



PRESENTATION - Q3 2019

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Why we do what we do!

THE SDGS - ARE NOT JUST NICE TO HAVE - BUT NEED TO HAVE,
AS THEY ALSO HIGHLIGHT CRITICAL RISK AND RESILIENCE THREATS!



THE 17 GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT

To address the **SDG's** we require many :-

BIG IMPACT GAME-CHANGERS

WHICH WE DEFINE AS:-

- SDG FOCUSSED START UPS & SCALE UPS
- BOLD WITH BIG AMBITION OF IMPACT
- SYSTEMIC (JOINED UP THINKING)
- INNOVATIVE - SCALEABLE - REPLICABLE
- NOT FOR PROFIT
- FOR PROFIT WITH PURPOSE
- POLICY INITIATIVE
- CAMPAIGN

3 part challenge and massive opportunity

BIG IMPACT
GAME-CHANGERS

INVESTORS, DONORS
IMPACT INVESTORS

**BADLY NEED
INTELLIGENT
ACCESS TO
RISK CAPITAL
AND SUPPORT**

**REQUIRE
HIGH QUALITY
RISK MANAGED
DEAL FLOW AND
CO-INVESTORS**

**DEMAND
TO BE INCLUDED,
INCENTIVISED, AND
GIVEN THE CHANCE
TO CONTRIBUTE TO
REAL IMPACT**

TAPPING INTO THIS
MASSIVE UNMET NEED IS
CRITICAL TO ADDRESSING
THESE TRULY IMPORTANT
GLOBAL ISSUES

THE BIG CROWD
(PEOPLE EVERYWHERE)

impact ventures

technologies

policy ideas

infrastructure projects

not for profits

campaigns

impact investment funds

Joined up thinking can create:

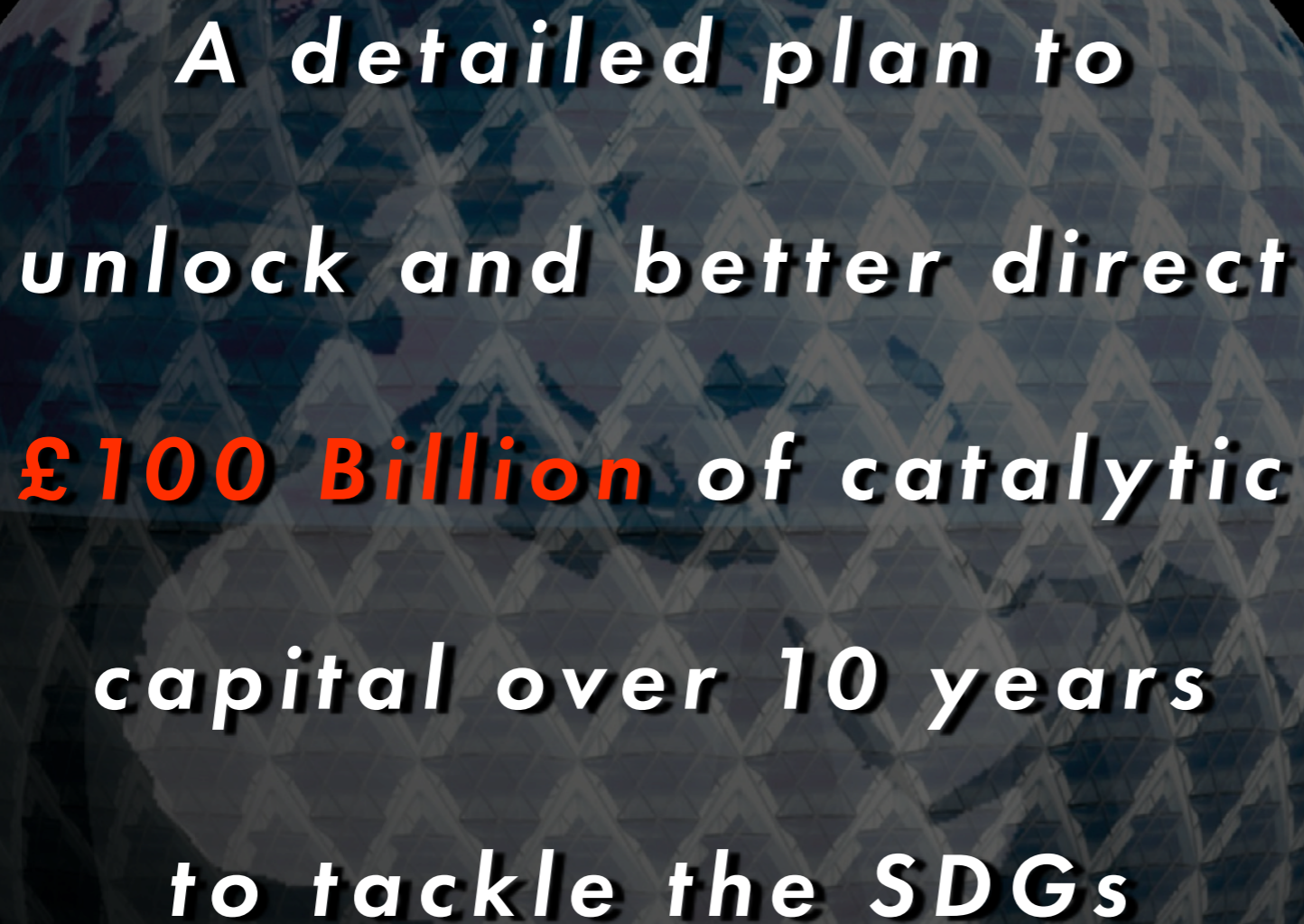




What's it all about?

A **systemic** model to **innovate** and **intermediate** to help address the **'Intelligent Access To Capital Challenge'** for the most important **'impact ventures'**, **'technologies'**, **'policy ideas'**, **'infrastructure projects'**, **'not for profits'**, **'campaigns'** and **'impact investment funds'**, - **GLOBALLY.**

**To Scale Up and Speed Up
Progress on the SDGs**



**A detailed plan to
unlock and better direct
£100 Billion of catalytic
capital over 10 years
to tackle the SDGs**

Raising:-

- **£2.65 million**
(\$3.2 m) EQUITY + FUND UNITS
- **£50 million**
(\$60 m)
- **£210 million**
(\$253 m) EVERGREEN TRADED FUND
- **£4 billion**
(\$4.8 b)

- **Steve Podmore**

- Worked for 8 years on the model for Transform Global - then a further 4 Years on the development of BIGCrowd - before recently merging the two concepts alongside the SDG 360 Game-changer Fund.
- Sales, marketing, consulting, education and training background
- Created '**The Economic Food Chain Theory**'
- Author of upcoming '**Innovation Immunity - and The Global Goals**'
- *Interests include: purpose driven business; marketing and sales; psychology; technology; impact investment; economics; financial and government reform; and creating a better world.*



Team and advisory board snapshot



Gillian Harding-Moore

Former Saatchi and Saatchi advertising executive, development director of a fashion logistics platform, and owner of a multi faceted digital design agency.



Hans Lindroth

Senior advisor and investment director for Swedish HNW family office, its philanthropic foundation and multiple diverse business units.



Kurt Hoffman

Founding head of the Shell Foundation, former academic, now focussed on social entrepreneurship, development, philanthropy and impact investment.



Phil Colclough

Direct selling expert with broad experience of on and offline sales, sales management, and structuring of innovative compensation structures.



Gavin Peacock

Former mid middle office banker for JP Morgan, Barclays etc, specialist in risk, working for 4 yrs in social system design & enterprise zone development.



Hamid Malik

Senior advisor to UNCTAD on development and enterprise issues, engineer by training, and former Siemens development executive.



Alex Newman

Special assistant at US Dept of Homeland security and Emergency Services for the State of NY, planner, former UN field mission operative.



Elias Masilela

SA economist, former head of PIC (Pension Investment Corporation), Global Compact board member, Responsible Investment professional.



Martin Chilcott

Founder of 2Degrees Network, a collaboration and analytics platform to help improve the environmental footprint of industrial supply chains.



Jagdeep Bhaura

Founder of MyPeopleBiz, an innovative recruitment marketplace, and a former tech executive who led a global award winning crowdsourcing project for GE.



Flick Hardingham

Open innovation and collaboration expert with background in marketing, public relations and international workshop facilitation and delivery.



Steve Rocco

Impact investment consultant and marketing executive, co-founder of the NY based Mission Markets, the worlds first impact investment broker platform.



Rebekah Clark

A comms and media leader with 18 years of agency, corporate and gov experience changing hearts and minds in the US, Europe and the Middle East.



Peter Rowan

Paris based sustainability focussed business analyst, due diligence expert and advisor, experienced working with the EU, UN, World Bank and other DFI's



Rory Sutherland

Vice Chairman of Ogilvy UK, Founder of the Ogilvy Behaviour Sciences Practice, former President of the IPA, author and super entertaining TED talker & speaker.



Emma Michelle Parnes

Corporate Lawyer with a professional background and a strong passion for social and environmental issues, and also technology entrepreneur.



Debbie Carlton

An engineer by training, now one of the worlds most accomplished and experienced E-learning and related technology practitioners and advisors.



Cristyn Bevan

Client facing and entrepreneurial ad guy, with a pedigree serving prestigious agencies (Ogilvy, Grey, Leagas Delaney) and their clients.



Bremley W Lyngdoh

Inspiring social entrepreneur, renowned speaker, founder of Worldview Impact Foundation, expert in complex eco-system restoration and community development.



Alan Knight

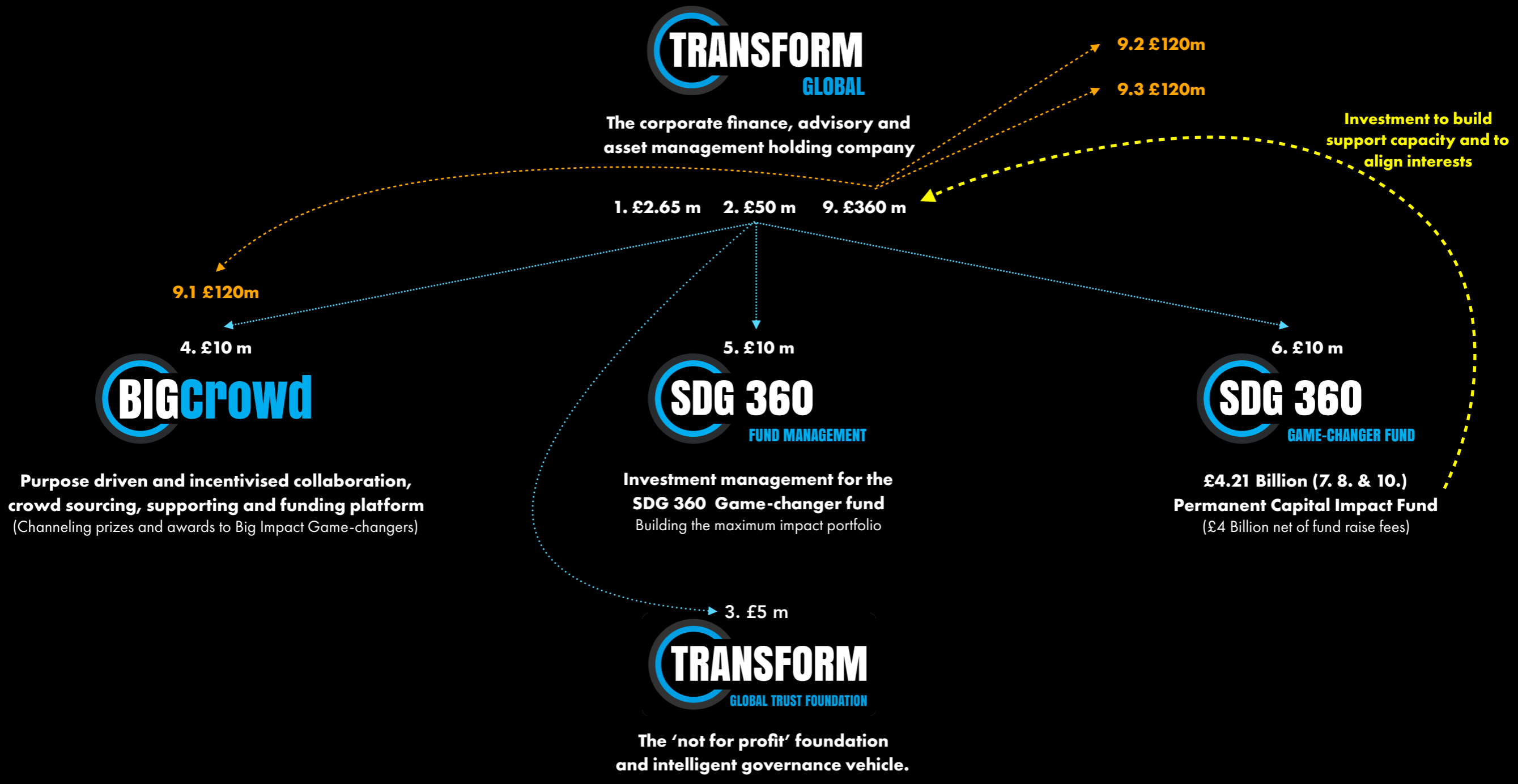
Head of Corporate Responsibility, ArcelorMittal, Former Sustainable Development Commissioner and Sustainability Advisor at Virgin Gp.



Zee West

Founder of Fintech for Good event series, Blockchain, AI, VR and Crowdfunding, advisor, marketing professional, tech entrepreneur and super networker.

'Sustainable Development Bank' structure and brands



- 1. £2.65m pre seed / final friends and family equity (going operational / comms / MVP / raise)
- 2. £50m seed round equity (retaining £15m for excess capitalisation, core costs, fees etc)
-▶ 3. £5m - Transform Global Trust Foundation (launch costs of governance foundation)
-▶ 4. £10m - BIGCrowd Ltd (tech build, launch, marketing)
-▶ 5. £10m - SDG 360 Fund Management Ltd (set up costs)
-▶ 6. £10m - SDG 360 Game-changer Fund (structuring and raise)
- 7. £210 million - discounted cornerstone commitments to the SDG 360 Fund
- 8. £4 billion - main raise of the SDG 360 Game-changer fund
- 9.▶ £360m A Round (hard wired to be invested from the SDG 360 fund to align interests and build the capacity of Transform Global to support and add value to fund investments)
 -▶ 9.1. £120m - BIGCrowd (marketing and scaling)
 -▶ 9.2. £120m - Transform Global Working Capital (3 years while capacity is built)
 -▶ 9.3. £120m - Transform Global Acquisitions and Investments (buy, invest, build)
- 10. Fees for managing the SDG 360 Fund are 2% (£80m p/a) split SDG 360 FM and Transform Global.

Steps to raising the + £4 billion permanent capital fund

- 1. Raising £2.65m then £50m of equity into Transform Global Ltd - from strategic and high profile impact investors** (*targeted:- Branson, Case, Benioff, Gates, Skoll, Robbins, Sovereign Funds*)
 - Potential 100 - 220 x multiple return in 4 - 7 years, with earlier partial liquidity*
- 2. Credible Team + MVP & sales started for BIGCrowd + enhanced presentation**
- 3. Top Investment Bank and related partner agreements**
 - £210 Million in fees for advising on, and raising the SDG 360 Game-changer Fund*
 - Brand enhancing, highly effective marketing and recruitment tool*
- 4. Top Investment Manager Agreements** (*targeted 2 - 5 of top hedge fund managers globally*)
 - £250 m - £5 b to manage*
 - Significant impact*
 - Compelling deal flow opportunities*

Transform Global Equity

Capitalisation (post money)

(After rounds of £2.65m, £50m and £360m)

New Money

Talent - value of shares and share options

(Including equity used for ecosystem investments and acquisitions)

	B Round	IPO	POST IPO +
Capitalisation (post money)	£5 b	£12.5 b	£25 b
New Money	£500 m	£2.5 b	
Talent - value of shares and share options	£1 b	£2 b	£4 b

SDG 360 Fund Units

Capitalisation (post money)

New Money

Transform Global Founders

Transform Global Talent

BIGCrowd Talent

SDG 360 FM Talent

Transform Acquisitions / Ecosystem

Talent - value of SDG 360 fund units

	Launch	IPO	POST IPO +
Capitalisation (post money)	£5 b	£12.5 b	£25 b
New Money	£4.21 b	£2.5 b	
Transform Global Founders	£50 m	£100 m	£200 m
Transform Global Talent	£100 m	£200 m	£400 m
BIGCrowd Talent	£100 m	£200 m	£400 m
SDG 360 FM Talent	£100 m	£200 m	£400 m
Transform Acquisitions / Ecosystem	£100 m	£200 m	£400 m
Talent - value of SDG 360 fund units	£450 m	£900 m	£1.8 b

Total Incentive Compensation

(Subject to performance conditions and vesting)

Total Incentive Compensation	£1.45 b	£2.9 b	£5.8 b

TRANSFORM GLOBAL HAS

A STRUCTURE DESIGNED

TO ENABLE THE MANY PERSONNEL

INVOLVED IN CREATING THE

SUCCESS, TO DO INCREDIBLY WELL

FINANCIALLY - THOUGH THEY HAVE

TO PERFORM TO EARN BIG REWARDS

- THUS DRIVING INVESTOR RETURNS -

AND WITH THE TRANSFORM GLOBAL

TRUST FOUNDATION TO ACT AS A

GOVERNANCE ANCHOR, FINANCIAL

RETURNS ARE DEPENDENT ON

HITTING BIG IMPACT TARGETS AND

ADHERING TO STRICT ESG CRITERIA

Target investor returns

- £5.8 Billion - Talent For All Entities (including acquisitions) (excluding Founder + f&f) (equity + fund units)
- £1.1 Billion - Transform Global Trust Foundation (equity + fund units)
- £583m (220 x return) - £2.65m Pre Seed Investor (equity + fund units)
- £4.4 Billion (110 x return) - £50m Seed Investor (equity + fund units)
- £4 Billion (11 x return) - £360m A Round Transform Global Equity Investor
- £2 Billion (4 x return) - £500m B Round Transform Global Equity Investor
- £5 Billion (2 x return) - £2.5 Billion Transform Global IPO Investors
- £1.2 Billion (6 x return) £210 Million SDG 360 Game-changer Fund Investors
- £16 Billion (4 x return) £4 Billion SDG 360 Game-changer Fund Investors
- £5 Billion (2 x return) - £2.5 Billion SDG 360 Game-changer Fund Investors

INVESTORS AND
STAKEHOLDERS WITH
BOTH EQUITY AND
SDG 360 FUND UNITS

TRANSFORM GLOBAL
A & B ROUND + IPO
EQUITY INVESTORS

SDG 360
GAME-CHANGER
FUND INVESTORS

TRANSFORM GLOBAL AND THE SDG 360 GAME-CHANGER FUND ARE BOTH DESIGNED TO RAISE MULTIPLE ROUNDS OF INVESTMENT AND TO DELIVER HEALTHY RETURNS ON INVESTMENT ALONGSIDE TARGET IMPACTS. DETAILED IN THIS DECK AND OTHER MATERIAL, MANAGEMENT BELIEVE THAT A COMBINED £50 BILLION OF VALUE CAN BE CREATED OVER A 5 - 8 YEAR PERIOD - AND MUCH MORE OVER 10 YEARS. SHOULD OUR PERFORMANCE TARGETS BE ACHIEVED, AND FUNDS RAISED AT TARGET VALUES (WITH TALENT BEING HEAVILY INCENTIVISED TO ACHIEVE IT), THEN RETURNS FOR DIFFERENT STAKEHOLDERS WOULD BE ALONG THE LINES SHOWN - WITH EQUITY, FUND UNITS OR A COMBINATION OF BOTH.

