

# Transform Global Presentation and Proposal to the ADGM Executive Team



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4th August 2019



*To make Abu Dhabi and the UAE the global home of sustainable finance and SDG focussed impact investing*





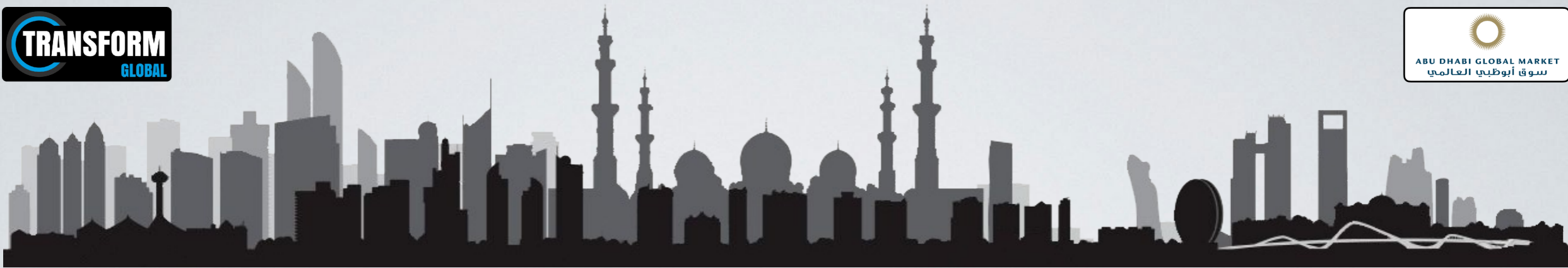
The **Transform Global** vision to create a  
**‘Global Sustainable Innovation & Development Bank’**  
dovetails very closely with the **Abu Dhabi** and **ADGM** vision to  
**‘Lead the World in Sustainable Finance and FinTech Innovation’**



The opportunity to create a  
Big Impact Game-changing  
partnership is compelling



**Transform Global** invites **Abu Dhabi** to invest **£50m**  
of launch equity to create what can best be described as a  
**Sustainable Innovation and Development Bank**  
*(what some have also referred to as a NewWorld Bank)*



And to cornerstone what is proposed as the world's largest and most exciting systemic impact investment fund with **Abu Dhabi** committing **£1 billion** of the **£4.21 billion** minimum raise for the **SDG 360 Game-changer fund**



The **Transform Global** vision is to channel the intelligence of a billion people and to directly unlock £100 billion in SDG-focussed impact investment by 2030, in turn to catalyse £ trillions to tackle the world's most important challenges and opportunities



Our mission is:

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





To deliver on this bold mission, **Transform Global** believes that to achieve the greatest and fastest impacts, we would be best served to locate our global headquarters in the **Abu Dhabi Global Market**, and do so in collaboration with the **Abu Dhabi** government and its public and private actors - whose ambitions and visions align closely with our own



Doing so would help **Abu Dhabi** and the **UAE**  
become the **global home of financial innovation**  
to best address the **Sustainable Development Goals**



We believe as a result this would attract many **£ billions** of inward investment to **Abu Dhabi**, the **UAE** and the wider **MENA** region - along with a diverse mass of **SDG** and fintech innovators, funders and their dynamic teams



A core benefit would be educating and inspiring the local Emirati population alongside expat residents, and international visitors. This would present a compelling base of commercial and social entrepreneurial opportunities, providing meaning whilst driving value for the masses which the partnership can touch



Through the **Transform Global** network and an international footprint of regional and local offices, this exciting partnership would connect **Abu Dhabi to the World** and connect the **World to Abu Dhabi**



**Transform Global's** ongoing outreach and stakeholder engagement has the great potential to further promote its partnership with **Abu Dhabi** and **ADGM** - and to build on and showcase the existing successes with **Masdar, IRENA, The World Bank**, and others - to a global audience



Importantly - the **Transform Global** model, which includes the **BIGCrowd** platform, has the potential to amplify and enrich those existing successes through the much required capacity building and intermediation in the region and elsewhere



The **Transform Global** presence could include locating its regional **SDG** Incubator and Accelerator at **Masdar**, and its media operations within **TwoFour54**





Or, potentially in time, housing all core operations within an iconic and purpose built Global Headquarters, of a design most fitting for **Abu Dhabi** and its partnership with **Transform Global**:



