



A vision and plan to create the worlds' first systemic

'Sustainable Innovation and Development Bank'

With the Design and Ambition to Scale.

GLOBALLY!

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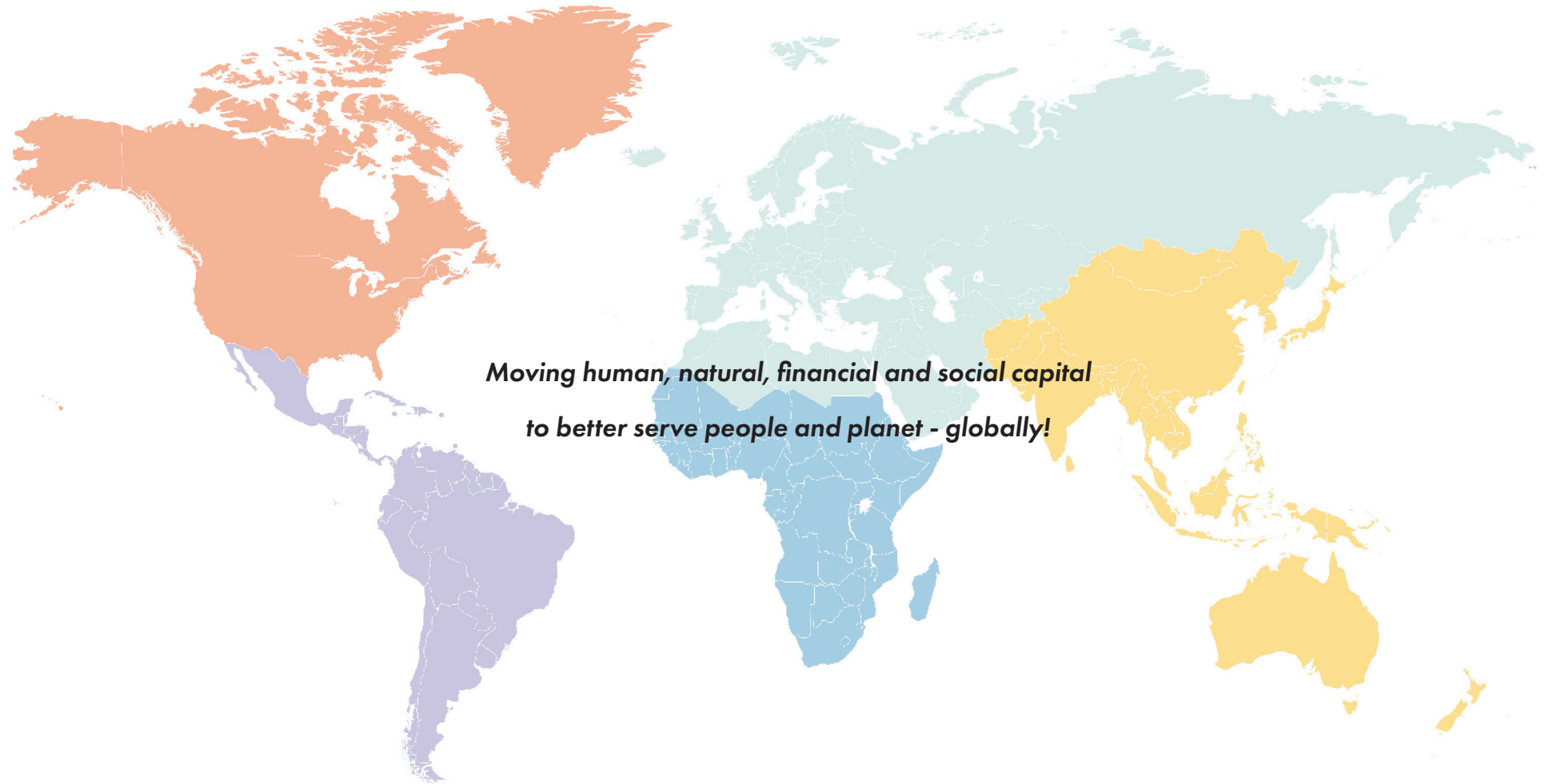
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***Moving human, natural, financial and social capital
to better serve people and planet - globally!***

HIGH LEVEL STRUCTURE AND FUNDING STEPS FOR THE 'BANK' AND THE 'FUND' **TRANSFORM GLOBAL**

VISION FOR A FULLY FIT FOR PURPOSE

SUSTAINABLE INNOVATION AND DEVELOPMENT BANK & FUND

- 1. RAISING £30M** IN EQUITY TO LAUNCH THE MEDIA PROPERTIES AND OPERATIONALISE TALENT AND INFRASTRUCTURE FOR STAGE 2.
- 2. THEN RAISING £300M** IN A COMBINED RAISE. £90M IN SCALE EQUITY + £210M FUND COMMITMENT ENABLING RAISE FOR STAGE 3
- 3. THEN THE £9 BILLION FUND** AS A MULTI STRATEGY IMPACT FUND - DIVERSE, CATALYTIC & DESIGNED TO LIST WITHIN 3-5 YEARS



The Core Vision

Transform Global is a vision and detailed blueprint to create what is best described as a 'Sustainable Innovation and Development Bank'.

DESCRIPTOR. Transform Global is a scalable and holistic 360 degree vision which is designed to tackle the SDGs at scale and speed the world over.

One way to think of Transform Global is as a New World Bank - but better!

Rather than try and compete with the Old World Bank, or indeed any of the Multilateral Development Banks or Financial Institutions of all kinds - our role is to effectively collaborate with them and intermediate between them.

OBJECTIVES. Our aim is to connect silos and remove inefficiencies to ensure capital can be turned into impact and returns of the kind the world needs. It is especially important to do so on the ground and where the critical funding gaps are - and in a way that works for all.

The explicit goal is to innovate with business, finance, media and technology, and to nudge important policies to help fill critical funding gaps and widen investment bottlenecks - to harness business as a force for good.

This is to Scale Up and Speed Up how the UN's 17 Global Goals for Sustainable Development can be urgently and intelligently addressed worldwide.

OPPORTUNITY. In what is a remarkable opportunity to do good and do well at real scale, we are now raising £30m in 'Active Impact Equity'.

Though this investment creates a meaningful business in any event, the aim and focus is to follow on within months with a £300m combined raise:-

£90m of the follow on raise would be in the form of additional equity into Transform Global Ltd, and £210m would be in the form of a cornerstone commitment to the SDG 360 Game-changer fund.

FUND. This all positions for the raise of optimum £9 Billion in permanent capital - for a fund designed to systemically deliver direct and catalytic impacts at scale which come embedded with attractive financial returns.

The £210m in pre commitment (paid over only on success) will be used to pay success fees to the banks, placement agents and fund distribution partners who will be engaged to help raise the £9 Billion.

After paying the £210m in success fees, £9 Billion becomes the net size of this multi strategy impact fund which is designed to list 2 - 4 years later.

INVESTORS. While equity is targeted at Active Impact Investors, fund features make the prime targets all kinds of strategic public, sovereign, and institutional investors.

Especially important to many is the design as an intelligent job creation machine; to swiftly stimulate social, environmental and economic recovery.

CHALLENGE. The direct focus and system level impact is all about enabling 'intelligent access to capital' for high impact ventures, platforms and funds.

The model is designed to be highly appealing to strong coalitions of the willing who are determined to address the global goals - which are also critical risk and resilience threats for us all.

ECOSYSTEM. The business further extends to engage an active ecosystem of fundraising, execution and added value help and support partners - all who get the opportunity to do good and do well.

OUTCOME. The combination of the 'Bank' and the 'Fund' can to change the game of impact investment forever - helping address the worlds most important issues whilst delivering attractive blended returns.

The 'Bank'

Transform Global Ltd is the umbrella brand and UK registered profit with purpose business.

STRUCTURE. The structure resembles a cross between a commercial investment bank, a multilateral development bank, and a merchant bank.

DIFFERENTIATION. The focus is on sustainability and positive impact generation in the broadest sense.

The model uses innovation in structure, technology and communications to drive blended social and environmental impacts alongside financial returns.

THE BANK. Transform Global will act as a corporate finance and advisory business to structure and raise capital for a range of funds and ventures in its' direct and indirect ecosystem.

It then will directly or indirectly deploy these same funds and SDG financing solutions into areas of greatest impact worldwide.

Transform Global will also act as a management and holding company for ventures and platforms that are developed in house, and reside under the banner of Transform Global Media.

The first two ventures that have been developed by the include; FundingTheGlobalGoals.tv and BIGCrowd.net.

IN HOUSE INVESTMENTS. Transform Global Investments will hold the equity received as strategic capacity type investments made to strengthen its overall delivery capability required to fulfil its mission.

FUND MANAGEMENT. SDG 360 Fund Management will be the subsidiary investment manager for the proposed SDG 360 Game-changer fund. This way, the fund has an aligned and dedicated investment manager - the bank which while supporting it - is free to replicate this structure and similar and complementary funds and platforms elsewhere.

HOW IT WORKS. The business model is for Transform Global to earn management and success fees for advice given and transactions completed. Additionally, select organisations will have the opportunity to sponsor Transform Global in return for publicity and access to open innovation pipelines. It will also work to increase the value of its holdings and ventures - adding capacity and adding value to Transform Global stakeholders - and its impact mission.

