

An aerial photograph of a lush green wetland landscape. A prominent, winding river flows from the top left towards the center. Several irregularly shaped ponds of varying sizes are scattered throughout the terrain, some appearing as light brown or tan patches, likely due to sediment or shallow water. The surrounding land is covered in dense, vibrant green vegetation, possibly reeds or marsh grasses. The overall scene conveys a sense of natural beauty and ecological complexity.

Investing in tomorrow

Q1 2007 – A Presentation by Steve Podmore
on The Global Sustainability Challenge...

Three driving forces in society:

- Liquidity of Capital
- Ethical Imperative
- Commercial Necessity

The Liquidity Gap

90% + of global investment flows to big organisations who struggle to innovate.

BUT

90% of all innovation comes from start up's and employers of 20 or less...

The Ethical Imperative Gap

It's easy to know the right thing, but why do so few of us actually do it..

BECAUSE

Globally, we all need a galvanizing call to action to prick our climate consciousness...

The Commercial Necessity Gap

Sustainable organisations will be the only ones that make it to tomorrow.

THEREFORE

We all need to know more about 'why?' & 'how?' to get sustainable...

Too Many Gaps

There is a fundamental need to bridge the gaps and create a new mechanism for building wealth in a way which is both profitable and sustainable



There are always people
somewhere, with great ideas
on how to bridge the gaps.

We just have to get better at finding them.



A system to build
and catalyse wealth
and value in a way
that sustains our
planet for future
generations




A pair of hands is shown from the wrist up, cupped together and held palm-up. The hands are holding a collection of smooth, rounded pebbles. The pebbles are primarily light blue and white, with one prominent dark blue/black pebble in the center. The background is a textured surface of grey gravel. The text "Making money and saving the planet" is overlaid in white, sans-serif font across the middle of the hands and pebbles.

Making money
and saving the planet

There are many people 'out there'

- who want to see this happen,
- who have the ideas to make it happen,
- who have the capital to see that it does

A young child with brown hair, wearing a red shirt, is holding a green leafy vegetable. The child is smiling and looking towards the camera. The background is blurred, showing other people and colorful objects.

Wouldn't it be good
to bring them all together
and to provide motivation,
support & encouragement
to get them mobilised?

The purpose of the 'Global Sustainability Challenge'

- source the best people and ideas
- attract and give access to capital
- offer high returns and unique investment opportunities
- raise public awareness on a massive scale

Global Sustainability Challenge

to source the best people and ideas

- Attracting and promoting the best ideas on how to turn businesses into highly profitable yet sustainable organisations
- Attracting the people who have the ability and passion to make it happen
- Operating an idea and talent meritocracy system, ensuring the best projects and people don't fall through the gaps
- Encouraging, assisting and motivating all applicants as part of the evaluation process.

Global Sustainability Challenge

to attract and give access to capital

- The Challenge will attract and act as a focal point for appropriate investors with capital
- The Challenge will set up a fund that anyone can invest in and which anyone could apply to access
- The most promising ideas will receive funding and access to expertise and world influencers as well as publicity

