



A vision and plan to create a
'New World Bank, but Better'

Executive Summary

Winter 2021/2022

The vision and plan for Transform Global is to create what we describe as a New World Bank, but Better - to Scale Up and Speed Up how the SDGs are addressed Worldwide!

The more descriptive term is a **‘Sustainable Innovation and Development Bank’** however the model can also be thought of as a cross between an international development bank, a merchant bank, and a commercial investment bank.

Important structural, governance, technology, media and fund innovations are included to ensure Transform Global is fit for purpose and best able to address the most critical funding gaps, barriers and bottlenecks of modern times.

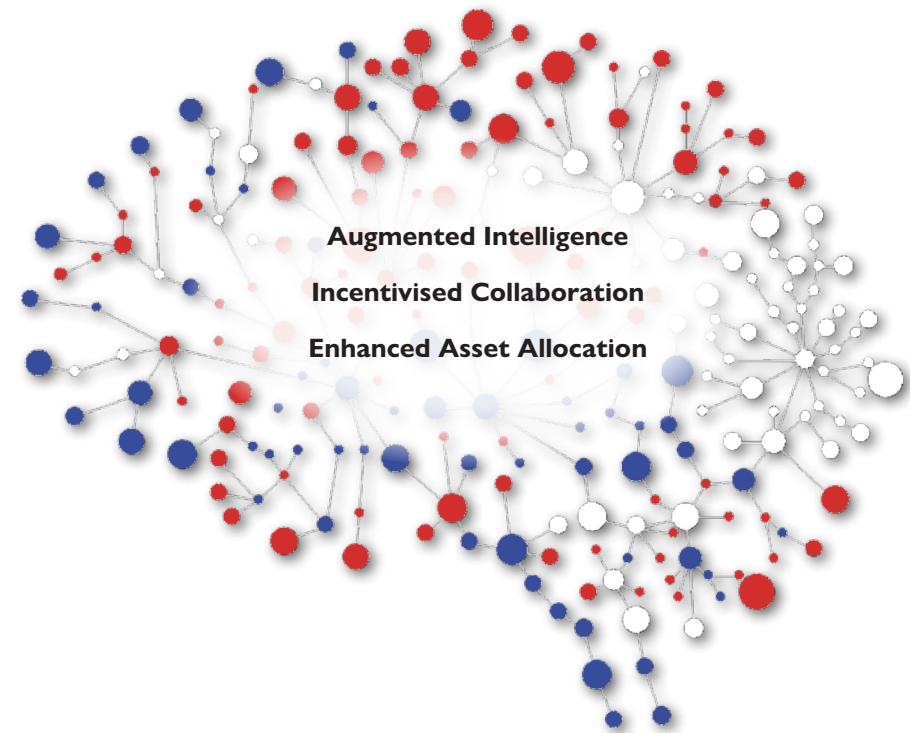
We are raising £3m GBP Pre Seed (\$4m) in order to launch the two core media platforms; add to the investment banking, technology and media teams (and properly on-board them); support two exciting and cornerstone projects (PowR & BuildR); and close the £50m Seed Round.

While starting modestly as above, there is a clear plan to raise over £4 Billion in capital up to and including the IPO of the ‘bank’ itself, and £9 Billion at launch and a further £5 Billion at the IPO of the proposed SDG 360 Game-changer Fund (*while these numbers might seem large - we will show how such scale is not only necessary but it is also achievable*).

The plan includes risk mitigation at all stages - presenting an opportunity for all investors and stakeholders to do good and do well at scale, with a healthy approach to risk, reward and impact management.

Incentive structures are designed to attract the very best and most motivated personnel in the areas of finance, media, technology, sustainability and international development and unleash them through this aligned and purposeful organisation.

Moving Money to Better Serve People and Planet - Globally!



Using innovative fund structures, platforms, networks and technologies to harness and unleash Augmented and Collective Intelligence - we are determined to fuse together an active impact ecosystem including:

- *Conscious capital stewards and related public policy professionals.*
- *Impact entrepreneurship, business, infrastructure, technology and media.*
- *Concerned, frustrated and yet motivated citizens the world over.*

1. The Investment Bank - Transform Global Ltd

In addition to the fund-raising, corporate finance and advisory banking services, Transform Global will develop its own media and technology assets, which will sit under Transform Global Media (our in-house communications agency and holding company). These are BIGCrowd.net and FundingTheGlobalGoals.tv



With the £4Billion of capital Transform Global intends to raise, enhanced by using a pre agreed level of stock as currency - the aim is to make strategic investments and acquisitions to add additional capability and capacity.

The 'bank' will also wholly own SDG 360 Fund Management - which will be contracted to manage the SDG 360 Game-changer Fund - which will be raised in conjunction with mainstream banks and placement agents.

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

Transform Global will provide infrastructure and support to the SDG 360 Game-changer Fund - leaving SDG 360 Fund Management personnel free and fully supported to best deliver attractive and blended returns at scale. The 2% fees for managing the fund will be split 50 : 50 between Transform Global and SDG 360 Fund Management.



While the goal and strategy is to secure the £9 Billion permanent capital fund in record time (and list 2-4 years from launch), £15m from the £50m seed investment will be used to establish the fund, with investment flowing into PowR and BuildR its cornerstone and very powerful investments. PowR and BuildR individually have multi £Billion market, return and SDG impact potential - though the collaboration could accelerate this significantly.

3. The Governance Vehicle - The Transform Global Trust Foundation

The Transform Global Trust Foundation will receive 5% of revenues from Transform Global to pay for professional management and a structure that will be overseen by a diverse range of trustees and stakeholders - to deliver long term governance and accountability.



