



**GIRISH  
RAMACHANDRAN**  
Executive Director  
27Advisory

Girish has 25 years of diverse experience in the field of management consulting, corporate restructuring, corporate finance & socio-economic analysis.

Prior to founding 27Advisory and its affiliate firms, Girish worked in various management consulting organizations. This include the accountancy-based firms such as EY, PwC and RSM, as well as built asset & engineering consultancy firm - Arcadis.

He has in-depth experience in the industries of Construction, Agriculture, Oil & Gas, Petrochemical, Rail & Digital Technologies.

Girish's experiences include socio-economic impact modelling & forecast, physical developments planning, industry cluster strategy as well as project implementation for economic corridors & corporate clients.

Girish was heavily involved in the early stage of KL-SG HSR project for its socio-economic impact modelling & forecast, physical developments planning & industry cluster strategy.

# ■ An Introduction to Socio-Economic Engineering (SEE)

Elevate the entrepreneurship ecosystem while encouraging business participation & ensuring balance distribution of socio-economic benefits in Master Plan

## Socio-Economic Engineering (SEE)

A proprietary approach to quantify and curate socio-economic benefits generated from capital & investment projects.

We focus on the job creation, uplift of income level, investment generation, business opportunities for industry sectors as well as the GDP contribution.

Help to elevate the entrepreneurship ecosystem while encouraging private sector participation and ensuring balance distribution of socio-economic benefits to various stakeholders, communities and marginalized groups.



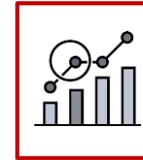
## Socio-Economic Modelling (SEM)

A framework to systematically quantify the socio-economic impact to be generated from a project in numeric and monetary terms.

With the right project information and assumptions, SEM can quantify the:

- Job creation by skill levels,
- Uplift of income level for different job categories,
- Public investment from government,
- Private investment from local and foreign investors,
- Terminal GDP contribution upon completion of project.

Help project owners, be it the public sector and government or private-sector players, to create better development strategy that will **maximize the socio-economic benefits** for various stakeholders, communities and marginalized groups.



## Socio-Economic Curation

A framework to assist the project owner in curation of the socio-economic benefits.

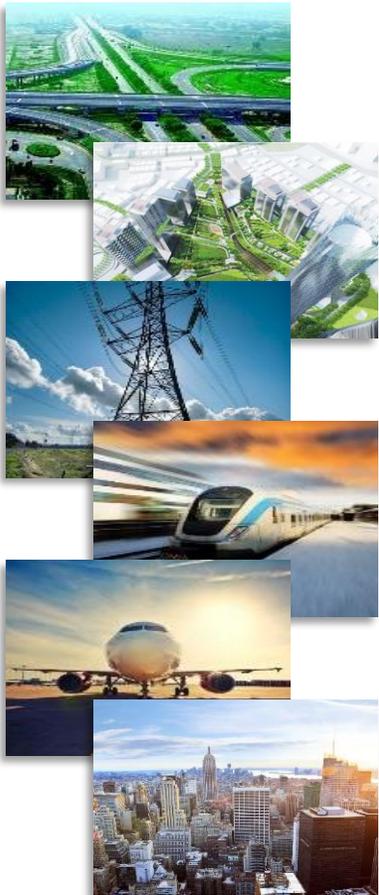
Our unique framework focuses on:

- Policies advisory,
- Talent development strategy,
- Entrepreneurs' capabilities building,
- Technology adoption,
- Procurement and financing strategy.

Customize the **curation strategy** based on the project's nature and situations to capitalize on resources available and maximize the potential gain in socio-economic benefits for various stakeholders and communities.