NB. ASSUMPTIONS ARE BASED AND MANY VARIABLES WHICH ARE SUBJECT TO CHANGE. THE ABOVE IS A GUIDE ONLY AND SHOULD NOT BE RELIED ON TO MAKE INVESTMENT DECISIONS. INVESTORS SHOULD TAKE PROFESSIONAL AND INDEPENDENT ADVICE. THIS OPPORTUNITY IS FOR PROFESSIONAL AND ACCREDITED INVESTORS ONLY. ANY INVESTMENT CARRIES RISK AND VALUES CAN GO UP AND DOWN.

PART 2





**FREE OR
£9.60 PREMIUM
.....
SUBSCRIPTION**



**BIG IMPACT
GAME-CHANGERS**

SHOWCASE, COLLABORATE AND FUNDRAISE

AWARDS

**£3.6m Per
Award or Prize**

PRIZES



PLATFORM

COLLABORATE, VOTE, DONATE, INVEST

**SUBSCRIBERS EXPERTS
AND JUDGES**

£100K PER MONTH OF CASH AND SUPPORT - FOR 3 YEARS

(£4 = 50% OF NET REVENUE X 25,000 SUBSCRIBERS - PAYS FOR EACH AWARD OR PRIZE)

£20K

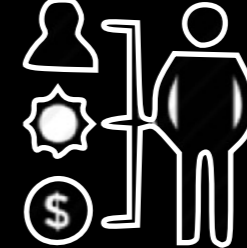
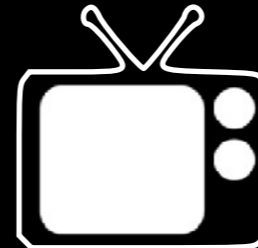
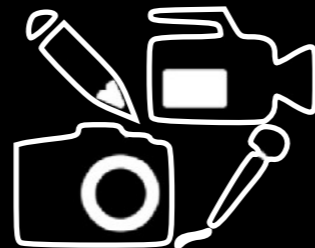
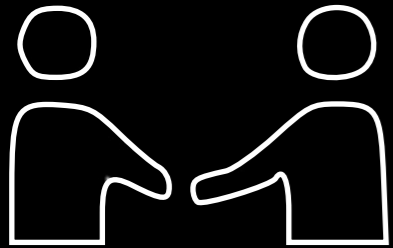
£10K

£70K

UNRESTRICTED CASH GRANT

GOVERNANCE & IMPACT REPORTING

ADVOCACY, ACCELERATION & FUNDRAISING:-



TALENT / RECRUITMENT

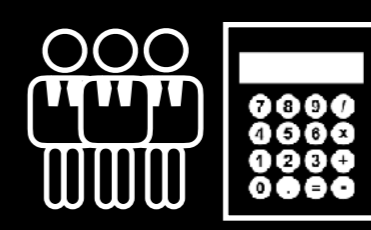
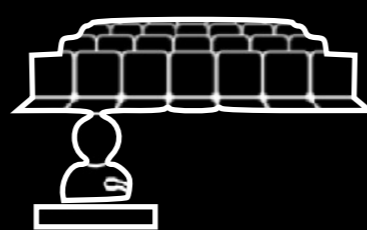
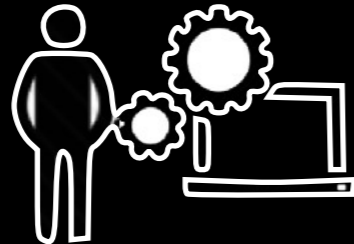
PUBLIC RELATIONS

STORYTELLING

PRESENTATIONS

FUNDRAISING & INTRODUCTIONS

SOCIAL MEDIA



TECH DEVELOPMENT

STRATEGY

MEETINGS AND EVENTS

OFFICES

ACCOUNTING

LEGAL

Fully Funded - Supported - Positioned for Maximum Impact & Success

Big Impact Game-changers

'The Line of Super Credibility'

Potential

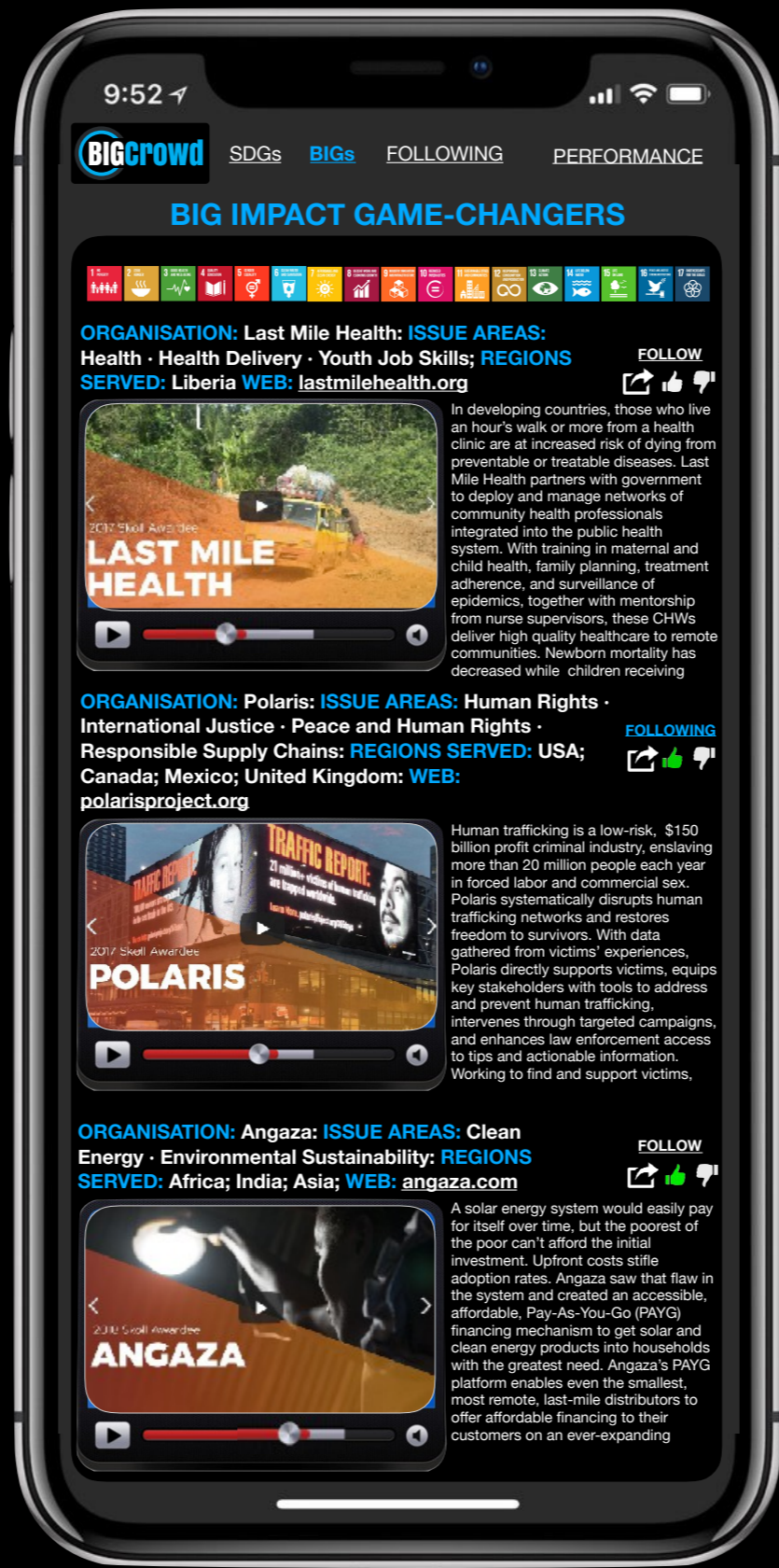
Big Impact Game-changers

THE JOB OF BIGCROWD IS TO FIND POTENTIAL
BIG IMPACT GAME-CHANGERS AND TO CHANNEL
THE SUPPORT AND FUNDS TO THEM TO BE SURE THAT
THEY ARE ABOVE THAT LINE OF SUPER CREDIBILITY

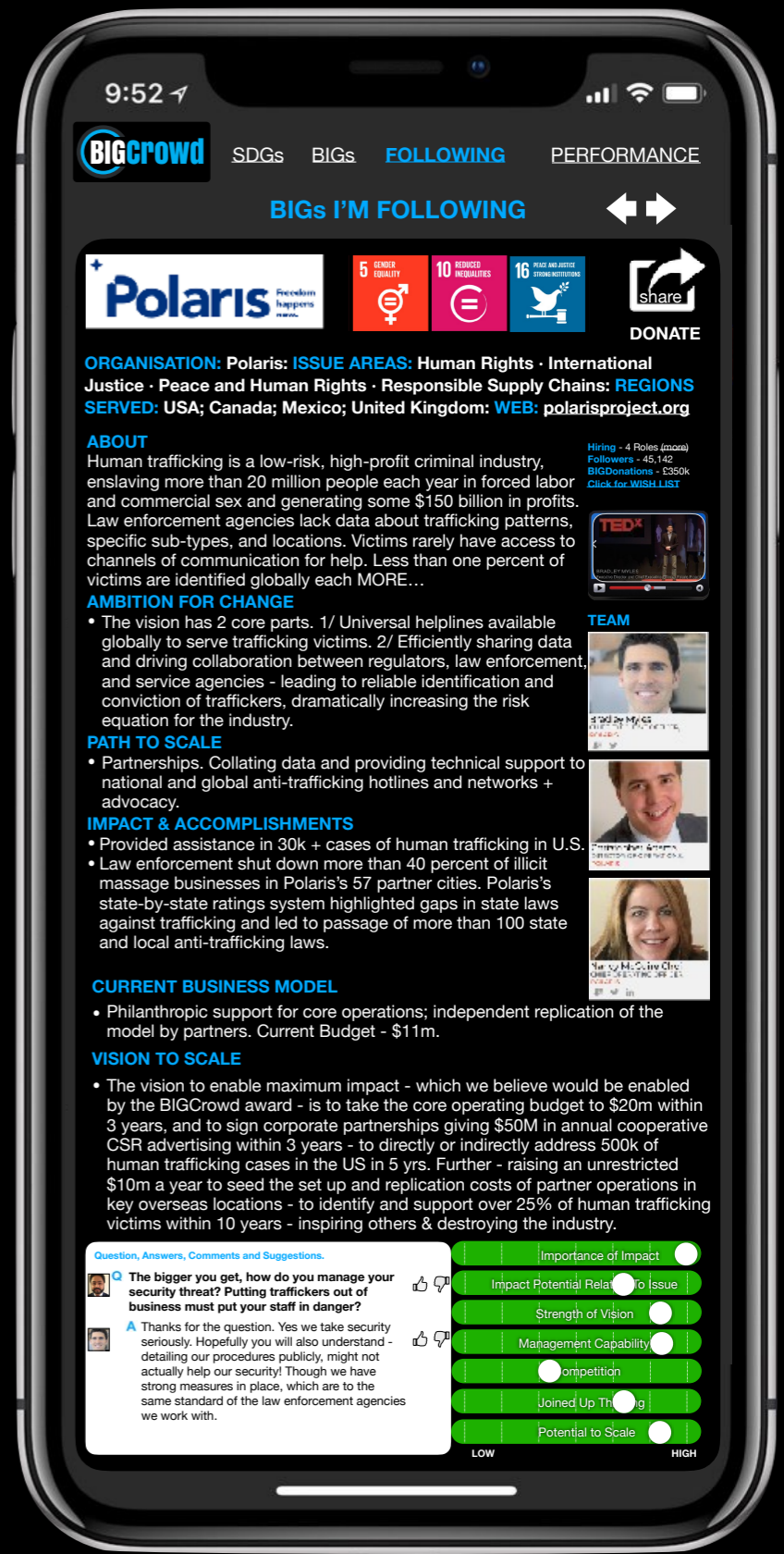
SET PREFERENCES



WATCH AND LEARN

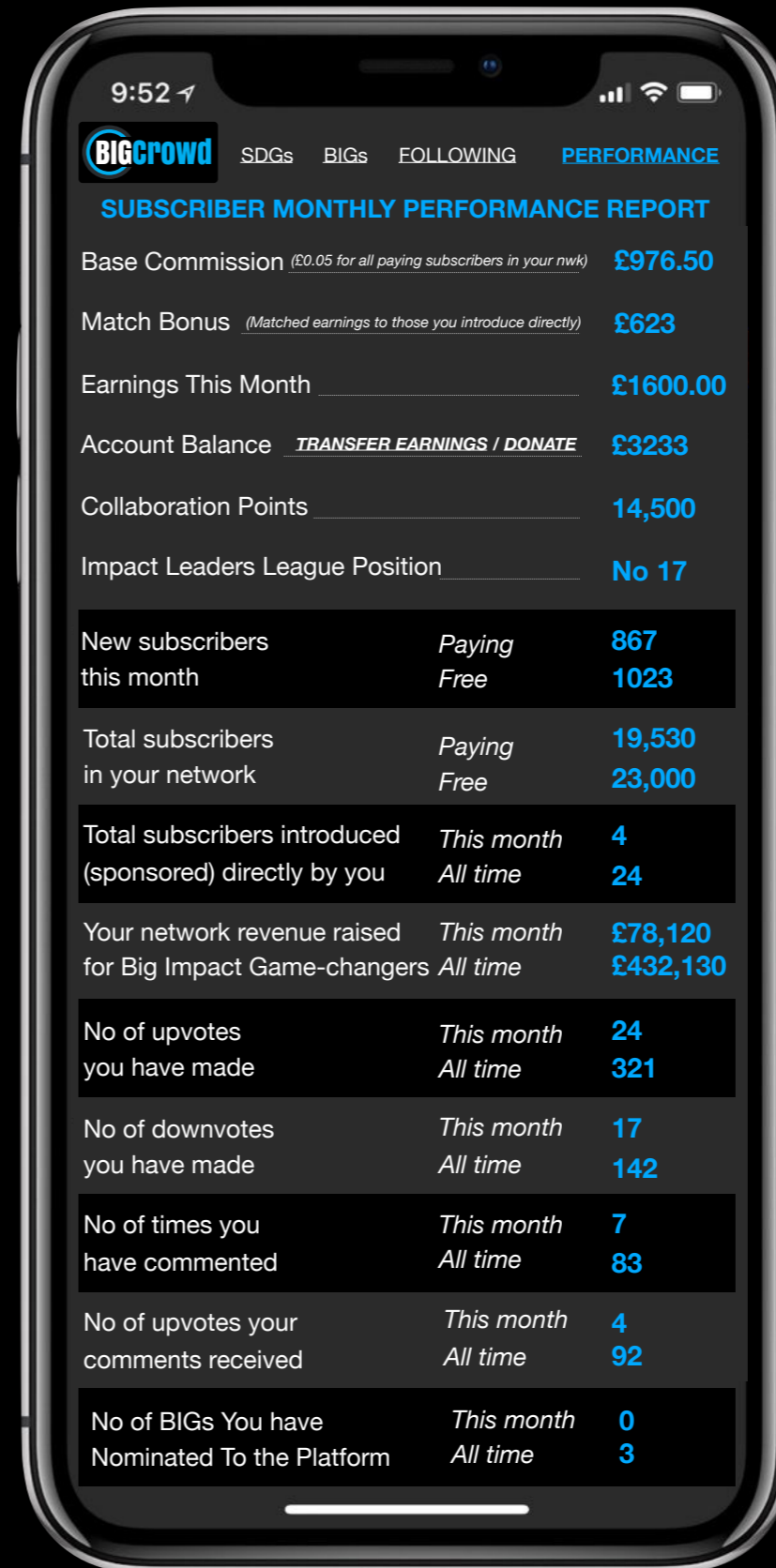


CONTRIBUTE + COLLABORATE



WATCH, VOTE,
SHARE, EARN

TRACK
PERFORMANCE





Big Impact Game-changers

Raise funds and win cash and support prizes and awards worth £3.6m

[Nominate or Apply](#)

Impact Advocates (subscribers)

Help find, fund and support those changing the world.

[Collaborate and Earn](#)

LOG IN

SIGN UP

- About
- Addressing the SDGs now
- Win prizes and awards
- Collaborate and earn
- Partner with us
- Work with us
- Invest
- FAQ's
- More

Many doing something small can add up to something very BIG indeed...

Harnessing the wisdom, collaboration and funding potential of the BIGCrowd presents the power to change the world.

BIGCrowd is simple. A free or affordable subscription gives content to highlight the issues at the heart of the 17 Global Goals for Sustainable Development - and the Big Impact Game-changers doing the most to address them. Cash earnings and rewards are designed to ethically incentivise subscribers to help find, fund and support the Big Impact Game-changers who are best tackling the issues they care about.

Big Impact Game-changers are those with big and bold plans and activities to address one or more of the SDGs at scale and speed. Often they struggle to secure funding and support they need to start and or scale to deliver maximum impact. On the BIGCrowd platform, they can showcase their activity, raise donations and investment - and win powerful crowd funded £3.6m 3 year awards of cash and support, all to help them succeed.



SUBSCRIBE IN BETA FROM FREE TO £78.60 P/M

WHY SUPPORT US TO CHANGE THE WORLD?

LEARN ABOUT **IMPACT ADVOCATE BENEFITS?**

Join With LinkedIn

Join With Facebook

OR

[SIGN UP WITH EMAIL](#)



Big Impact Game-changers

Impact Advocates (subscribers)

LOG OUT Steve Podmore

Earnings Account £45.30

Donations Account £83.20

YOU CAN HELP!

Do good and do well by spreading the word to change the world.

[What's in it for Big Impact Game-changers?](#)



[What's in it for Impact Advocate Subscribers?](#)



[More on the vision to help people do good and do well !](#)



When BIGCrowd formally launches, Impact Advocates will be able to earn cash commissions for those they directly and indirectly introduce and for how much and how well they collaborate. The minimum they need to do is to watch 10 mins or more of content, vote and share each month - to be qualified to earn.

The unique hybrid social marketing engine will supplement the referral efforts of subscribers with conventional marketing. This is designed to generate revenue to support Big Impact Game-changers, raise funds for charities - and also incentivise collaboration.

For those that subscribe in the BETA stage to support our launch - they will receive special benefits along with FREE crypto currency. If we are successful, this could have a value at launch and beyond. Plus the more one tells the larger the income stream at launch.