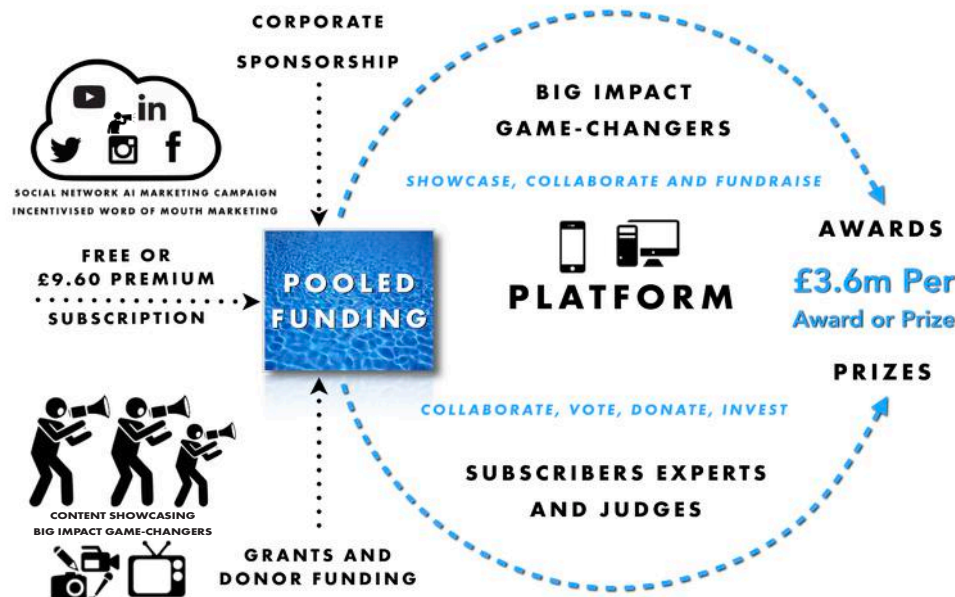
This progressive structure will provide governance according to an Impact Mandate which give investors and all stakeholders the ability to do good and do well - with the greatest financial benefits tied to maximum impacts.

BIGCrowd.net will deliver mass consumer engagement and a content offering to educate and inspire people the world over.

The vision is to harness the power of the BIGCrowd to find, fund and support 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 BIGCrowd innovations include using incentivisation for free and premium subscribers to collaborate with and support Big Impact Game-changers - and a system design that can raise many £Billions in aggregated donor funding.

Channelling support and funds from people who care, to those addressing the issues they care about.



Half of all funding (£4 from paying subscribers) will be channelled to deserving Big Impact Game-changers through the cash, governance and support prizes and awards. One 3 yr prize or award of £3.6m can be given for every 25k subscribers.

The £3.6m prizes and awards: made up of £100k per month of cash, governance and support - for three years.

£10k Per Month - Governance and Impact Reporting	£20k Per Month - Unrestricted Cash Grant	£70k Per Month - Tailored Help and Support-
Talent & Recruitment Icon: Two people shaking hands	Public Relations Icon: Three people with megaphones	Storytelling Icon: Camera and microphone
Strategy Icon: Person with gears and laptop	Tech Development Icon: Smartphone	Meetings & Events Icon: Conference room
Presentations Icon: TV set	Accounting Icon: People and calculator	Legal Icon: Scales of justice
Fundraising & Intros Icon: Person with gear and dollar sign		

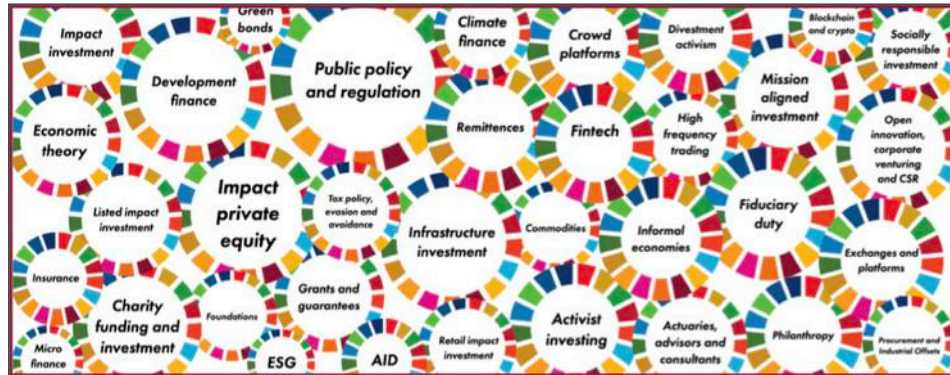
BIGCrowd will provide the important capacity building and investment readiness which the Big Impact Game-changers need in order to attract intelligent capital of all kinds - and also to attract talent, customers and policy level support to deliver significant success and maximum impact. The goal is to help them get 'above the line of super credibility'.

The BIGCrowd model also has the potential to provide a volume of due dilligenced deal flow opportunities for the bank and the fund.

Platform build and beta testing will occur from the initial £3m and then £5m will be allocated from the £50m investment - and then subject to ratification, scaling will occur with an additional £120m allocated from Transform Global Equity over the first few years.

BIGCrowd is a profit with purpose venture, which when a handful of factors are included - has the potential to achieve circa 30 million paying subscribers, a 10% margin when at scale - and a £10 Billion + market value within a 6 - 7 year period.

FundingTheGlobalGoals.tv will be our own mini Bloomberg or CNBC but it is for everything related to funding and best addressing the Global Goals - as the name suggests.