Global Sustainability Challenge

to offer high returns and unique investment opportunities

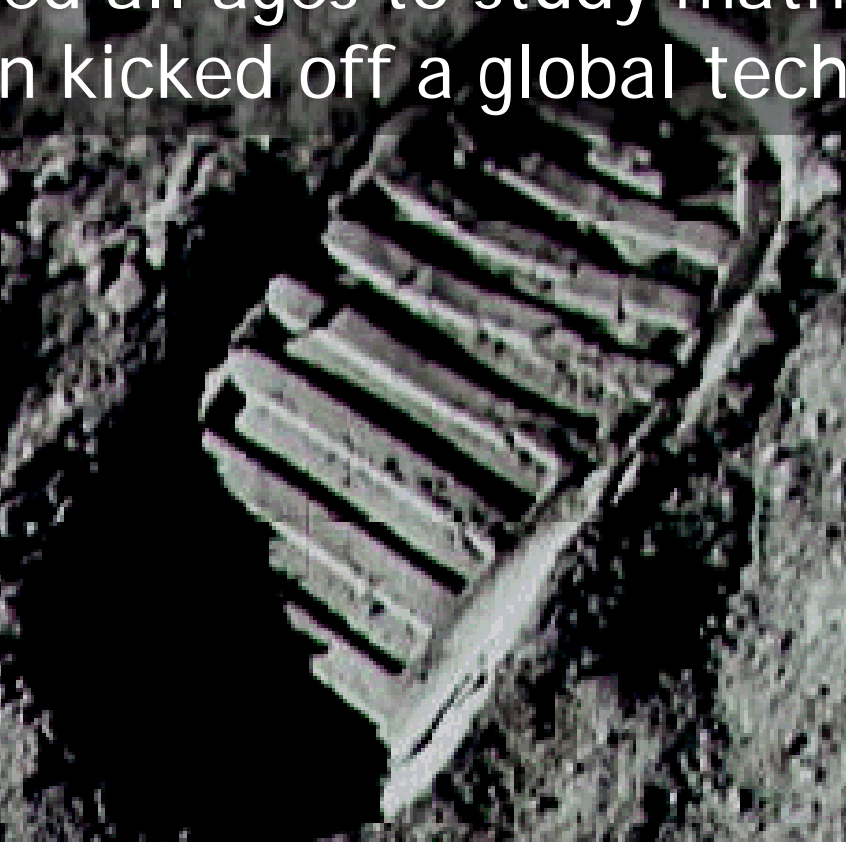
- This is not a charitable initiative, but an extremely commercially ambitious business proposition
- The Challenge will set out to deliver significant return on investment as it finances some of the best projects of the future, some of which will become industry standards

Global Sustainability Challenge

to raise public awareness on a massive scale

- A regular series of public focal events of Olympian scale, to raise awareness about a more sustainable way of working which will encourage and finance people to establish the businesses of tomorrow.
- To ABE. 'Always Be Educating', on the style and substance of climate change activity.

When JFK set the vision for landing on the moon, it motivated all ages to study math's and science, and in turn kicked off a global technology boom



An aerial photograph of a vast agricultural field, showing distinct rows of crops in various colors including green, yellow, and red, creating a vibrant, textured pattern.

What's needed is an equally clear vision that
reshapes our world and encourages everyone
to be in the business of saving the planet

The Global Sustainability Challenge Fund & Event

A hand-drawn sketch of a face with a wide smile, surrounded by a circular vortex of lines, set against a dark teal background. The sketch is rendered in a lighter teal color, creating a sense of depth and focus. The vortex lines are dense and radiate outwards from the center of the face, suggesting a whirlwind of activity or a central point of convergence.

An
inclusive
vortex
of the
best
ideas,
individuals
and teams,
filtered and connected with the ability and resources
to get fast and sustainable results.



Where the avalanche effect
catalyses initiatives, technology and
profitable sustainable development

Energy Efficient Manufacturing Energy Storage & Transport
Zero Drain Electrical Plugs Cap & Trade Innovation Emission
Reduction Pollution Control Reforestation Green Education
Low Cost Solar Carbon Offsetting Better Fuel Consumption

