

Doing Well and Giving Back

How to develop Self Sustainable Real Estate Projects applying Social Entrepreneurial Concept, Programming and theming Mindset

Firoz Shroff

Idea Sponsor and Founder
Social Entrepreneurship Consortium Inc..
Firoz.shroff@seconsortium.com

Jeffrey Lam

VP, Project Development
Social Entrepreneurship Consortium Inc..
jeffrey@seconsortium.com

Our Scenario

The Story of the Blind Man

**How We Apply
Social Entrepreneurial (SE) Mindset
To Originate Wealth**

Our Mindset to Structure SE Deals

Invest HYBRID Capital and Maximum Intellectual
and Branding Capital
(\$100K to \$10M)

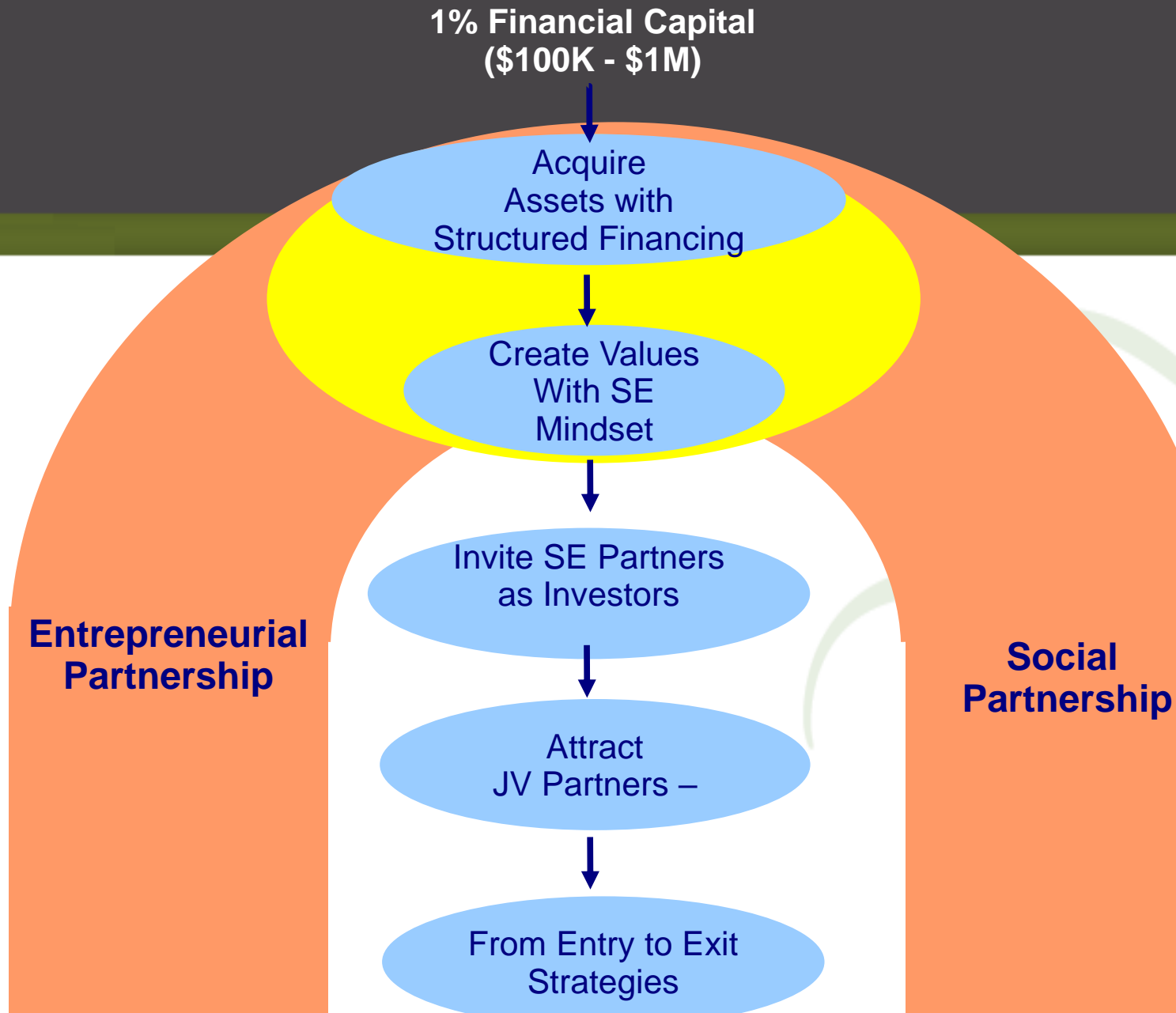
Strategize
How to Create and Distribute
Social Capital
to add value
to asset