This multi format media platform will include podcasts, news, blogs, interviews and more. Media led system innovation 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. [in](#) [ig](#) [f](#) [t](#) [y](#) [h](#)

1- News

Single or multiple anchors / presenters. Weekly initially, moving to bi weekly, then daily within 6 months, or around specific events (Davos, UN General Assembly, COP etc.). Studio, setting, multiple cameras, guests, reportage included - covering all things re funding the SDGs. YouTube first, Broadcast quality, 43 minutes, enabling syndication to mainstream channels.



Think 'Davos Today meets TYT (The Young Turks)'

With a similar target to BIGCrowd of £125m of funding over the first 3-4 years, FundingTheGlobalGoals.tv will act as a Trojan Horse for the Bank - helping reach investors and investable ventures and projects - and will champion and support those that we fund.

Alongside in-house anchors - experts and personalities will be given an amplified voice.

2 - Podcasts

Multiple anchors / presenters rotating according to expertise. Conversation style, 1 - 4 guests and commentary. Weekly initially and then more frequently - plus specials. Table and set, talking into microphones, video's with close ups and wide angle shots, 1-2 hours. YouTube, facebook and instagram, live-streamed, archived, and edited clips - marketed and distributed.



Think 'The Joe Rogan Experience'

Interviews will illuminate the potential of new models of finance and of impact.

3 - Interviews

In-depth interviews by anchors with understanding and domain expertise. Interviewees - those with innovative platforms, fund structures, system innovators in finance, bold ideas and proposals, proven projects, pilots working to scale, government and civil society actors. Detailed discussions, purpose, lessons learned, what is required to deliver maximum impact.



Think 'BBC Hard Talk meets Impact Theory'

A one stop shop to detail and analyse what's been on and highlight what's coming up.

4 - Events

Virtual, live and hybrid events for 40 to 400 persons +, informing, educating and stimulating action. Discussing taboo but important subjects. Fast into discussion, Q and A and debate. No lengthy intros (canned pitches can be made available online). Filmed virtually, at our own event space, or with a tight crew at various locations (3 camera set up, fast workflow).



Think 'Milken Global meets The Skoll World Forum'

The SDG 360 Game-changer Fund is designed with a series of stacked innovations which can all contribute to financial and impact success.

A true Big Impact Game-changer. The proposed fund - a cornerstone of the Transform Global Fund Strategy - is dedicated to everything financial and systemic to fill the funding gaps which urgently need to be filled to best tackle the SDGs - globally.



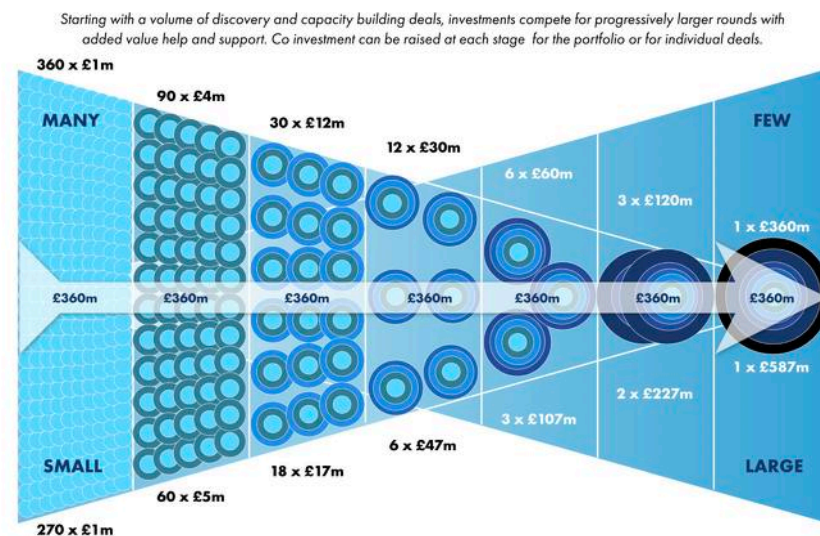
Blended value. Structured as a ‘patient capital / permanent capital’ vehicle, the aim is to enable a diverse group of investors to own stakes in the dynamic portfolio of SDG 360 Game-changer Fund Investments (and distributions). Because the fund is hard wired on launch to make a strategic investment into Transform Global itself, fund investors will indirectly own a stake in the ‘bank’ - thus aligning all interests with this exciting structure .

A compelling solution for major asset owners. To offer investors various benefits not normally available for critical capacity building - the aim is to IPO 2-4 years from launch, raising £5 Billion on top of the £9 Billion in target initial capital.

The objective then will be to grow both the fund and the bank into the blended return powerhouse of the modern age - to provide diversity, risk management, targeted and significant impacts, healthy financial returns, an indefinite holding period - and liquidity.

Fees. With 2% in AUM for fees but ZERO carried return, performance incentives for personnel (and the same for the bank) will come from Restricted Impact Options, tying any long term financial compensation to impacts which are both targeted and achieved.

Butterfly Basket. The design will use the innovative ‘butterfly basket’ portfolio structure shown below 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.

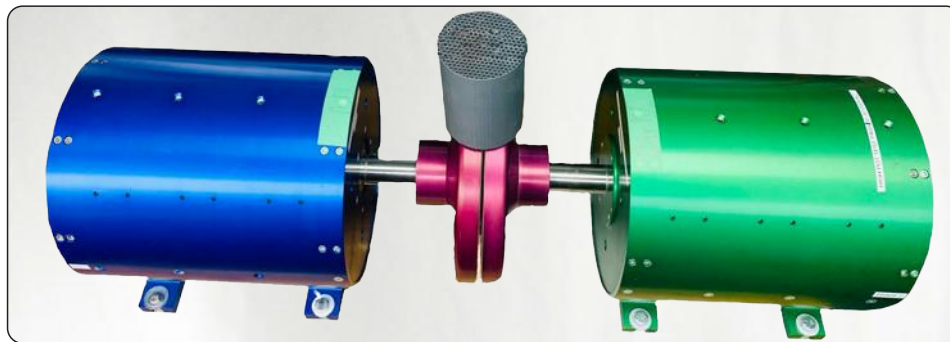


The butterfly basket portfolio innovation for direct investing sits inside the larger multi asset strategy. Collectively they have the potential for catalytic impact and attractive returns.

