m (\$61m) seed round into Transform Global Ltd to launch core aspects of the business (the £15m that is not shown to be allocated in the structure diagram - covers success fees for the raise, operational expenses, recruitment costs, and surplus capitalisation of Transform Global Ltd). The £35m is allocated thus:-
 3. £5m to go into Transform Global Trust Foundation, to set up the governance structure and impact measurement capacity.
 4. £10m to fund the set up costs for BIGCrowd Ltd - to launch the dedicated team, further develop platform and core technology and launch marketing and sales operations - which on cut back scale projections are still able to reach profitability in 2-3 years. Approx £4m of this is tech, people and working capital, and circa £6m is cause marketing.
 5. £10m to fund set up costs of SDG 360 Fund Management Ltd, recruitment expenses and up to 12 months of talent cost for core management and operational team who will support the raise of the SDG 360 Fund and manage it when launched.
 6. £10m is allocated to fund the legal structuring and set up costs of the SDG 360 Game-changer fund. This includes up to £5m of retainers that can be paid to the banks and advisors who will support the raise of the fund (plus a success fee of up to 5%/£210m to ecosystem partners).
 7. £210m will be the cornerstone commitments to the SDG 360 Game-changer fund, to be secured from a number of high value adding target investors who supply brand, connections and capability.
 8. £4 Billion full commitment to the SDG 360 Game-changer fund, priced at £1 per fund unit (whereas, for value adding investors - the first £210m will be raised at the discount price of £0.70).
 9. The fund raise will include the commitment on pre agreed terms to make an investment of £360m into Transform Global Ltd. This is to build up capacity of Transform Global to best manage the SDG 360 Game-changer Fund and its portfolio investments. This will be achieved through providing follow on fund raising support, technical assistance and exit management, showcasing and supporting all fund investments on the BIGCrowd platform - and providing collaboration and decision support software (an adapted version that BIGCrowd develops for its own operations).
 1. £120m of this £360m is to acquire and invest in impact corporate finance and advisory businesses, aligned event, publishing and data ventures with target investor access, and also supportive tech capability (with the addition of performance based fund units to add to investment capacity).
 2. £120m provides working capital to ensure the team is of sufficient strength to reach scale and profitability in 3-4 years.
 3. £120m is used to accelerate marketing and growth of the complementary and valuable BIGCrowd model (which also provides deal flow and due diligence to the SDG 360 Fund deals).
- This £360m also closely aligns interests (fund investors would own a stake in Transform Global + existing and new stakeholders will hold SDG 360 fund units - half of which are performance based).
10. Fund management fees are 2% of £4 Billion, or £80m p/a - split 50% into SDG 360 Fund Management (to ensure investment managers are fully focussed - and supported) and 50% into Transform Global to provide infrastructure support, marketing, tech and advisory services.

Transform Global Structure





*“Here’s to the crazy ones. The misfits. The rebels. The troublemakers.
The round pegs in the square holes. The ones who see things differently.
They’re not fond of rules and they have no respect for the status quo.
You can quote them, disagree with them, glorify or vilify them.
ABOUT THE ONLY THING YOU CAN’T DO - IS IGNORE THEM.
Because they change things. They push the human race forward.
While some may see them as the crazy ones, we see genius.
Because the people who are crazy enough to think
they can change the world, are the ones who do”.*

Check out the presentation videos on www.transformglobal.co & www.bigcrowd.net
or to request the extended summary and investor documentation, email steve@transformglobal.co