GOVERNANCE. Long term and fit for purpose Governance will come via the Transform Global Trust which is designed to have diverse representation and oversight from all key stakeholders (including investors).

The Transform Global Trust will have a Charter Agreement defining its culture and governance roll with Transform Global and its funds and platforms.

The Trust will also own an equity stake which is designed over several years to give it increasing voting control, which rises in line with its maturity and its capacity to fulfil the mission. Trust operations will be funded from equity and then with 5% of Transform Global revenue.

£4 BILLION IN EQUITY. On top of £120m in initial equity shown (in addition to Friends and Family equity), the fund will be hard wired to invest a further £360m into Transform Global bringing the total to £480m.

The aim would then to do a pre IPO raise of £1 billion, and a further £2.5 billion at IPO - to best enable Transform Global and its subsidiaries to scale.

NB. The capital raise for Transform Global is separate to the initial target for the £9.21 Billion (£9b net) SDG 360 Game-changer fund, or for any other funds.

ALIGNED INTERESTS. The structure so described aligns all interests, removes any conflicts, and enables Transform Global and the SDG 360 Game-changer Fund to deliver highly attractive blended returns.

The Multi Format Media Platform.

News, in-depth interviews, documentaries, You Tube content, podcasts, Club House, events.

MEDIA. FundingTheGlobalGoals.TV is about creating a world worth living in. One where finance in all of its forms, if deployed intelligently, can be a major route to achieving that lofty aim. This multi format media platform can play a key role in making that happen.

Exciting content formats have been devised. Amazing guest presenters, co-hosts and subjects are being lined up. The reaction to content piloted initially on Clubhouse and You Tube has been very strong indeed. It's exciting, meaningful - and very timely.

SPOTLIGHT. A key goal is that those with powerful and positive ideas and proposals, and those who are already working to best channel the worlds financial, human and natural resources, can be found and that their ideas, proposals and activities can be fairly evaluated and effectively showcased.

DYNAMIC CONNECTIONS. Then if worthy, the goal is to dynamically connect them in real time to the contacts and audience to give them the best chance of finding the funding, support and talent these important social ventures, infrastructure projects, policy ideas and not for profits need to succeed.

THOUGHT LEADERSHIP. Through differing media formats and social media channels we will be listening to ideas on, discussing, debating and explaining how to widen 'access to capital and 'capacity building bottlenecks' and how to fill truly important 'funding gaps'. Especially the focus will be on filling gaps that stifle innovation and restrict how the most critical SDG issues are tackled worldwide.

WHO IT IS FOR. This dedicated channel, site and multi-dimensional marketing and audience development campaign, prioritising audience interaction and transparency, aims to be a dynamic and entertaining resource for a variety of stakeholders.

FundingTheGlobalGoals.tv will support investors, donors, philanthropists, institutions, impact investors, policy makers, impact and fintech entrepreneurs, and all those interested in or involved with SDG finance.

At its core - this is media for finance for a better world. As well as helping provide high quality deal flow, this media platform can act as a strong recruitment platform for the best and the brightest, and can also play its part in directing and attracting capital.

DRAWING A LINE IN THE SAND. While we know what is good and bad can be subjective - it's critical to use every tool possible to understand the economic landscape. Key to addressing the SDGs, is using every incentive and mechanism to move capital away from those that fund socially useless activity that's clearly harmful to people and planet - and move capital towards things that can do the most good.

DELIBERATELY SERVING THE BANK & FUND. FundingTheGlobalGoals.tv has the strategic potential to act as an incredible trojan horse for the bank and the fund - giving access to the highest levels of business, finance, academia and government.

Key players can be fairly questioned and appropriately scrutinised on what they are, or what are not, doing to help fund the Global Goals. Those with the right intent can be fully supported - and their work highlighted.

INSPIRING AND EDUCATING. Most importantly, those motivated in every way to ensure we intelligently work towards Fundingtheglobalgoals.tv - are supported, inspired and educated so that they have the best shot at succeeding to deliver impact the world needs.

A Resource for the Sustainable Innovation and Development Bank.

Highlights of the FundingTheGlobalGoals.tv funding strategy, operational plans and structure.

THE ALL ACCESS PASS. Acting as cornerstone sponsors, Transform Global will also get to showcase its model and have its thought leadership scrutinised, discussed and appropriately promoted.

Being transparent about our motives presents a remarkable opportunity to appeal to an audience who care about driving positive and systemic change in finance - and who wish to do good and do well.

Multiple routes to audience acquisition and the scale involved, can create the critical mass to ensure the very innovations that are spotlighted, discussed and debated might actually be brought about. At the very least they will get a fair shot at being discovered and adopted

FUNDING. This multi format media content and site will be funded initially by the equity being raised.

- **£5m** - from the £30m Seed Round will cover launch costs and the first 6 - 9 months content production for FundingTheGlobalGoals.tv
- **£20m** - from the follow on £90m A Round will expand production and cover a further 12 - 18 months of operations.

- **£45m** - per year will then cover expansion and expenses for FundingTheGlobalGoals.tv once the £360m B Round is raised.
- **£90m** - will be the minimum annual budget, underwritten entirely from Transform Global equity following the £1 Billion C Round.

PROFITABILITY. When the content offering and audience reach is established, aligned sponsorship marketed as part of the Transform Global Open Innovation offering will replace the budget initially provided by Transform Global.

The goal is to achieve stand alone profitability for FundingTheGlobalGoals.tv within 5 years.

- Expansion will further be supported with donor, grant and public sector funding, to create more and better content and to establish regional studios and editing locations along with virtual content networks around the world.
- All regional content, on everything to do with Fundingtheglobalgoals.tv will be produced at least in dual languages. Over time, all relevant content will be dubbed or subtitled.

THE VIRTUOUS CIRCLE. This exciting multi format media platform promises to fuse together and extend an already significant network. This can create a virtuous circle of quality content, audience, investor access, deal flow, help and support, collaborators, exits, stories, excitement and hope.

FundingTheGlobalGoals.tv will run many small and large virtual and live events to create content and pull together key stakeholders so that relationships can be built upon and important deals made. We will also report on and publicise other events that do the same.

STRUCTURE. Transform Global Media is being set up as subsidiary of Transform Global, and it will own FundingTheGlobalGoals.tv and BIGCrowd.

All parts of Transform Global Media will help deliver content, capacity, marketing and strategic communications for Transform Global - with clear lines of funding and accountability between each entity .

This way, capital can be independently raised in the future for media ventures, talent can be recruited and incentivised, and whilst having a clear link to the parent, the relationship between media and regulated activity is optimised for governance purposes.

FUNDINGTHEGLOBALGOALS.TV 'LIKE BLOOMBERG OR CNBC FOR THE SDGs' TRANSFORM GLOBAL

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)'

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'

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'

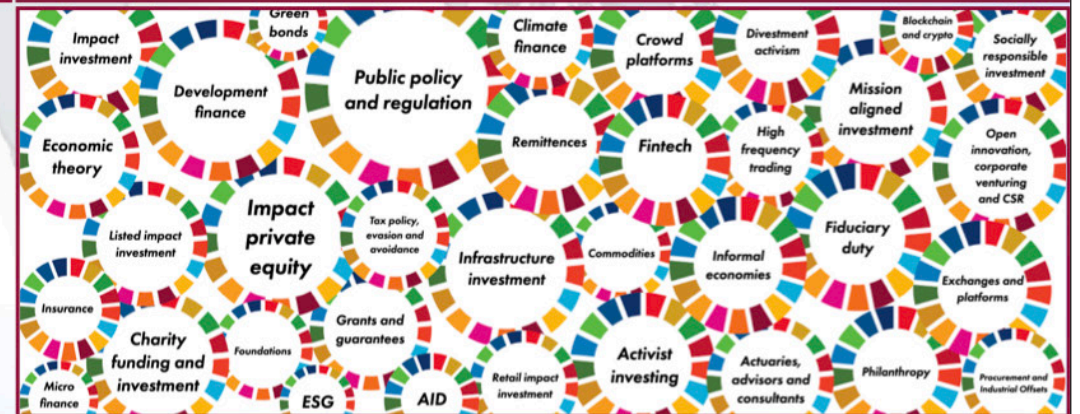
4 - Events

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'

Bringing news, information, inspiration and compelling content into one place - to drive innovation and connect silos between all the methods of FundingTheGlobalGoals



The dynamics and design for a multi sided platform of power and real importance.

Finding, validating, funding and supporting potential Big Impact Game-changers is some of the most important work for all of mankind.

SUPPORTING BIG IMPACT GAME-CHANGERS.

BIGCrowd is a multi-sided matching, funding and crowd collaboration platform developed to be a cornerstone of the Transform Global model.

INTELLIGENT INCENTIVISATION. Due to its free/premium pricing and its exciting social marketing technology and sales design, motivated subscribers can participate in sales, marketing and advocacy to drive revenue to help address the issues they care most about.

MARKETING POWERHOUSE. Pump primed by significant marketing budgets, initially funded by equity, and then amplified by the real power of the BIGCrowd, significant and fast sales growth can be the result.

BIG AWARDS AND PRIZES. 50% of net revenue will be channelled to pay for the powerful £3.6m, 3 year £100k per month awards and prizes - with subscribers voting and collaborating alongside impartial judges and motivated subject matter experts - to help select awardees and fairly identify competition winners.

