

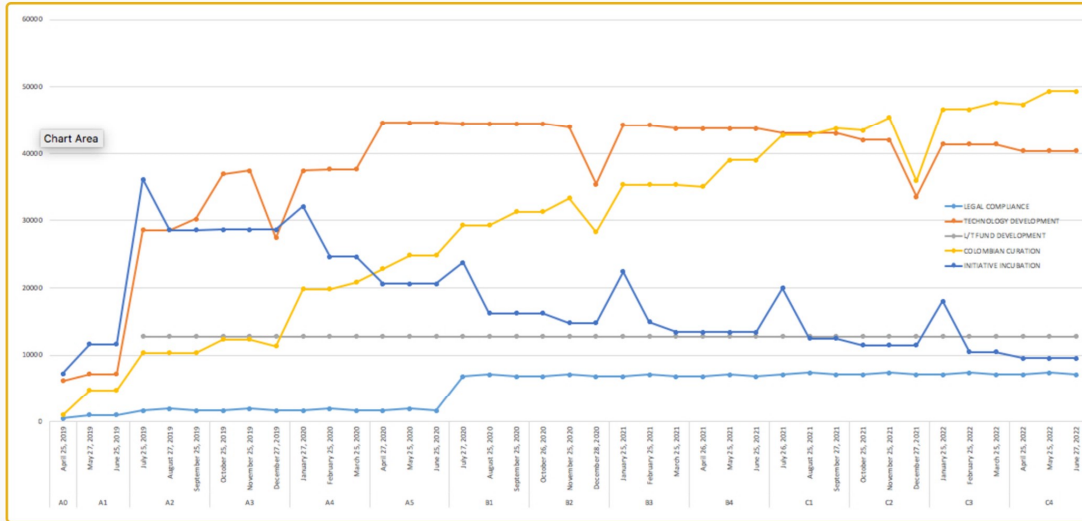


# La Justicia Somos Todos : Reshaping Justice in Colombia

Social and Technological Options for Catalyzing Change at "The Edge" of Colombia's Justice System

## SHORT-TERM FUNDING GOAL

4 950 000 USD for 3 Yrs (July 2019 - June 2022)



- 29% Technology Development
- 24% Curation of Colombian Input
- 14% Incubation of Back Office Ops.
- 9% L/T Fund Development Activity
- 4% Legal Compliance & Advocacy
- 20% Seeding a Fund for Sustainability (not illustrated here)

As of October 2018, the first \$50K has been pledged (in principle) toward further detailed business planning to commence April through to June, 2019

## Core Team History / Experience

Members	Budget Responsibility	# of Staff / Team Members	Years of Entrepreneurial & Directorship Experience
<b>Trae Ashlie-Garen</b> Chief Ecosystem Catalyst	\$5 Million CDN	25 Team Members w/ 8 Direct Reports	25 Years
<b>Eduardo Moreira</b> Director, Technology & Marketing	\$2 Million CDN	69 Team Members w/ 9 Direct Reports	11 Years
<b>Carolann Intel</b> Director, Operations & Engagement	\$2 Million CDN	35 Team Members w/ 4 Direct Reports	22 Years
<b>CUMULATIVE TOTALS:</b>	<b>\$9 Million CDN</b>	<b>129 Team Members w/ 21 Direct Reports</b>	<b>58 Years</b>

## CORE LEADERSHIP TEAM

**Trae Ashlie-Garen**  
Chief Ecosystem Catalyst  
[trae@lajusticiasomostodos.co](mailto:trae@lajusticiasomostodos.co)

**Eduardo Moreira**  
Director, Technology & Marketing  
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**Carolann Intel**  
Director, Operations & Engagement  
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# La Justicia Somos Todos : Reshaping Justice in Colombia

## Social and Technological Options for Catalyzing Change at "The Edge" of Colombia's Justice System

### LA JUSTICIA SOMOS TODOS

"Justice is all of us!"

**MISSION :** To champion Colombians who want to participate in the evolution of something better for their society in a scalable way.

### THE PRIMARY PROBLEM

Colombian people from all walks of life, (including those who also work in the Justice System), share:

**Disbelief** - That the Justice System can change for the better;

**Disappointment** - In the current Systems ability to be responsive to citizen needs;

**Doubt** - Regarding the likelihood that "top-down" Initiatives will represent a broad range of stakeholder interests.

Until THIS DISCONNECT between the efforts of those in leadership within the Justice System and the perceptions of the Colombian people is addressed, ANY efforts to support the transformation of Colombia's Justice System will continue to be undermined.

**What will it take, to reduce this disconnect?**

### "TEAM OWL" PROJECT MILESTONES

- Concept Phase - Winning Team  
August 15, 2018
- Social Phase - Winning Team  
August 29, 2018
- Technology Phase - Winning Team  
September 12, 2018
- Final Pitch - Winning Team  
(LIVE - Agora Convention Centre - Bogota)  
October 10, 2018

### UPCOMING MILESTONES

- Scheduled for February 7 & 8, 2019
- \$50,000 USD Pledged (in principle)  
Toward Further Business Planning  
April through June 2019
- Workshopping with Bogota's Regional  
Advisory Board  
LIVE in Bogota - Location TBA

### THE SOLUTION / OUR POSITIONING

Colombia doesn't need yet another Foreign Private Interest Transplant addressing one piece of a broader problem. For transformation of Colombia's Justice System the people of Colombia require:

**\*A COMPREHENSIVE INFRASTRUCTURE** - One that offers Facilitation Services and a Learning / Communications Platform supported by Artificial Intelligence; one that is operated BY Colombians, FOR Colombians ...

**To Curate:** Social & technological options to address inefficiencies within the Justice System "top-down";

**To Champion:** Legal Rights conversations and deliberations for a wider range of Citizens "bottom-up";

**To Catalyze:** Sustainable, collective measures to continue to meet those diverse needs financially;

AND

**To Create:** A safe container by which Colombians across ALL Sectors, may have a greater experience of trust and mobilize behind a shared vision, as a way to meet their desire for greater Legal Empowerment\*\*.

\* Adapted from "The Pathfinders RoadMap for Peaceful, Just and Inclusive Societies" (September 2017)

\*\* "The strengthening of voice and the expansion of choice through the transformation of power."  
(Gates Foundation 2018)



<http://references.lajusticiasomostodos.co/>