Create SE Returns
(\$10M to 00M from Projects)

Benefits of Our Social Entrepreneurship “SE” Model



SE Deal Making Process applied to Markham



Our Case Study: The International Club of Canada (1st Phase of Markham Wellness District)



Aerial view of existing assets around the land we applied 20 (i) s to innovate a theme, concept and integration to create mega 3 mill sqft mixed used community project under Wellness District Umbrella and exited by passing the work to developers

Multi-Billion Dollar Assets We Identified Around the Site to Create TICC and MWD

MARKHAM WELLNESS DISTRICT- MWD

Markham Stouffville Hospital provides Markham Wellness District ready made absorption - walk to work in wellness

Expansion will finish in 2013 at cost of \$500 M with tax payers dollars, and will include a new Cornell Community Centre adjacent to Markham Wellness District.

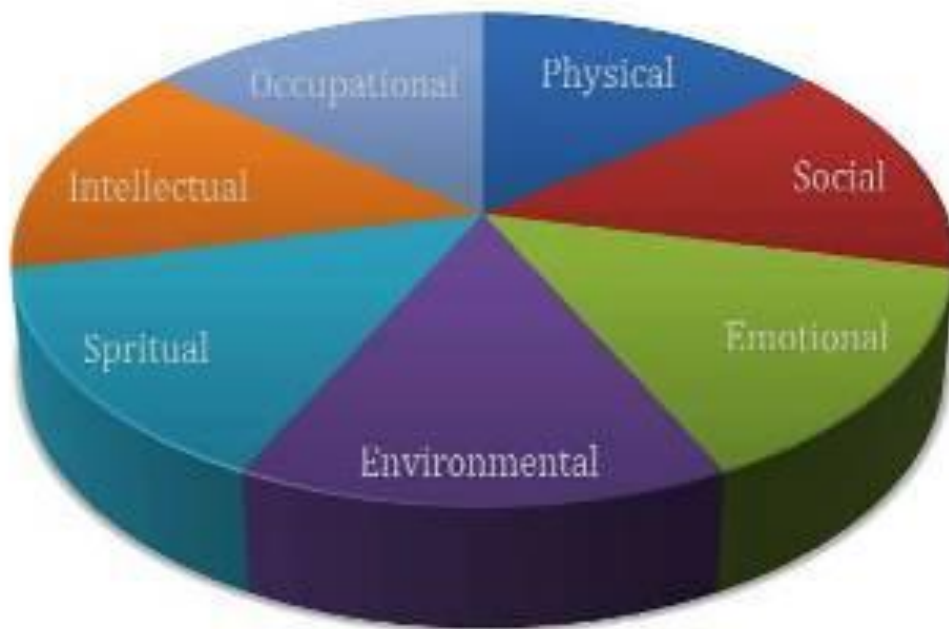
Ready Market -Hospital 1,800 staff - 275 Physicians - New Staff 900 staff and 300 nurses - approx 300,000 visitors pa from region + Cornell Community planned as 30,000 in 10 years (all TICC and MWD Customers)

120,000 cars park at the hospital per year (place to market MWD) The traffic will increase with the expansion of the hospital and the opening of the East Markham Community Centre and Library providing customers for MWD

Largest Urban Rouge Park intellectually bought with Rouge Riding Bicycle

TICC and MWD is Themed Around 7 Dimensions of Wellness

7 Dimensions of Wellness



Wellness means a balanced integration of Physical Existence and Human Aspirations for Individual and Group Satisfaction of the human spirit.