A bold vision - but a modest start! While the full vision and detailed plan for the SDG 360 Game-changer Fund is bold - and there is a clear vision of how the fund can be raised (see page 11), the start comes from a very grounded position.

Raising the first £3m and then £50m of equity means £15m can be allocated to the fund, with capital allocated to the two exciting cornerstone investments of PowR & BuildR.

Carlos Carvalho-Nunes has reinvented the electric motor. To be clear, Carlos has done much more than reinvent the electric motor. Carlos and his team have also reinvented the generator (see images below), However, the ‘whole systems cradle to cradle design strategy’ also includes other confidential innovations which collectively have significant implications for energy and material usage, and thus for reducing carbon emissions worldwide.



10 years working on the design and iteration of the Matrix machine and related PowR technologies have seen the very concept of motive power taken back to base principles, before leapfrogging mainstream technologies - many of which had changed little from the time when energy, nature and labour were deemed not quite so precious.

What are now proven and patent protected technologies use modern materials and advanced electronics - such as those used in aviation, where Carlos has worked in mission critical roles.

Results are profound: **Pre-production testing already shows Matrix Machines to be 20% more efficient & 7 x more reliable than today's best industry standard!**



The No 1 user of electricity - is the electric motor - yet electric motors universally have energy and reliability challenges. Paper mills, robots, pumps, compressors - and domestic heating systems all use motors - and as can be seen from the graphic, the cost of ownership is many times greater than the motors themselves. The International Energy Agency reported in 2011 that if the energy load alone of all (3 Billion) motors worldwide could be reduced by 1%, this could save \$1.7 Trillion over 20 years. How much more could PowR technologies save over current energy prices and total cost of ownership (which is highlighted conservatively in the ABB graphic above).

	Chemical, oil and gas	Metal and mining	Power utilities
Cost of ownership - motors purchase price in relation to other lifetime costs (110 kw motor)	0.00005	0.00005	0.0001
Average number of outages per year due to motor failure (> 100 kw)	3	9	2
Average plant downtime cost	\$220 K	\$80 K	\$50 K
Running cost (20 years) USD one 110 KW motor	\$2.23 M	\$2.23 M	\$2.23 M
Number of days continuous running to consume the motors purchase price in electricity costs	27	27	27

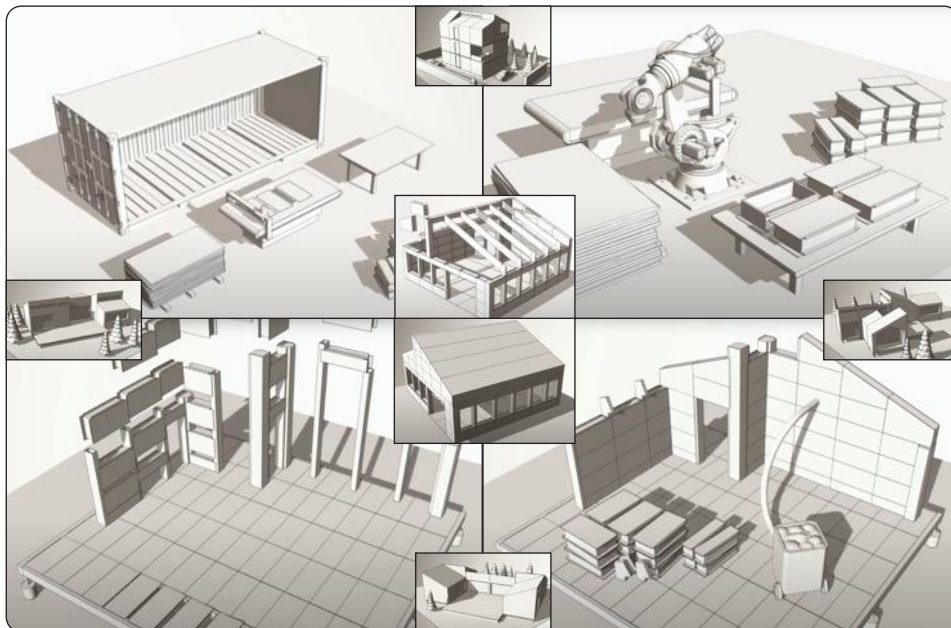
ABB Motor Cost of Ownership 2013

When launching game-changing innovations and working to optimise distribution and market penetration - it helps to have a market that is wide open and ready for the technologies in question. Carlos is now raising capital to start manufacturing, licensing and to develop markets for Matrix and related PowR technologies - hence the collaboration with Transform Global and BuildR. **The market for motors for smart homes and buildings is simply massive - especially when cost of ownership can be removed and reversed!**



Kim Christofte is reinventing construction. BuildR is a software based design and distributed building system which means plywood or waste materials such as straw can be turned into modular and interconnected building blocks to make house or commercial building construction simple, strong, regenerative and ideal for architects and homeowners alike. Construction can now be completed in 40% or less of the time that conventional building methods take - with obvious cost and client benefits.

BuildR also enables predictable costing for materials such as pipes and wiring - and makes construction safer - even when using abundant low or semi skilled labour which the system makes possible. Further, BuildR gives options for incorporating 'fast pay back' NRG roofs that are both aesthetically pleasing and use advanced energy harnessing technology, potentially turning homes and buildings into smart (income generating) power plants.