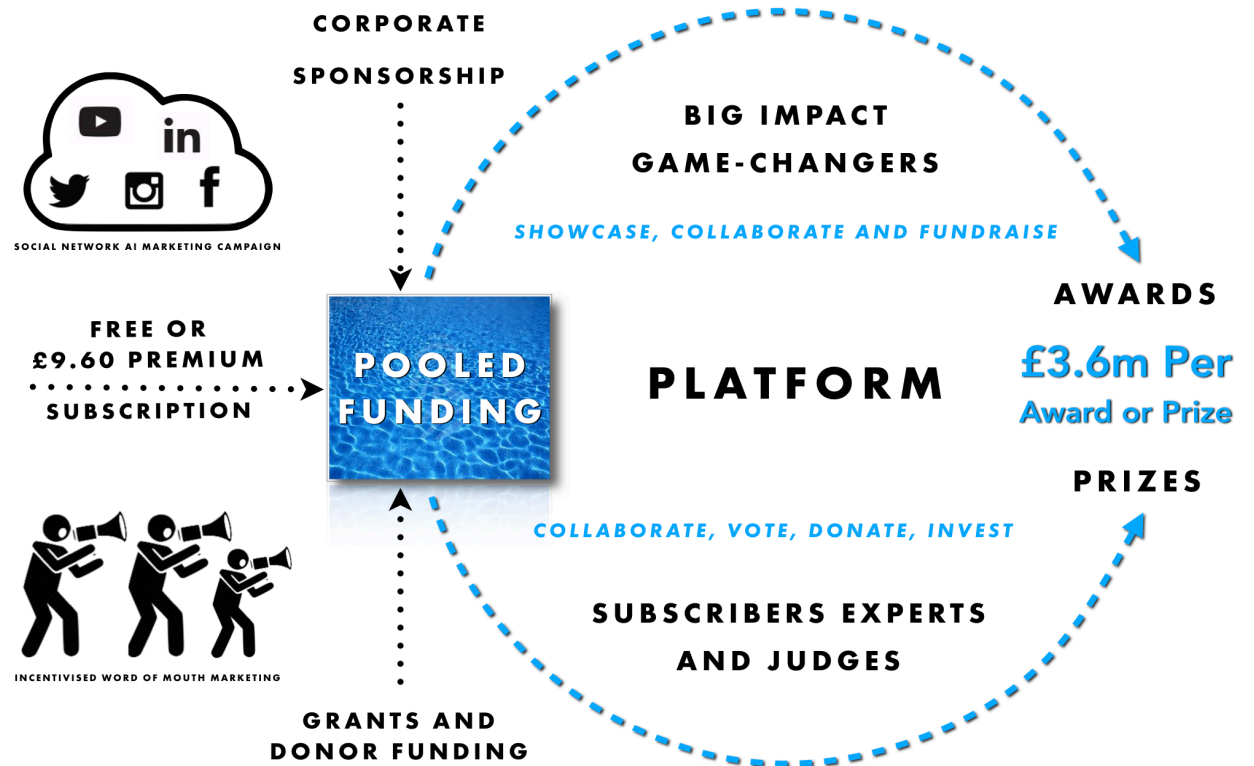
EVERYONE'S A WINNER. Though not all will win prizes or be selected for awards - all decent projects on the platform win - through the promotion and collaboration achieved as a result of their presence and engagement.

BENEFITS. All free and paying subscribers receive the same compelling content - though paying subscribers can earn meaningful commissions and rewards faster.

Free subscribers can earn a paying subscription, though only paying subscribers can actively collaborate on the platform to support Big Impact Game-changers doing the most to tackle the issues they care about.

ALTERNATE PRIZE FUNDING. The powerful prizes and awards can be also funded or added to with donor funding, grants and corporate sponsorship.

All of these options in turn can help provide quality deal flow for the SDG 360 Game-changer Fund, can add to the strong partner ecosystem - and further drive sales.



The dynamics and design for the multi sided matching platform

BIGCrowd can help solve the important 'Intelligent Access To Capital' and Critical Capacity Building' challenges for the world.

WHY AWARD AND PRIZE DESIGN COUNTS.

The design of awards (given by a committee informed by the crowd) and prizes (decided by competition) aims to attract those with the very best and boldest ideas and projects - which have the potential to deliver solutions to SDG related issues at scale. Key to attracting quality projects is the number and structure of prizes and awards.

THEY ARE MEANINGFUL. PERIOD!

The aim is to help recipients deliver on key aspects of their profit with purpose businesses, not for profits or policy ideas so they can start or scale up. At £100k per month for three years, the support is for long enough and is big enough so amazing Big Impact Game-changers can put in place what they need for the greatest chance of success.

BEST IN CLASS TAILORED HELP AND SUPPORT.

The ecosystem of suppliers and in-house teams which will deliver the support and advocacy shown below, all focus on getting the potential Big Impact Game-changers above the so called line of super credibility. This way they can become fully and intelligently funded - and best positioned to make meaningful impact on the SDGs.

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:-

<p>Talent & Recruitment</p>	<p>Public Relations</p>	<p>Storytelling</p>	<p>Presentations</p>	<p>Fundraising & Intros</p>
<p>Strategy</p>	<p>Tech Development</p>	<p>Meetings & Events</p>	<p>Accounting</p>	<p>Legal</p>

The mass engagement, funding and collaboration platform

BIGCrowd has the potential to also help solve the SDG engagement and awareness challenge for the world.

THE PURPOSE ECONOMY DESIGNED.

BIGCrowd is a model for a gamified collaboration, content and funding platform to harness the true wisdom, power, social networks, purpose, passion and funding potential of the masses.

By enabling people everywhere to play a big part in finding, validating, funding and supporting the Big Impact Game-changers we all need, BIGCrowd will enable people to do good and do well all over the world - and also to learn, earn and have fun.

DUE DILIGENCED DEALFLOW. With a crucial discovery and capacity building role to get important stuff found, funded and supported - BIGCrowd.net will provide quality deal flow to the impact ecosystem.

BUSINESS BASICS. What we term Big Impact Game-changers will showcase projects on the platform, and engage to compete for prizes or receive awards (funded by 50% of subscription revenue - or donors/ sponsors). Each prize or award is worth £3.6m in cash and tailored support over 3 years.

The platform and its awards and prizes are all about helping the Big Impact Game-changers the world needs to optimally Start Up and or Scale Up.

RAISE FUNDS & GET SUPPORT. The key goal is to help those addressing the most important of issues to raise the funds and secure the support required for success and maximum impact.

THE POWER OF MONETISED NETWORKS.

Powered by a social marketing and augmented intelligence engine, a Free or Premium (£9.60 per month) subscription will be sold and marketed to individuals everywhere.

SIMPLE, FUN, EDUCATIONAL, REWARDING.

BIGCrowd subscribers include those who wish to help identify and support Big Impact Game-changers (BIGs) that can deliver maximum impact towards the SDGs.

WATCH : VOTE : SHARE : EARN AND LEARN.

Critically, both the free and premium subscribers are fairly rewarded for collaboration to support Big Impact Game-changers and for driving revenue growth.

A key incentive is that subscribers will be able to earn cash commissions and a range of rewards for collaboration.

Being part of a social marketing movement to promote and support the Big Impact Game-changers doing the most to address the issues they care about - can be both fulfilling and rewarding for all involved.

THE NUMBERS. Target projections show BIGCrowd has the ability to generate and spend:-

- £5.4 billion in sales over the first 7 years.
- £2.7 billion (50%) would go to funding over 2000 BIG awards and prizes.
- £675m will be paid out to subscribers and aligned charities in network commissions.
- £500m will be spent on content and marketing to showcase BIGs and acquire new subscribers.
- 10% + net margin is achievable when at scale alongside an exciting flow of opportunities for the Transform Global ecosystem and the SDG 360 Game-changer Fund.

LAUNCH FUNDING for BIGCrowd will be allocated from Transform Global equity:-

- £5m will be allocated from the £30m Seed Round to build the tech platforms and to on-board initial Big Impact Game-changers and Beta Subscribers.
- £20m from the £90m A Round will fund initial BIG Awards and activate subscriber marketing.
- £90m from the £360m B Round will increase funded awards, sales and intelligent growth.

SDG 360 Game-changer Fund - Overview and key highlights.

What is set to be the worlds largest, most ambitious and we believe the most exciting ‘Active Impact Investment Fund’ ever!

A TRUE GAME-CHANGER. The proposed fund, a cornerstone of the Transform Global Fund Strategy, is dedicated to everything financial and systemic to do with filling the funding gaps necessary and urgently required to tackle the SDGs around the world.

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) and Transform Global itself (the bank).

A SOLUTION FOR MAJOR ASSET OWNERS. To give investors timely liquidity alongside the option of an indefinite holding period - the aim is to IPO 2-4 years from launch - and to grow the fund and the bank into the blended return powerhouse of the modern age.

