

“By catalyzing a cadre of conscious entrepreneurs committed to impacting the SDGs, GTC has the power to fast-track sustainable transformation.”

Imperative

Global Transformation Corps (GTC) mobilizes networked resources for collaborative radical action to achieve sustainable global transformation. It challenges “business as usual.” Through its unique Transformation Academy, GTC empowers Next Generation entrepreneurship and leadership – enabling them to effectively realign our economic system from the short-sighted focus on profit optimization to values-driven, more equitable, sustainable **and** Earth-friendly outcomes. GTC is a manifestation of SDG #17- *Partnerships to Achieve SDG Goals*.

Who: GTC Defined

GLOBAL: *GTC is Global*, matching vast, yet underutilized talent, resources and innovations of Next Generation social impact entrepreneurs, purpose-driven experts and committed impact investors to **redirect and transform** our unsustainable world.

TRANSFORMATION: *GTC is Transformation*, thrusting personal and organizational transformation boldly into the marketplace **and** integrating values and Sustainable Development Goals (SDGs) throughout the design, execution and assessment of entrepreneurial ventures. Our Catalytic Mindset generates more powerful and scalable platform-enabled outcomes that harmonize with nature and community sustainability.

CORPS: *GTC is a Corps*, a carefully trained and networked cadre of conscious entrepreneurs who collaborate to design and scale bankable sustainable ventures worldwide. They enhance investor value and directly impact SDG imperatives.

GTC is an initiative of [Legacy International](#) in partnership with [Transformation Academy](#).

Why: Mission

- Live and incorporate Values throughout organizations (e.g., TRUST, EMPATHY, SUSTAINABILITY, TRANSPARENCY);
- Increase the awareness and achievement of SDG Agenda 2030;
- Develop an entrepreneurial cultural based on a Quadruple Bottom Line that generates value for: **People** (consumers, employees, stakeholders); **Planet** (sustainable impact); **Profit** (investors, company shareholders); and **Prosperity** (community);
- Reduce the risk of transformation-driven social impact ventures.

How: Strategy

GTC searches out the threats and then enables innovative solutions that accelerate the achievement of global 5- and 10-year SDG imperatives. With urgency, GTC fuels a robust capacity building engine to leverage RESOURCES (social impact investors) and ongoing SUPPORT (mentors, coaches, training) to IMPACT (pre-vetted social impact entrepreneurs) through three interrelated core functions:



1. **Catalytic Entrepreneurial Practice (CATALYZE CHANGE)** This practice incorporates self-reflection and values to catalyze and reinforce change among entrepreneurs in three modules:
 - a. **Multisided Transformation Platform (MOBILIZE CHANGE)** Building upon on its growing 40-year network of emerging entrepreneurs, expert mentors and committed, social impact investors and philanthropists, GTC builds a Multi-sided Transformation Platform. It is values-based, deeply connected, hi-tech enabled and collaborative. The Platform enables latent networks to support vetted transformation ventures that provide sustainable solutions to pressing local, regional and global problems.
 - b. **Catalytic Leaders Lab (TRANSFORM CHANGE)** Through its partnership with Transformation Academy, GTC will design and implement online and in-person workshops to launch the Catalytic Leaders Lab and related executive trainings. These impact-driven learning experiences will realign power and use of resources by integrating self-reflection, digital technologies, and best practices to produce transformative business models and drive breakthrough solutions. Qualified participants earn certificates after completing the seven-week *Catalytic Leaders Lab*.
 - c. **Transformative Accelerator (EXECUTE CHANGE)** In the Catalyzer phase, GTC will engage coaches and experts to interact (online, in person) with qualified social impact ventures. The Accelerator will incorporate values and SDGs to refine and execute their business models and gain second level investment. They are scaled to expand regionally and create jobs, while developing new venues for empowerment. The results diminishing the attraction of extremism and threats on our ecosystem.
2. **TRACX (ASSESS CHANGE)** Through a partnership with *TRACX*, GTC will develop a social impact and risk assessment methodology to assess new ventures' potential impact and evaluate their performance in the context of SDG Agenda 2030. *TRACX* methodologies will be integrated throughout Catalytic Leaders Lab.
3. **Global Transformation Fund (FUND CHANGE)** Through a partnership with the Sourcecode4life Consortium (impact investors, donor advised funds, foundations), the FUND will provide support for GTC and resources for sustaining, financing and scaling impact ventures.