When delivered alongside PowR Technologies, the aim is to give owners the ability to **capture atmospheric carbon**, meaning they have the potential to be earning more than they spend - whilst at the same time making a positive contribution to climate solutions.

What's more, BuildR homes can grow, downsize and develop with life - and even be moved or recycled when the time comes. BuildR has had over 6 years of development with several dozen homes built and is now raising capital in partnership with Transform Global to fulfil its fast growing pipeline and ensure its distributed development model can scale globally.

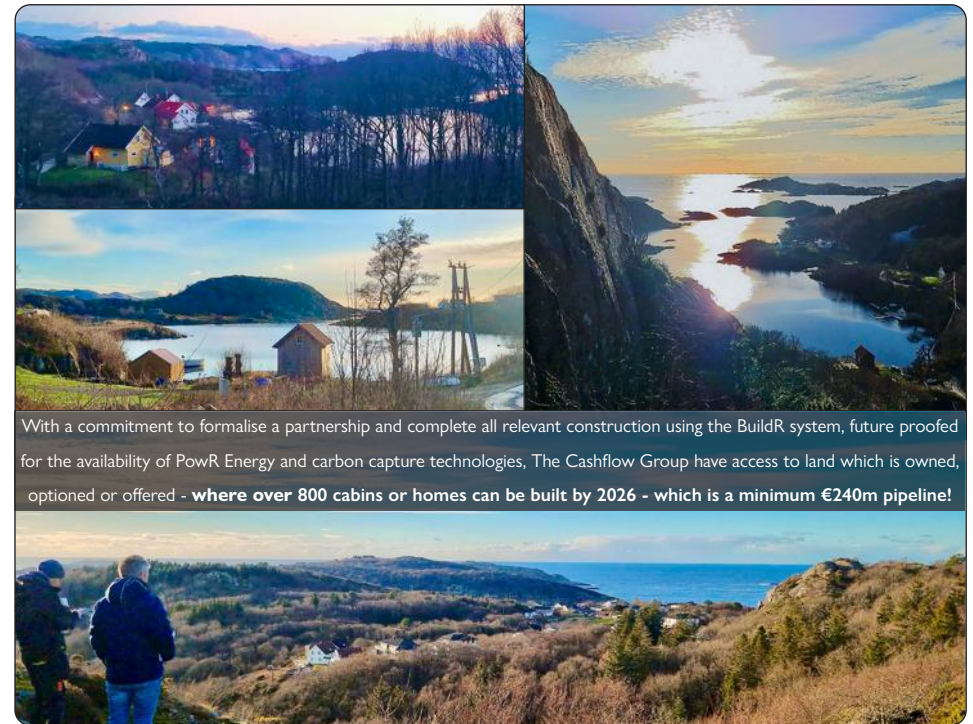
In November 2021 - a major breakthrough in the development of Transform Global occurred. The realisation that this exciting model for a New World Bank, but Better - needed not just case studies - but systemic ventures with advanced technologies to showcase the value add of the Transform Global model (initially without capital). This would also highlight what might be achieved with the structure and investment model described.

For nine full months in 2021, Steve Podmore had been running a club and rooms three times a week on Clubhouse, the audio conversation app. Like the name of the multi format media platform - the club is called FundingTheGlobalGoals.tv. In these rooms - Steve met a large number of entrepreneurs and innovators - and some stood out from the crowd.

Two in particular stood out for their broad and domain expertise, their attention to detail, convictions around wanting to do and fund things the right way, the remarkable innovations they were bringing to the world (which where only glimpsed at this stage). Also impressive was their commitment to core principles of innovation, good business and regeneration that was more than possible especially with the models they were developing separately. So though they had met informally on the app, Steve first spoke to them separately and then decided to pull Carlos Carvalho-Nunes and Kim Christofte together into a joint conversation.

Making a long story short, the end of 2021 brought about an incredible collaboration - not only identifying the many overlaps between Carlos and Kims activity - but adding a number of highly aligned individuals into a dream team - who can utilise, develop and market both the BuildR system and what we now refer to as PowR technologies.

Suzanne and Joseph of StudioTO (*sustainable architects*) already have clients lined up with potential for 50+ units (€15m) of the BuildR system, and plan on developing with BuildR going forward.



With a commitment to formalise a partnership and complete all relevant construction using the BuildR system, future proofed for the availability of PowR Energy and carbon capture technologies, The Cashflow Group have access to land which is owned, optioned or offered - **where over 800 cabins or homes can be built by 2026 - which is a minimum €240m pipeline!**

The Cashflow Group in Norway (Thomas, Roger, Kim and Lars) are a dynamic group of experienced entrepreneurs, engineers, builders, developers and marketers - and who are working towards being the BuildR representative and developer for Norway (and elsewhere) with the potential to act as sales, marketing and development template for the world.

Add, Jorge and Debbie - with development, engineering, competency and marketing expertise, with clients and intros for both PowR and BuildR and the dream team foundations are in place.



Steve Podmore Carlos Carvalho-Nunes Kim Christofte Jorge Luis Fernandez Treviño Debbie Carlton Joseph Oviawe Suzanne Tate Thomas Tangen Roger Gjelsvik Kim Munkvold Lars Reitan

The £3m Pre Seed Round will be used to get Transform Global operational and investment ready for the £50m Seed Round. There are 5 key priorities:-

1. On-boarding the core 'bank' team of 20 - moving to circa 40 personnel in 6 months.
2. Development and soft launch of BIGCrowd and FundingTheGlobalGoals.tv, developing sites, apps, content formats - and outputting content and building audiences for both.
3. Working with the Kim at BuildR and Carlos at PowR (AKA Matrix Industrial Machines) to get the businesses separately and collectively investment ready and due dilligenced. This will include working with StudioTo, The Cashflow Group and others from the dream team - to better understand the development and organisational needs of both ventures, their optimum overlaps - and to generate revenue (through sales, marketing and partner development). The intent is to help both entities secure appropriate grant and other funding - and ensure any outstanding IP is secured. Additionally, a big part of investment readiness work is on ensuring organisational strategies are optimised, ventures are shown in the right light, and with credible external support and advice.