Something that can be for the planet
and for every individual on the planet



The GS Challenge Fund

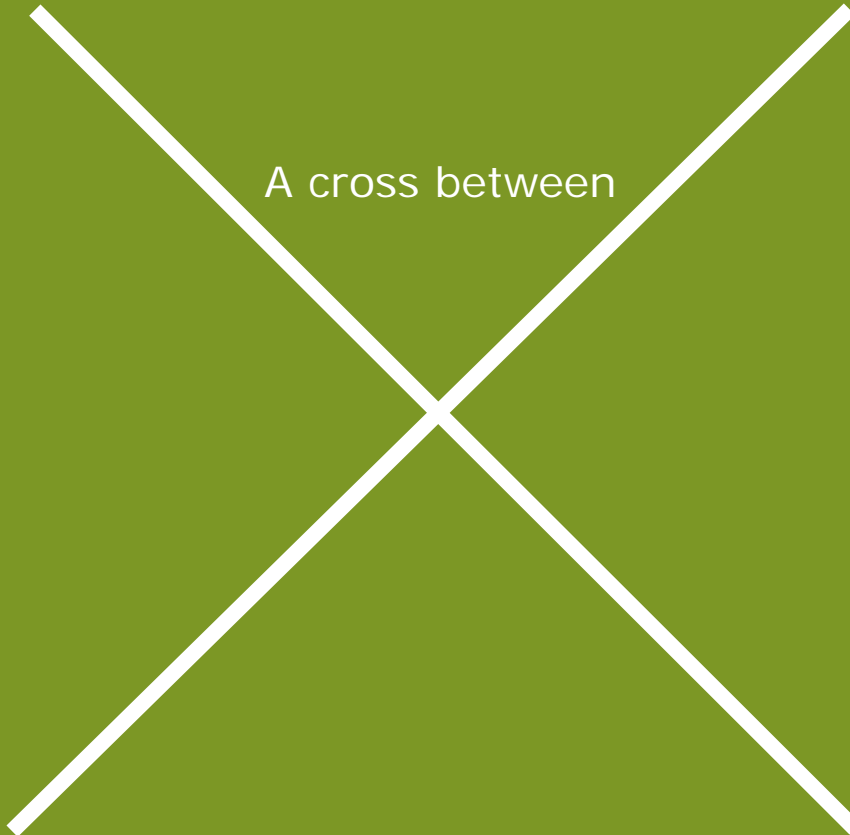
Hedge fund

Corporate / University Venturing

A cross between

Venture Capital

Micro Finance



The GS Challenge Fund - Leveraged by

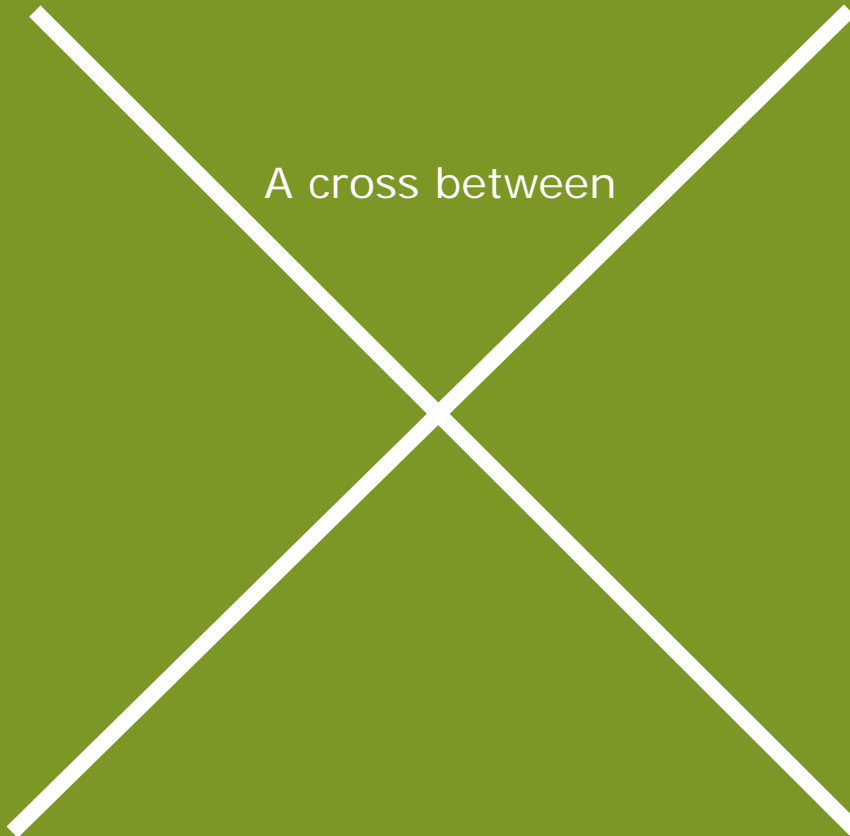
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The GS Challenge Event

