

The CBH iDOMO/IBM Model

PPP/P3 As a Tool for Sustainable Socio-Economic Development in Developing Nations (US\$15 Trillion Market)

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Following the global financial crisis of 2008, Canada Business Holdings Inc. (CBH Inc.) started a school of disruptive economic thought to rebuild the mess left behind. The damage of such crisis was huge. In our modest assessment, the 2008 crisis was a human planned catastrophe to push the growing world backward in poverty and famine. I consider the crash of 2020 as comparable to 2008 and no exception to the assumption of a "human-made damage" also.

CBH had three objectives in mind in developing the new solution:

1. Protect life needs of the people from the negative effects of an economic and financial crisis that causes a deficiency or a serious deterioration in the quality of life.
2. Reduce the negative impact of a global economic crisis on the macro-economic foundations in any country and its micro-economic sectors.
3. Maintain a safe-fail local economy by ensuring a solid and effective foundations and mechanisms to power a self-reliant and sustainable socio-economic development.

What encouraged CBH Inc to come forward with solutions was the fact that Canada was a least affected nation with the crisis. None of the Canadian banks failed and the real-estate market kept value and did not lose its worthiness. The Canadian economy maintained its integrity and stability compared to other regional and global economies.

This provided enough credentials for CBH Inc to present a credible solution based on homegrown knowhow and experience.

The solutions that CBH worked on presenting had to be familiar and easy to implement. Another factor was to make such solutions faster, better, and cheaper to adopt and execute. The third factor was to link such solutions directly with the basic life needs of the people. Such needs are water, food, power, habitat, infrastructure, and the dependant municipal activities.

The Public-Private Partnership (PPP or P3) presents a good choice for the development tool. P3 has the components of investment, building, and operation. However, there are few serious structural defects in the conventional applied model. Such defects are as the following:

1. **The New Development Projects:** The existing P3 model does not include true partnership for the nominal and common people (even those with ownership of land and property in the same municipal area). Such people are excluded from the ownership, operation, and revenue sharing. Therefore, they are marginalised by default from day-one. The CBH model gives such right by default to that class of must-have partners.
2. **The Existing Assets Offered for Privatization:** Most of the existing and operational assets offered by several governments are normally losing ventures. The numbers Profit/Loss books are altered within Generally Accepted Accounting Practices (GAAP). The GAAP ignores the "gap" in revenues caused by corruption and inefficiency. The public money is taken to fill such gap and quench accumulating losses.
3. **The New P3 Tenders:** Tendering P3 projects in most countries follow the governmental red-tape routine. Such routine is slow, corrupt, and inefficient in most public administrations. Under such scenario, the government engages in the P3 process as a player and manipulator which is wrong. The government role should be a regulator and auditor and not a market-player. That is a fundamental and basic rule in the "Market-Economy" to safeguard the freedom of all and fair opportunity to all.
4. **Several existing P3 projects** disregard the life needs of the people and focus on revenue generation for the government operations and/or certain business groups. CBH Inc believes it is a wrong practice to build a shopping mall where people cannot find electricity and clean water. The right practice is to provide the life needs first.

In 2012 CBH Inc launched the **iDOMO Investment and Development Platform**. The acronym of iDOMO stands for Invest, Develop, Own, Manage, and Operate. A shorter version is **IBM, meaning Invest, Build, and Manage**.

CBH implements the iDOMO (*or IBM*) tool under the principle of **Guided Investment Spending (GIS)**. The GIS is a strategic guide to focus the project investment in the economically vital sectors in any country. That means mostly **Mega Infrastructure Projects (MIP)**. **Such projects cover mainly water, power, food, habitat, and logistics.**

The projects that CBH Inc work on must integrate with the social and economic fabrics in the hosting/partnering country. The project must add value to the socio-economic development by creating jobs, prosperity, and renaissance and enhance the quality of life in the project region.

Under such platform CBH Inc creates its own project theme and steps in to save distressed assets or create new opportunities. CBH goal is to provide and protect a better social and economic living standards for the people in most need.

The iDOMO tool has expanded the global market of PPP/P3 projects scope and horizon from an estimated US\$ 4 Trillion (by PWHC, EY, and World Bank) to a US\$ 15 Trillion opportunities in the next five years. Such estimates do not include the markets of USA, China, EU, and Canada.

The **iDOMO/IBM** investment and development platform help in **designing and building infrastructure projects faster, better, and cheaper**. The **products and services** provided are more **available, affordable, and accessible** to the people.

CBH Inc continues to share and promote the new wave of economy-building and disruptive and creative thinking in the socio-economic development. Such values are embedded in the **vision, mission, strategy, and practice** of our business.