4. Communication for all ventures individually and collectively will be streamlined and the massive potential of the 'bank' and these cornerstone ventures will be properly showcased. The credibility and ability of the teams to deliver on the visions will be illuminated, along with any known gaps identified through steps 1 - 3. The advisory, investor and supporter dream team will be built upon using live and virtual events and direct meetings, including with many from the 120 people listed below (who are taken from Steves network). Several have already signed up to be advisors and some also are poised to be on the executive team. Steve is in the process of updating members of his network to bring them up to speed on the exciting developments noted. The goal is to build momentum and get active and appropriate support for priority No. 5.
5. £50m. To raise the Seed Round with target value adding investors, the focus is on highlighting the practical and revenue positive activity from steps 2 and 3, showcasing the nature of the catalytic opportunity - and doing so simply. The aim is to close 1 - 3 pivotal lead investors - allowing other target investors to follow. From that point on the priorities stay on execution - while building to the £300m combined raise.

The 120 people listed are those the founder Steve Podmore knows well - or has met or has spoken to on his multi year journey. Included are those who have access to capital and the ability to invest, who have the potential to introduce others, join the team, advise, inform or otherwise play an important role in bringing this bold and exciting vision not just to fruition - but to the point it is successfully addressing the issues at the heart of the SDGs at meaningful scale and speed. The list is not exhaustive - and the goal is to remove and add people according to their desire to help in the coming weeks and months as they and others are contacted.



The optimum funding strategy for Transform Global and the SDG 360 Game-changer Fund is detailed below and right in the capitalisation table and funding stages shown.

3 million F&F shares are set aside to compensate value adding introducers of the £3m with a further 2% paid in cash (£60k). For the £50m, 2m shares are allocated with 2% (£1m) cash.

When the £50m is raised, £1m is set aside to be used as retainers for the combined £300m raise (£100m A Round Equity for the 'Bank' and £200m Pre Commitment to the 'Fund'). 6%, or £6m of the £100m will be set aside as a success fee (2% of the £300M total).

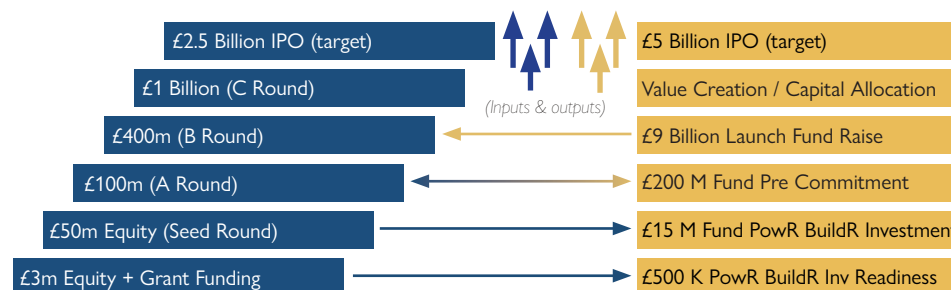
Then, a further £10m from the A Round will be set aside to pay retainers to mainstream banks for the raise of the £9 Billion fund - with the £200m in pre commitment to the fund being used to pay the success fees (with pre commitment investors receiving a discount).

Target investors for the first £3m include strategic corporate, impact and HNWI's.

For the £50m, the target investor base will include smaller institutions, HNWI's, strategic investors including corporate venture capital investors - and impact funds. For the Fund, target investors include UHNWI's Sovereign Wealth Funds and mainstream institutions.

The Fund would be raised at a £10 Billion post money value, with 3% allocated to TG stakeholders (below right), 3% would go to the £200m pre commitment investors (which is only paid over on the successful raise) and 4% is reserved for restricted impact options, which are conditional on achieving target impacts, target IPO and post IPO appreciation.

The objective is to create sufficient value to double the pre money value to £20 Billion, which becomes £25 Billion post money value - and then to double again achieving a £50 Billion fund value in 6-8 years or less. The £4 per unit is based on this £50 Billion value.



Stage / Stakeholder	No of Shares	%	Value	Invested	ROI Multiple
IPO Shareholders	250 m	20%	£5 B	£2.5 B	2
£1 Billion C Round (D Shares)	200 m	16%	£4 B	£1 B	4
£400m B Round (D Shares)	200 m	16%	£4 B	£400 M	10
Acquisitions / Performance Options (2nd Tranche) (D Shares)	100 m	8%	£2 B		
* £100m A Round (C Shares)	100 m	8%	£2 B	£100 M	20
* Performance Options (1st Tranche) (C Shares)	100 m	8%	£2 B		
* Founding Team Restricted Impact Options (C Shares)	100 m	8%	£2 B		
* £50m Seed Round (C Shares)	100 m	8%	£2 B	£50 M	40
* £3m Pre Seed Investor (C Shares)	15 m	1.2%	£300 M	£3 M	100
* Friends and Family (C Shares) (including introducer shares)	15 m	1.2%	£300 M		
* Transform Global Trust Foundation (A Shares)	20 m	1.6%	£400 M		
* Founder (B Shares) (Including 10 m allocated to Co-Founders and key hires)	50 m	4%	£1 B		
POST IPO APPRECIATION MULTIPLE	Shares in Issue	%	Post M Value		P/P Share
2	1.25 b	100%	£25 B		£20