Big Impact Game-changers

Impact Advocates (subscribers)

LOG OUT Steve Podmore

Earnings Account £45.30
Donations Account £83.20

My Dashboard

Platinum Impact Advocate subscriber from? **Sept 2018**

Subscribers I've directly introduced **8**

Total subscribers in my network (including spillover) **224**

Revenue p/m I'm generating to support BIGCrowd **£1,792**

Total revenue I've raised to support BIGCrowd **£6,224**

Monthly target BIGSupport revenue at launch **£20,000**

Monthly base commissions at launch **£45.20**

Monthly match bonus at launch **£34.40**

My position in the impact league **127**

Crypto tokens I've earned to date **45,542**

Potential token value at 2020 launch (target) **£455**

Potential token value in 2022 (target) **£4,550**

Big Impact Game-changers I'm following **12**

Big Impact Game-changers I've donated to **5**

Vote For The Winner Of £3.6m European Plastics Replacement Challenge

Attend A Regional BIGCrowd Impact Advocate Event

Vote For The Next Big Crowd Grand Challenge

SEARCH ORG NAME

BIGCrowd Impact Rating

* : * : * : * : * : * : * : * : * : * : *

Live Challenges
 Time on the Platform
 No of Up Votes
 Latest News

Live Prize or Award Recipient
 BIG's I'm Supporting
 BIG's I'm Following
 Trending

[APPLY](#)
[CLEAR](#)

GLOBAL GOAL NO's

- 1. No poverty
- 2. Zero hunger
- 3. Good health and well being
- 4. Quality education
- 5. Gender equality
- 6. Clean water and sanitation
- 7. Affordable clean energy
- 8. Decent work and economic growth
- 9. Industry, innovation and infrastructure
- 10. Reduced inequalities
- 11. Sustainable cities and communities
- 12. Responsible consumption and production
- 13. Climate action
- 14. Life below water
- 15. Life on land
- 16. Peace and justice
- 17. Partnerships for the global goals

REGION / COUNTRY

REGION

- Asia
- Middle East, North Africa, and Greater Arabia
- Europe
- North America
- Central America and the Caribbean
- South America
- Sub Saharan-Africa

COUNTRY

- Asia
- Bangladesh
- Bhutan
- Brunei
- Cambodia
- China
- India
- Indonesia
- Japan
- Kazakhstan
- North Korea

Cont...

STAGE / STRUCTURE

STAGE

- CONCEPT / PROPOSAL
- START UP / EARLY STAGE
- SCALE UP (Less than 3 years operations)
- SCALE UP (More than 3 years operations)
- SCALE UP (Less than £1m Revenue)
- SCALE UP (Less than £10m Revenue)
- SCALE UP (More than £10m Revenue)
- RAISING IMPACT INVESTMENT
- RAISING DONOR FUNDING
- SEEKING OTHER SUPPORT
- COMPETING FOR A BIGCROWD PRIZE
- APPLYING FOR A BIGCROWD AWARD

STRUCTURE

- For profit with purpose (PWP)
- Not for shareholder profit (NSP)
- Policy intervention / initiative (PII)
- Awareness / advocacy campaign (AAC)
- Structure currently unclear (SCU)
- Corporate purpose initiative (CPI)
- Social / commercial hybrid (SCH)

INDUSTRY / DISCIPLINE

- AGRICULTURE
- CHEMICALS
- CONSTRUCTION
- EDUCATION
- ENERGY
- ENGINEERING
- ENTERTAINMENT
- FINANCE
- HOSPITALITY
- INFRASTRUCTURE
- MANUFACTURING
- MEDIA
- MINING
- PHARMACEUTICALS
- PUBLIC SECTOR
- TECHNOLOGY
- TRANSPORT

1,290 FOLLOWED BY 392

FOLLOWING

Polaris

DONATE SHARE

ORGANISATION: Polaris

FOCUS: Disruption and Prevention of Human Trafficking

ISSUE AREAS: Human Rights · International Justice · Peace and Human Rights · Responsible Supply Chains:

REGIONS SERVED: USA; Canada; Mexico; United Kingdom:

WEB: www.polarisproject.org

Human trafficking is a low-risk, \$150 billion profit criminal industry, enslaving more than 20 million people each year in forced labour and commercial sex. Polaris systematically disrupts human trafficking networks and restores freedom to survivors. With data gathered from victims' experiences, Polaris directly supports victims, equips key stakeholders with tools to address and prevent human trafficking, intervenes through targeted campaigns, and enhances law enforcement access to tips and actionable information. Working to find and support victims, and prosecute traffickers, Polaris seeks to reverse the risk-reward ratio and destroy the industry... **MORE**

1,900 FOLLOWED BY 34

FOLLOWING

Last Mile Health

DONATE SHARE

ORGANISATION: Last Mile Health:

FOCUS: Disruption and Prevention of Human Trafficking

ISSUE AREAS: Health · Health Delivery · Youth Job Skills:

REGIONS SERVED: Liberia:

WEB: www.lastmilehealth.org

In developing countries, those who live an hour's walk or more from a health clinic are at increased risk of dying from preventable or treatable diseases. Last Mile Health partners with government to deploy and manage networks of community health professionals integrated into the public health system. With training in maternal and child health, family planning, treatment adherence, and surveillance of epidemics, together with mentorship from nurse supervisors, these CHWs deliver high quality healthcare to remote communities. Newborn mortality has decreased while children receiving treatment for diarrhoea, malaria + pneumonia has increased. LMG now supports Health Ministries to prepare policy documents, in training and impact measurement... **MORE**

5,943 FOLLOWED BY 1,023

FOLLOWING

Angaza

DONATE SHARE

ORGANISATION: Angaza

FOCUS: Pay as you go clean energy and water.

ISSUE AREAS: Clean Energy · Environmental Sustainability:

REGIONS SERVED: Africa; India; Asia;

WEB: www.angaza.com

A solar energy system would easily pay for itself over time, but the poorest of the poor can't afford the initial investment. Upfront costs stifle adoption rates. Angaza saw that flaw in the system and created an accessible, affordable, Pay-As-You-Go (PAYG) financing mechanism to get solar and clean energy products into households with the greatest need. Angaza's PAYG platform enables even the smallest, most remote, last-mile distributors to offer affordable financing to their customers on an ever-expanding portfolio of life-changing products in more than 30 countries. Angaza's business model is powered by two tools: technology licenses that allow hardware manufacturers to embed remote-activation circuitry into products, and cloud-based loan activation... **MORE**

1,897 FOLLOWED BY 321

FOLLOWING

Enso Impact

DONATE SHARE

ORGANISATION: EnsoImpact

FOCUS: Changing educational outcomes for the poor

ISSUE AREAS: Affordable, high quality education which is relevant to the lives and emerging lives of the poor

REGIONS SERVED: Africa, Asia

WEB: www.ensoiimpact.org

EnSo Impact is a vision of founders Paul, Agi and Aynton to tackle the inadequacy of the current education system in Africa and other parts of the developing world. The Enso model integrates solutions to all the major issues affecting education - instructional quality, non-polluting energy, health and hygiene, emotional well-being, and supportive family life. It sources world class products, integrates them into a branded product range with affordable payment plans. We're building a large chain of SMART Communities which offer world class schooling, which serve as retail hubs (solar energy, health, water and hygiene products), and which place EQ/SQ at their centre... **MORE**

1,030 FOLLOWED BY 89

FOLLOWING

Benefit Corporation

DONATE SHARE

ORGANISATION: Benefit Corporation:

FOCUS: Intelligent Standards for Good Business

ISSUE AREAS: The Future of Social Enterprise:

REGIONS SERVED: Global:

WEB: www.bcorporation.net

BCorporation certified BCorps use the power of business to solve social and environmental problems. They now number more than 2,500 organisations from 50 countries and 130 industries, with BCorp status helping embed sound culture and principles into existing business structures... **MORE**

3,211 FOLLOWED BY 871

FOLLOWING

Eco Capacity Exchange

DONATE SHARE

ORGANISATION: Eco Capacity Exchange

FOCUS: Disruption and Prevention of Human Trafficking

ISSUE AREAS: Responsible Supply Chains:

REGIONS SERVED: Global:

WEB: www.ecocapacityexchange.com

The ECO Capacity Exchange is an alternative global market place of supply and demand where the ECO is the common unit of account for trade. Trading on the Exchange unlocks a whole range of benefits for business, creating value in new ways and improving financial performance. Use interest-free credit to procure the goods and services most frequently purchased by Fortune 500 companies, retaining cash on your balance sheet. Discover new customers and deliver incremental revenue while improving asset utilisation and ROCE... **MORE**

981 FOLLOWED BY 87

FOLLOWING

Juanfe

DONATE SHARE

ORGANISATION: The Juanfe Foundation

FOCUS: Young Mothers and Infant Mortality

ISSUE AREAS: Affordable, high quality education which is relevant to the lives and emerging lives of the poor

REGIONS SERVED: South America

WEB: www.ensoiimpact.org

The Juanfe foundation in Cartagena Colombia was set up in 2001 to address high rates of preventable infant mortality and the extreme poverty that led to many girls giving birth at a young age. It has helped and saved thousands of lives and now is scaling elsewhere... **MORE**

765 FOLLOWED BY 210

FOLLOWING

Evergreen Europe

DONATE SHARE

ORGANISATION: Evergreen Europe:

FOCUS: Disruption and Prevention of Human Trafficking

ISSUE AREAS: Sustainable Infrastructure · Finance · Public Sector · Climate Activity:

REGIONS SERVED: Europe

WEB: www.evergreeneurope.org

Evergreen Europe is a bold engagement and advocacy project which aims to create a European Sustainable Infrastructure Trust (ESIT). The objective is to catalyse a funding pathway to abundant, cheap, low carbon energy supplies and resilient, regenerative infrastructure. ESIT would be set up and owned by participating European governments. The entity would issue a unique form of bond to fund many €Billions in Low Carbon Infrastructure over 15 years. This would be a new class of sovereign backed, euro-denominated AAA-rated evergreen bonds called Euroconsols, which ESIT would issue to raise circa €5 trillion over 15 years to invest in the renewal of European Infrastructure... **MORE**

2,312 FOLLOWED BY 432

FOLLOWING

Atlantic Superconnection

DONATE SHARE

ORGANISATION: Atlantic Superconnection

FOCUS: Clean Energy Distribution

ISSUE AREAS: Human Rights · International Justice · Peace and Human Rights · Responsible Supply Chains:

REGIONS SERVED: Iceland; United Kingdom:

WEB: www.atlanticsuperconnection.com

Our mission is to deliver sustainable, low carbon energy from Iceland to the UK through world-leading HVDC cable technology and energy infrastructure. Atlantic Superconnection Corp will source abundant, cheap geothermal energy, transported from Iceland to the UK via a 1500 km high voltage direct current undersea cable, to profitably benefit the UK and Icelandic populations and the environment by delivering abundant clean energy. **MORE**

1,290 FOLLOWED BY 392

FOLLOWING

Polaris

DONATE SHARE

ORGANISATION: Polaris

FOCUS: Disruption and Prevention of Human Trafficking

ISSUE AREAS: Human Rights · International Justice · Peace and Human Rights · Responsible Supply Chains:

REGIONS SERVED: USA; Canada; Mexico; United Kingdom:

WEB: www.polarisproject.org

Human trafficking is a low-risk, \$150 billion profit criminal industry,

1,900 FOLLOWED BY 34

FOLLOWING

Last Mile Health

DONATE SHARE

ORGANISATION: Last Mile Health:

FOCUS: Disruption and Prevention of Human Trafficking

ISSUE AREAS: Health · Health Delivery · Youth Job Skills:

REGIONS SERVED: Liberia:

WEB: www.lastmilehealth.org

In developing countries, those who live an hour's walk or more from a health clinic are at increased risk of dying from preventable or treatable

5,943 FOLLOWED BY 1,023

FOLLOWING

Angaza

DONATE SHARE

ORGANISATION: Angaza

FOCUS: Pay as you go clean energy and water.

ISSUE AREAS: Clean Energy · Environmental Sustainability:

REGIONS SERVED: Africa; India; Asia;

WEB: www.angaza.com

A solar energy system would easily pay for itself over time, but the poorest of the poor can't afford the initial investment. Upfront costs

BIGcrowd
Big Impact Game-changers
Impact Advocates (subscribers)
LOG OUT Steve Podmore

Earnings Account £45.30
Donations Account £83.20

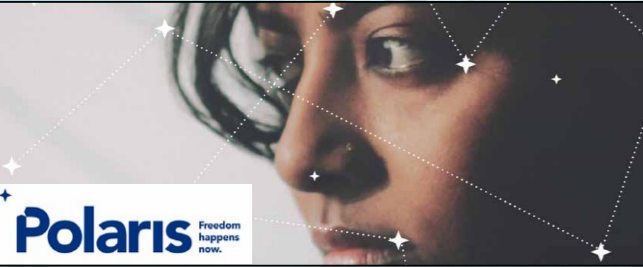
Promote Polaris on social media to show your support, help them raise awareness, help fund prizes and awards which they could win - and earn referral commissions you can spend or donate!

Highlights 4,212
Followed by 532

FOLLOWING
FOLLOW/

Up or down ratings on my questions and comments 45 3

DONATED £25 **SHARED 4 times**
DONATE/ SHARE/



Video: Now We Know

Watch the Video →

Now, we know.

ORGANISATION: Polaris

FOCUS: Disruption and prevention of human trafficking

ISSUE AREAS: Human Rights · International justice · Peace and human Rights · Responsible supply chains:

HQ & REGIONS SERVED: HQ = Washington DC USA: Serving; Canada; Mexico; United Kingdom:

WEB: www.polarisproject.org

BIGCrowd Impact Rating ★★★★★

WISH LIST

Technology partner **More**

Campaign ideas **More**

Expansion ptrns & oard directors **More**

Recruiting - Yes No **More**

Budget / Revenue

Zero Under £1m Under £10m More than £10m


Raising (in next 12 months) Target Total Min

Donor Funding Donations Impact Equity Impact Debt

Full Time Equivalents (FTE's)

Employees 55 Volunteers 30

Donate BIGPoints / Cash NOW



Overview

In depth summary

Team

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Testimonials

Development time-line

Awards and recognition

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Where we could be better

Key lessons learnings

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ABOUT

Human trafficking is a low-risk, high-profit criminal industry, enslaving more than 20 million people each year in forced labour and commercial sex and generating some \$150 billion in profits. Law enforcement agencies lack data about trafficking patterns, specific sub-types, and locations. Victims rarely have access to channels of communication for help. Less than one percent of victims are identified globally each year. Polaris systematically disrupts human trafficking networks and restores freedom to survivors. Gathering key data from victims' experiences, Polaris directly supports victims, equips key stakeholders with data to address and prevent human trafficking, and intervenes in specific industries through targeted campaigns. Working together to find and support victims, and prosecute traffickers, the Polaris team and partners seek to reverse the risk-to-reward ratio and destroy the industry.

IMPACT AMBITION

The vision has 2 core parts.

1. Universal helplines available globally to serve trafficking victims.
2. Efficiently sharing data and driving collaboration between regulators, law enforcement, and service agencies - leading to reliable identification and conviction of traffickers, dramatically increasing the risk equation for the industry.

PATH TO SCALE

Partnerships. Collating data and providing technical support to national and global anti-trafficking hot-lines and networks + advocacy.

IMPACT & ACCOMPLISHMENTS

Provided assistance in 30k+ cases of human trafficking in U.S.

Law enforcement shut down more than 40 percent of illicit massage businesses in Polaris's 57 partner cities. Polaris's state-by-state ratings system highlighted gaps in state laws against trafficking and led to passage of more than 100 state & local anti-trafficking laws.

BUSINESS MODEL

Philanthropic support for core operations; independent replication of the model by partners. Current Budget - \$11m.

VISION TO SCALE

The vision to enable maximum impact - which we believe would be enabled by the BIGCrowd award - is to take the core operating budget to \$20m within 3 years, and to sign corporate partnerships giving \$50M in annual cooperative CSR advertising within 3 years - to directly or indirectly address 500k of human trafficking cases in the US in 5 yrs. Further - raising an unrestricted \$10m a year to seed the set up and replication costs of partner operations in key overseas locations - to identify and support over 25% of human trafficking victims within 10 years - inspiring others & destroying the industry.

BIGLeague Rating

Qualify or apply for Impact Advocate Expert Status to Rate this Big Impact Game-changer

Importance of impact

Impact potential relative to issue

Strength of vision

Management capability

Competition

Joined up thinking

In depth summary

The Polaris Model

Submit to reveal position in the BIGLeague? **SUBMIT**

(Don't forget to come back and re-rate the Big Impact Game-changer as you learn more about what they are doing and their impact potential. Each time you re-rate, you will see the revised BIGCrowd vote and their position in the BIGLeague.)

The reason we restrict the rating to those who have "expert status" is to be sure we are getting the strongest possible results to find the very best and most promising Big Impact Game-changers.

You can automatically qualify for expert status based on the peer rating of your site wide comments from fellow subscribers, and on the amount you contribute and interact on the site, also helping to rate others. Should you wish to be considered for expert status immediately - PLEASE APPLY HERE.

All subscribers can still participate by liking or disliking the game-changer, by commenting, asking questions, and by voting on other comments and questions..

Where we can improve. Where we need help.

The learnings of Polaris have been significant. It took us time to really develop the model we use today, which focusses on a four part approach as can be seen above. Donors very often see program activity as most important. Meaning, the funds actually spent on victim support.

We of course see this as highly important too - and in our case, this is the money spent on the helplines. However in our case, the data and advocacy side of Polaris is just as important, and this has been the hardest to fund raise for. Had we known this when we started, or earlier in our evolution, we would have focussed to understand our donors more, seeking out those who understand this distinction to fund either program activity or core activity and infrastructure costs. We would have worked harder to communicate the right message in the right way - and would have worked hard to help educate program donors that funding data can make program investment that much more productive.

To improve going forward, we are fortunate to have many case studies and also the hard numbers, as well as willing supporters as references. We need help to replicate the Polaris model, finding the right management for new locations, partners and funders.

[Intro / Connect Form](#)

Key lessons and learnings.


"One of the very striking realities in the human trafficking field is this vast disparity between work that happens on sex trafficking and work that happens on labour trafficking. But labour trafficking is the largest form of trafficking in the United States, around the world, and most likely in Mexico as well, but even though it is the largest form of trafficking it gets the smallest amount of attention.

The field working on trafficking needs to put more emphasis on the different types of labour trafficking and [to better understand] labour trafficking because there has been years of overlooking how big this problem is." - Bradley Myles, CEO of Polaris at the Forum on Labour Trafficking event in Mexico.



1

Serving victims and survivors through the 24/7 National Human Trafficking Hotline, coordinating with referral partners nationwide as a national access point for trauma-informed support.




31,000 Cases of Human Trafficking Identified and Responded to

Since 2007, the National Human Trafficking Resource Center hotline and Polaris's BeFree Textline have learned of and responded to 31,000 instances of human trafficking across the United States.

[Read More](#)

2

Building one of the largest public data sets on human trafficking in the United States, digging deeper to learn how the business of human trafficking really works, in real time.




6,500 Cases of Human Trafficking Reported to Law Enforcement

Polaris has reported more than 6,500 cases of human trafficking cases identified through the National Human Trafficking Resource Center hotline and BeFree Textline.

[Read More](#)

3

Turning knowledge into action, designing targeted strategies that change entire systems tailored to specific sub-types of trafficking and specific industries.




80,000 Individuals and Organizations Trained

Polaris has trained 77,000 service providers, law enforcement, corporate leaders, and more to identify and stop trafficking.

[Read More](#)

4


Enlisting law enforcement and other public and private-sector partners, moving those strategies into the real world to support survivors, prevent and disrupt human trafficking at scale.



127 Anti-Human Trafficking Laws Passed

Polaris has been actively involved in drafting or leading advocacy efforts around more than 127 anti-trafficking bills at the state and federal level.


[Read More](#)



Consejo Ciudadano Partnership

Polaris has partnered with Consejo Ciudadano in Mexico to bolster efforts to support survivors of human trafficking and disrupt human trafficking networks across borders.

[Read More](#)



Wyndham Hotel Group Partnership

Polaris has partnered with Wyndham Hotel Group, the world's largest hotel company with approximately 7,590 hotels, in order to prevent human trafficking within its business.


