

Legacy International Ventures (LIV)



PILOT:
LIV Morocco

Transforming businesses into values-driven ventures

Legacy International Ventures

Prezi



The image shows a Prezi presentation slide with a dark background and a large white circle. Inside the circle, there is an orange box with the text "Values-Based Entrepreneurial Movement". Below this, it says "2-stage movement generates jobs & social impact" and lists two bullet points: "Inspire millennials to start ventures (e.g. Arab Idol) providing entrepreneurial skills, funding (e.g. Dragon's Den)" and "Incubate startups & accelerate existing ventures with 2nd level support & commercialization". At the bottom of the circle is a small photo of three people sitting at a table. In the bottom left corner of the slide, there is a Prezi logo and the word "Prezi".

**Values-Based
Entrepreneurial
Movement**

2-stage movement generates jobs & social impact

- Inspire millennials to start ventures (e.g. Arab Idol) providing entrepreneurial skills, funding (e.g. Dragon's Den)
- Incubate startups & accelerate existing ventures with 2nd level support & commercialization



Prezi

https://prezi.com/d7u65q_wyz4t/liv-entrepreneurs/

LIV - What we do

Launch & sustain a values-driven entrepreneurial movement that:

- Generates jobs
- Mobilizes millennials as change agents
- Supports for profit “venturers” in executing sustainable strategies
- Builds non profits into effective organizations

Pilot

LIV MOROCCO

- Strong local Legacy International Fellows network
- Commitment of King for social development, entrepreneurship and economic reforms
- Minimal social unrest
- Testing ground for MENA's LIV regional model

\$300,000 budget to Launch LIV

- Q4 2015 – Establish LIV Model – Fund I Ventures
- Q1 2016 – Proving LIV Concept
- Q2-Q3 2016 – Plan and Launch LIV Morocco
- Q4 2016- Incubate Fund II- Accelerate Qualified ventures

Q4 2015 – Establish LIV Model – Fund I Ventures

- **\$225,000 (75%)** – invest & develop local ventures (3 “for profits” & 1 “non profit”)
 - 80% of funds- venture infrastructure, equipment, staff, working capital
 - 20% of funds- training, coaching (marketing, finance, operations, IT)
- **\$75,000 (25%)**- build LIV model
 - Partnership development
 - Project selection
 - LIV structure & team

Pilot Morocco

Fund I-two sample ventures

- Organic Seed Bank- for profit
- Healthy Schools Healthy Futures –non profit

Note: three other venture teams are refining their video proposals

First Moroccan Organic Seed Bank



Haj Bourguiba

President of Union Organic Farmers Cooperatives (TOURTIT)

<https://www.youtube.com/watch?v=deAWntljMC0>



<https://www.youtube.com/watch?v=5sA9NeYHRvA>

Q1 2016 – Proving LIV Model

- Incubate Fund I ventures (20% of venture funds for LIV team consulting)
- Coaching, mentoring (Legacy Teams of Excellence)
- PR activity with partners and Fund I ventures
- Announce launch LIV Morocco

Q2-Q3 2016 – Plan and Launch LIV Morocco

- LIV and partners organize LIV Morocco
- Fundraise corporate sponsors for event
- Gain support from local venture funders to support Fund II
- Establish model LIV weekend festival in Marrakesh/Casablanca (end of Quarter)

Q4 2016-Incubate Fund II Ventures- Accelerate Existing Ventures

- Select and incubate 5-10 new projects in Fund II
- Accelerate qualified startup ventures

LIV Moroccan Consultant Team

- Aissa Azzouzi, former CFO, Project Manager
- Rida Lamrini, Président Moroccan Young Entrepreneur Foundation
- Abbas Azzouzi, Chairman & CEO Medi1 TV (Rabat)
- Jean Abi Nader, Exec. Director, Moroccan American Trade and Investment Center
- Reda Bouraoui, General Manager, PepsiCo, Gulf Region
- Marie Claude Azzouzi, former Managing Director Ecole de Governance & d'Economie (Rabat)
- Aziz Kaddouri PhD, CEO, MENA Analytics

Our Executive Team



J.E. Rash

Cross-cultural strategy;
Value driven design;
Organizational
development



Aissa Azzouzi

Business Transformation: Strategic
Marketing & Financial Systems



Ira Kaufman PhD

Strategic Planning;
Digital Marketing; Entrepreneurship



Sam Rasoul

Organizational change,
Leadership development

Contact

- Aissa Azzouzi aissa.azzouzi@icloud.com
- Ira Kaufman ira@entwinedigital.com
- Marlene Ginsberg marlene@legacyintl.org