



A vision and plan to create the worlds' first systemic

'Sustainable Innovation and Development Bank'

Also described as a New World Bank - but Better!

Short Executive Summary

Summer 2021



The Issues and the Urgency.

The Sustainable Development Goals, originally ratified in 2015 and with a looming and drastically unrealistic 2030 deadline - are increasingly a matter of life, stress and untimely death globally. These SDGs are not just nice to have but are need to have - and that need is urgent.

Failure to fund solutions to issues at the heart of what are also termed Global Goals increases the magnitude of Risk and Resilience Threats for us all. Virtually no one will be safe from the fall out. Wildfires, droughts, floods, hunger, rising sea levels, health challenges, economic and climate migration, polarisation and conflict - are just a few of the many issues the world faces as a result.

Nevertheless, the questions remain; Why is progress not fast enough? And, what can be done to Scale Up and Speed Up how the Global Goals are funded and tackled the world over?

Financing Gaps and Capital Misallocation.

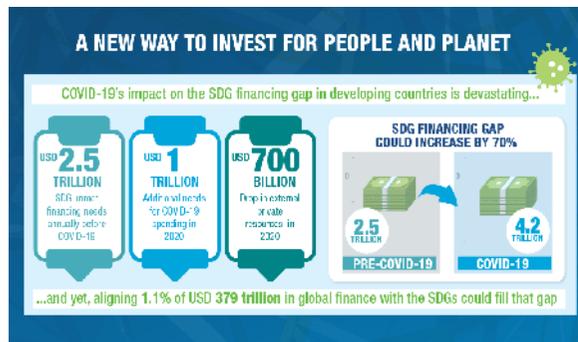
As can be seen from the OECD graphic, the unmet SDG financing needs (or gaps) have risen from \$2.5 Trillion annually to over \$4.2 Trillion in a Covid (or hopefully what will soon be a Post Covid) World.

While some countries and regions printed money to temporarily ease the situation, others without deep pockets or international support have not been as fortunate, and the consequence have been horrific.

The terrible externalities (or hidden costs) of these financing gaps are already felt by many, but ultimately they will hit today's youth and future generations the hardest - and will do so globally.

The Founder of Transform Global asserts a big reason we are not going fast enough is that we are misallocating capital on a grand scale - and this grand collective stupidity has to be reversed.

Especially the world is funding the kind of economic activity that adds to these challenges, and at the same time it is failing to fund activity with greatest potential to address them. But why is this so?



Keeping On Funding the Neutral or Negative.

Governments have failed in their regulatory and policing role - which should include ensuring great Governance. This has contributed to market failures where so called 'Special Interests' have used their power and the cloak of ESG and CSR to sidestep wider responsibilities to people and planet.

Mostly the capital concentration towards global corporations and extremes of market speculation has created the conditions for economic imbalance and for the wrong kind of economic activity to proliferate. In simple terms, it is easier to invest in bigger deals and liquid markets as greater and faster returns can be made with lower perceived risk. The trouble is because of how markets operate this serves managers of capital more than it does the ultimate beneficiaries (savers & pensioners). This also acts like a vacuum pump, sucking capital away from the real economies of the world - which if properly and intelligently funded would deliver a great many more jobs and at scale, the sustainable innovation, development and roll out activity the world so urgently needs.

Failing To Fund the Good at Great Scale.

Those who seek to tackle these issues including impact investors, donors and public institutions or development finance institutions are too small, too niche and/or too constrained. As a result they work in silos and struggle to deliver the volume of risk capital that is needed and so essential. Or, as in the case with the massive capital flows into liquid impact or ESG funds, they operate in the parts of our economies that can have least impact on these funding gaps. Fund structures such as venture capital and private equity and mainstream asset managers and investment banks are driven by the profit motive and/or are constrained by culture and legacy structures. Many do not even acknowledge or understand the problems let alone conceive ways of fixing them. They are just not up to the task of solving these issues alone - but many can and will still play a role!

Systemic Solutions are Required.