[Read More](#)

Propose an alternative way of presenting or explaining Polaris as an organisation and its operating model.


Talent

CORE TEAM


Bradley Miles
Chief Executive Officer



Nancy McGuire Choi
Chief Operating Officer



Caren Benjamin
Chief Communications Officer



to put more emphasis on the different types of labour trafficking and [to better understand] labour trafficking because there has been years of overlooking how big this problem is." - Bradley Myles, CEO of Polaris at the Forum on Labour Trafficking event in Mexico.



Individuals with disabilities may face increased risk of human trafficking.

Any vulnerable person is at risk for human trafficking, however, individuals with disabilities may face increased risk for several reasons.

Dream Collaborators

Law enforcement agencies

We love to be connected to law enforcement. We have detailed training programs. Currently they are delivered in class only, however we are working to deliver them online anywhere in the world on a regular basis.

[Intro / Connect Form](#)

Advocacy groups

Sharing best practice with other advocacy groups around the world is a high priority. We have a Washington DC based team. Should you know advocacy groups who want to share with us, or learn from us, or should you represent a group that would like to collaborate with Polaris please get in touch.

[Intro / Connect Form](#)

Hotel groups

We are finding partnerships with hotel groups to be especially productive in the identification of human trafficking operations. We do not advertise all the details of why, for obvious reasons - but are keen to connect with senior management of the main hotel groups, or industry associations.

[Intro / Connect Form](#)

Legislators

Setting laws to work is a high priority so we have a team that advises legislators, and we are keen to connect with counterparts around the world.

[Intro / Connect Form](#)

Upcoming Events



[Notify / volunteer for events](#)

Past Event Content

Polaris Founder Testifies in senate hearing.

Talent

CORE TEAM

Bradley Myles

Chief Executive Officer



Bradley Myles serves as Executive Director and CEO of Polaris, a global leader in the fight to eradicate human trafficking and to restore freedom to survivors. For over a decade, he has devoted himself to combating human trafficking and modern slavery on a local, national, and global scale. Mr. Myles' early efforts focused on directly serving survivors, researching local human trafficking markets, and helping to build Washington DC's. [MORE](#)

Nancy McGuire Choi

Chief Operating Officer



Nancy McGuire Choi is a social enterprise executive with 15 years of experience in international development, information management, and technology innovation. She specializes in building high-performing teams, cultivating programmatic innovation, and leading organizational transformation. As Chief Operating Officer at Polaris, Nancy leads the organization's strategy and day-to-day operations, as well as our data. [MORE](#)

Caren Benjamin

Chief Communications Officer



Caren drives Polaris's efforts to tell the story of how human trafficking works and to inspire a wide range of audiences to become part of the movement to end it. She joins Polaris from West End Strategy Team, a boutique public relations and communications firm that works with non-profit organizations and issue campaigns. As a vice president, Caren led the firm's federal advocacy work, building and implementing campaigns for... [MORE](#)

Emily Tracy

Chief Development Officer



Emily K. Tracy is a fundraising strategist with extensive experience serving mission-driven advocacy organizations in the equality, health and human services, environmental and higher education sectors. Her approach is focused on relationship building, strong partnerships and a donor-centered fundraising culture. In her role as Chief Development Officer at Polaris, Emily oversees planning, execution and growth of the organization's revenue, including... [MORE](#)

Matthew Bradley

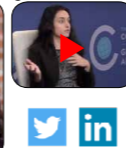
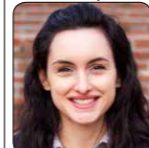
Technology Architect



Matthew Bradley joined Polaris in July of 2013 as the organization's Technology Architect. Prior to joining Polaris, Mr. Bradley worked for a decade in Washington, D.C. as a technologist, most recently, as a technical lead and developer for Edelman, supporting public affairs advocacy campaigns, and managing deployments of their Multiplier advocacy platform. Preceding Edelman, he worked for Grassroots Enterprise where he... [MORE](#)

Rochelle Keyhan

Director - Disruption Strategies

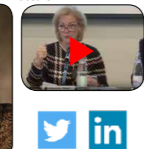
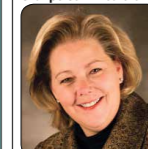


Rochelle is the Director of the Disruption Strategies at Polaris, a department focused on developing and implementing strategies to disrupt specific types of trafficking in the United States. She sets the department's strategic direction, grounded in a deep understanding of stakeholder needs. Rochelle's work includes recruiting and catalyzing robust collaborative networks of law enforcement, local and national agencies, service providers, legislators... [MORE](#)

KEY ADVISORS & AMBASSADORS

Catherine A. McLean

Chairperson - Board of Directors



Catherine "Kiki" McLean is a leading public affairs and political strategist. She served as counsel for the Washington, D.C., office of Porter Novelli and the agency's global public affairs efforts after four years leading their Washington, D.C. and global public affairs practices and serving as a member of the Executive Committee. In her work, Kiki's expertise is in strategic communications and public affairs. A veteran of 6... [MORE](#)

Ashley Judd

Polaris Ambassador



Ashley Judd is a dedicated humanitarian and acclaimed actor having starred in over 20 films and on Broadway. Nominated for multiple Golden Globe and Emmy Awards, her film titles range from Double Jeopardy and the Divine Secrets of the Ya-Ya Sisterhood to Where the Heart Is. A global ambassador for public health nonprofit Population Services International (PSI), Ashley's activism and advocacy on behalf of vulnerable... [MORE](#)

Steve McQueen

Polaris Ambassador



As a Polaris Ambassador, McQueen will work alongside us as an advocate against human trafficking, raising awareness that this is a modern-day problem that requires greater resources and action. Read our press release here. "I am deeply honored to accept my role as an ambassador for Polaris. This is an organization that I truly believe is vital in fighting slavery today. From my first encounter with them... [MORE](#)

[Provides feedback on the makeup of the team HERE](#) - or [SUGGEST A NEW ADVISOR, AMBASSADOR OR TEAM MEMBER.](#)

Provide feedback on the make-up of the team [HERE](#)

Wish-list

Technology partners

Polaris is a tech developer and we especially work with data. Therefore, we are always interested in improving our tech and systems. Ideally we would love to hear from major database development companies and suppliers, for storage, management, analysis of big data etc. In addition, we are always seeking those who can help train survivors giving them skills for the workplace. Here, technology and other companies can help in several ways such as donating desktops and laptops for use by our training partners, and by providing paid internship and apprenticeship positions for those who need them most... [MORE](#)

Campaign ideas

Tackling human trafficking and modern day slavery is about winning hearts and minds. It is about getting people who might be suspicious to act. Sometimes, this means encouraging them to do things that might make them uncomfortable because of the risk (or perceived risk) of speaking out or calling a helpline. So from a marketing perspective, we need the very best campaign ideas to help raise awareness of human trafficking on every level and then to stimulate people to call helplines or support. We are seeking amazing campaign and messaging ideas, both in concept form, and fully worked up with visuals and or video.. For this, we will run periodic competitions... [MORE](#)

International expansion partners & board directors

Especially we are interested in hearing from experienced management and teams who can drive the expansion of Polaris around the world. We are open to supporting the launch of independently run satellite organisations, who fund-raise for and operate Polaris clones, with tech, systems and knowledge provided and strategy supported from Polaris HQ. Interested parties would have a background in the addressing human trafficking or in the support of survivors. Useful experience includes legal / human rights and law enforcement... [MORE](#)

Recruiting

Direct Marketing Manager

The Direct Marketing Manager plays a critical role in growing Polaris's individual donor base. The individual in this role implements and coordinates all direct response fundraising... [MORE/APPLY](#)

Major Gifts Officer

Polaris seeks a Major Gifts Officer to join a six person development team and help build the organization's financial support base from a wide range of funding sources including foundations, government, corporate, individual and earned revenue sources... [MORE/APPLY](#)

Development Operations Manager

The Development Operations Manager will play a key role to build out, support and refine systems, processes and tools used by... [MORE/APPLY](#)

Grant Writer

The Grant Writer plays a critical role in managing Polaris's significant foundation and government grants portfolio, prospecting new opportunities for institutional support, and securing the resources necessary advance Polaris's mission... [MORE/APPLY](#)

Director of Foundation Relations

Polaris seeks a Director of Foundation Relations to join a six person development team charged with building organization's financial support base from a wide range of funding sources including foundations, government... [MORE/APPLY](#)

Executive Coordinator

The Direct Marketing Manager plays a critical role in growing Polaris's individual donor base. The individual in this role implements and coordinates all direct response fundraising... [MORE/APPLY](#)

[More roles](#)



Bradley Myers at human trafficking event.



Kaitlyn Keisel at New Jersey trafficking rally.



[More](#)

News & updates

Ask Amy: Celebrate the season by giving to charity

DECEMBER 27, 2016

The Chicago Tribune's Amy Dickinson featured Polaris in her "Ask Amy" column. Read an excerpt below:

[Read More](#)

New York Times | With Eyes in the Sky, Flight Attendants Fight Human Trafficking

FEBRUARY 07, 2017

The nonprofit organization she joined in 2015, Airline Ambassadors International, trains workers at airlines and airports how to spot, and report, cases of human trafficking. It also delivers humanitarian aid around the world and transports sick children who need medical care.

[Read More](#)

Reuters | Airbnb vows to tackle sex trafficking in rental homes

FEBRUARY 18, 2018

Airbnb exclusively told the Thomson Reuters Foundation that it has teamed up with anti-trafficking charity Polaris to train its employees, develop new systems and work with the police to spot signs of slavery and prevent people from being trafficked.

[Read More](#)

[More...](#)

Documents



Testimonials



Police Force Canada

"After six long years trapped in the human trafficking networks that brought me to the United States, thanks to God - I got out alive. With the help of a good Samaritan, I'm now free from that world, where I was forced to sell my body."

Natasha - East Coast USA

I am a survivor of human trafficking. I was heartbroken, confused and lonely. Without Polaris Project my life was going to be destroyed. Today my heart is full and I am proud of who I am. What I want is more support and strong justice for victims and survivors like me.

Alexandra, grassroots network member

When a student of mine became a victim of sex trafficking, time was of the essence to recover her. Polaris Project was an active part of the investigation and was there to mentor, guide and to assist me as well as the victim. The dedication of the staff was evident in their around the clock support.

[Add a testimonial](#)

Time-line

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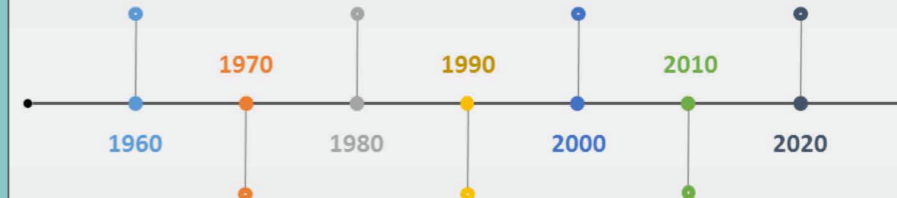
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[Suggest an Edit](#)

Awards and recognition

(Independent 3rd party validation)



In 2013, Google gave Polaris the prestigious Global Impact Award to support our effort to build a global safety net for survivors of modern-day slavery and develop a more coordinated global response for victims of this transnational crime. The award also fosters a data-driven approach that identifies human trafficking trends and informs eradication, prevention, and victim protection strategies.



Google's Global Impact Award is making it possible for Polaris to connect with diverse anti-trafficking organizations around the world so that the fight against human trafficking is a more collective and data-driven effort. Global Impact Awards support entrepreneurial non-profits using technology to change the world. Read more about our work to build a global safety net [HERE](#).



In 2014, a collaboration between Caravan Studios, Polaris, and the New Jersey Department of Children and Families to help increase shelter services for human trafficking survivors was named as a winner of the Partnership for Freedom's Re-imagine: Opportunity innovation challenge. The survivors we serve have experienced ongoing hardship when trying to secure a safe place to stay after they exit their trafficking situations. The Safe Shelter Collaborative received \$1.17 million to dramatically increase access to appropriate, supportive shelters for survivors of human trafficking.

The project is extending the ability of service providers, law enforcement agencies, and other stakeholders to either find immediate shelter space for survivors or, if none is available, access funding to place them in hotels. Using mobile and crowd-sourcing technology, the project engages individual donors to fund emergency hotel stays for survivors securely and anonymously. The project will also leverage existing local resources, build partnerships in related fields to fill gaps in service, and deliver tailored training to organizations to expand the availability of quality, specialized services to survivors of human trafficking. The project has been piloted initially in New Jersey.



The Skoll Awards distinguish transformative leaders whose organizations disrupt the status quo, drive sustainable large-scale change, and are poised to create even greater impact on the world. "Social entrepreneurs share several important characteristics: concern for the vulnerable, optimism about our future, an ability to think and do, and most importantly, an unflinching belief in solutions," said Jeff Skoll, Founder and Chairman of the Skoll Foundation. "These four remarkable people give us great hope that a more peaceful, prosperous, and sustainable future is within reach."

Polaris is honoured to be included among the recipients and will receive a \$1.25m grant over three years from Skoll Foundation to provide core support to scale our efforts to disrupt human trafficking networks and increase the number of survivors we are able to reach.

[SUGGEST or NOMINATE FOR AN AWARD](#)

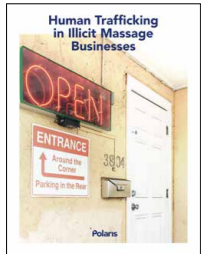
Questions and Answers.



Q. Jonathan Porritt, Author,

The bigger you get, how do you manage your security threat? Putting traffickers out of business must put

Asked 01/09/2018 at 10:14



More...

Funding

As can be seen above in the highlights, Polaris has three distinct funding requirements:-

1. Is to take our core operating budget from \$11m to \$20m within 3 years. Our current strategy for this is to increase our outreach to all categories of primarily US donor, including with our existing donors which we would ideally like to increase the commitments of.
2. Next is an innovative funding mechanism we have used but only scratched the surface of in the past. We believe Polaris can secure circa \$50m in free advertising over the next 3 years or so. Governments in their local public transit authorities, along with media companies and space owners of all sizes have a great deal of spare advertising space or media airtime. Being time sensitive, if this goes unsold, it effectively disappears - and many \$Billions in advertising space and time is lost this way each year. In conjunction with foundations and media agencies that work explicitly to make better use of these resources, we believe it is possible to secure an increasing share of this unsold advertising space in a pro bono media support.

Further, certain corporates have huge marketing budgets, but despite often doing amazing works, rarely do they fully demonstrate their commitment to do and go beyond corporate social responsibility. We believe this is a lost opportunity on both sides, and so it is possible to work with our partner corporations to help them promote the work they do to practically support Polaris. In turn we believe this can help them with their public outreach and brand loyalty and marketing programs.

3. Finally, we are seeking \$10m to create a seed fund to help start up international satellite or 'franchise' Polaris operations. The goal is to provide sufficient funds and support so these entities in target cities around the world can launch and become self sustaining within 2 years. The goal would be to raise this money as an impact debt fund, so any investment made can be repaid along with modest interest out of local funding sources, so investment can be recycled effectively.

Donor / Investor Form

My Notes

Questions and Answers.



Q. Jonathan Porrit, Author,

The bigger you get, how do you manage your security threat? Putting traffickers out of business must put your staff in danger?

Asked 01/09/2018 at 10:14



Upvote 552 Share 2 981 Views: View Upvoters View Sharers

Answered 01/09/2018 at 18:23



A. Bradley Miles, CEO - Polaris Project

Thanks for the question Jonathan. Yes we take security seriously. Hopefully you will also understand - detailing our procedures publicly, might not actually help our security! Though we have strong measures in place, which are to the same standard of the law enforcement agencies we work with.

Comment



Q. Mark Aldington, Consultant and humanitarian.

I can see on your website and BIGCrowd profile page above, that part of what you do is send tips to law enforcement? It is well known that in some countries, law enforcement is part of the problem, taking bribes and payoffs from traffickers of all kinds. How do you know if you are working with the good or bad guys?

Asked 10/06/2018 at 10:14



Upvote 89 Share 16 423 Views: View Upvoters View Sharers

Answered 11/06/2018 at 08:57



A. Rochelle Keyhan - Polaris team.

Hi Mark. This is a very important issue. Before we work with any law enforcement agency, we work hard to understand if they have been infiltrated or are recognised as corrupt by our network of national and international organisations. Obviously, this additional admin carries a cost, which is why we can only scale in line with the funding we have to do this properly, with the minimum risk to those we are working to save and support. We welcome feedback on this from law enforcement professionals around the world.



R. Mark Aldington. Consultant and humanitarian.

Thanks Rochelle. I'm just curious as to the best ways to support victims when authorities are part of the problem? Is it possible to work with trusted local parties and to provide victim support when corruption is so prevalence. In other words, are their No Go areas for you? and how do you see those in these areas can eventually be supported.

Answered 11/06/2018 at 12:29



R. Albert Schwarzerger, Actor, politician, environmentalist

I would like to add, in my time as Governor of California, we had some issues with law enforcement. There are watch lists on government corruption. I would be very happy to connect you to some of the people I know. Please get in touch directly.

Answered 12/06/2018 at 15:48

Comments & Suggestions (with private response if necessary)



C. Albert Goretex, speaker and environmentalist, London.

I really love what you are doing. I would like to make you aware of a UK event that is happening on Modern Slavery, it would be fantastic if you could get over here to talk about your work.



S. Peter Davies

I would like to suggest that you create a secure back to work program in conjunction with local employers via an apprenticeship program, perhaps in partnership with local NGOs that already support women and girls. The employers who are your sponsors could provide many thousands of entry level jobs. Is this part of your thinking?

Comment

Governance and structure

Polaris is a leader in the global fight to eradicate modern slavery and restore freedom to survivors. We are committed to effectively and efficiently utilizing every dollar we raise. In recognition of this fiscal responsibility, Charity Navigator has awarded a 4-star rating to Polaris for eight consecutive years. Only 2% of rated charities have achieved this recognition.

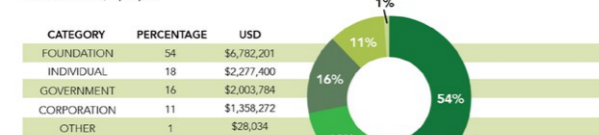


Financial Statements

- 2017 Financial Summary
- 2017 Audited Financials
- 2017 990
- 2016 Financial Summary
- 2016 Audited Financials
- 2016 990
- 2015 Financial Summary
- 2014 Financial Summary
- 2014 Audited Financials
- 2014 990
- 2013 Financial Summary
- 2013 Audited Financials
- 2013 990
- 2012 Audited Financials
- 2012 990

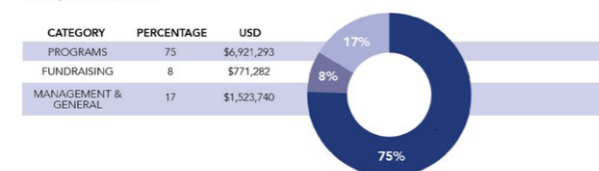
BREAKDOWN OF FUNDING

Total Revenue = \$12,449,691



EXPENSES BY FUNCTIONAL CLASS

Total Expenses = \$9,216,315



2002-2012: Ten Years of Impact

Click here to read our Ten Years of Impact report.

FINANCIAL HISTORY SINCE 2013



Multi-year grants are recognized in full in the year they are awarded and used to cover current and future year operations.