Fund Units	Value
60 m	£240 M
60 m	£240 M
60 m	£240 M
60 m	£240 M
9 m	£36 M
9 m	£36 M
12 m	£48 M
30 m	£120 M
TG Stakeholders	P/P Unit
300 m	£4

Disclaimer. All values shown are based on a multi faceted set of assumptions. While the founder believes these values to be achievable, it is important to note that any investment carries an element of risk. That said, the business plan includes flexibility, has multiple methods of risk mitigation - and aims to deliver acceptable investment returns, should a cut back and smaller version of the vision be achievable. This could include fewer and smaller rounds of equity raised, and potentially not raising the SDG 360 Game-changer Fund. Impact investors should take advice and consider if the potential impacts on truly important issues - warrant the risks which could include a longer time-frame or smaller financial returns than illustrated in the target plan - or which in exceptional circumstances could include the total loss of funds.

Long term fit for purpose governance, radical transparency and a progressive and wise approach to risk management and necessary culture development are essential.

Especially 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 what the world needs. The Trust will have an ownership stake and in time (when it is fit for purpose), a controlling share of the vote, with diverse motivated trustees to complement and counter any short term interests.

Embedded and Independent Governance. The Transform Global Trust (which will be established when the first £3m of equity is in place) is to ensure high ethical and impact standards are developed, adhered to and strengthened - so the whole organisation can be fit for purpose and designed for the long term.

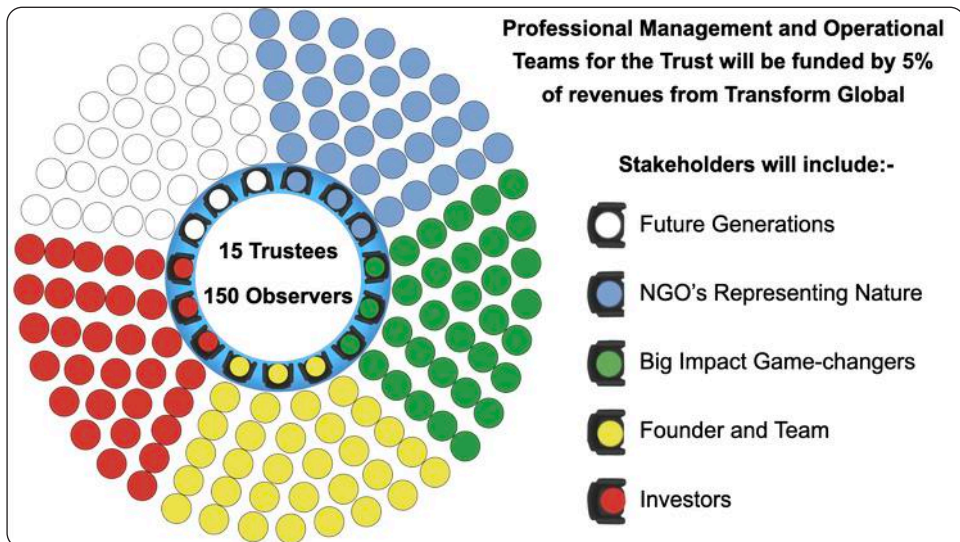
Funding and operations. Basic set up costs will be funded from initial equity, though when the £100m A round is raised, £5m will be allocated to establish the optimum structure and properly establish the Transform Global Trust and its professional management team. Thereafter the Trust will receive 5% of Transform Global direct revenues in order to deliver, fund and oversee strong compliance and governance for Transform Global and its funds and platforms.

Trust objectives. The aim is to ensure we can fairly and responsibly achieve our ambitious goals within effective ESG and impact parameters. Via its founding A shares in Transform Global, and any dividends, distributions or other funds raised for the purpose, the trust will also fund or donate to high priority impact activity - in the fields of education, health, sustainability and investment reform.

In short we want to do what’s BIG, BOLD, VERY MUCH NEEDED - AND WHAT OTHERS BADLY IGNORE. Further, BIGCrowd and the whole business and connected ecosystem will help fairly identify maximum impact projects for the trust and its partners (which otherwise would not be supported by Transform Global itself).

Risk taking is important for impact. The structure and position of the Transform Global Trust is to ensure that the positive upside to all Transform Global activity is maximised and that the potential downsides are understood and mitigated wherever possible. This strategy, however, does not mean taking zero risks as we passionately believe risks need to be taken to address the most important issues in the world. Rather, we believe risks and rewards need to be well understood, measured, taken and effectively managed to address and fairly profit from the big issues the world faces.

Oversight. The Trust will have a strong and diverse board of Trustees, broad observer rights, and a professional core management supported by an ecosystem of outsourced partners and ecosystem participants. Governance will be diverse, strategic and well informed - and working according to the sustainable charter and to B Corporation principles (which we intent to become) so the whole organisation can be held up as an example of what progressive capitalism fit for modern times should be.



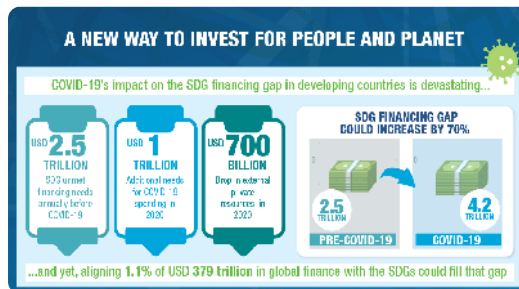
The Issues and the Urgency.

The UN's 17 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. The SDGs are not just nice to have but are need to have and the need now is beyond 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, despite considerable progress in some areas - the questions remain; Why is progress not fast enough? And, what can be done to Scale Up and Speed Up how the SDGS are funded and tackled Globally?