# SEE As a Handy Tool to Create Development Strategy for Masterplan and Mega Development Projects

## Mega Development Projects

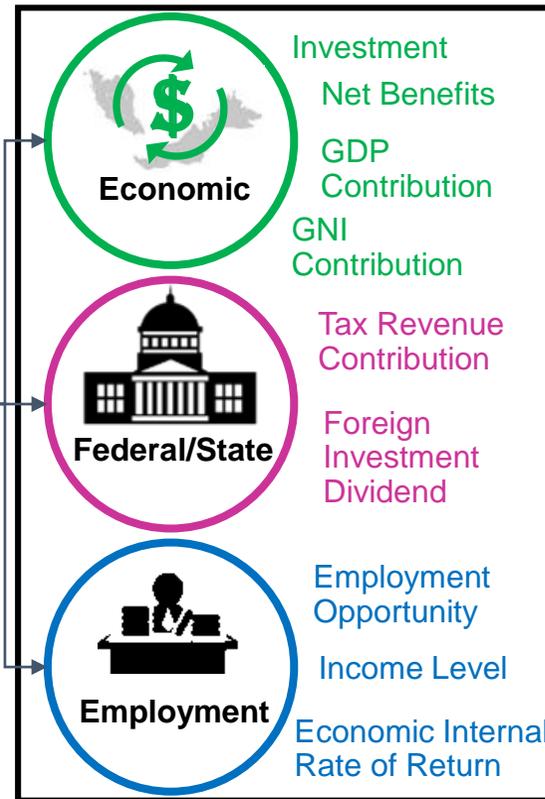


## Socio-Economic Engineering

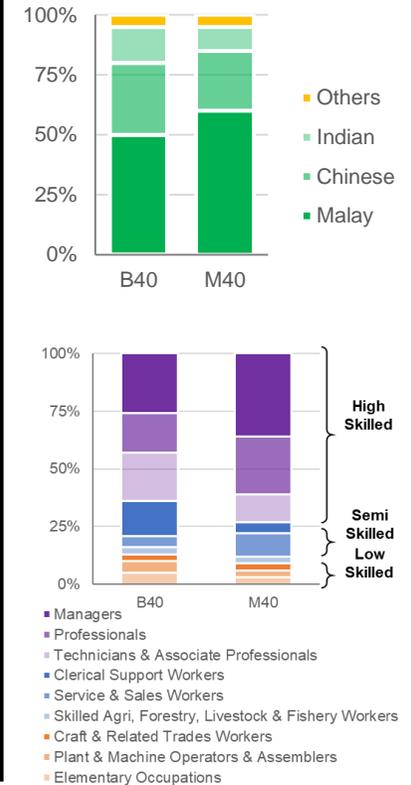
An Excel-based model which simulates the potential socio-economic impact to the Economic, Federal/State, and Employment from the development and creating customized development strategies to:

- Optimizing land opportunities and land use
- Maximize potential socio-economic benefits, and ultimately
- Ensure balance distribution of socio-economic benefits to desired communities by income brackets, skilled levels, nationality or ethnicity
- Ensure the development can meet the project vision