Ask a Question on Governance and Structures?

Notable Supporters / Investors

\$500k +

- CARLSON FAMILY FOUNDATION
- Google
- HUMANITY UNITED
- LATHAM & WATKINS LLP
- NoVo Foundation
- Palantir
- OFFICE ON TRAFFICKING IN PERSONS

\$100k +

- Hogan Lovells
- NORTON ROSE FULBRIGHT
- OFFICE FOR VICTIMS OF CRIME
- salesforce foundation
- WYNDHAM HOTEL GROUP

\$50k +

- Morgan Lewis
- THE GREENBAUM FOUNDATION
- salesforce
- THE FREEDOM FUND
- YELLOW FIBER

\$25k +

- CFC
- THE MORRIS & GWENDOLYN CAFRETT FOUNDATION
- WHITE & CASE

\$10k +

- CARSTENS
- CHASE FAMILY FOUNDATION
- CHOICE HOTELS
- EXXON
- gettyimages
- SOUTH DAKOTA

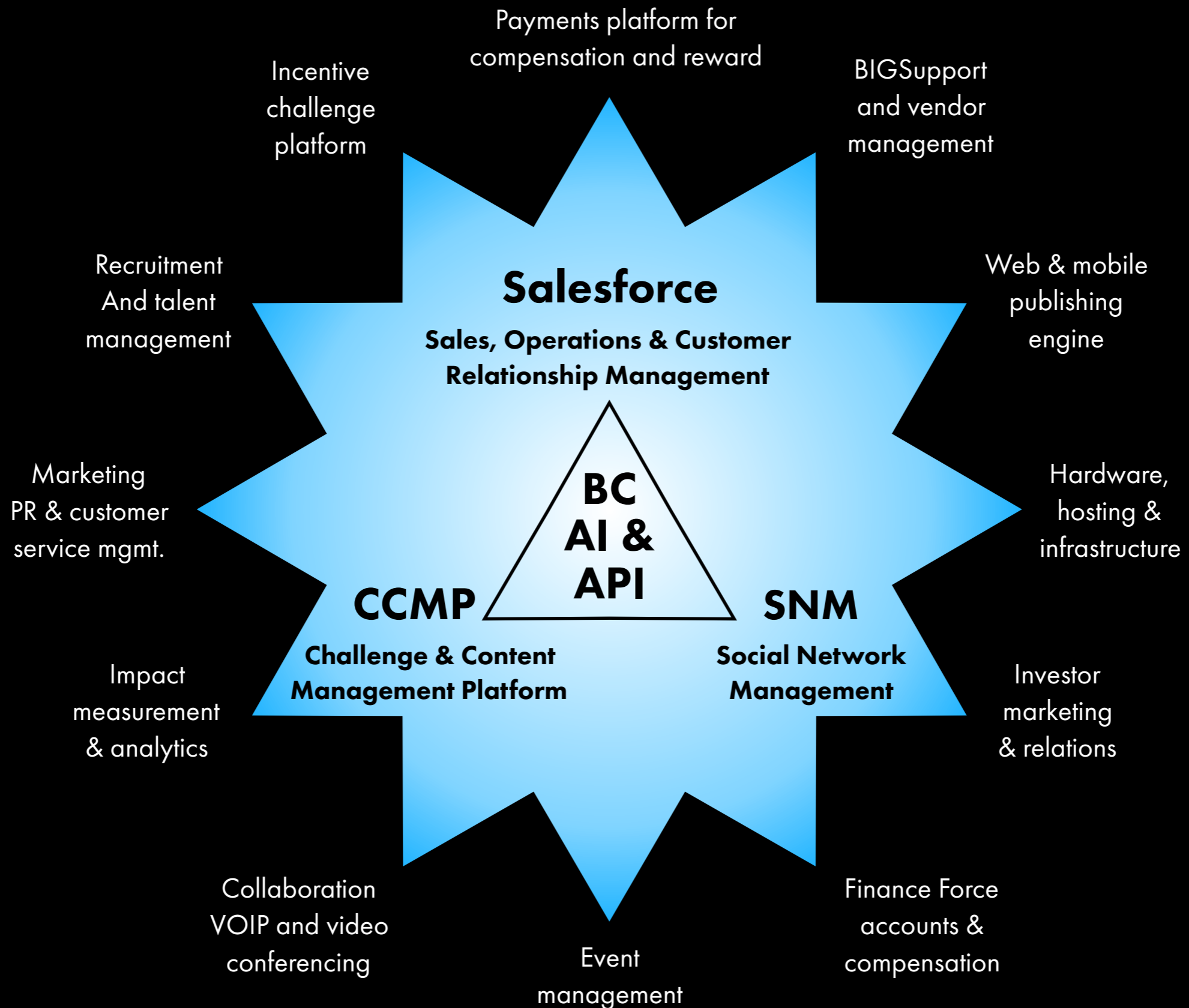
Suggest or Introduce a Sponsor, Donor or Investor

The platform is given freely to the Big Impact Game-changers. They can showcase their efforts to the world, recruit personnel, educate investors, and raise funds through BIGCrowd if appropriate, or through any other platform or source which BIGCrowd can help to promote.

The Big Impact Game-changers are able to earn rewards and commissions by promoting themselves on the platform (just like any other subscriber). They can also raise donations direct from subscribers - from the subscribers earnings - or from their separate funds. If they qualify and are selected, they can also win or be awarded a £3.6m prize or award to help them raise whatever they need and thus deliver maximum impact.

The BIGs also get the collaborative support of the subscriber base who care about what they are doing, and who can help in multiple ways via the platform. The subscriber base can earn commissions for sharing on social media or elsewhere to promote and sell subscriptions, and can earn crypto currency for how much and how well they collaborate. Even free subscribers can earn a paying (and thus commission paying) subscription over time.

Technical architecture



Hybrid sales and marketing engine

£1.60 (20% OF NET REVENUE)
SPENT ON MARKETING



FOR PURPOSES OF
CONFIDENTIALLY THE SPECIAL
SOURCE OF HOW THE
MARKETING PIECE ACTUALLY
WORKS IS NOT COVERED IN
THIS PRESENTATION

PROMOTING BIG IMPACT GAME-CHANGERS SELLS
SUBSCRIPTIONS AND ALSO RAISES FUNDS FOR CAUSES

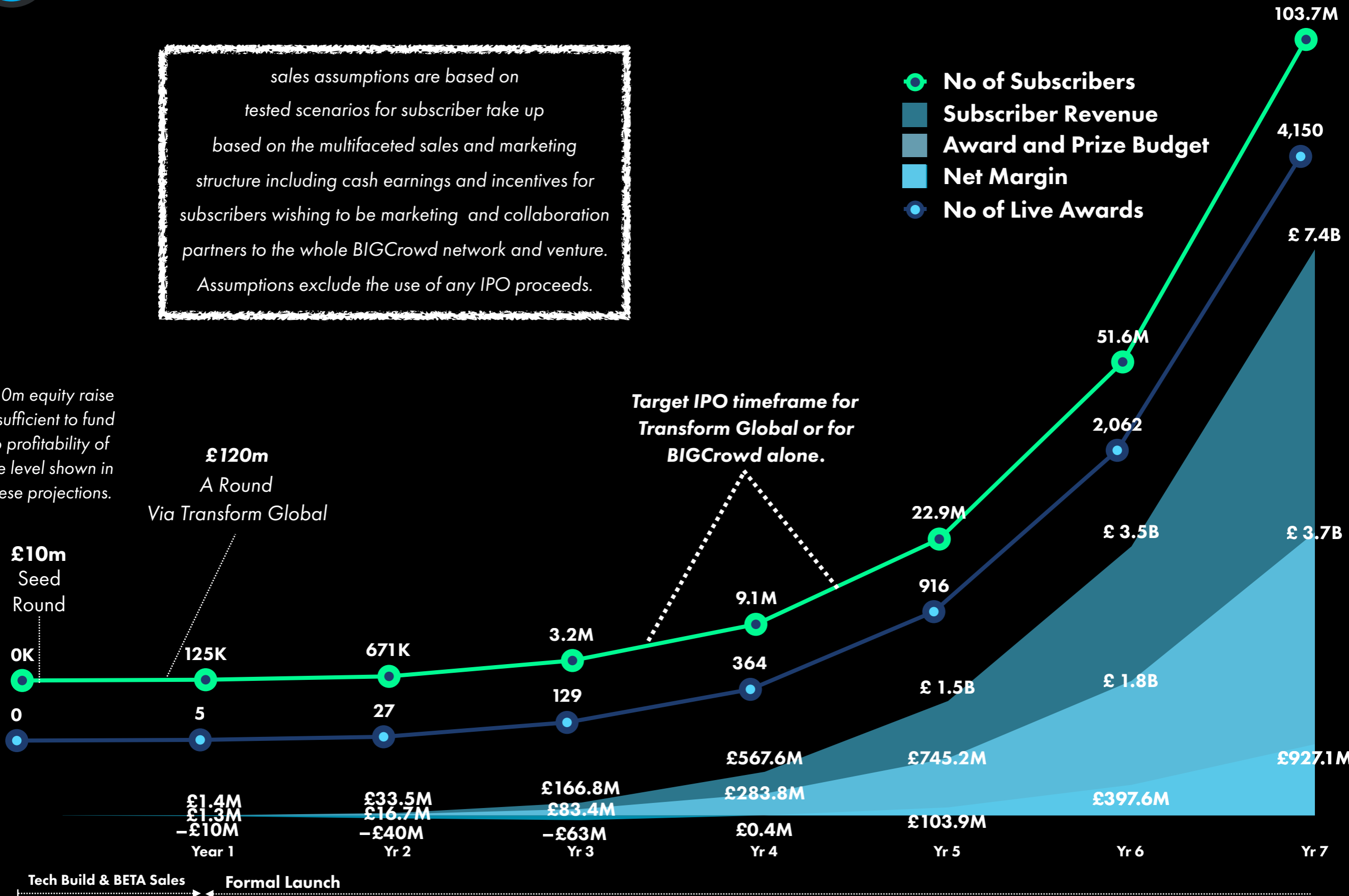
sales assumptions are based on tested scenarios for subscriber take up based on the multifaceted sales and marketing structure including cash earnings and incentives for subscribers wishing to be marketing and collaboration partners to the whole BIGCrowd network and venture. Assumptions exclude the use of any IPO proceeds.

- No of Subscribers
- Subscriber Revenue
- Award and Prize Budget
- Net Margin
- No of Live Awards

£10m equity raise is sufficient to fund to profitability of the level shown in these projections.

£120m
A Round
Via Transform Global

Target IPO timeframe for Transform Global or for BIGCrowd alone.



£13 BILLION + IN TOTAL SALES

£6.5 BILLION + IN PRIZES AND AWARDS FOR THE BIG IMPACT GAME-CHANGERS

£1.6 BILLION IN COMMISSIONS AND INCENTIVES TO SUBSCRIBERS AND CHARITIES

£1.1 BILLION IN ADDITIONAL MARKETING AND PR TO SUPPORT ALIGNED CAUSES

£1.3 BILLION + IN ENGINEERING, CONTENT, PAYMENTS AND OTHER COSTS

£1.3 BILLION IN NET MARGIN (10%)

4,000+ BIGCROWD AWARDS OR PRIZES

£15 B, £30 B, OR £60 B LEVERAGED TO SUPPORT BIGS ADDRESSING THE SDGS

PART 3



Investment manager to our first fund

The SDG 360 Game-changer Fund

£80m a year (2% of the £4 Billion)

SDG 360 Fund Management

- £40m - People (team of 200 + 360 pt mentors / deal champions)

Managed by Transform Global:-

- £12m - Operations, Finance, Talent, Facilities and Central Services
- £6m - Technology / Data and Analytics
- £4m - Network / Portfolio Management
- £4m - Corporate Finance / Advisory
- £4m - Governance / Risk and Compliance
- £2m - Communications / Marketing
- £2m - Leadership / Board / Advisors
- £2m - Research / Impact / Strategy
- £2m - Innovation / Product Development
- £2m - Sales / Service / Fundraising

IN ADDITION, FROM THE £360M A ROUND (FROM THE SDG 360 FUND) £120M IS ALLOCATED TO INVESTMENTS AND ACQUISITIONS, £120M FOR 3 YEARS WORTH OF WORKING CAPITAL, AND £120M TO SCALE BIGCROWD (WHICH WILL ALSO SUPPLY TECH AND PROMOTION TO THE SDG 360 FUND AND ITS INVESTMENTS).

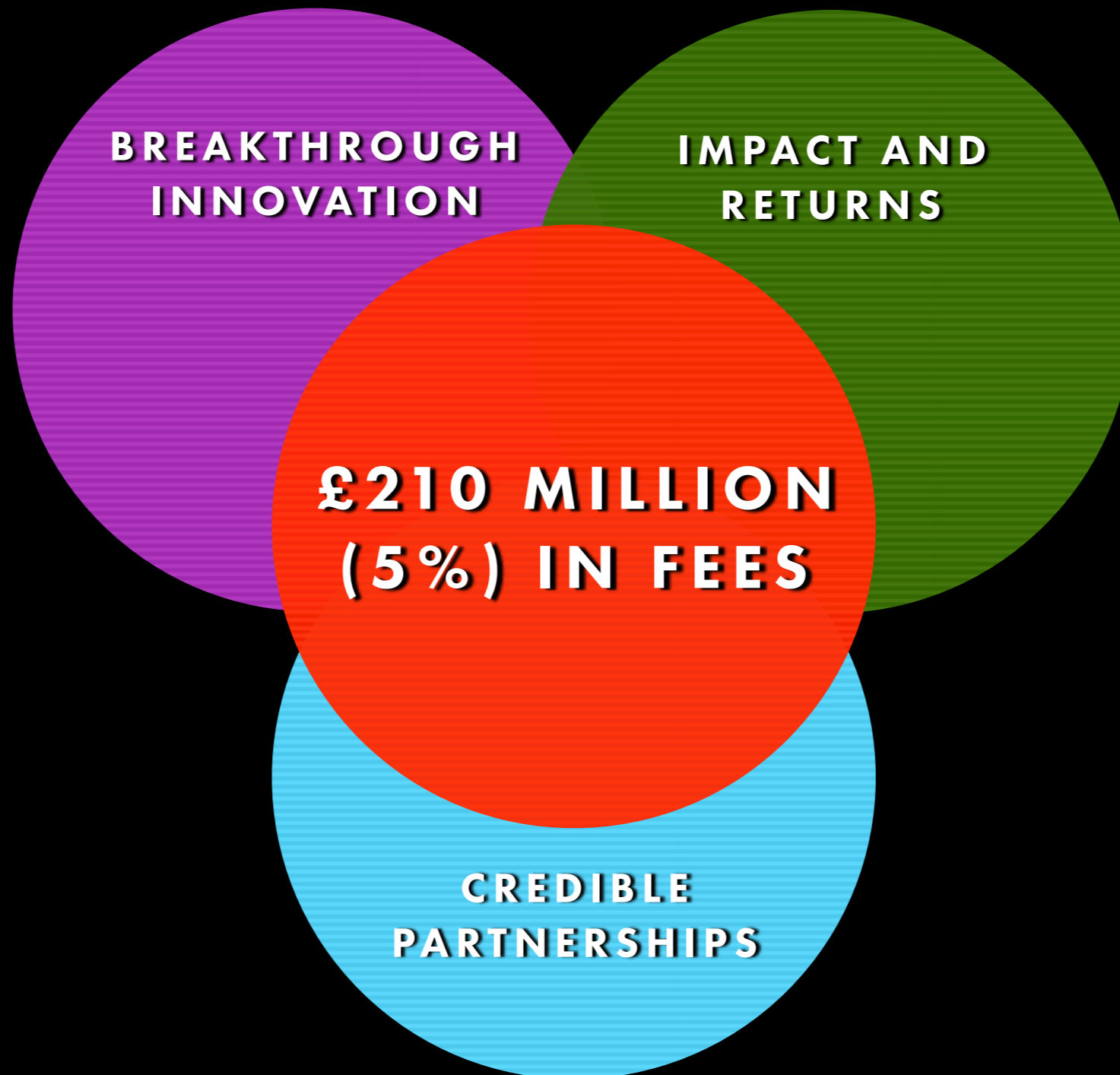
ACQUISITIONS / INVESTMENTS WILL BE:-

- **CAPACITY** - IMPACT / SUSTAINABILITY CORPORATE FINANCE ADVISORS / MERCHANT BANKS
- **REACH** - DATA / EVENT / PUBLISHING HOUSES TO GAIN ACCESS TO DEALS, INVESTORS AND PARTNERS
- **CAPABILITY** - TECHNOLOGY AND MARKETING TEAMS AND BUSINESSES

PART 4



Why the SDG 360 Game-changer fund can be raised!

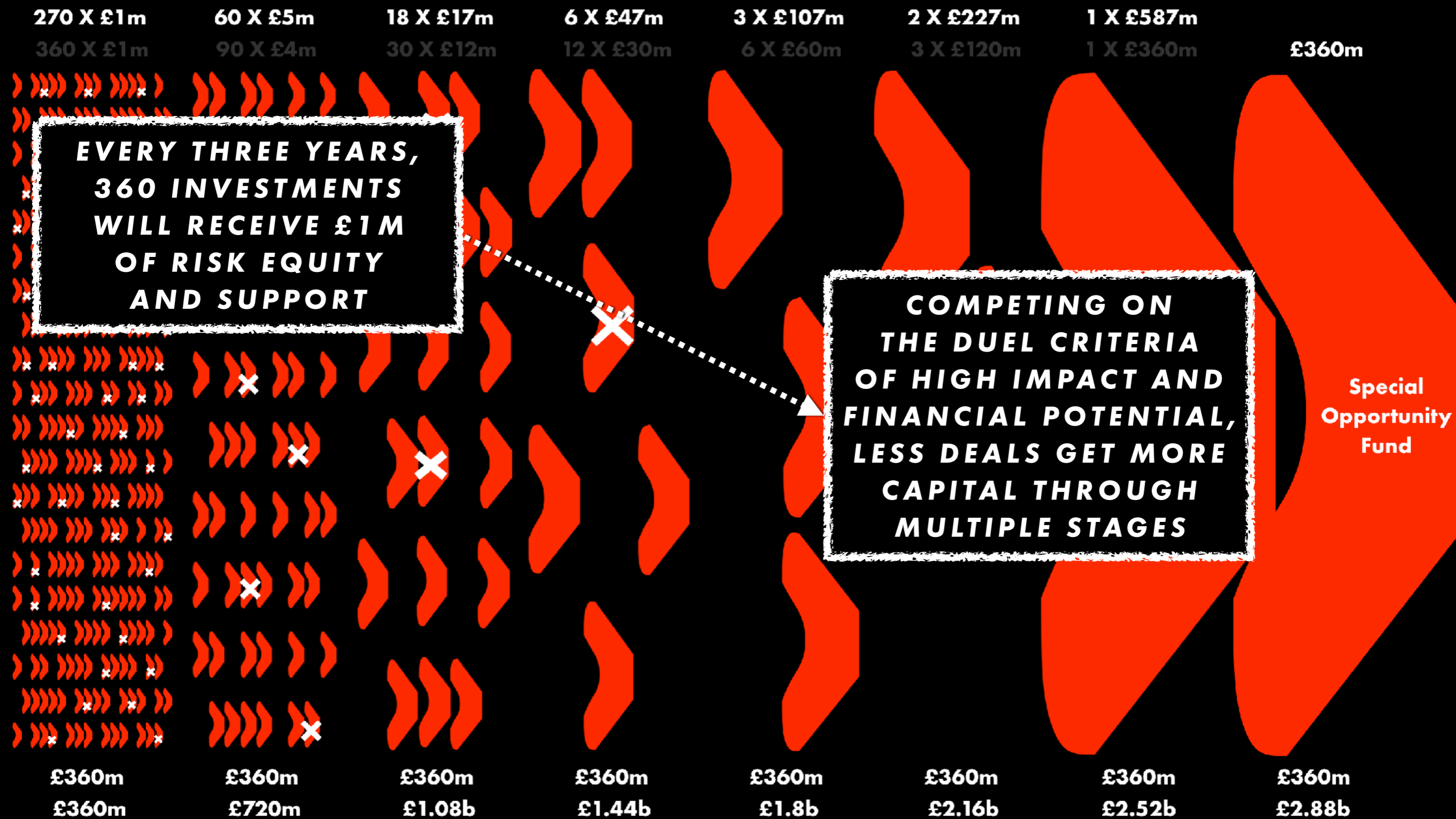


**BECAUSE
ITS BIG, BOLD,
VERY EXCITING
AND BADLY
NEEDED**

Structured as a **permanent capital fund** and designed to be **traded on recognised exchanges within 2-4 years**, the **SDG 360 Game-changer Fund** will enable institutional and all impact investors (who are also seeking **liquidity**) to own a stake in the **Transform Global** platform and the permanent capital investment vehicle, investing in **7 progressive stages of £360m with a 360 degree focus**.