Global	Systemic	Catalytic	Diverse
Connected capacity building	360 degree whole system design	2nd and 3rd order effects	SDG themes, sub themes and stages
<p>Permanent capital Patient and intelligent capital vehicle</p>	<p>2-4 year listing Target listing timeframe</p>	<p>1st £210m raise Pre commitment of £210 - part of £300m equity & fund raise</p>	<p>£9 Billion full raise Raised with the support of aligned distribution partners</p>
<p>£210m success fees Paid to distribution partners on successfully raising the £9 Billion</p>	<p>Off and on market Investing both in public and private equity and with theme diversity</p>	<p>Zero carried return Incentives on fund performance rather than PE/VC carried interest</p>	<p>£10 Billion launch cap £9.21 Billion of capital plus performance equity dilutions</p>
<p>Strategic equity Potential to help address investor strategic job and impact agendas</p>	<p>Blend potential Guarantees and blending give potential for leverage</p>	<p>Performance options For all talent in Transform Global and SDG 360 Fund Management</p>	<p>2% management fees Covering finance, talent, facilities, and central services support</p>
<p>Catalytic impact Targeted, measured and well governed</p>	<p>Compliance focus Financial risk management plus environmental & social governance</p>	<p>Augmented intelligence AI decision engine to guide investment management & support</p>	

Fund features and technical aspects

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

COMPETITIVE AND AI SELECTION. An important design feature is the technology and processes based on ‘wisdom of intelligent groups’ principles.

Decision support inputs get dynamically captured from teams internally and from an extensive ecosystem of service providers, partners and investors. This means important but normally ignored data on pre and post investment deal flow can feed into the augmented intelligence decision support engine.

This AI decision support engine is not only to inform who to invest into initially and then progressively. It is also to inform the kind of organised help and support required to increase the chances of success - and to dynamically deploy support accordingly - and to monitor results.

PORTFOLIO INTELLIGENCE. Further, this AI decision support engine is not just about the individual investments, but is designed to inform those who are making the investment decisions about the optimum portfolio structure, which can of course vary depending on region, market conditions and need. This method of stacking innovations and the gamification of impact investment can have far reaching implications for the portfolio and for how we invest globally in innovation.

MANAGEMENT AND FEES. Fees are set at 2% of the capital base - which at scale and using the butterfly basket, provides the investment infrastructure necessary to make a volume of multi stage investments and deliver overall portfolio success.

In target projections fees are £180m p/a on the £9 billion, rising to £280m p/a after the target £5 billion IPO. Fees cover SDG Fund Management costs and also the corporate finance professionals and the fund raising, brand, tech and infrastructure support provided by Transform Global itself.

ADDED SPONSORSHIP. Though not factored into the business plan, we believe it will be possible to add management and support capability through high level sponsor arrangements from organisations seeking access to powerful open innovation pipelines created.

ZERO CARRY BUT ALIGNED INCENTIVES. Restricted Impact Options to incentivise performance are an alternative to the 20% carried return as is typical to VC and PE business models - which are also not ideal for permanent capital structures. Performance based options tied to impact and financial targets means all stakeholders can be optimally aligned.

These performance based (restricted) share options will be evenly distributed each month to personnel based on the portion of their salary in relation to the overall salary bill. They are conditional on targeted and collective impacts, investment returns and valuations, along with an ongoing good standing in the organisation as rated by their fellow personnel. Vesting criteria aims to ensure long term interests of stakeholders are fully aligned.

BLENDED IMPACT INVESTMENT. An SDG 360 Game-changer Fund breakthrough allows for a share of liquid balances to be invested with a diverse group of top managers and market based and proportionally liquid impact investors. Capital will be allocated into diverse strategies, and returns help ensure overall fund investment capacity is maintained and grown.

BLENDED RETURNS. Based on conservative projections the SDG 360 Game-changer Fund strategy enables over £14.6 Billion of book value Impact Investments to be made over 10 years, and to deliver attractive risk adjusted returns of between 6 - 12% - plus systemic and significant impacts.

Conservative assumptions for these projections are shown on page 20.

Deal-flow pipeline and investment diversity.

A powerful impact ecosystem fully incentivises a range of partners to supply and help evaluate quality deal flow from multiple sources.

BREADTH AND DEPTH IS KEY TO SDG SUCCESS.

Deal-flow for the SDG 360 Game-changer fund will come from the sources shown, with the focus being the themes and sub themes of the UNs 17 Sustainable Development Goals, as indicated by the colour scheme shown in the 'butterfly basket'.

MOTIVATION. One big benefit of the model is that all key stakeholders are fully incentivised to collaborate to provide high potential and high impact deal flow, with the scale, technology and support provided by the rest of Transform Global to properly facilitate this.

COALITION GLUE. The collaborative potential is further enhanced by the Transform Global Investment into, and partnership with, UNstitution - which specialises in bringing often disparate players together to build active and purpose based coalitions - in order to best address important systemic challenges and opportunities.

SCALE AND 360 DEGREE DIVERSITY. Alongside the special opportunities and liquid market based impact investment allocations, this holistic 360° structure enables a volume of catalytic and complementary impact investments to build out the impact ecosystem globally.

FASTER INVESTMENT, SUCCESS, AND EXITS.

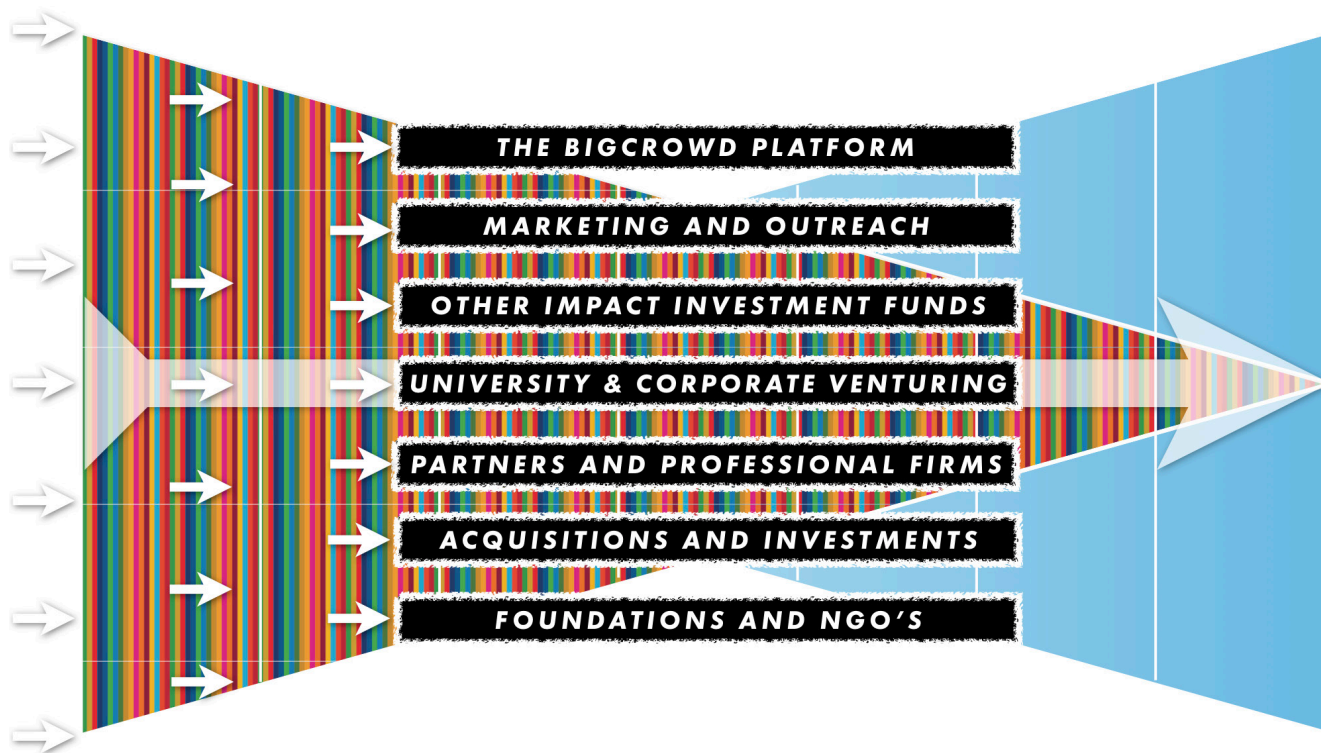
Supported by the Augmented Intelligence decision support engine, and supportive CRM technology, the SDG 360 Game-changer Fund has the potential to increase the success rate for high impact investments.

At the same time it can speed up the process of making and at the optimum point exiting from investments worldwide.

THE PARTHENON APPROACH TO DEAL FLOW.

A key aspect of the structure is how the pillars that support the network is incentivised for both introducing initial opportunities and for ensuring they succeed.

These pillars all help contribute to the combined strength of the model, driving both value and attractive financial returns, whilst catalysing targeted and measured impacts.



The 'Butterfly Basket' Portfolio Structure.

A breakthrough in portfolio design that can help the world scale up and speed up how the SDGs are addressed the world over.

MOTIVATION. The 'butterfly basket' portfolio structure has the potential to create a revolution in 'Active Impact Investing' to help tackle the worlds biggest issues.

Starting with a volume of discovery and capacity building investments (with funded help and support included) investee founders and teams are able to compete for progressively larger rounds on fair terms.