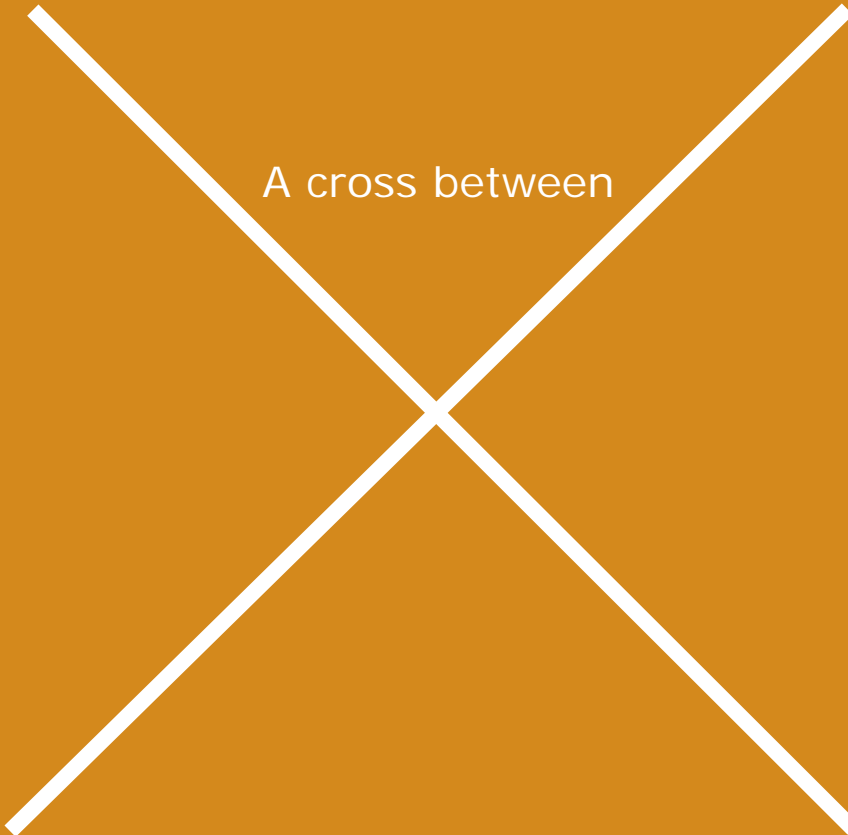
Davos

The X Factor / Pop Idol

A cross between

The Olympics

BAFTA / Oscars / Teachers Awards



Bringing ideas, capital, experts and public opinion together

IDEAS

2000
of the
worlds most
promising green
innovators, experts
& leaders of tomorrow.



2000
of the
wealthiest
most active, green
investors, influencers
experts and politicians

20
of the
worlds most
inspirational
leaders, statesmen
and agents of change

CAPITAL

CAPABILITY

How it will work in detail

How it will work

Driven by a huge global marketing and PR campaign

Promoting a number of annual investment awards and support packages / 'prizes'

All applicants rigorously and expertly assessed & peer reviewed

2000 short listed to attend unique summit where the top 20 will present their ideas and capability and hear some of the top Thought Leaders and influencers speak



How it will work

The fully expensed 4 day summit will put individuals in touch with the greatest leaders, statesmen, experts, and entrepreneurs who will listen, teach, present and debate the leadership and skills required to create organisations of the future, tackle world challenges, and help ensure the planet is around and a better place for future generations.



How it will work

Profile of Applicants

Ambitious; Change Agents; Proven Determination; Attitude; Ability

Subjects Covered

Climate Change; Economics; Green & Clean Energy; Influence; Leadership; Innovation

Sectors

Energy; Travel; Government; Tech; Education; Enterprise; Science

Outputs and Beneficiaries

Sustainable Technology

Green, clean, energy-efficient, energy creation and waste reduction technologies

Sustainable Leadership

Social entrepreneurs, sustainable management.

Innovative Thinking

Concepts that advocate sustainability, education, awareness.

The challenge application process

Step 1	2m+	Apply on-line, open to any English speaker world-wide 150 word 'why I have to lead green' statement & 30 assessment questions IT based selection to narrow the field to exclude those ineligible or unsuitable
Step 2	2m	On-line psychometric measurement Personality and aptitudes scored against leadership competencies, innovation, attitude & raw intelligence, narrowed to the top 100,000
Step 3	100,000	On-line 360° peer & sponsor review Education or work peers, subordinates & superiors review, and a notable person must sponsor.
Step 4	10,000	Judge & Panel Review 50 person, 10 week expert panel cross review, narrow and judge.
Step 5	2000	Gold Winners
Step 6	200	Judge & Panel Review 10 person, 3 day senior expert panel, narrow and judge top 20.
Step 7	20	Platinum Winners

What all applicants receive

2m+	All applicants get to watch the edited event content free Educational Establishments that have students apply are eligible to buy DVD for £50
2m	On-line psychometric measurement All those who get to the psychometric stage will receive a PDF of their summary results FREE, and access to FULL event coverage
100,000	On-line 360° peer & sponsor review Stage 3 applicants will receive quarterly exclusive job mailings, with priority applicant status.
10,000	Judge & Panel Review 12 Months on-line learning,
1980	Gold Winners
20	Platinum Winners

} Unique Awards

The awards

A combination of

'business investments',

'awards''

and

'personal prizes'

The awards

4 key awards

Categories =
Sustainable...