The belief and determination is that we can afford cynical cherry picking no more. The need is for systemic solutions with joined up thinking - and we need them NOW! The good news is that for nearly 15 years Steve Podmore has been working to both understand the challenges touched upon - and devise a scalable, systemic and highly catalytic solution. Transform Global is all about creating a highly ambitious and ethically governed investment bank - focussed on using media, technology and fund and organisational innovations to create fund structures and platforms that are fit for purpose. The focus is on tackling the capital formation, intelligent access to capital and capacity building investment gaps - to move the needle on the challenges explained.

The Vehicle to Harness and Motivate Talent at Scale.

The vision and plan for Transform Global will engage with and harness the efforts and interests of three separate but intertwined communities - channelling them into an active impact ecosystem.

- The world of conscious capital investors and related public policy professionals.
- The world of impact entrepreneurship, business, infrastructure, technology and media.
- The world of concerned, frustrated and yet motivated citizens the world over.

To do this the Transform Global business model has three distinct components:

1. The Investment Bank - Transform Global (also called a New World Bank, but Better).

- ◇ **Transform Global** will own and develop its own media and technology assets, which will sit under Transform Global Media (also our in house a communications agency).
 - **BIGCrowd.net** is the venture that will deliver mass consumer engagement and a content offering that will educate and inspire people the world over. It will also harness the power of the BIGCrowd to help find, fund and support what we term Big Impact Game-changers - which are high potential and high impact projects and ventures with a scale approach or ambition to address the SDGs. Key innovations in the BIGCrowd model include using incentivisation for free and premium subscribers to collaborate and support Game-changers, and for a system design that can raise many billions in aggregated donor funding. Half of all funding will be channelled to deserving Big Impact Game-changers as cash, governance and support based prizes and awards. BIGCrowd in turn will provide the important capacity building and investment readiness that the Big Impact Game-changers need to attract intelligent capital of all kinds. This also provides due diligence deal flow for the bank and the fund which can invest in them. BIGCrowd is a profit with purpose venture, which based on internal projections has the potential to achieve a £10 Billion market value within a 6 - 7 year period.
 - **FundingTheGlobalGoals.tv** will be our own mini Bloomberg or CNBC but for everything related to funding and best addressing the Global Goals. With, podcasts, news, blogs, interviews and much more, it will spotlight and highlight the right kinds of financial innovation, engage with global financial, impact and policy audiences, and connect them to impact entrepreneurs seeking intelligent investment and support. FTGGTV will act as a Trojan Horse for the Bank itself, helping reach investors and investable ventures and projects and will champion and support those we fund.

- ◇ As well as growing organically, from the target £4 Billion that would be raised in equity, and also using its stock when listed, Transform Global would also make direct investments and acquisitions in the following categories: Events and Publishing; Strategy, Consulting and Delivery; Marketing and Communications; Impact Measurement and Reporting; Exchanges, Transaction and Matching Platforms; Asset and Investment Managers; Impact Investment Banking; Placement Agencies - and related Technology Organisations.

This is all about creating an investment bank that has all the functions and talent necessary to create relationships and deliver transactions to make meaningful inroads in how the SDGs are addressed - raising and deploying Millions and Billions to catalyse Trillions!

- ◇ The third area of Transform Global will work to raise the cornerstone £9 Billion SDG 360 Game-changer Fund - and working alongside its wholly owned subsidiary, SDG 360 Fund Management - it will manage the fund. This way, Transform Global will provide infrastructure and support - leaving SDG 360 Fund Management personnel free and fully supported to manage the fund - to best deliver attractive and blended returns at scale.

2. The Cornerstone Impact Fund - SDG 360 Game-changer Fund (The Fund)

- ◇ The £9 Billion 'Fund' is designed to list 2 - 4 years from launch to provide market investors with diversity, risk management, an indefinite holding period - and liquidity. With 2% in AUM for fees but ZERO carried return, the performance incentive for personnel (and the same for the bank) comes from Restricted Impact Options - tying any long term financial compensation to impacts targeted and achieved. The design will use the innovative 'butterfly basket' portfolio structure to deliver high impact direct investing activity all over the world in a process that can do early, mid and late stage investing in one progressive structure. The butterfly basket portfolio innovation for direct investing sits inside the larger multi asset strategy which combines to deliver catalytic impact and attractive returns.