What: Activities- Year One and Two (2020-21)

- **Multisided Transformation Platform- Mobilize global networks**
 - Adopt an existing multi-sided platform as a prototype to facilitate necessary interactions among entrepreneurs, impact investors and experts
 - Custom design a Platform that facilitates interaction and generates value among of emerging entrepreneurs, transformation-driven impact investors, and purposeful mentors.
- **GTC Prototypes -Launch in two MENA countries**
 - Recruit, train and support 50+ transformation-driven, emerging entrepreneurs from MENA region in strategic planning, business model and campaign design.
 - Guide and coach entrepreneurial teams to implement transformative business models that directly address 2030 SDGs in MENA region.



- **Catalytic Leaders Lab -Test and refine**
 - Develop the Catalytic Mindset to expand the internal capacity of Next Generation entrepreneurs to build transformative ventures.
 - Design interactive values-based, social impact driven online/ offline curriculum.
 - Integrate foundational technologies (AI, IOT, Blockchain) into impact solutions.
 - Develop impact investor team to coach entrepreneurs to pitch transformation ventures to impact investors.
 - Develop criteria and award certificates.
- **TRACX -Develop MVP**
 - Gather team to research, build prototype, test and refine SDG Tracker
- **Global Transformation Fund- Establish**
 - Collaborate with funding partners to design and launch Fund

Revenue Generation Potential

After the initial prototype phase, GTC is designed to generate diverse revenue streams:

- Catalytic Leaders Lab participant fees
- Certificate fees
- Platform membership
- Corporate and foundation sponsorships
- Local matching funds and in-kind support for local hosted Labs

Outcomes

- Test, refine and scale GTC prototype for global launch.
- Develop, test and refine Catalytic Leaders Lab curriculum.
- Launch GTC Platform to increase the matching of qualified entrepreneurs with impact investors and resources.

Impact on SDG Agenda 2030

- Increase the awareness of the SDG urgency in MENA and globally.
- Engage the rising global voices (Next Generation, women and marginalized) to become actively involved in global transformation initiatives.
- Certify ~50 Next Generation conscious entrepreneurs as Catalyzers by 2021.
- Monitor and assess ventures to ensure that solutions meet the timetable and goals of the SDG Agenda 2030.

Founders' Background

Legacy International is a global non-profit 501-(c) (3) organization based in Virginia and Washington DC, now celebrating 40 years of professional development work with socially responsible global change agents. Founded by J.E. Rash, a futurist, entrepreneur, and spiritual visionary, Legacy has become a global leader in helping people to create positive legacies for future generations facing planetary challenges. Fifty years ago, JE put forward the concept of Practical idealism as a foundation for social innovation and responsibility for people and planet. A concept made real in his founding of one of the oldest intentional spiritual communities in the US, The World Community. Mr. Rash's direction of these organizations has shaped innovative global learning communities rooted in the practical application of universal values in daily life. Recently, Legacy joined forces with Entwine Digital and other experts in a strategic alliance to create the GTC initiative. www.legacyintl.org; www.practicalidealism.net

Entwine Digital was established in 2006 as a values-driven digital marketing and transformation boutique group. Led by Dr. Ira Kaufman, its **Transformation Academy** has assembled a global team to empower executives and aspiring entrepreneurs with purposeful, impact-driven leadership and digital strategies that transform organizations, catalyze change, and generate sustained growth. Dr. Kaufman is co-author of *Digital Marketing: Integrating Strategy and Tactics with Values* (2nd edition) and *Strategic Harmony ... Fixing our Broken World* (expected 2019). www.entwinedigital.com; www.transformationacademy.co

Gomes and Company is a long-established business/technology consulting firm founded by Dr. Stephen L. Gomes, former Silicon Valley hi-tech company CEO and Professor at Business Schools on four continents. He is a serial entrepreneur who is intimately familiar with the complexities of investor networks and how to successfully guide them. He is a current member of University of Texas, IC2 Institute (Innovation, Capital and Creativity) and was an understudy of Dr. George Kozmetsky, recipient of the National Medal of Technology for development of 100+ technology-based companies in Austin, Texas. Dr. Gomes brings a unique blend of expertise in Strategic Planning, Alliances and Partnerships, Start-up Management, Technology Commercialization, Impact Investing, and Key Influencer Investor Networks (KINS). www.gomesandcompany.com

Aissa Azzouzi, an executive and entrepreneur, has worked on five continents during the past 30 years. He has held senior roles as CFO/COO, Director of Strategy & ICT as well as CRO (Chief Risk Officer) in the IT and Professional Services, nonprofit sector and with publicly listed companies. Aissa has applied his expertise to launch startups and accelerate social ventures. He founded *Growth Train Africa*, a social entrepreneurship accelerator in Morocco, to contribute to creating the entrepreneurial ecosystem in North and West Africa. He is developing the *SDG Tracker* to assess the social impact of enterprises and donor agencies.

Contact

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