Our vision is to create a community in which people of all generations come to live together (parents- grandparents and grand kids) in an emotionally developed and diverse environment to **pass wisdom of grandparents to coming generation not from Florida but by being around.**

The Wellness theme focuses on the 7 Dimensions of Wellness in the context of cohesive living and overcoming “isolation” (Newtown USA case) collectively applying 3 generational of living, loving, liking and learning wisdom to be together. Make isolation our friend through affection.

www.youtube.com/watch?v=5ydAk92favQ

The Big Idea of TICC

The International Club of Canada



Innovated program of TICC as catalyst in the 1st phase in MWD to self-financed whole 2.5 mill sq ft by pre-selling 10,000 membership at \$ 49,000 globally on 15 year payment plan. The TICC concept is designed around the Granite Club which has 11,000 members for local markets plus \$40 M expansion, and 2 yrs. waiting list

TICC - One stop Platform for Social- Business – Personal - Financial- Philanthropic –Wellness for all Visitors including arrived and new immigrants professionals - Businessmen and families from Asia -Middle East and Europe- - Markham is hub for Asian Community

Proposed Features of MWD

End-to-End Life Cycle Amenities some example

Our proposed features for our wellness condo owners as a holistic lifecycle.

Examples:

- ❖ What is firescape staircase that is eco-friendly exercise area?
- ❖ What is three generation living?
- ❖ What is day care saving per annum for a family \$ 25,000 pa?
- ❖ What is organic farming 1 acres land for organic food to grow and barter?
- ❖ What is internet home base business?
- ❖ What is new consumer goods endorsement by collective power of MWD residents?
- ❖ What is free TICC membership?
- ❖ What is live, work, learn wellness and play?



What is our Social Partnership

- Jeffrey Lam attached for 8 year - learning
- York University - New Campus
- Markham Stouffville Hospital - Donation
- Cornell Ratepayer (Homeowners) Association
Empowerment

Our Philosophy

Wealth allows you the luxury to buy simplicity not complexity "

"Wealth is when small efforts produce big socioeconomic results which we can share. Poverty is when big efforts produce small socioeconomic results with nothing to share."

judge a person's sincerity and honesty by his intellectual capacity

Learn to make millionaire to build a billionaire dollar enterprise

Do you know profits come in many shape and sizes? Do you know how to measure social profits with community involvement

Share your knowledge. It's a way to achieve immortality

SEC Team and Shroff Family



Q & A

We need more grandmothers in court !!!

Why Lawyers should never ask a witness a question if they aren't prepared for the answer.....

In a trial, a Southern small town prosecuting attorney called his first witness to the stand ... a grand motherly, elderly woman. He approached her and asked, "Mrs. Jones, do you know me?"

She responded, "Why, yes I do know you, Mr. Williams. I've known you since you were a young boy, and frankly, you've been a big disappointment to me. You lie, you cheat on your wife, you manipulate people and talk about them behind their backs. You think you're a big shot when you haven't the brains to realize you never will amount to anything more than a two-bit paper pusher. Yes, I know you."

The Lawyer was stunned. Not knowing what else to do, he pointed across the room and asked, "Mrs. Jones, do you know the defense attorney?"

She again replied, "Why yes, I do. I've known Mr. Bradley since he was a youngster too. He's lazy, bigoted, and he has a drinking problem. He can't build a normal relationship with anyone and his law practice is one of the worst in the entire state. Not to mention he cheated on his wife with three different women, one of them was your wife. Yes, I know him." The defense attorney almost died.

The judge asked both counselors to approach the bench, and in a very quiet voice, said: "If either of you bastards asks her if she knows me, I'll throw your sorry asses in jail for contempt."