3. The Governance Vehicle - The Transform Global Trust Foundation (the Trust).

- ◇ Long term fit for purpose governance, radical transparency and a progressive approach to risk management and culture development are essential. Especially so if this New World Bank, but Better is genuinely to be better than many of the entities - public, private or social that are falling short of the worlds impact objectives right now. The Trust will have an ownership stake and a progressive share of the vote, with diverse stakeholders acting as trustees to complement and when necessary counter potential short term investor interests.

Key Numbers

£2.35 Million

Is the current equity raise and includes bonus SDG 360 Fund shares. The first £350k receives a share premium - and introducers receive an attractive package.

£7.65 Million

The mid range amount Transform Global could be eligible for in grant and innovation financing through the European Union or UK Government.

£40 Million

The target Seed Round to fund soft launch of BIGCrowd & FundingTheGlobalGoals.tv and put in place all the talent required for the 'bank' and for the follow on raise.

£300 Million

This combined raise positions for the fund and includes £90m of A Round Equity into Transform Global and a £210m of Pre Commitment to the Fund.

£10 Million

In retainers will be paid from the £90m to banks and placement agents to raise the £9 Billion fund - from Institutional and Sovereign Wealth Fund Investors.

£360 Million

The size of the equity investment the fund will make on launch into Transform Global to align all interests - and ensure the bank is well capitalised for success.

700+

People employed in the bank and its fund management subsidiary dedicated to supporting and managing the direct and indirect impact investing of the fund.

£10 Billion

£10 Billion is the launch capitalisation with the £9 Billion holding 90% and the rest split between the £210m investors, restricted options and other stakeholders.

£9 Billion

The net size of the fund at launch with the £210m investors effectively paying success fees for the raise - in return for a discounted price on equity.

£210 Million

Success fees paid to banks and placement agencies for raising the £9 Billion - conditional on ecosystem support (out of the pre commitment)

4

Investment strategies the fund will run: Into Transform Global; To seed other funds and platforms; to liquid impact investing; to direct investing.

7

Number of 'butterfly basket' stages the fund will make into progressive impact investing (rounds of £1m, £4m, £12m, £30m, £60m, £120m, £360m)

2

The minimum blended return the fund requires to deliver high impact and financial success - though the target is to deliver a 2.5 - 3 x return.

ZERO

Unlike VC & PE the fund will pay ZERO carried return to the teams who manage it - though it will give Restricted (performance) Impact Options to all.

£14 Billion

Though designed to be £9 Billion at launch, the target is to raise a further £5 Billion at IPO 2-4 years later to enable increased impact capacity.

£1 Billion

The Mezzanine or C Round equity to be raised into Transform Global - to enable scaling, preparation for IPO and partial exits (bringing the total to £1.5 Billion).

£10 Billion

The conservative value BIGCrowd can contribute to the bank in 6-7 years having being funded with £115m of equity (just the same as FundingTheGlobalGoals.tv).

£2.4 Billion

The value of the cash, governance and ecosystem support given to the Big Impact Game-changers in those prizes and awards - inspiring people globally.

30 Million

Paying subscribers BIGCrowd can secure in 7 years, funding circa 1,600 prizes and awards and paying £600m in subscriber commissions and charitable donations.

£40 Billion

The Gross Asset Value of the Fund based on its moderate performance assumptions after 7 - 10 years of direct and indirect impact investing.

£2.5 Billion

The target raise at IPO for Transform Global bringing the total raise to £4 Billion, of which £1.5 Billion would go to fund capacity and talent investments for the bank.

£75 Billion

In target combined value of the bank and the fund - 6 - 8 years from launch, derived from £18 Billion of capital - creating a platform positioned for scale and impact.

£8 Billion

In Restricted Impact Options owned by the several thousand personnel at that time should the bank and fund achieve £75 Billion in value plus target impacts.

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Potentially Hundreds of £Billions of active impact investment unlocked and better deployed - with the ability to indirectly catalyse £Trillions to focus on the SDGs.

100

Is the min target investment return for initial investors - based on the values shown, strong governance & achievement of target impacts.

Working to find, fund and support those who think and do differently to address the SDGs.



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