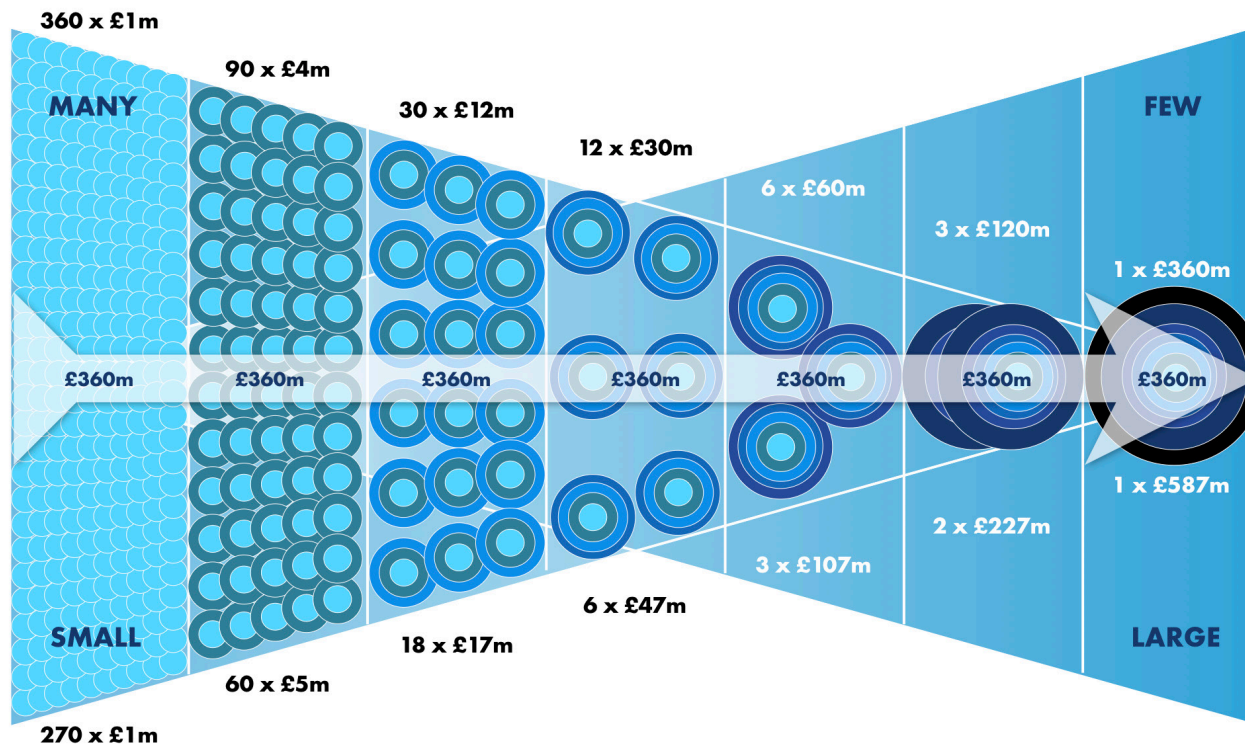
CRITICAL DISCOVERY. Not all investments will need or justify follow on rounds for a variety of reasons, however, this structure enables discovery of the ones which do. Further, it enables collaboration and has the capacity to find more appropriate external investments for those that do not fulfil the progressive SDG 360 Game-changer Fund Impact and return criteria.

WE WILL SEED AND LEAD. While the SDG 360 GC Fund will seed and lead, in many cases co-investment can and will be raised at each stage for individual deals. The Butterfly Basket structure creates an institutional backbone of sorts making raising co-investment far easier.

RISK PROFILE. Risk starts higher with the many early stage investments but the lowers over time as the size of investments increase (left to right on the 'butterfly' graphic).

IMPACT RETURN PROFILE. With the volume of early stage capacity building investments, (allowing healthy levels of failure as part of the broad discovery process), impacts start off as medium (smaller ventures and the learnings that come as a result will also deliver impact), but increase along with the scale and success of larger and later stage investments.

FINANCIAL RETURN PROFILE. At the left hand side of the portfolio, financial returns will start low, but due to being able to have an increasingly larger stake in higher potential and lower risk investments, returns can increase through the multiple stages, all to deliver attractive fund level returns alongside and in addition to high priority and highly catalytic social and environmental impacts.



Delivery of added value help and support

Early stage added value help and support - feeds the 'Augmented Intelligence Decision Support Engine' and enhances investment allocation.

OVERLAPPING STRUCTURE TO BIGCROWD

For provisioning of Added Value Help and Support, the SDG 360 Game-changer Fund will use the same systems, structure, internal teams and many of the same providers as BIGCrowd (below). While having subtly different objectives, hubs where support is delivered, funded and organised will co-locate around the world.

PROJECTED HELP AND SUPPORT BUDGETS

£500k from every £1m investment will cover the costs of tailored and organised help and support, as will £1m from every £4m invested. The projected help and support budget for the fund is circa £1.9 Billion. Add the budget derived from target sales projections for BIGCrowd, and this brings the 10 year budget to over £5 Billion.

PLUS SUPPORT FROM TRANSFORM GLOBAL.

Roughly half of the aforementioned support will be delivered by cross internal teams based out of regional support pods, and half will be delivered by external provision from an ecosystem of motivated providers that includes nimble and responsive smaller organisations. Plus, the bank will be in service to investee organisations.

£90m (PA Yrs 1-3)

£270m per investment cycle

Ecosystem Approach

Identifying and harnessing synergies

Augmented Intelligence

Supporting follow on investment decisions

Drives Performance

Attractive to investee companies

Talent & Recruitment

Public Relations

Storytelling

Presentations

Fundraising & Intros

Strategy

Tech Development

Meetings & Events

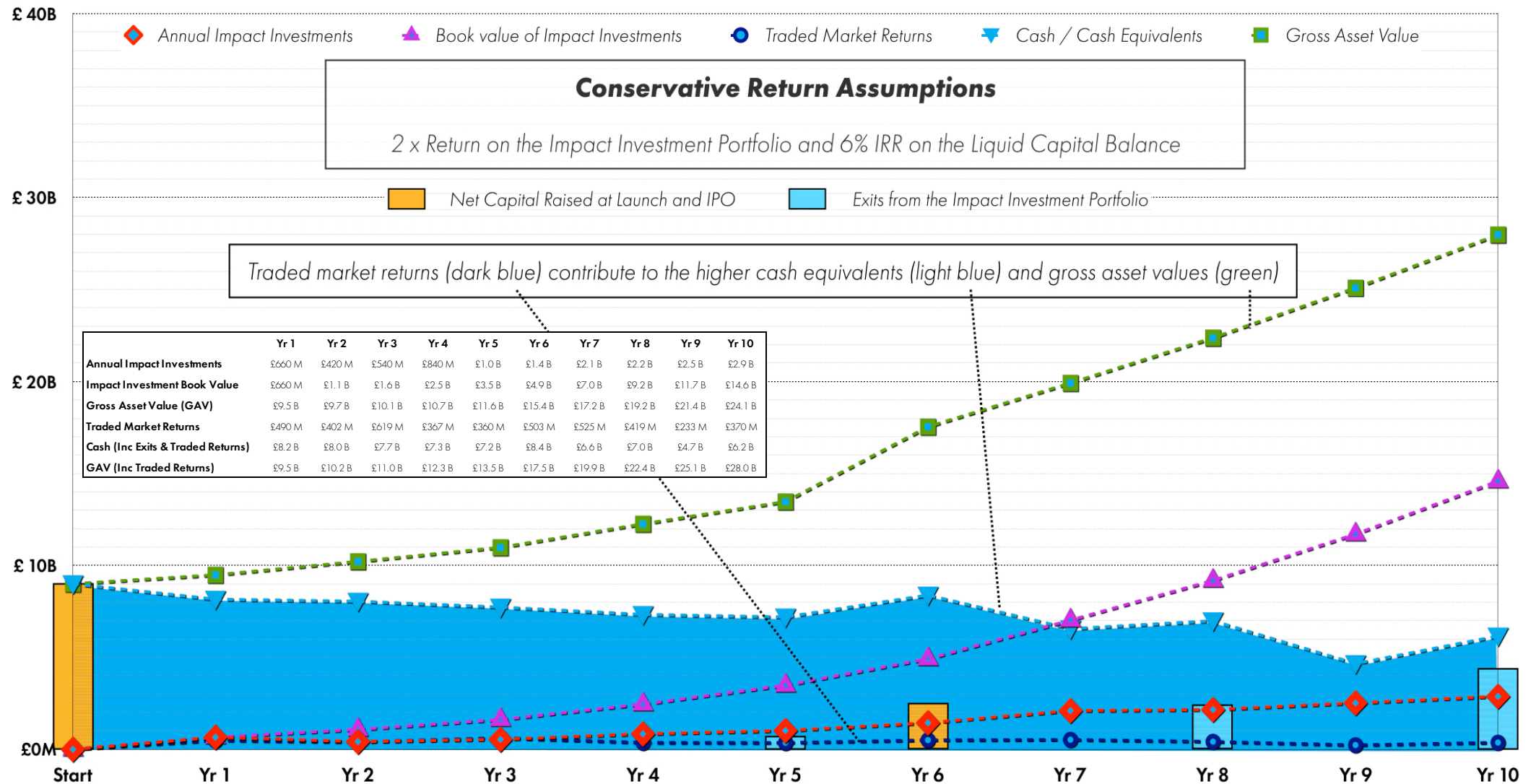
Accounting

Legal

SDG 360 Game-changer Fund 10 year asset allocation and return assumptions.