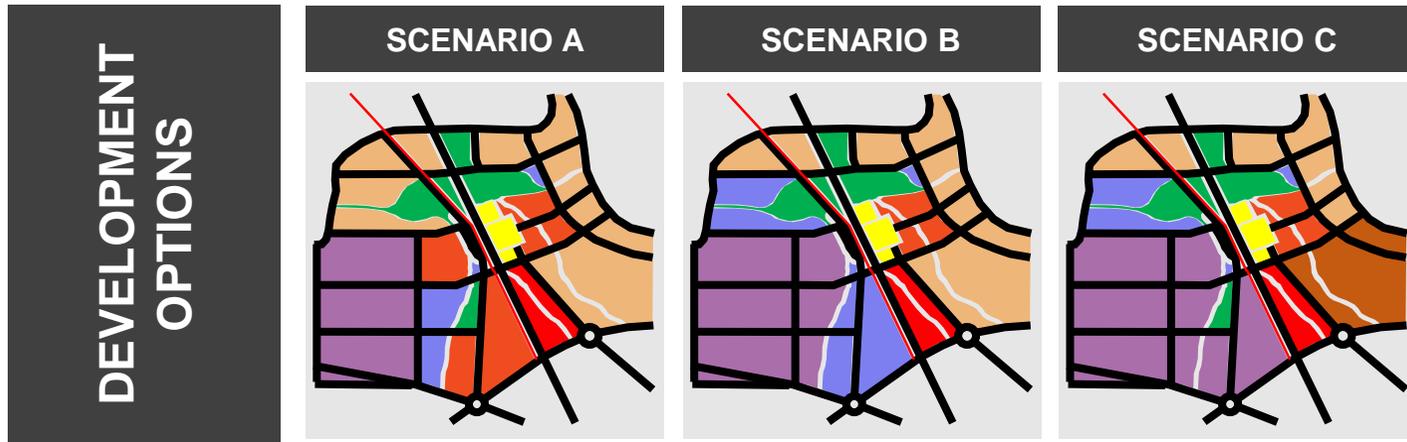
## Socio-Economic Outputs



## Sample of SEE Curation Output



# SEE Quantifies the Potential Socio-Economic Benefits from Physical Planning for Comparison & Refinement



SAMPLE LAND USE	SCENARIO A		SCENARIO B		SCENARIO C	
	Constrained	Unconstrained	Constrained	Unconstrained	Constrained	Unconstrained
CIVIC	X	Y	X	Y	X	Y
MIXED	X	Y	X	Y	X	Y
COMMERCIAL	X	Y	X	Y	X	Y
INDUSTRIAL	X	Y	X	Y	X	Y
RESIDENTIAL	X	Y	X	Y	X	Y
OPEN SPACE	X	Y	X	Y	X	Y

SAMPLE SOCIO-ECONOMIC METRICES	SCENARIO A		SCENARIO B		SCENARIO C	
	Constrained	Unconstrained	Constrained	Unconstrained	Constrained	Unconstrained
INVESTMENT	X	Y	X	Y	X	Y
IRR	X	Y	X	Y	X	Y
ROI	X	Y	X	Y	X	Y
JOB CREATION	X	Y	X	Y	X	Y
GDP CONTRIBUTION	X	Y	X	Y	X	Y

The SEE has close linkage to physical development planning as the land use-mixed would bring **direct impact** to the potential socio-economic benefits.

SEE quantify the socio-economic benefits for **comparison or refinement** of the physical and business planning which allow the project owners to **make more informed decisions**.



# SEE Allows Project Owner to Curate Strategy That Maximize The Potential Socio-Economic Benefits

## Socio-Economic Benefits Delivered

Generic development with desired economic multiplier from a purely economic standpoint – Economic Internal Rate of Return (EIRR)

Additional value the Socio-Economic Modelling will leverage on the development & opportunities for additional benefits on socio-economic

**Best Scenario**

(C)



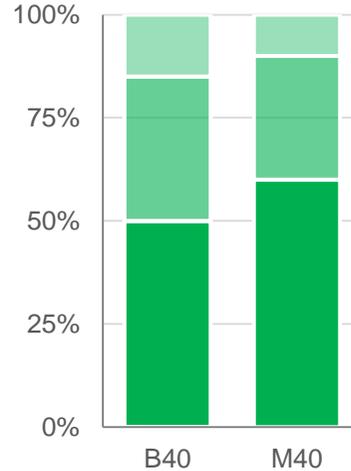
Development with Economic Multipliers

Development with Socio-Economic Modelling

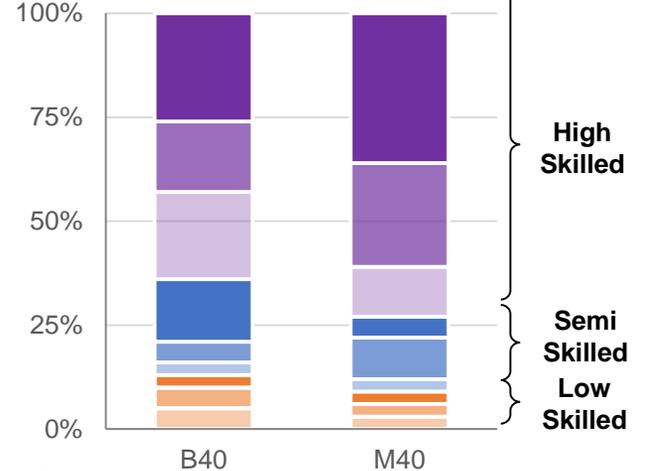
Development with Socio-Economic Engineering (SEE)