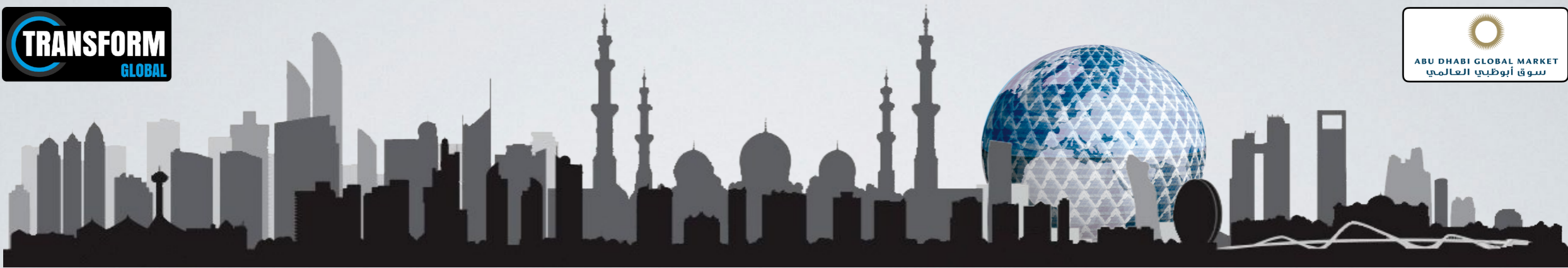
*An idea of what's in our minds eye for the future Transform Global Headquarters*



- *Iconic, Innovative and Award Winning*
- *A Sustainable Education Destination*
- *Fostering Hope and Inspiration*
- *A Magnet for Talent Globally*
- *The Location is The Gateway*
- *The Building is The Brand*
- *The Brand is The Building*
- *Fun, Exciting and Fabulous*



We envision at least a thousand direct employees in **Abu Dhabi** within five years, and potentially, tens of thousands of jobs created indirectly - all focussed on tackling and intelligently capitalising on the most urgent and important social and environmental challenges and opportunities of our time



## THE OPPORTUNITY



It is crucial that we secure the right investors and partners who are fully behind our vision, with terms and governance that can work for all



We also realise it is important for our investors and partners to know that this substantial vision is credible and achievable



We therefore propose an initial sponsorship arrangement with **ADGM**



Where **ADGM** would commit **£1m** to fund an extensive international event and evaluation series we have called **Scale Up Speed Up (SUSU)**





Events would be held in **Abu Dhabi** and key global locations where we participate in relevant existing events, and/or host approved side events

### Target events include:

*UN SDG Summit in NY in Sept 2019 : FinTech Abu Dhabi in Oct 2019 : TIP Summit in Abu Dhabi in Nov 2019 : COP 25 in Santiago, Chile in Dec 2019 : Abu Dhabi Sustainability Week in Jan 2020 : and the World Economic Forum in Davos also in Jan 2020*



Within the series we would also host our own focussed  
**Scale Up Speed Up** events including intimate dinner discussions,  
breakfast and evening salons, forums, workshops, and fireside conversations



In the **SUSU** events, diverse and relevant stakeholders will come together (including **Abu Dhabi** and **ADGM** representatives) to learn about, discuss and give feedback on the singular powerful **Transform Global** vision to find, fund and support thousands of others to change the world for the better - together



All of this and the content that will be captured,  
will help **ADGM** and its stakeholders understand the depth,  
substance and relevance of the broader **Transform Global** vision, plan  
and the potential partnership - plus add to its structuring and development



Should **ADGM** and its stakeholders agree to the proposal, the **Transform Global** founder and a core team would move to **Abu Dhabi** to build relationships, evaluate the opportunity and execute with a view to securing the required capital and support from a position of strength for all parties



With a swift agreement to the proposed £1m sponsorship arrangement, this would allow for a September 2019 start. Should the full proposal work for all, with the optimum raise of £50m in launch equity, and a powerful £1 Billion cornerstone commitment to the Transform SDG 360 Game-changer Fund, we recommend announcing this exciting initiative at the **Abu Dhabi Sustainability Week in January 2020**



In return for the £1m, **Transform Global** would grant **Abu Dhabi** a 4-month exclusive 1st option to put the HQ agreement, investment and partnership in place



As a result, this will enable **Abu Dhabi** and **ADGM** to play an important, mission aligned and highly profitable role in launching one of the world's most exciting and valuable ventures and fund structures, investing into and galvanising the purpose economy, whilst at the same time energising and inspiring people across the globe to do good and do well, at scale





*Steve Podmore aims to visit Abu Dhabi  
in late August / early September 2019*



*Thank You*

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