The focus is 'profit with purpose' under the broad tent of **maximum impact towards the SDGs**.

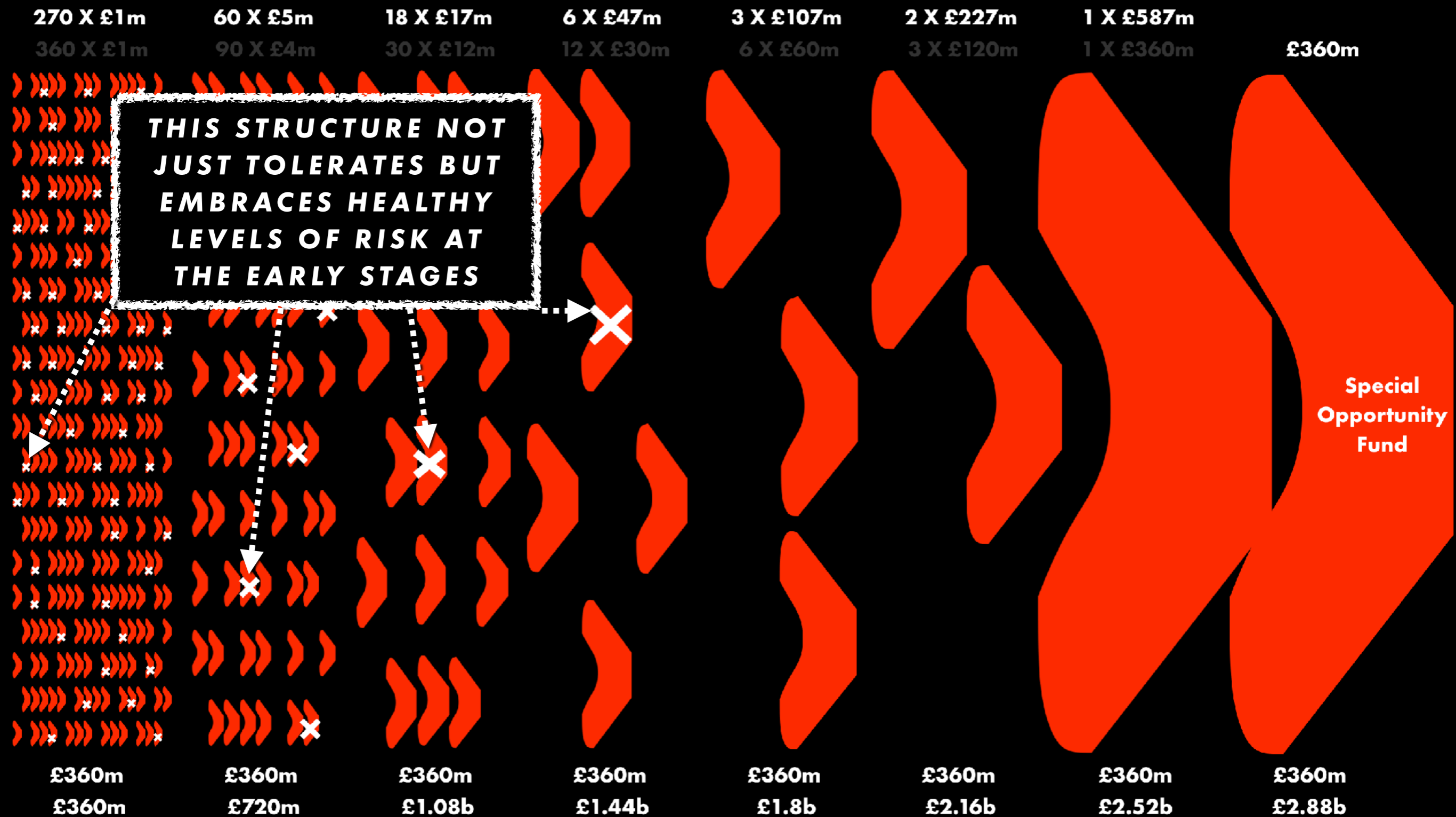
The £4 billion 'Butterfly Basket' portfolio structure



£360m Investment into Transform Global - The Sustainable Innovation and Development Bank **£3.24b**

2% / £80m in annual fees (to manage investments above) = £760m over 10 yrs (including ramp up) **£4 Billion**

The £4 billion 'Butterfly Basket' portfolio structure



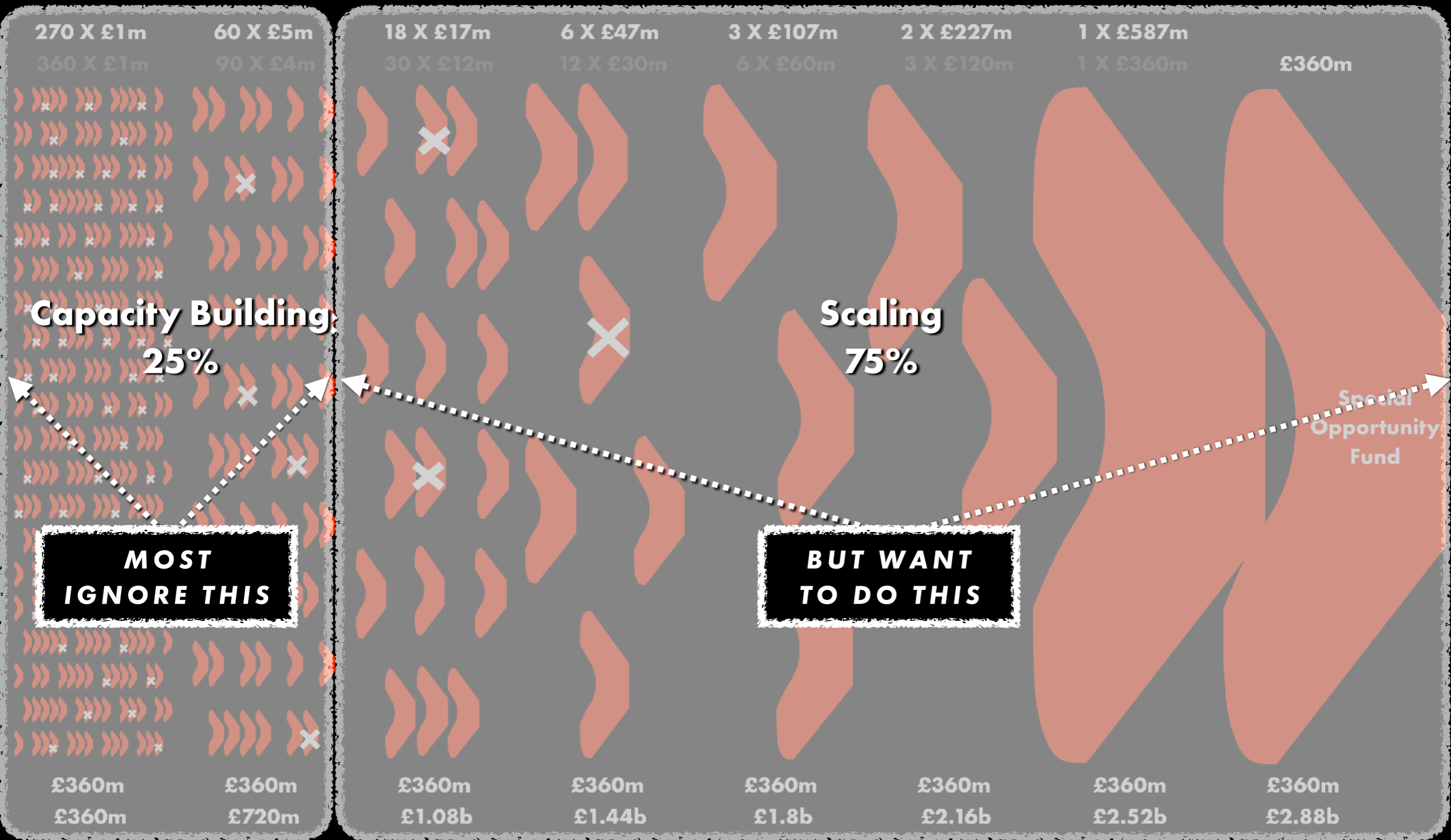
THIS STRUCTURE NOT JUST TOLERATES BUT EMBRACES HEALTHY LEVELS OF RISK AT THE EARLY STAGES

Special Opportunity Fund

£360m Investment into Transform Global - The Sustainable Innovation and Development Bank **£3.24b**

2% / £80m in annual fees (to manage investments above) = £760m over 10 yrs (including ramp up) **£4 Billion**