## Example of SEE Curation

Planned Job Creation by Ethnic & Income Groups (%)



Planned Job Creation by Skill Level, Job Type\* & Income Groups (%)



**ILLUSTRATIVE**

Detailed SEE Outcomes

Planning Scenarios

# Example Of Socio-Economic Benefits for Project Stakeholders & Surrounding Communities

Socio-Economic Benefits Delivered

Sample of Socio-economic Benefits

✓ Best Scenario

(C)

Local Benefits

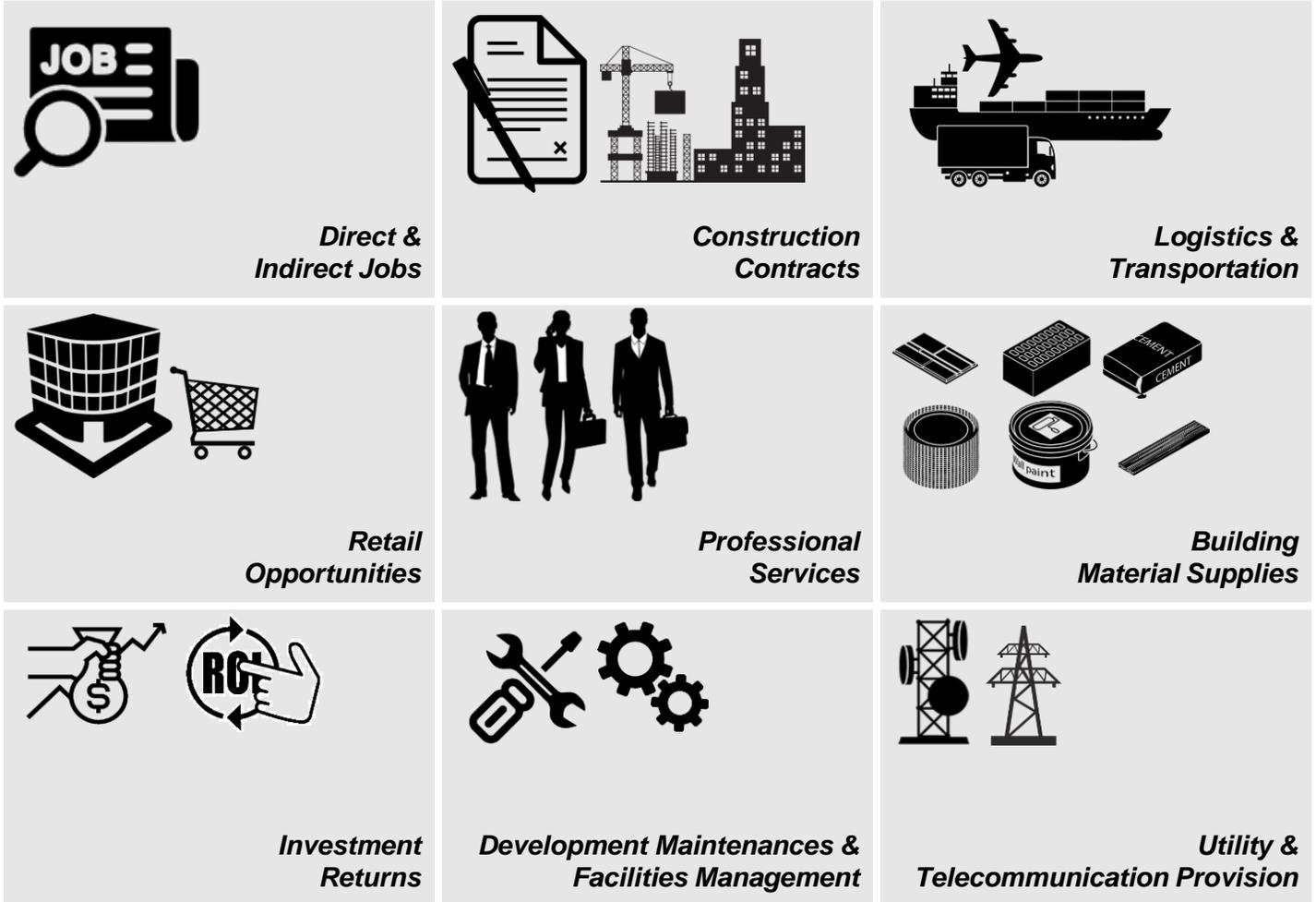
Non-local Benefits

Developer's profit

Federal government

Local government

Development with SEM + SEE



“ 27Group is a network of strategic consulting and advisory firms with a shared vision of rebuilding humanity. ”



**GIRISH RAMACHANDRAN**  
Executive Director  
27Group

**27ADVISORY** | Socio-Economic Transformation



**27Advisory** is a boutique **management consultancy** firm that focuses on strategy, transformation and socio-economic engineering.

- Strategic Business Planning
- Digital & Transformation
- Socio-Economic Engineering

**27CAPITAL** | Transaction Funding



**27Capital** is a **financial advisory** firm that provides full range of corporate finance consultancy services across the investment lifecycle.

- Corporate Restructuring
- Equity & Debt Advisory
- Deal & Transaction Strategy

**27PROJECTS** | Development Integrators



**27Projects** is an **integrated project management** firm that helps organizations in the delivery of program, project and construction.

- Master Plan Development
- Project & Program Management
- Contract & Probity Solutions



# Our Service Offerings

We provide a wide range of services to complement each stage of a business life cycle

**3** Companies  
**9** Offerings  
**27** Services

## 27Advisory



### 01 Strategic Business Planning

- Data Analytics & Business Insights
- Business Strategy
- Operation & Process Improvement
- Organizational Design

### 02 Digital & Transformation

- Transformation Strategy
