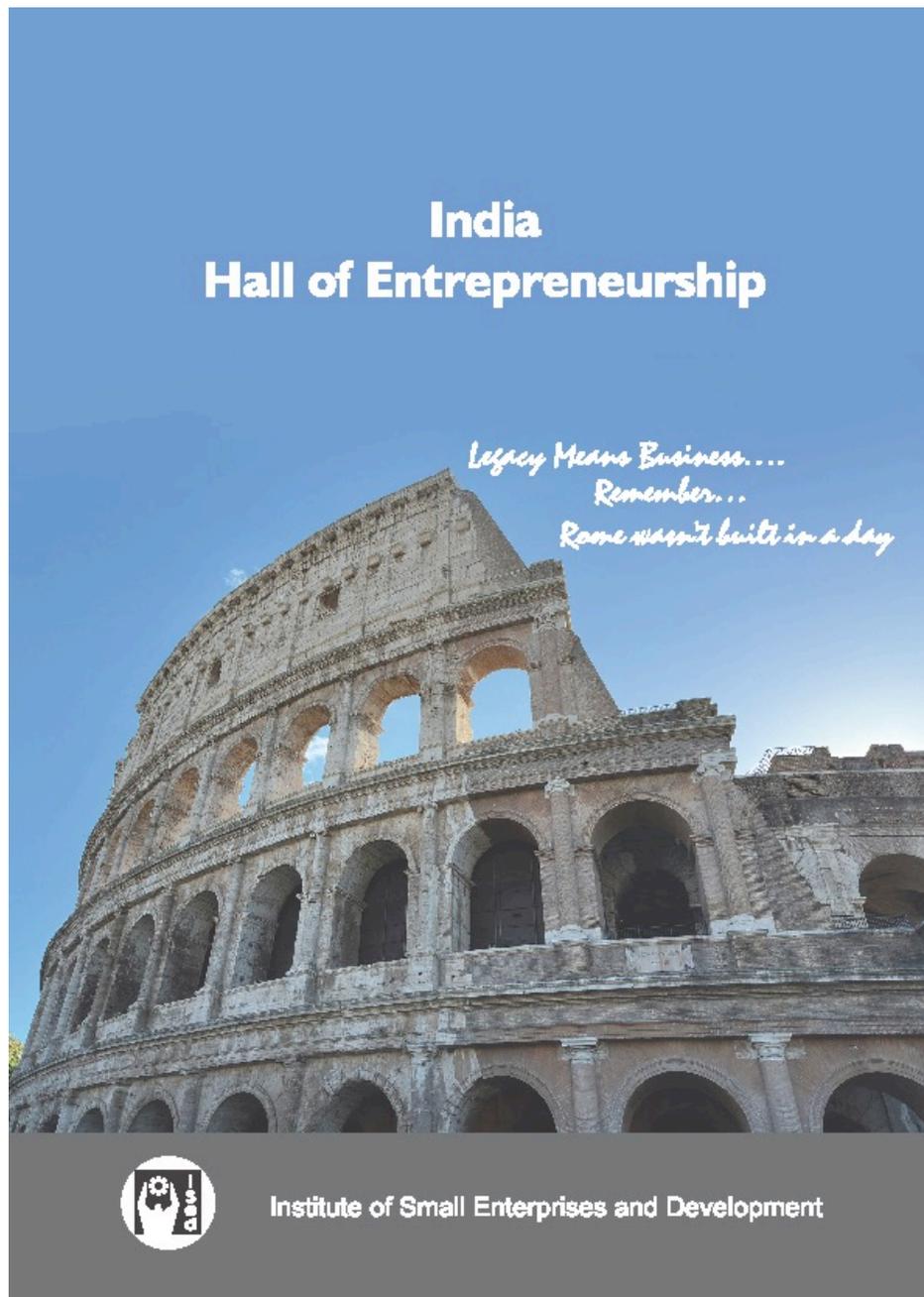


## ISED “Legacy Means Equity” Programme for Mid-size Companies



Capital constraint, particularly for MSMEs, is widely recognized as a significant and often paramount problem that restricts their growth, innovation, and expansion. It limits their ability to invest in fixed capital, finance innovation, enter new markets, and adapt to changing market conditions. Building a company's legacy involves creating enduring positive impact and values, which can indirectly influence and be reflected in its equity capital through factors like enhanced brand equity, investor trust, and strategic growth. While legacy itself is not a direct financial asset added to equity capital in accounting terms, a strong, positive legacy can make a company more attractive to investors, potentially leading to easier and more favourable capital raising activities in the future.

Family businesses have several unique and peculiar advantages in this area, which often remains overlooked or inadequately addressed. Age and seniority, like in human life, matters most for businesses as well. Legacy lost, alternatively, means drain of equity base. ISED “Legacy Means Equity” Programme for Mid-size Companies is meant to sensitise companies on this badly neglected area, and to offer strategic and advisory services.

The Programme is implemented by the ISED Centre for Responsible Business. More details on the Programme , and on the services available, please contact: Coordinator, ISED Centre for Responsible Business( email: [seo@isedonline.org](mailto:seo@isedonline.org)).