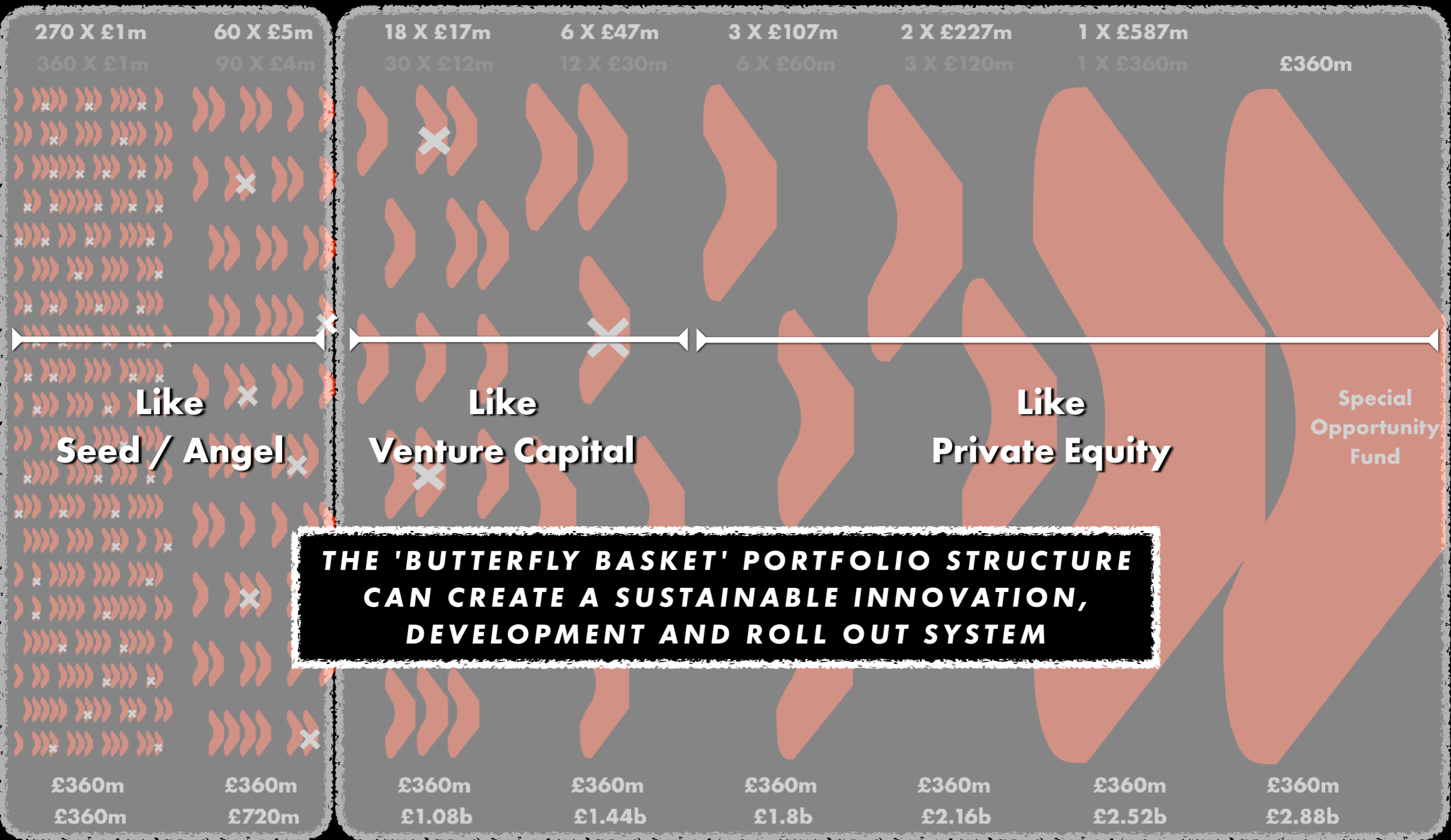
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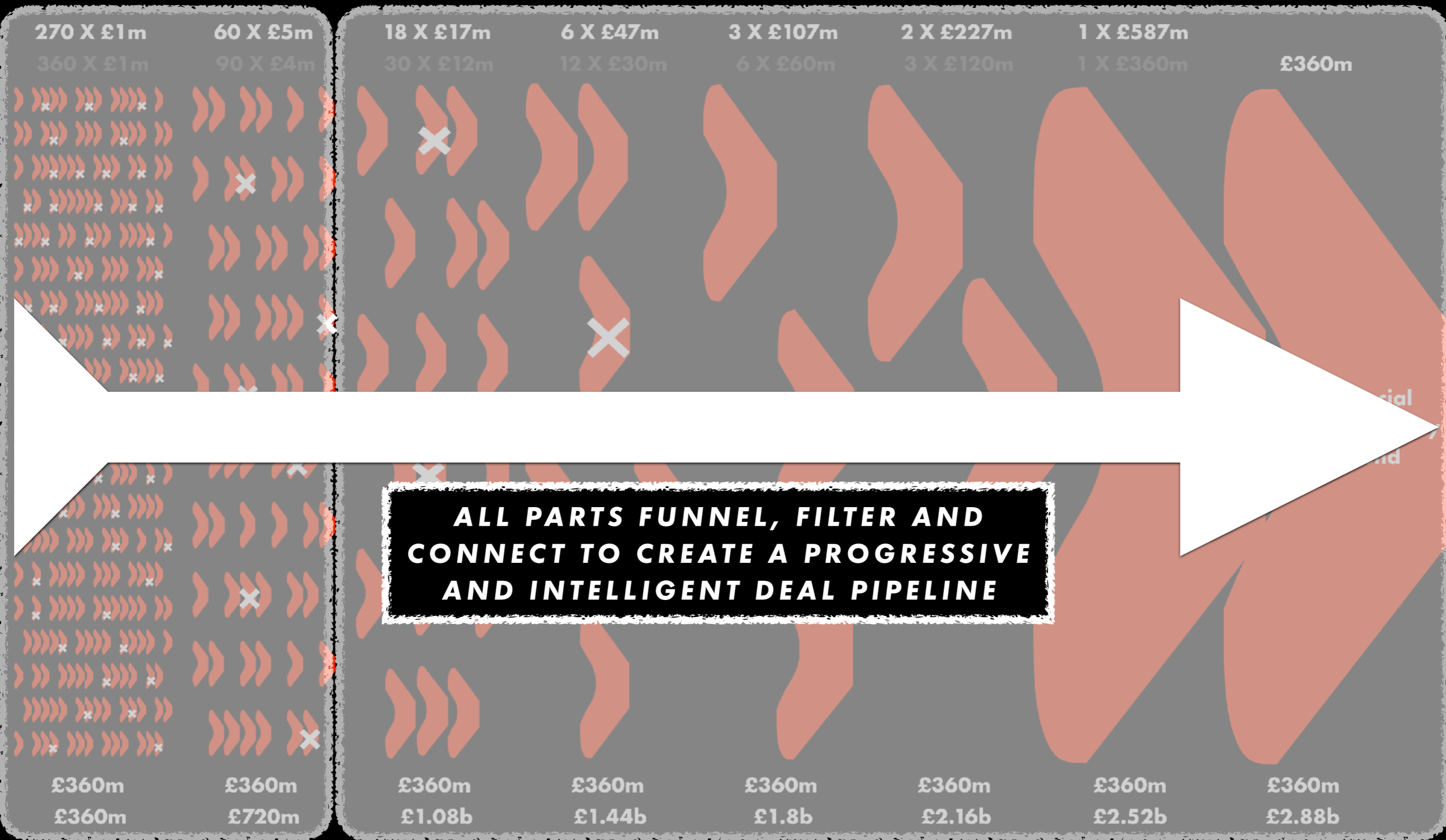
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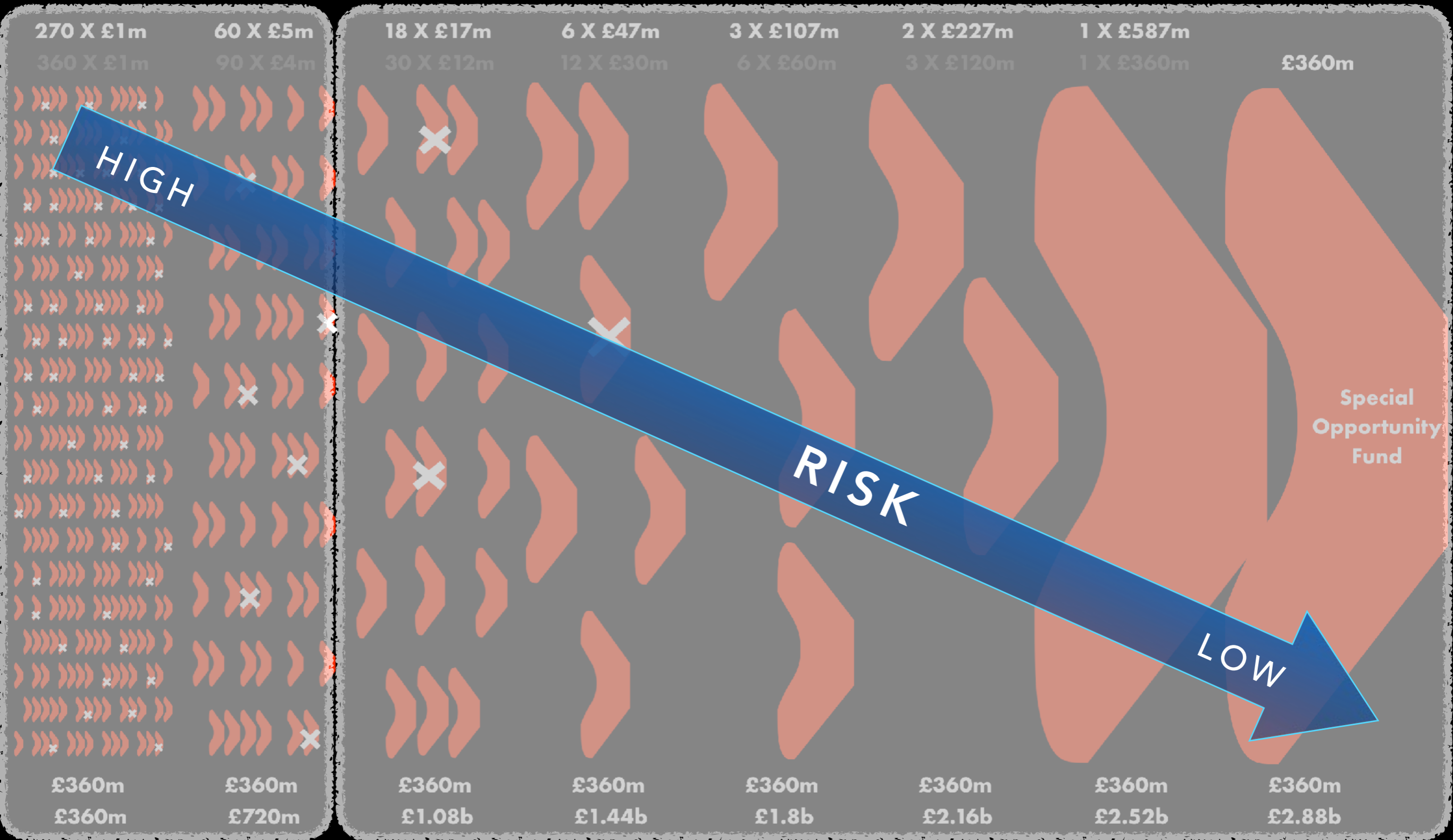
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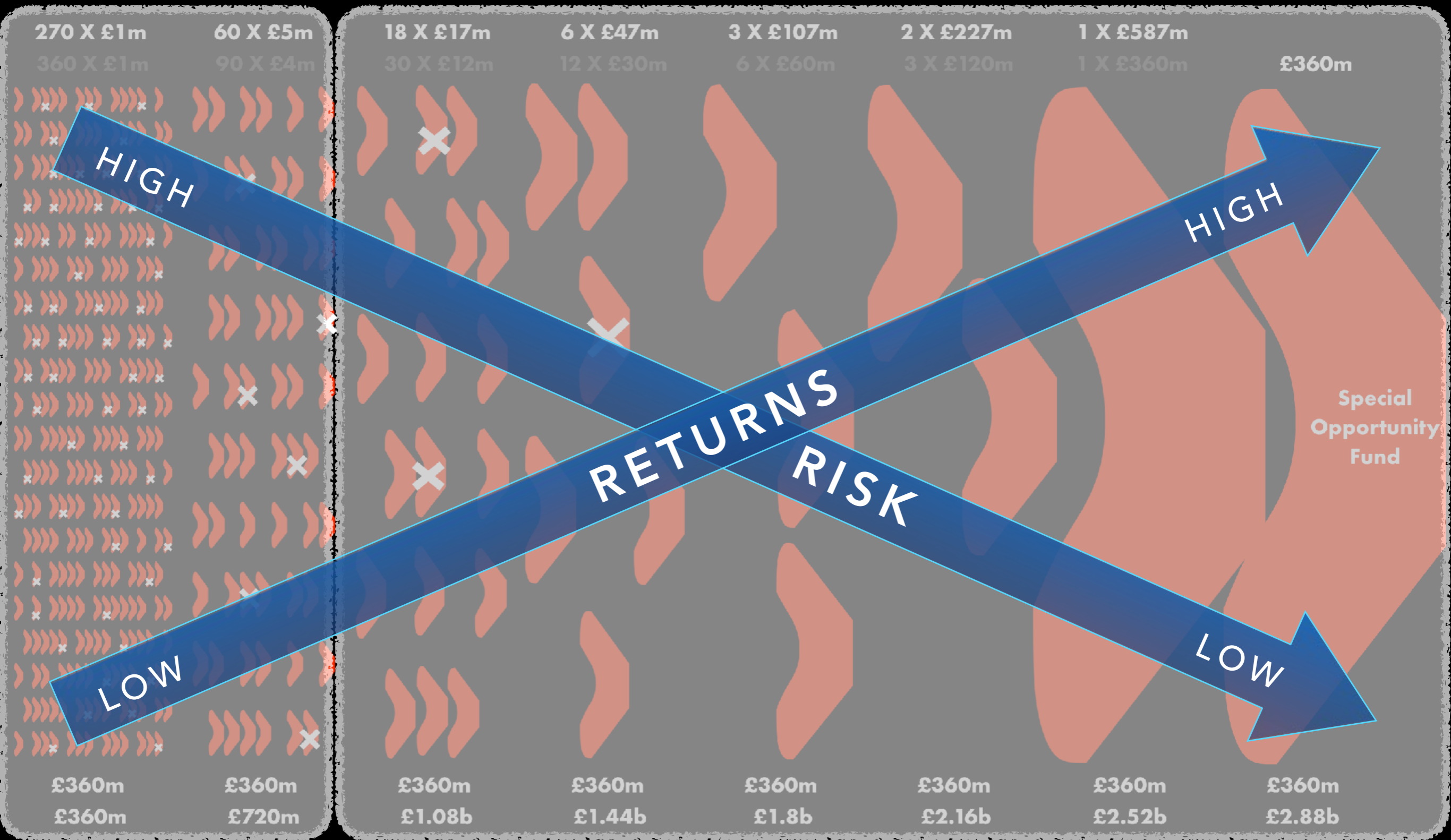
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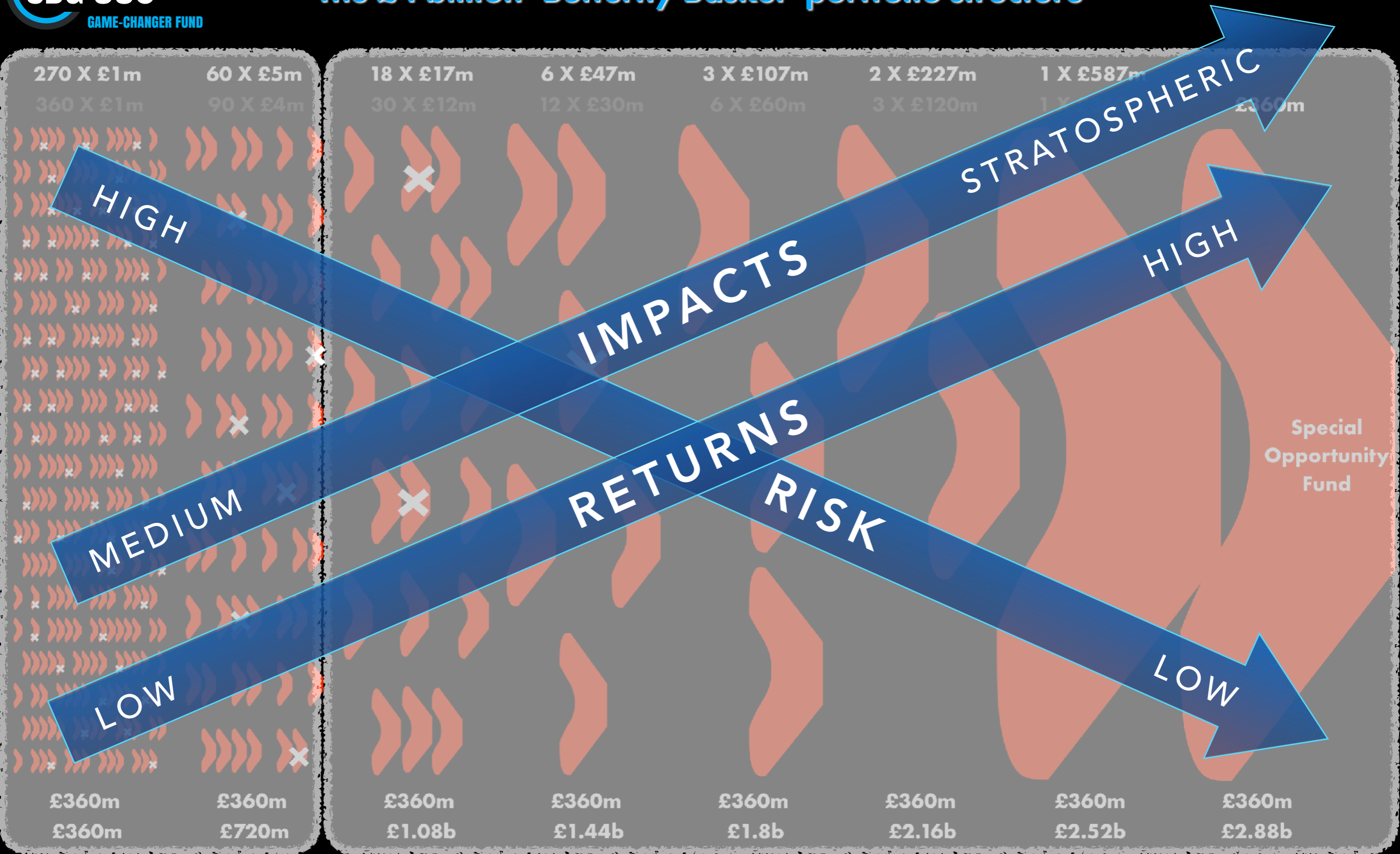
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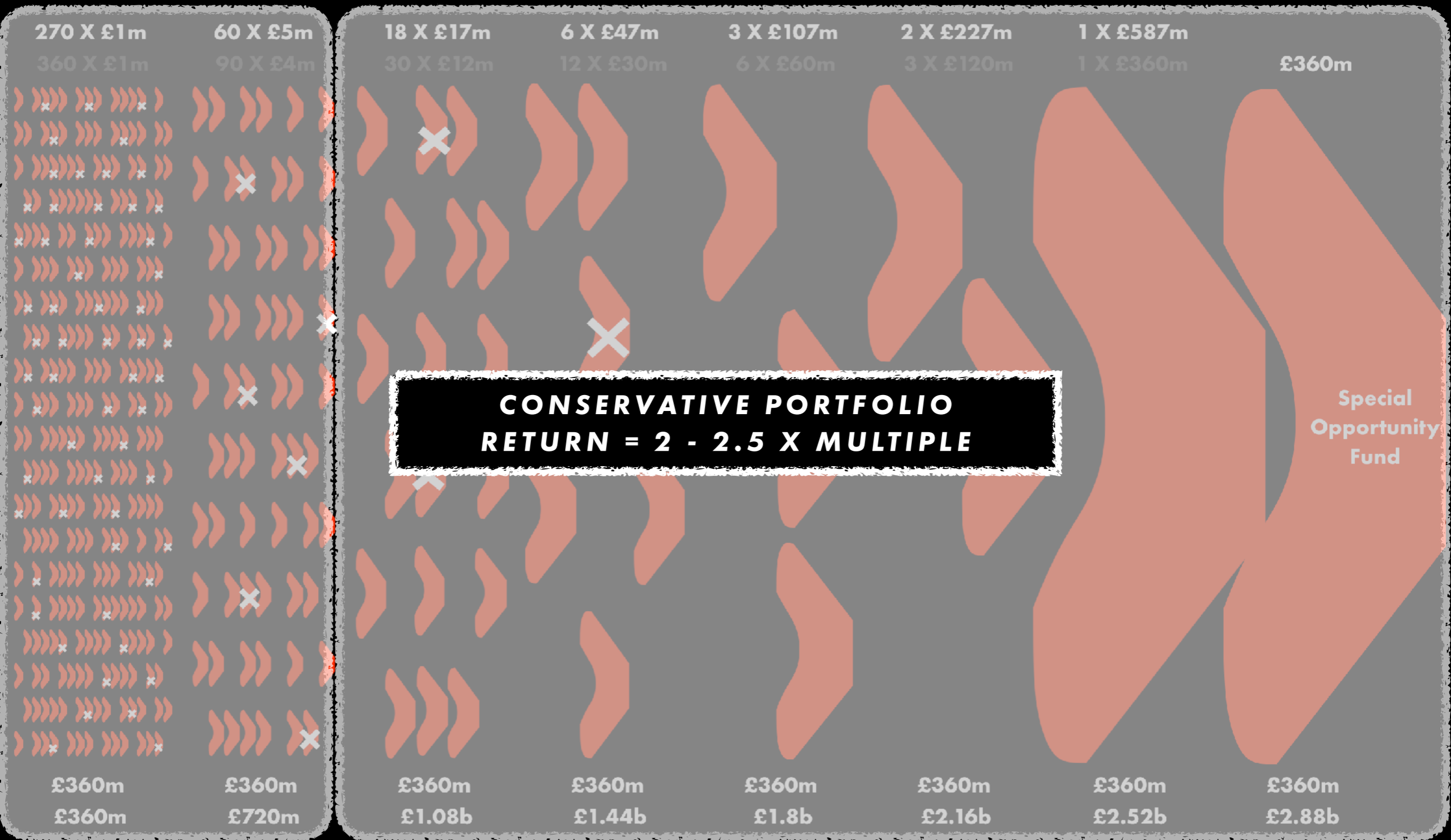
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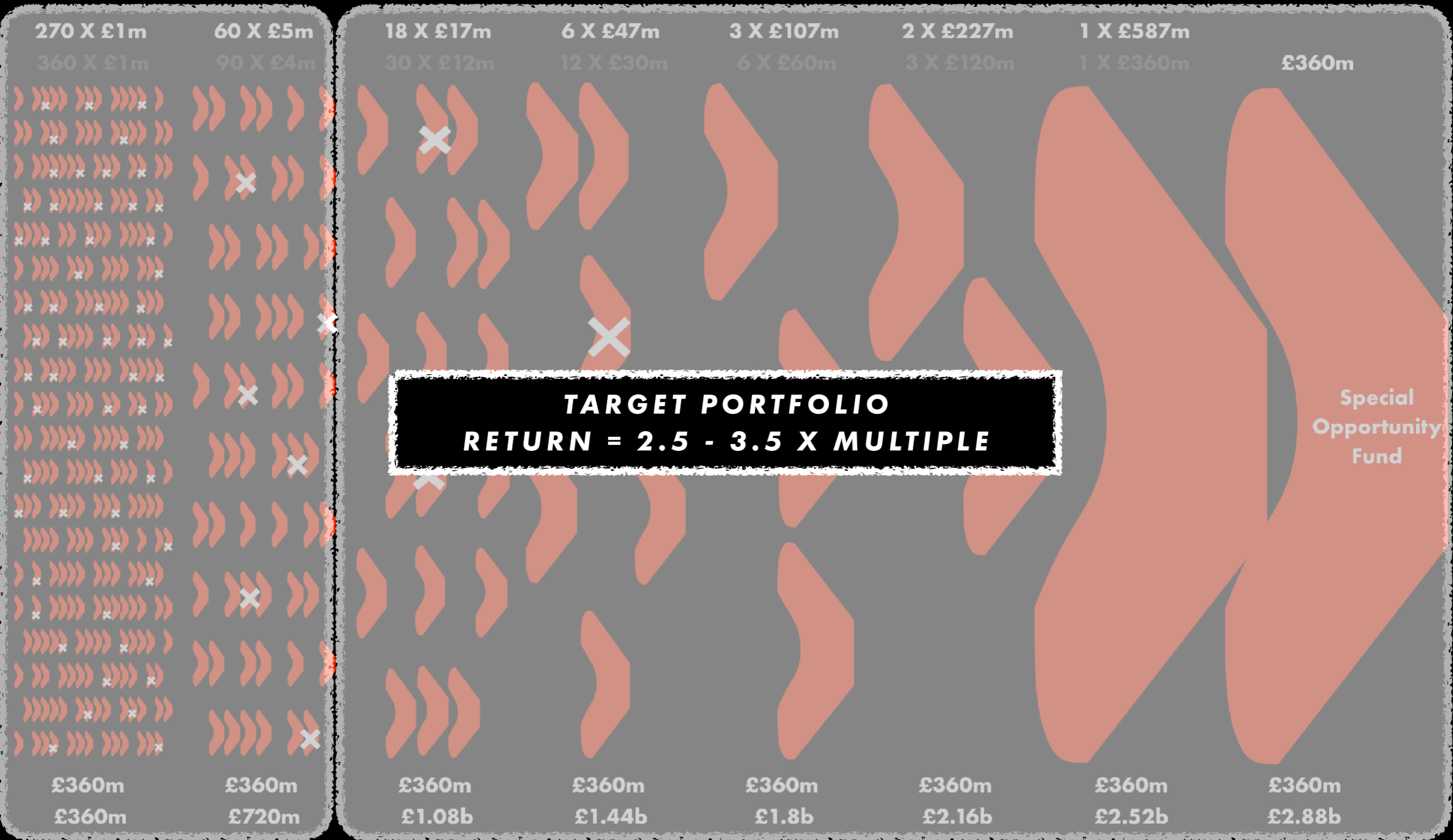
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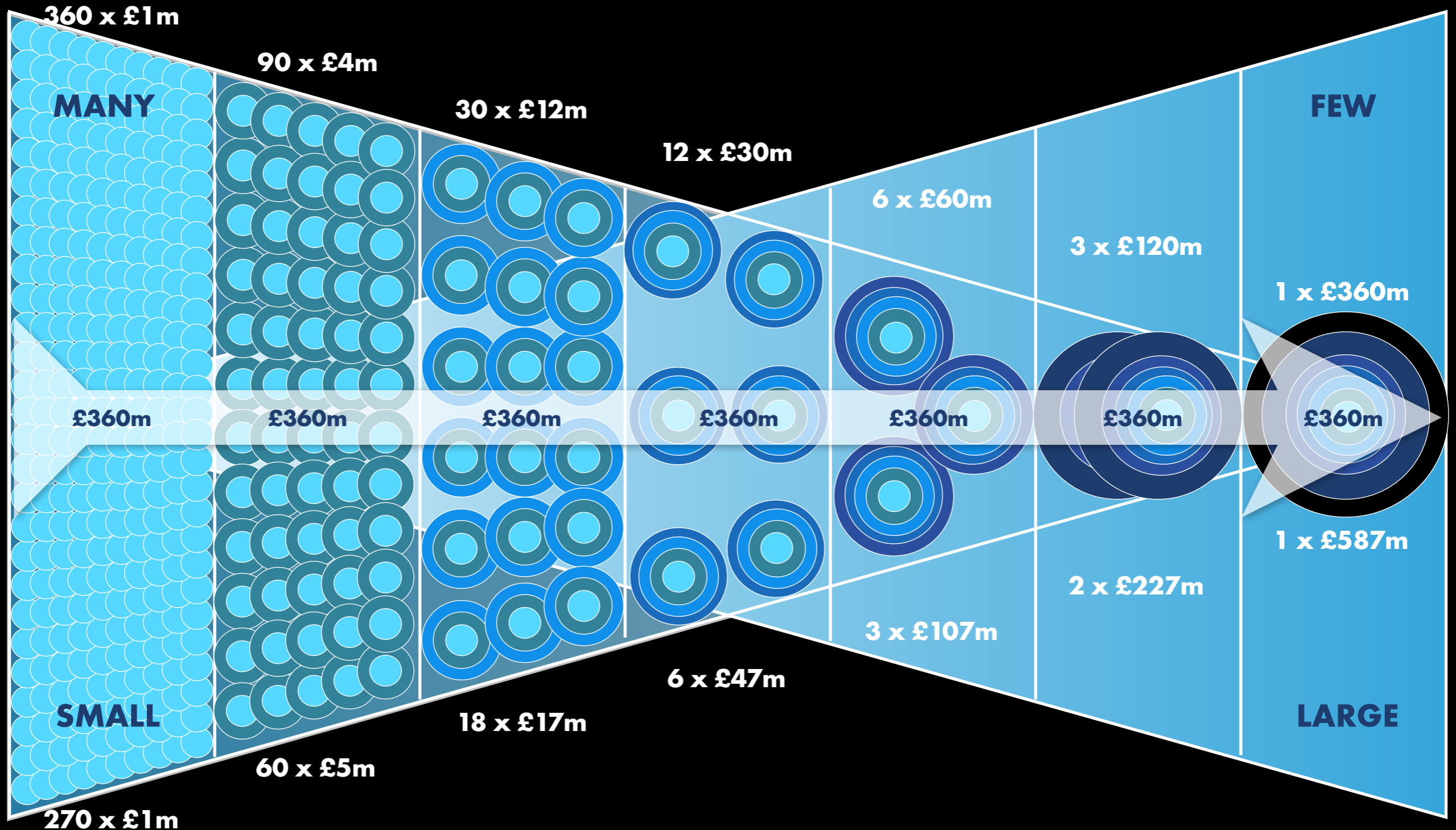


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Another way to view the 'Butterfly Basket' portfolio structure

Starting with a volume of discovery and capacity building deals, investments compete for progressively larger rounds with added value help and support. Co investment can be raised at each stage for the portfolio or for individual deals.