- Investment;
- Leadership;
- Innovation;
- Influence.

Prize winners
receive funding:

- £2m,
 - £1m,
 - £500k x 2
- + platinum and
gold awards for
all winners.

20 platinum awards

**Business
development:**

Invitation to
present at the
Summit

Opportunity to
work alongside
one of the 24
Global Leaders

Invitation to key
round table
discussions

Scholarships to
leading courses in
sustainable
leadership and
innovation.

**Personal
prizes:**

Lexus Hybrid

Membership to
Platinum Alumni
Mastermind Group

£10,000 cash

+ gold awards

2000 gold awards

Blackberry

Life Long Learning
Subscription

Invitation to the Summit
(expenses paid)

Business tools such as
Tablet PC

Carbon neutralised flights
£500 cash.

Sponsorship Levels

1 x Host Country - £15m PA + Publicity

10 year deal + security provision

Global headline publicity, massive prestige

200 places Use of data, job spin offs.

3 x Platinum - £5m PA + Publicity

Prestige -

5 year deal

5 x Gold- £3m PA

£1.5m Cash + Goods

Global Publicity

50 Places

5 x Silver Sponsors / Donors - £1m PA

£500 k + goods / support

10 places

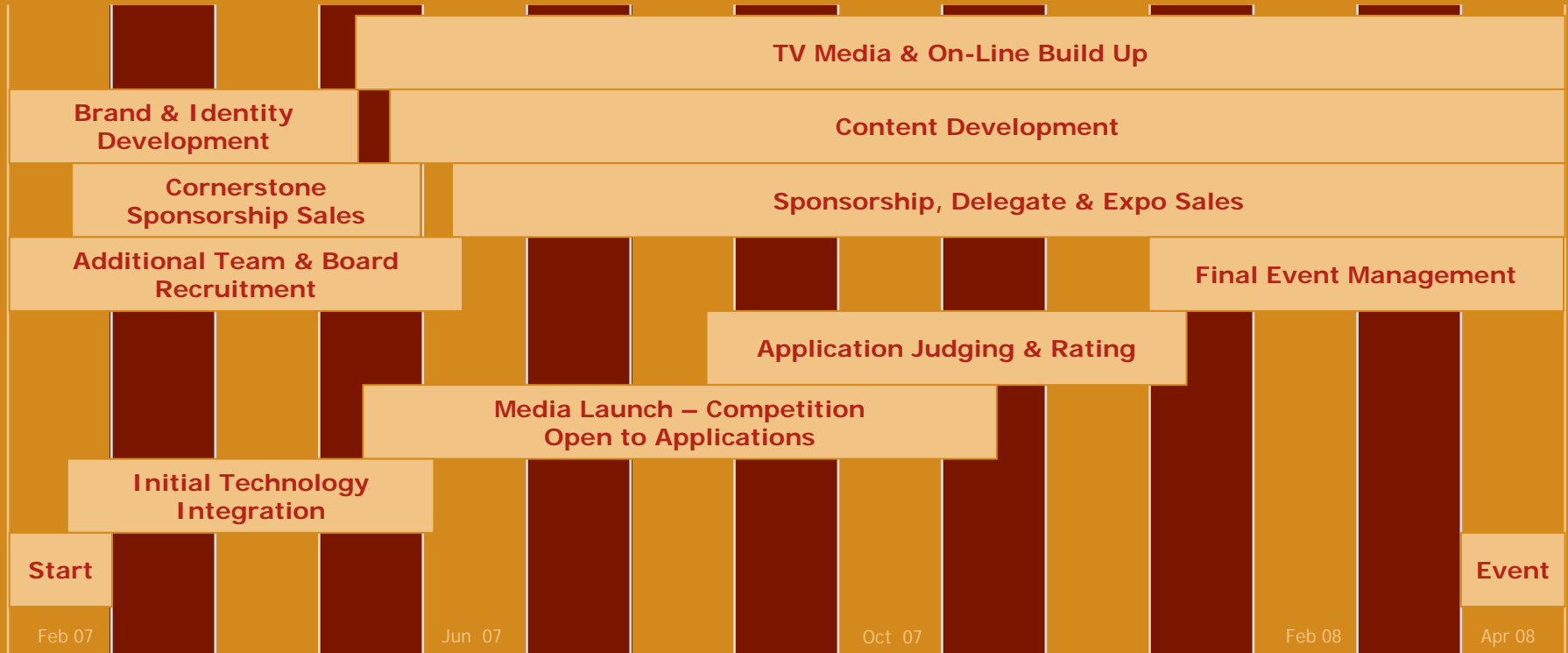
2000 x Paying Attendees - £2,500 each

200 x Exhibitors - £25k each



Combined £60m
Annual Revenue

Preliminary time line - first 15 months.



The focal event will be annual or bi annual,
with regional and multilingual initiatives in yr 2 & beyond

Structure & potential spin offs

Global Sustainability Leadership & Innovation Challenge

Green & Clean Tech University

GCTU will be created to provide e-learning and live programs to drive green & clean technology innovation, development, and enhance performance.

Accelerated Venture Fund

Intelligent venture fund to be raised in order to seed, lead and co invest in sustainable projects found, with proactive acceleration and support services to investee companies and entrepreneurs.

Not For Profit Foundation

Global Sustainability Foundation to be set up and supported with 25 % of GSC profits, publicity and additional help, to provide think tank, education and support of world wide sustainable initiatives.

TV Format and Media Rights

Event Format will be supported online & licensed for TV and film activity, to find & film sustainable champions, and develop event, competition and popular mass media format rights and revenue streams.

Regional & Junior Events

Centred around the global competition and event format, junior and regional satellite feeder events can extend the reach and educational initiatives whilst increasing value for stakeholders.