- Business Process Digitization & Automation
- Growth Mindset & Change Management
- Transformation Program Implementation

### 03 Socio-Economic Engineering

- Socio-Economic Modelling (SEM)
- Socio-Economic Curation

## 27Capital



### 04 Equity & Debt Advisory

- Equity Raising
- Debt Raising
- Project Finance & Infrastructure
- Loan Restructuring & Recovery

### 05 Deal & Transaction Strategy

- Merger & Acquisitions Advisory
- Valuation & Financial Modelling
- Independent Business Review and Corporate Restructuring

### 06 Business Process Solutions & Outsourcing

- Accounting and Tax Compliance
- Human Resource & Payroll Services
- Corporate Secretarial & Corporate Governance

## 27Projects



### 07 Master Plan Development

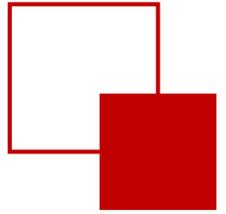
- Investible Master Planning
- Public-Private Partnership (PPP) Advisory
- Policy Planning

### 08 Project & Program Management

- Project Management & Development Management (PM & DM)
- Program Management Office (PMO)

### 09 Contract & Probity Solutions

- Contracts Resolution Solutions (CRS)
- Dispute Avoidance Solutions (DAS)



## Definition of Rebuilding Humanity

#RebuildingHumanity is 27Group's vision to collectively rebuild our nation through assets we build (eg. infrastructure, real estate, hospitals) and natural capital (gas resources, plantations, human talent) using innovative and sustainable methodologies. Rebuild with us if you need fresh ideas or more efficient financing or project implementation to improve your KPIs.



### **#RebuildingHumanity**

Projects needs infusion of human values into strategy, credible money and innovative funding and new ways to integrate development and implementation to arrive at balanced impact.

At 27Group our ethos is to rebuild humanity with our focus on Socio Economic Transformation, Transaction Funding and Development Integrators as service modules.