Conservative assumptions factor in raising £2.5 Billion at IPO and in 6 years rather than £5 Billion in 2-4 as is the target.

Separately, the medium assumptions factor in a 2.5 x return on the active impact investment portfolio and 9% IRR on the traded (impact) market returns. Target assumptions factor in a 3 x return on the impact portfolio and a 12% IRR on the traded (impact) market returns. Though no guarantees are made or implied, the belief is that the stacked innovation structure of the fund, managed by and with a stake in Transform Global, has the ability to outperform stated targets.



Raising Transform Global equity and the SDG 360 Game-changer Fund - and positioning for success

An idea who's time has come, and escalating steps of credibility to deliver it.

TARGET CORNERSTONE FUND INVESTORS.

A fund of such proportions, with features including strong risk management, attractive returns, and highly catalytic impacts - can prove extremely attractive to the largest institutional investors and sovereign wealth funds.

KEY TO THE RAISE IS CLARITY & CREDIBILITY

The ability to sell the vision, what it looks like when its working and delivering value to investors and to the world is absolutely essential to bringing such system innovations to life. Working back from there, to design the steps of execution is second only to taking them in importance. Though system design has to come first as tactics without strategy is folly. Dogged persistence along with engineered good luck and great timing also play their part. Only when these things come together around a clear vision and plan is credibility possible.

ORDER AND SEQUENCE. Big visions need great teams and a great deal of refinement and testing. In the absence of Transform Global existing, it takes too much time to get the right team and stakeholders who can bring credibility - and bring them fully on board.

The irony is that the founder has had to experience the system challenges that stifle important innovation, and overcome them - in order to understand and help solve these system challenges for investors and for the world.

THE TIME IS NOW. Clear vision and detailed plans are now in place and core ideas are stress tested to the point they stand up to scrutiny. Super credible people are coalescing to explore how they can play their part to help ensure Transform Global fulfils its vast potential.

As shown in the cap tables for both Transform Global and the SDG 360 Game-changer Fund, there are a number of steps to raise the £9 Billion. These include:-

1. Raising £1m pre seed at £2 a share to align communications, structure, recruit and on-board additional team members.
2. Raising £30m in seed round at £3 a share, paying a 3% success fee from the £30m to do so (£900k), and in addition paying 5% of the £30m (500k in fund restricted options).
3. Operationalising Strong Management and Advisory Team
4. Launching BIGCrowd, FundingTheGlobalGoals.tv and adding investment management talent, supportive tech and infrastructure (including investing in Unstitution).
5. Selecting and working with key advisors to raise the £300m (£90m at £9 a share and £210 fund commitment at £0.70 a share), paying retainers from the £30m for doing so, and 3%/£2.7m in a cash only success fee on the equity portion, and 10m shares in the fund (also in restricted share options at the £1 per share / £10b capitalisation price).
6. Up to £10m from the £90m will be allocated to paying retainers to banking and placement agents selected in a 'bake off' to lead and take part in the £9 Billion raise.
7. The success fee to banks and placement agents for raising the £9 Billion is 2.2%/£198m, though this fee is paid partly up front and partly over 2 years, conditional on the continued engagement as part of the broad impact ecosystem. These success fees are paid from the £210 pre commitment to the fund, leaving a further £12m for costs and team incentives. In addition, 0.4%/£40m is paid in restricted share options in the fund (with lock up conditions as per other stakeholders).
8. The net size of the fund is thus £9 Billion, though this will be hard wired to make a £360m equity investment into Transform Global at £18 a share, giving fund investors an upside based on the success of Transform Global, capitalising Transform Global to help drive that success and further support its capacity to manage the fund, scale complementary value adding services - and to ensure any conflicts are managed and all interests are properly aligned.

ASSETS OF AMBITION, SCALE & STRUCTURE.

The world is at an inflection point. Despite the massive need to address the Sustainable Development Goals, and tackle the real risks and resilience threats we are increasingly facing, financial assets are sitting on the sidelines at negative of low interest rates.

Pressure on asset owners to diversify, build capacity and generate yield is massive, yet routes to do this at scale are extremely limited. Transform Global and SDG 360 Game-changer Fund have the scale, structure and ambition to solve this grand challenge.

SDG 360 Game-changer Fund capitalisation table and performance incentives.

A fund designed to deliver blended value at scale to a variety of stakeholders.

SDG 360 FUND TERMS AND CONDITIONS.

- As can be seen, 300m shares are for Transform Global Stakeholders, including: providers of £121m in launch capital; the founder; the foundation; existing seed investors; capital introducers; and the founding team (all employees for the first 18 months).
- As part of the £300m combined raise, investors will receive 300m shares in respect of the £210m in pre commitment to the fund (priced at £0.70 per share versus the £1 per share for the full raise) and 10m shares in Transform Global in respect of the £90m.
- The £10 Billion post money value (90% for the £9 Billion fund investors) also includes dilution for 400m of performance options which are set aside for the broad Transform Global talent base.
- This structure means everyone is incentivised on success - and all performance options are linked to the achievement of both financial performance and stated social and environmental impact targets.

- Triggers for performance options are based on achieving targeted impacts along with a target IRR, IPO value, and post IPO appreciation that would ensure fund investors receive attractive returns.
- At the target £4 per share price, this means the Transform Global Talent - which together will drive the success of Transform Global and the SDG 360 Game-changer Fund - can collectively earn fund incentives valued at £2 Billion - which is both tied to and is in support of ambitious target impacts.
- In addition to performance based stock incentives detailed for the fund, based on achieving target success of Transform Global, employees would be holders of £6 Billion of equity with up to 1/3 of that having been used for important acquisitions.
- Thus the £210m investors would hold fund equity valued at £1.2 Billion, the £9 Billion would be valued at £36 Billion and the £5 Billion IPO investors would have doubled their money.

CONTINGENCIES. Should the fund not be raised for whatever reason, there are fall back positions that still would enable initial investors to do well and do good.

The first £30m followed by Just the £90m would enable Transform Global, BIGCrowd.net and FundingTheGlobalGoals.tv all to launch and deliver cut back but still attractive performance and returns. More modest additional raises would be possible and as would be the case anyway - the focus would be on execution and profitable revenue generation.

SUCCESS. There are a number of strategic reasons the founder believes the large scale raise and subsequent successful deployment is not just possible but has a strong chance of being achieved. These include: talent; investor reach enabled by the multi format media platform; financial and strategic value offered to sovereign and institutional investors; and timeliness of solutions which can properly FundTheGlobalGoals.

	SDG 360 Fund - Cornerstone Commitment			SDG 360 Fund - Full Raise			SDG 360 Fund - IPO			Appreciation (2x)
	£0.70 Per Share			£1 Per Share			£2 Per Share			£4 Per Share
Transform Global Stakeholders (see Breakdown)	300 m	30%	£210 M	300 m	3%	£300 M	300 m	2%	£600 M	£1.2 B
Transform Global Talent (Restricted Impact Options)	400 m	40%	£280 M	400 m	4%	£400 M	400 m	3%	£800 M	£1.6 B
SDG 360 Game-changer Fund Cornerstone Commitment	300 m	30%	£210 M	300 m	3%	£300 M	300 m	2%	£600 M	£1.2 B
SDG 360 Game-changer Fund Full Raise				9 b	90%	£9 B	9 b	72%	£18 B	£36 B
£5B Initial Public Offering							2.5 b	20%	£5 B	£10 B
	(New money is represented in bold)									
	1 b	100%	£700 M	10 b	100%	£10 B	12.5 b	100%	£25 B	£50 B