Alternate Sectors

Extensions can take this leadership and innovation competition, recruitment and event format into other domains such as health and wellness, crime reduction,

Team

Executive Team

Steve Podmore

Founder, E-learning Entrepreneur

Daphne Biliouri

Co-Founder, Environmental Expert

Mark Aldington

Scientist & High Tech Entrepreneur

Tony Barritt

Marketing & Training Executive

Non Exec & Advisory Board

Matthew Hale

European Treasurer, Merrill Lynch

Tim Gordon

Partner & Head of Audit, E&Y

Rob Valli

Entrepreneur, Cambridge Chair, Kaufman Foundation Director

Islee Oliva Salinas

Banker, Environmentalist, Entrepreneur, Fundraiser

Principal Contractors

Global Leaders

Events & Conference Production

Wolff Olins & Omnicom

Brand & Communications

Atos

IT & Systems Integration

Saville Consulting

Psychology & Psychometric Testing

Stepstone

Global Recruitment & Selection Technology

Whitehead Mann

Board, Advisor & Executive Selection / Advice

Investment opportunity

- £3M of equity to be raised.
- Cash positive after 6 - 8 months.
- Partial exit planned in 2 years.
- £60m year 2 revenue potential with projected 30% EBIT.
- 5 - 10 x return on investment range projected.
- Ideal investors have sustainable conscience.
- Ethical business principles championed at all stages.
- Impact to one of the most important issues of all time.

Format potential & key information

- 25% of profits to Global Sustainability Foundation
- NFP Foundation to hold 50% in prize fund investee shares
- NOBEL equivalent for Sustainable Leadership & Innovation
- Ultimate alumni mastermind group
- GREEN / CLEAN sponsorship equivalent of Formula 1
- Investor and recruitment dream
- Positively influence leaders for the world of the future.
- Valuable community
- TV rights to awards and coverage worth £millions

Next steps:

- Team
- Charter
- Technology
- Brand, naming and visual identity
- Experts and opinion leaders
- Sponsorship
- TV rights
- Judging panel
- Investment management board
- Educational distribution
- Event

A seagull is shown in silhouette, flying from the left side of the frame towards the center. The background is a vibrant sunset over the ocean, with a gradient of colors from deep blue at the top to bright orange and red near the horizon. The water's surface reflects the colors of the sky.

The Global Sustainability Challenge

In the business of saving the planet