Financing Gaps and Capital Misallocation.

As the OECD graphic shows, 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 so fortunate.



The resulting consequence are horrific. The terrible externalities (or hidden costs) of these financing gaps are already felt by many. Ultimately they will hit today's youth and future generations hardest. In subtly different ways these hidden costs are certain to affect people worldwide. To make life bearable for so many - massive, fast and effective action is required.

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.

While the world is funding the kind of economic activity that adds to these challenges - at the same time it is failing to fund activity with greatest potential to address them. But why is this so, and importantly, what can we do to turn things around?

Transform Global is based upon a theory Steve Podmore developed called 'The Economic Food Chain Theory', which explains why capital flows as it does - and the business uses this understanding to develop systems to change things at scale.

Keeping On Funding the Neutral or Negative.

Governments have failed in their regulatory and policing role which clearly should include ensuring great Governance. This has contributed to market failures where those groups amusingly but innocuously referred to '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 the important sustainable innovation, development and roll out activity the world so urgently needs.

For certain, companies of all sizes have the potential to do good, and many do. Such badly unbalanced economies, however, serve absolutely no one! Hence the need for Transform Global!

Failing To Fund the Good at Great Scale.

Those who seek to tackle these issues include impact investors, donors, public institutions or development finance institutions. Many are often too small, too niche and/or too constrained. As a result - they frequently work in silos and struggle to deliver the volume of risk capital that is needed and so essential for the massive volume of opportunities

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. In some parts of the economy, funds are cheap and abundant. In others capital is expensive or indeed very hard to come by! Fund structures such as venture capital and private equity and mainstream asset managers and investment banks are in the main driven by the profit motive. Even if not they are constrained by culture and legacy structures. Many do not even acknowledge or understand the problems let alone conceive ways of fixing them. While many can and will still play a role, they are just not up to the task of solving these issues alone.

In Summary Systemic Solutions are Urgently Required.

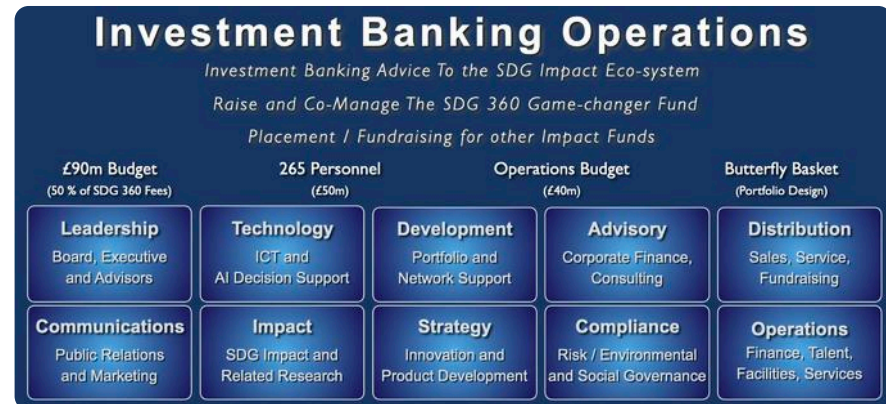
The belief is that we can afford cynical cherry picking no longer. The need is for systemic solutions with joined up thinking - and we need them NOW! The cost of not finding, funding and supporting such systemic innovation is simply massive. The good news is that for nearly 15 years Steve Podmore has been working to both understand the challenges touched upon - and devise a scalable, systemic and highly catalytic solution.

Transform Global is the result - and is all about creating a highly ambitious and ethically governed investment bank - focussed on using media, technology, fund and organisational innovations to create fund structures and platforms that are fit for purpose.

As detailed in this document - the focus is on tackling the capital formation, intelligent access to capital and capacity building investment gaps - connecting capital with capacity and capability - to move the needle on the challenges explained.

A New World Bank, but Better - Defined and Designed.

The term New World Bank, but Better is provocative though some would argue it's 'an idea whose time has come'. At the base level, the pre seed and seed rounds create a strong starting point and great business - though if the full vision can be realised, then the platform detailed below creates the conditions to find, fund and support the aforementioned systemic solutions the world so desperately needs - so they are able to make meaningful impacts. Importantly, in conjunction with the media, collaboration and technology platforms and network capacity this means we will be able to do so Fairly, Objectively and at Scale, at Speed - Globally!



£3 Million

Is the current equity raise at £0.20 per share / or a £17m Pre and £20m Post Money Value, and includes bonus shares in the SDG 360 Fund (6 for every 10 in TG).

£7 Million

The mid range amount Transform Global could be eligible for in grant and innovation financing through European and North American Governments.

£50 Million

The Seed Round will fund BIGCrowd and FundingTheGlobalGoals.tv, it will seed the fund, make initial investments and put talent in place for the 'bank' and follow on raise.

£300 Million

This combined raise positions for the fund and includes £100m of A Round Equity into Transform Global and also a £200m of Pre Commitment to the Fund.

£10 Million

Retainers will be paid from the £100m to banks and placement agents to raise the £9 Billion fund - from Institutional and Sovereign Wealth Fund Investors.

£400 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 £200m investors, restricted options and other stakeholders.

£9 Billion

The net size of the fund at launch with the £200m investors effectively paying success fees for the raise - in return for a discounted price on equity.

£200 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: a direct investment into Transform Global; seeding other funds and platforms; liquid impact investing; butterfly basket direct.

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 IIR 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 £125m 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.

£50 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 IPO raise for Transform Global bringing the total to £4 Billion, with £1.5 Billion going 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.

??????

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.

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



Join Us!

www.transformglobal.co

steve@transformglobal.co