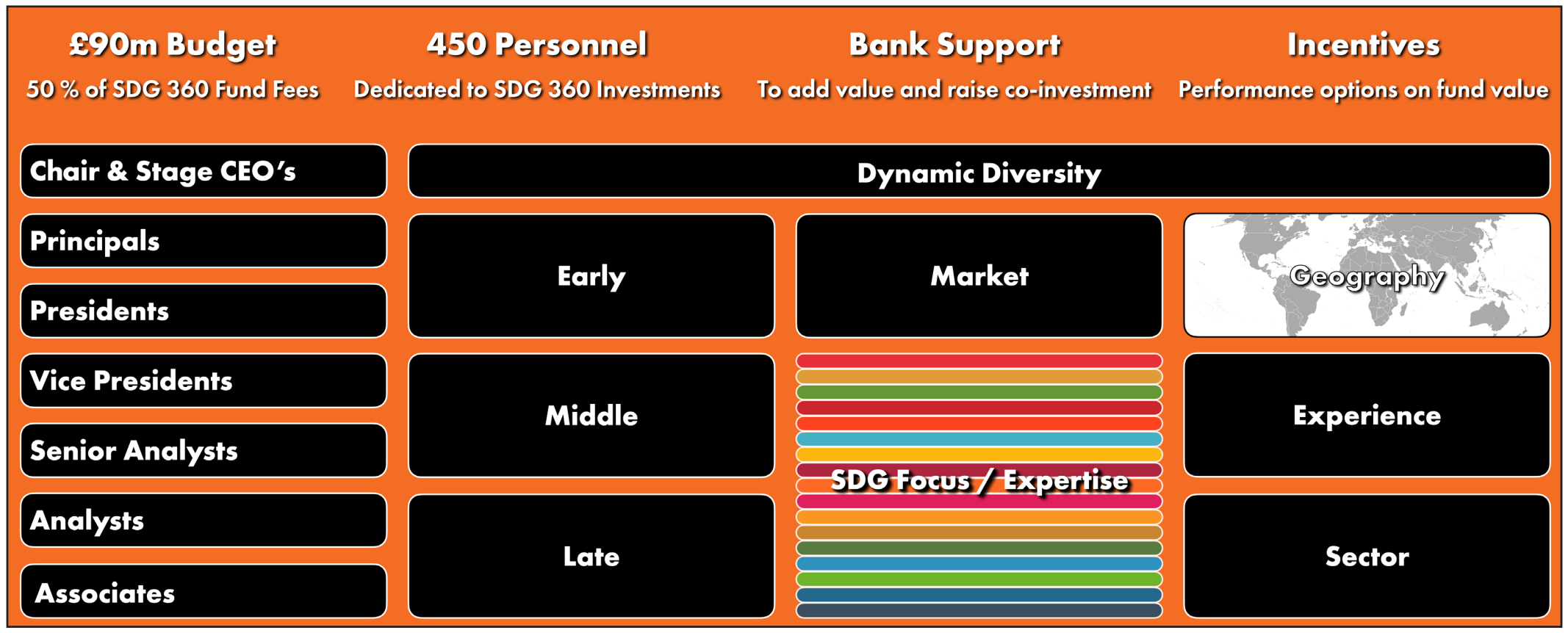
The 'Investment Manager'

SDG 360 Fund Management will be a subsidiary of Transform Global and will be the Investment Manager to the SDG 360 Game-changer Fund.

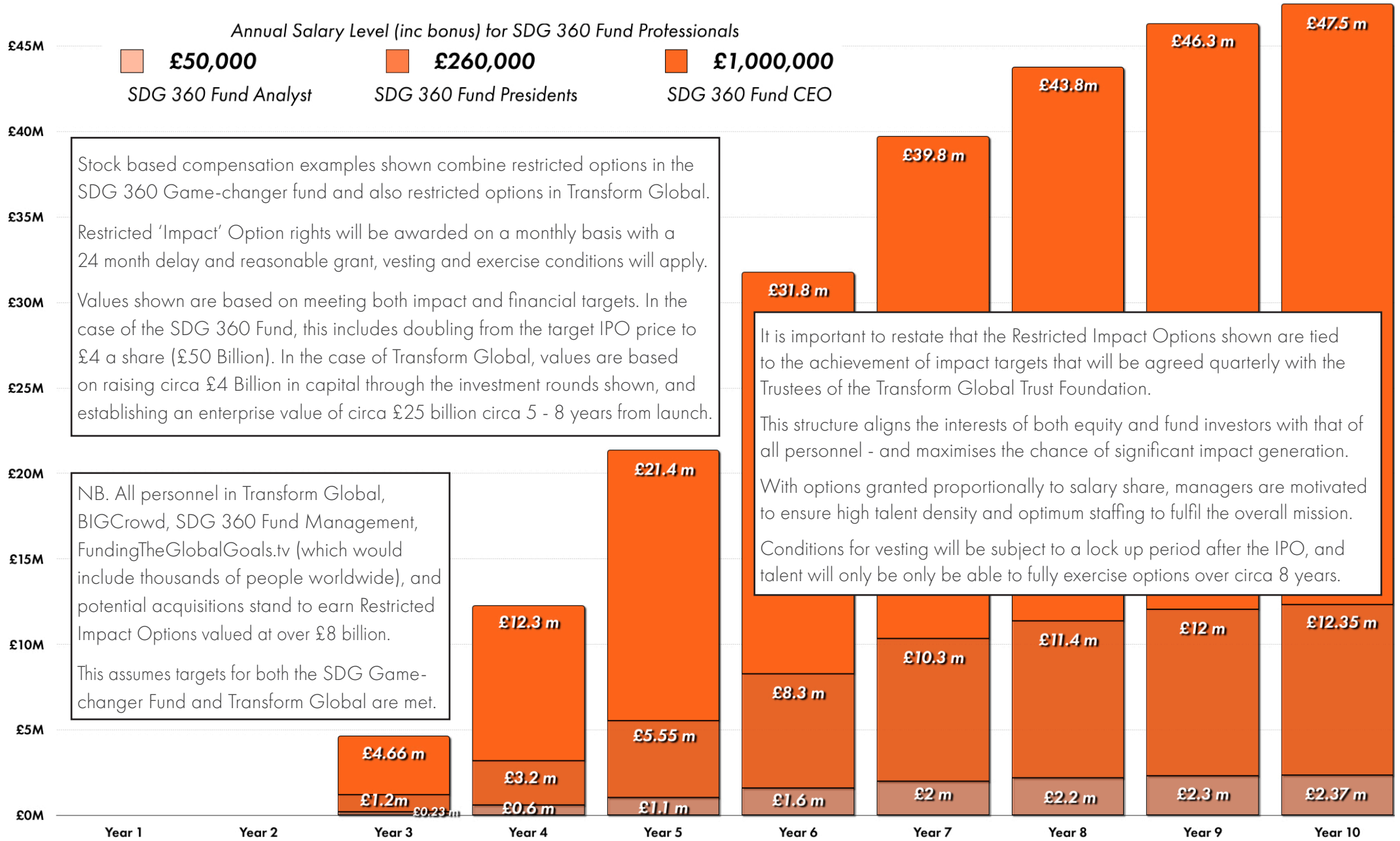
THE POWER OF FOCUS. As Transform Global will have several activities, it is important that one entity and its people are responsible for the management and performance of the SDG 360 Game-changer Fund. When the target £9 billion is raised and operational, the team will scale over 3 years to circa 450 persons.

TEAM BREAKDOWN. As can be seen below, this will comprise of junior to senior investment professionals who will manage the butterfly basket direct investments, and also the liquid market impact investments (mostly through trusted third party allocations) and finally, the complementary £360m special opportunities allocation.

SUPPORT AND SCALING. In addition, the budget covers a part time network of mentors and external advisors to support fund investments. Following the fund IPO, the number of professionals within SDG 360 Fund management will rise in line with fee income and the increased need for investment management capability.



Example compensation and reward structure for the fund management team (similar incentives for all teams - though max salaries will be smaller than for fund CEO)



The 'Bank Manager'

Transform Global will provide investment banking and investment management support to SDG 360 Fund management and all fund investments.

SCALE AND SCALABILITY. The design of the whole SDG 360 Game-changer Fund is all about creating a structure that has diversity built in via the different direct and indirect investment strategies, and its system design.

In order to enable scalability around the world, the scale of the design supports the base operations detailed.

CORE FUNCTIONS OF THE BANK.

Budgets shown represent the 50% share of the investment management fee for managing the fund.

These departments and teams are to be supportive of the fund investments and the processes and infrastructure used by the SDG 360 FM teams that make them.

THE REST OF THE BANK, AND GROWTH.

Separately to teams and departments shown, investment will add complementary teams and functions, including BIGCrowd and FundingTheGlobalGoals.tv - which can amplify fund level performance. Success fees can be charged for advice and external fundraising - meaning this structure can be replicated for maximum impact.



Transform Global equity terms and strategy.

The £30m Seed Round launches the 'bank' and its media properties whilst positioning for its scaling rounds and the worlds most exciting impact fund.

LAUNCH RAISE. Seed Round investors will receive both C Shares in Transform Global Ltd, and for each share they will also receive rights on 5 equity fund units in the SDG 360 Game-changer fund (* alongside existing stakeholders and A round investors).

FOLLOWED BY. As can be seen by the cap table, the intent is to quickly follow on from the Seed with the £90m A Round (which is part of a larger £300m raise including a £210m commitment to the Fund).

ALIGNMENT. Then, when the SDG360 Game-changer Fund is raised, this will be hard-wired to make an investment into Transform Global itself (B Round).

This B Round is to ensure Transform Global along with its SDG360 Fund Management subsidiary (which together will manage the fund) are fully capitalised. In addition, this investment aims to ensure that fund investors are fully aligned with and benefit from the success of Transform Global - where all personnel are incentivised both by the success of Transform Global and the SDG 360 Game-changer Fund.

PRE IPO. Alongside the C Round where the aim is to raise a further £1b, an allocation of 10m shares enables further performance based options, both for personnel and - as pre or post IPO acquisition currency for entities that add value to the model.

IPO. The plan is to follow on with an IPO to raise £2.5 Billion+ (in 3 - 4 years), giving Transform Global the fire-power to scale and launch other funds and platforms to expand its SDG financing capability.

- **A Shares** will carry full voting and distribution rights, plus rights on 5 fund units in the SDG 360 Game-changer Fund - and a permanent seat on the Transform Global Trust Board.
- **B Shares** hold full voting and distribution rights, plus rights on 5 fund units in the SDG 360 Game-changer Fund - but will convert at the rate of 1% of B shares each month, into non voting C Shares (allowing the founder to have a period where leadership can be decisive and clear - but where the Trust steadily increases its governance and oversight role).
- **C Shares** hold no voting rights but full distribution rights, plus rights on 5 fund units in the SDG 360 Game-changer Fund and rights to stand for or vote for the Transform Global Trust board.
- **D Shares** (coming after the £90m B Round) hold no voting rights, but full distribution rights, and the right to stand for or vote for investor representation on the Transform Global Trust board.