Risk starts high and lowers over time. Impacts start as medium but can increase along with the scale and success of the larger later stage investments. Returns start low but can increase through stages to deliver an attractive fund level ROI.

Investment focus and deal-flow

The core investment focus is maximum impact towards the sustainable development goals. The diverse set of SDGs are the themes and sub themes of impact investment. As the vision is global, scalable deals are prioritised.



Due to the unique characteristics of the butterfly basket portfolio structure, high quality deal-flow is abundant from the parties listed above, including what will be sourced on the BIGCrowd platform when launched. So as not to distract from the system innovations included in the Transform Global model we are choosing not to give an explicit list of deal types or specific examples of target investments.

Staggered portfolio investment

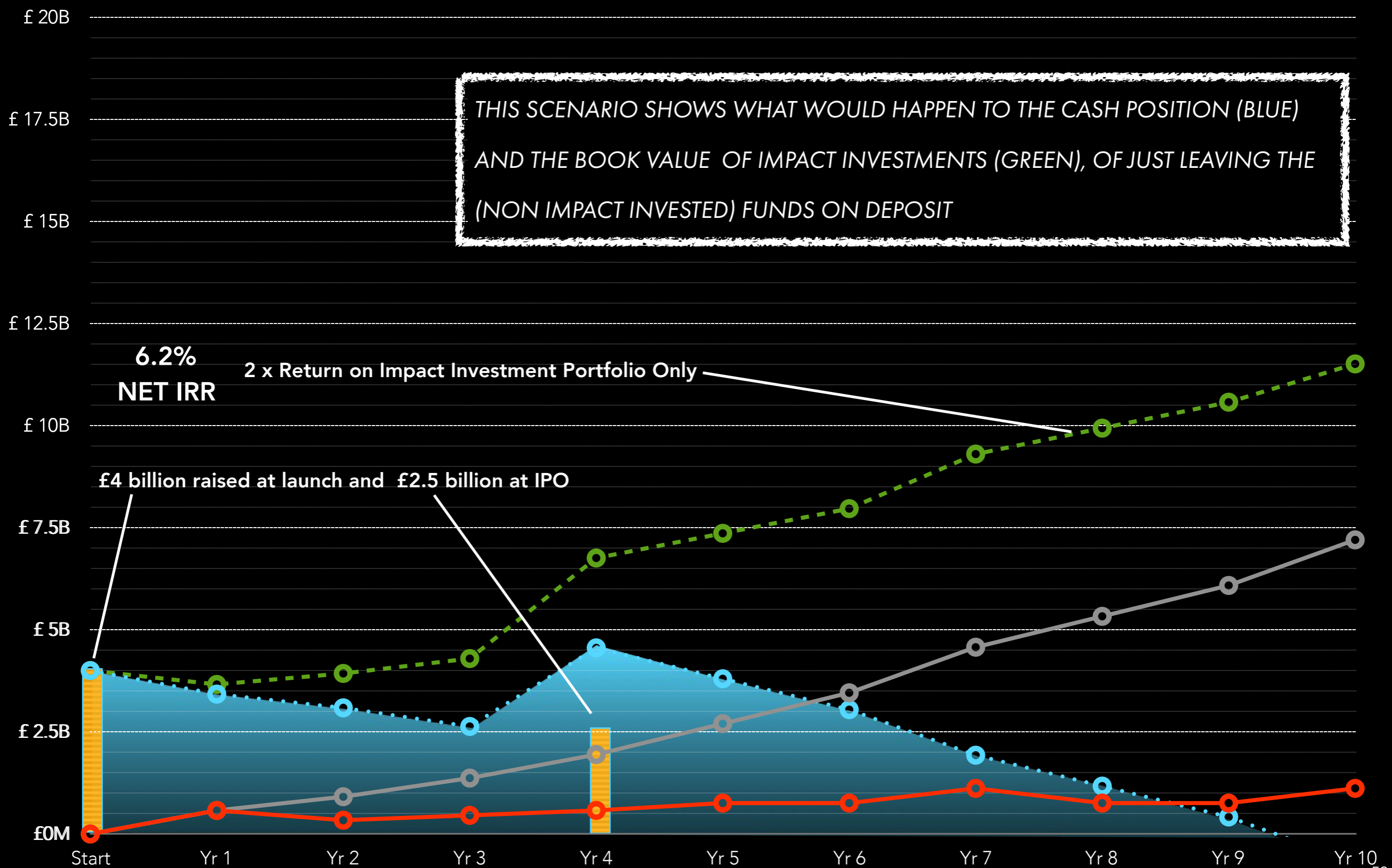
WHAT THE STAGGERED INVESTMENT CAPACITY LOOKS LIKE OVER 10 YEARS (THOUGH IT KEEPS GOING THEREAFTER)

Investment Capacity	Start	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 9	Yr 10
£360m	1	-	-	-	-	-	1	-	-	-	1
£120m	-	-	-	-	1	1	1	1	1	1	1
£60m	-	-	-	2	2	2	2	2	2	2	2
£30m	-	-	2	4	4	4	4	4	4	4	4
£12m	-	5	10	10	10	10	10	10	10	10	10
£4m	15	30	30	30	30	30	30	30	30	30	30
£1m	120	120	120	120	120	120	120	120	120	120	120

Capital allocation strategy and target returns

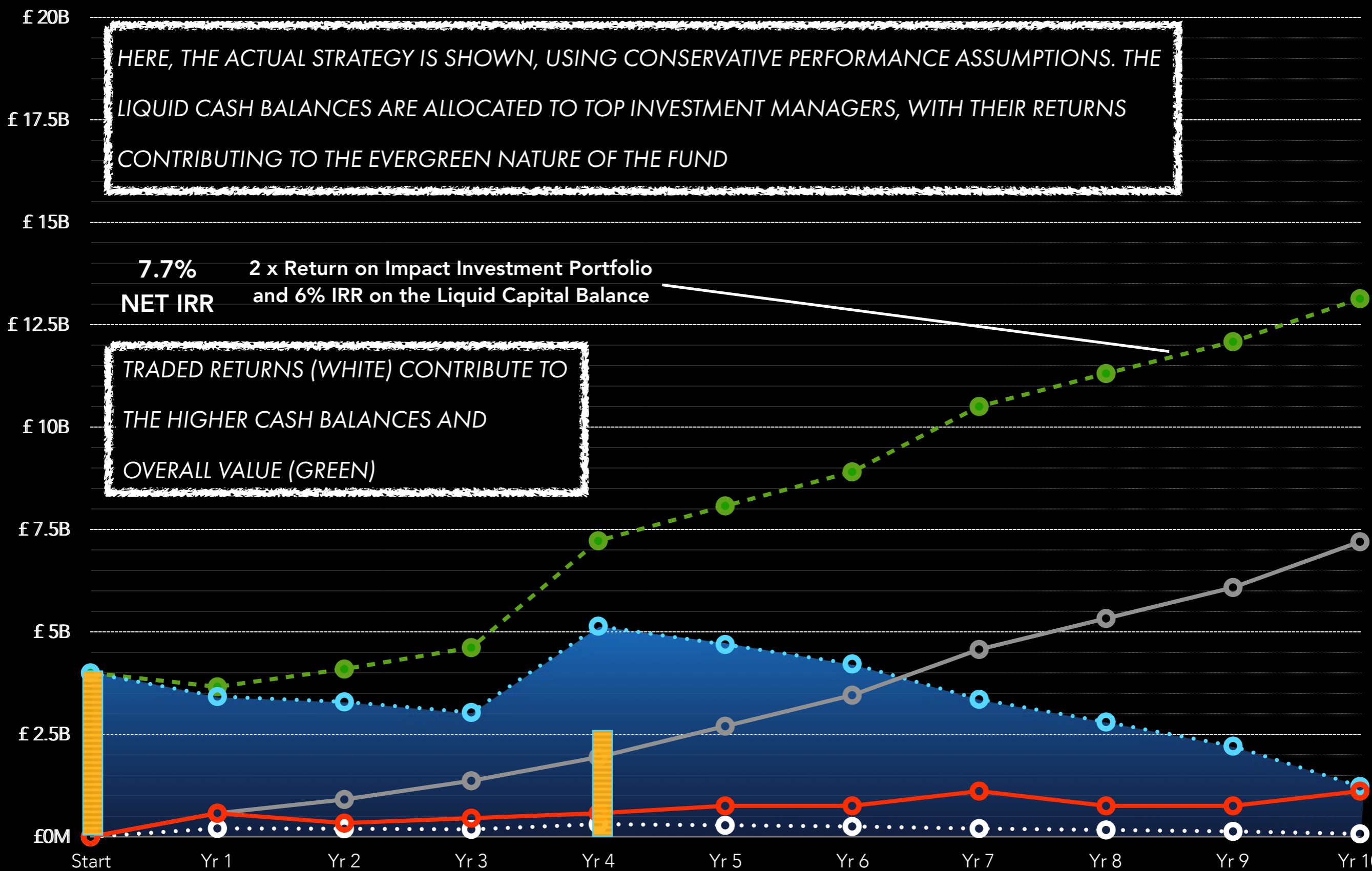
○ Impact Investments
 ○ Book Value Of Impact Investments
 ○ Liquid Capital
 ○ Gross Asset Value (2 x only)

THIS SCENARIO SHOWS WHAT WOULD HAPPEN TO THE CASH POSITION (BLUE) AND THE BOOK VALUE OF IMPACT INVESTMENTS (GREEN), OF JUST LEAVING THE (NON IMPACT INVESTED) FUNDS ON DEPOSIT



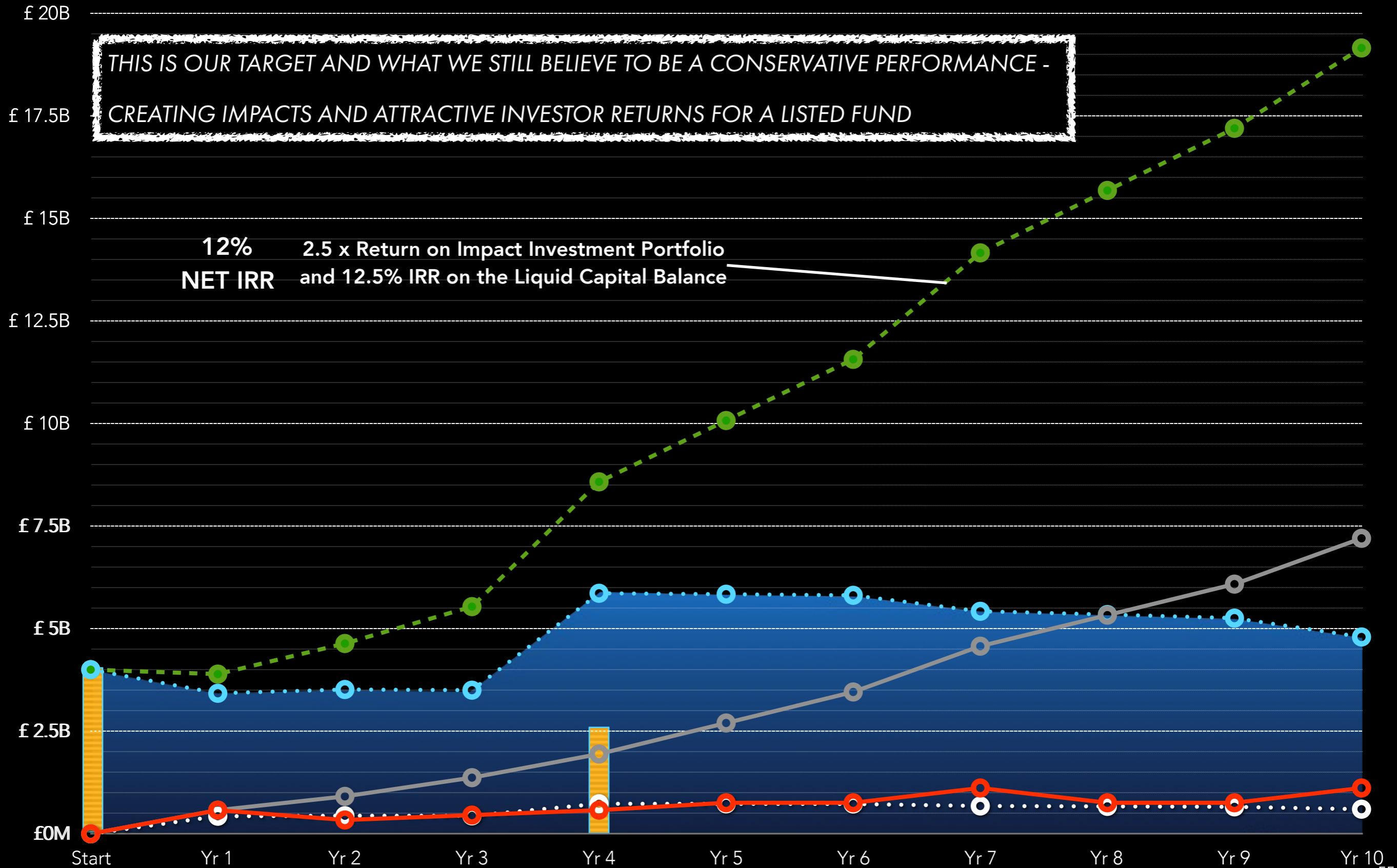
Capital allocation strategy and target returns

○ Impact Investments
 ○ Book Value Of Impact Investments
 ○ Liquid (Invested) Capital (6%)
 ○ Traded Hedge Fund Returns (6%)
 ● Gross Asset Value (2 x & 6%)



Capital allocation strategy and target returns

- Impact Investments
- Book Value Of Impact Investments
- Traded Hedge Fund Returns (6%)
- Liquid (Invested) Capital (6%)
- Gross Asset Value (2 x & 6%)



PART 5



The Transform Global Trust Foundation is the governance vehicle to ensure that the direct portion of the Transform Global ecosystem is fit for purpose to deliver its long term impact objectives.

The indirect portion (what we are not able to control or directly influence the culture of) we aim to inspire. Specifically with:-

- Leadership
- Risk management
- Impact measurement
- Ethical decision making
- Responsible citizenship
- Mission management

The Transform Global Trust Foundation has a 5 Million A share stake (voting) in Transform Global Ltd, through which, over time as the founders A shares automatically convert to B shares (non voting), and as its capacity increases, it will increasingly be able to fulfil its governance role for material decisions that deviate from any agreed business plan and the founding 'Sustainable Charter' document.

With £5m of launch investment from the seed round, 5% of revenues will fund ongoing foundation governance operations, impact measurement and compliance.

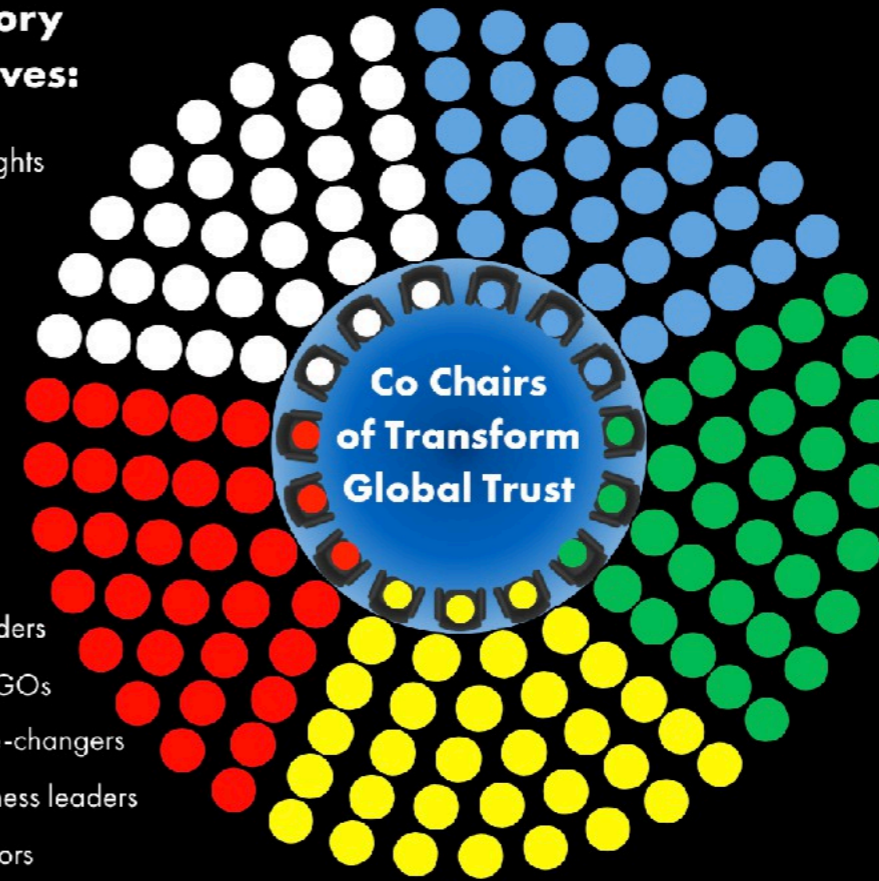
The progressive governance structure, is designed to enable clear leadership at the start, and over time an increasingly strong framework is designed for all key stakeholders

to play a part in ensuring the model delivers maximum positive impact and blended returns for the long term.

Each category below receives:

- 30 Observer rights
- 3 Trustees

- Sustainability leaders
- Civil society & NGOs
- Big Impact Game-changers
- Responsible business leaders
- Investors & sponsors





Thank you

*To learn more, check out www.transformglobal.co
or get in touch with Steve Podmore by emailing
steve@transformglobal.co or calling 07853 008199*