	Seed Round			A Round			B Round			C Round			IPO		Post IPO (2X)	
	Share Price	£3	£3	Share Price	£9	£9	Share Price	£18.0	£18.0	Share Price	£50	£50	Share Price	£100	£100	£200
* Founder (B Shares)	5 m	13%	£15 M	5 m	10%	£45 M	5 m	7%	£90 M	5 m	5%	£250 M	5 m	4%	£500 M	£1.0 B
* Transform Global Trust Foundation (50% A + 50% C Shares)	2 m	5%	£6 M	2 m	4%	£18 M	2 m	3%	£36 M	2 m	2%	£100 M	2 m	2%	£200 M	£400 M
* Friends and Family (C Shares)	3 m	8%	£9 M	3 m	6%	£27 M	3 m	4%	£54 M	3 m	3%	£150 M	3 m	2%	£300 M	£600 M
* Founding Team Options (C Shares)	10 m	25%	£30 M	10 m	20%	£90 M	10 m	14%	£180 M	10 m	10%	£500 M	10 m	8%	£1.0 B	£2.0 B
* £30m Seed Round (C Shares)	10 m	25%	£30 M	10 m	20%	£90 M	10 m	14%	£180 M	10 m	10%	£500 M	10 m	8%	£1.0 B	£2.0 B
* Management Performance Options (1st Tranche)(C Shares)	10 m	25%	£30 M	10 m	20%	£90 M	10 m	14%	£180 M	10 m	10%	£500 M	10 m	8%	£1.0 B	£2.0 B
* £90m A Round (C Shares)				10 m	20%	£90 M	10 m	14%	£180 M	10 m	10%	£500 M	10 m	8%	£1.0 B	£2.0 B
£360m B Round (D Shares)							20 m	29%	£360 M	20 m	20%	£1.0 B	20 m	16%	£2.0 B	£4.0 B
Acquisitions / Performance Options (2nd Tranche) (C Shares)										10 m	10%	£500 M	10 m	8%	£1.0 B	£2.0 B
£1b C Round (D Shares)										20 m	20%	£1.0 B	20 m	16%	£2.0 B	£4.0 B
IPO Shareholders													25 m	20%	£2.5 B	£5.0 B
	40 m	100%	£120 M	50 m	100%	£450 M	70 m	100%	£1.26 B	100 m	100%	£5.0 B	125 m	100%	£12.5 B	£25.0 B

Tackling the SDGs at scale and speed requires the right capital, the right team, at the right time - with the right portfolio!

Putting in place the team - using our Impact Load Balancing approach - and making a great deal more fun!

DAUNTING SCALE OF CHALLENGES WE FACE.

Most addressing the SDGs know the daunting scale of issues faced need nothing less than massive action. Yet most are in small groups, beaver away alone, or work in organisations that are not focussed on, or structured to best address the important issues that affect us all.

People feel helpless and hamstrung. This is despite their tireless efforts to address things critical for the well being of people, planet and security everywhere. They work hard but in the context of the scale of the challenges faced - they, and we all, are getting nowhere. And nowhere is this more true than in the silo'd, fragmented and disconnected world one might collectively refer to as 'finance for good'.

TURNING FRUSTRATION INTO IMPACT.

Creating a vehicle to help turn frustration into massive impact is our focus. The business is designed to harness the latent potential of incredible people and to channel this vast energy resource more effectively for all. The structure aims to align and amplify peoples impacts alongside a critical mass of colleagues who are also the best, brightest and most motivated to do the same. Embedded incentives such as restricted impact options, benefits, bonus, and working on the biggest and most important issues alongside the most incredible peer groups - mean that Transform Global can help people deliver far more together than apart.

YOU'VE GOT TO GO BIG TO GET SMALL!

On the surface it can appear that little about Transform Global is small. Not the scale of ambition for the 'bank' and the reach and relevance of its media and technology properties. Many Billions will be involved, in the equity we plan to raise and the funds we aim to raise and deploy. There is a very good reason for this. For capital to reach where it is needed on the ground, with the wise, the local innovators, the doers and the real game-changers - scale is actually very important.

CONNECTING TOP DOWN AND BOTTOM UP.

The Sustainable Innovation and Development Bank can enable what is best described as impact load balancing. Another way of seeing it, is as a balanced portfolio. Some parts are structured to be high growth, highly profitable, and highly impactful, and they pay for the activity that is normally ignored. That is - the stuff that is too early stage, localised or fragmented initially, before it can be aggregated. Or, where the path to a sustainable revenue model is initially unclear.

This 'small stuff', which is important and can be highly impactful, might not be as profitable in the short term. Though it can be financially worthwhile in the longer term, especially when approached responsibly with joined up thinking. This means with 'intelligent access to capital', along with the embedded help, support and media coverage needed to help such efforts succeed.

A BANK BIG ENOUGH FOR THE SMALL STUFF.

In order to address the issues described, we believe it is best done with all the key tools, structures, platforms and talent - situated under one umbrella so people can collaborate efficiently and at speed.

Talent addressing longer term and more challenging funding needs, including natural capital solutions to address things like de and reforestation, water, soil quality, and a host of SDG related issue, need certain things. They need the space where they have access to risk capital, technical and R & D capability, policy support, and the technology and access to coalitions of the willing - to invest in and co-create solutions to the small but important things mentioned.

FundingTheGlobalGoals.tv, BIGCrowd the SDG 360 Game-changer Fund, and the equity Transform Global can raise as a result - creates the space where that impact load balancing can occur in a way that is good for investors, for the world - and for all involved.

WHAT ABOUT THE TEAM WHO CAN DELIVER?

To deliver this bold plan, it's important to formally recruit the senior team from a position of strength. As a result of the decision to go BIG, highly capable leaders and team members are starting to join Steve Podmore and they will be announced in due course. In the meantime, we are working to raise £1m in pre seed so the team can formally join and things can be structured, which in turn enables us to close an optimum £30m seed Round.

The 'Trust'

The Transform Global Trust will be the governance vehicle for Transform Global and for all its activity - and will be its long term philanthropic arm.

EMBEDDED & INDEPENDENT GOVERNANCE.

The Transform Global Trust (which will be formally established when the first £1m of funds are in to enable structuring) 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 £90m 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 2m founding A and C 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.

RISKS 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 that risks and rewards need to be well understood, measured and effectively managed.

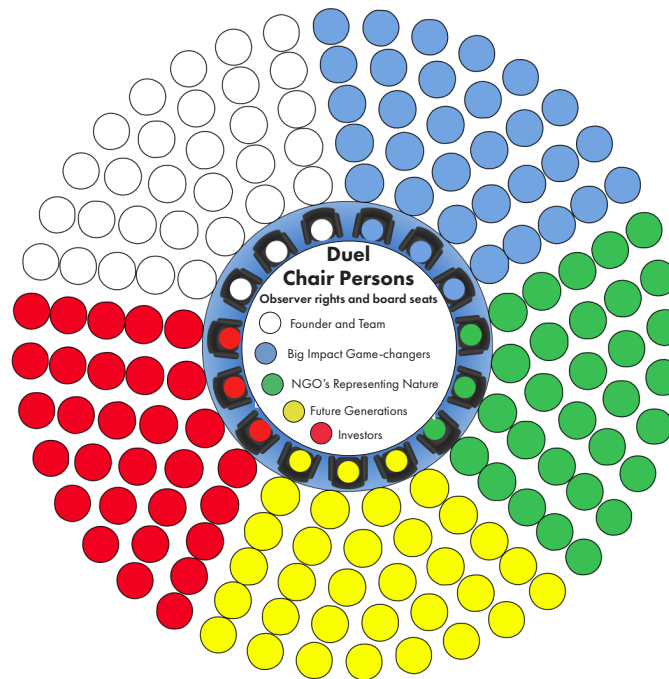
OVERSIGHT. As can be seen below left, the Trust will have a strong and diverse board, broad observer rights, and a professional core management to be supported by an ecosystem of outsourced partners.

Governance will be diverse, strategic and well informed - and working according to the sustainable charter and to B Corporation principles - so the whole organisation can be held up as an example of what progressive capitalism fit for modern times should be.

THE TRANSFORM GLOBAL 5 : 10 : 30 : + MODEL.

- 5 - reflects the 5% (2 Million Shares) of founding equity gifted to go to the Transform Global Trust.
- 10 - paid days per year will be given by employees to spend volunteering - working to support 'impact' projects of their choice - with .
- 30 - represents earnings from the 30 positions at the top of the BIGCrowd subscriber network to be gifted to Not for Profits delivering impact at scale.
- + - (plus) represents offices, media and general assistance provided by Transform Global, BIGCrowd, FundingTheGlobalGoals.tv and in order to further the work of the Trust and raise funds as appropriate.

FIT FOR PURPOSE AND LONGEVITY. The goal of the Trust is to ensure Transform Global is fair, inclusive, responsible - and fit for purpose for the long term.



Finding, funding and supporting those who think and do differently to address the SDGs.



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