



# The Baraka Blueprint

The essential foundation of financial  
self-sufficiency for impact projects

A FORLUI CASE STUDY  
THE HIGH ATLAS, MOROCCO

**FORLUI**

***“I don’t know anything about business. I’m a scientist.***

*My project has so much potential.*

*I just can’t figure out how to make it financially sustainable without being reliant on grants”*

– John

**First call with Forlui**



**John came to Forlui with a problem  
you'll recognise.**

A dryland restoration expert.

Brilliant in his field.

He'd developed a seeding technique to restore  
degraded land.

Pilot planned in Morocco.

**But he had no idea how the project could  
become financially self-sufficient.**

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*Names have been changed at the client's request to protect confidentiality.  
All processes and methodology are reflected accurately.*

## THE PROBLEM

**You feel this too.**

Most impact and conservation projects are dependent on money they **can't control**.

Priorities shift.

Funding cycles end.

Without financial independence, the work stops.

**But 'building a business' feels like it belongs to someone else.**

*That tension is real.*

*It doesn't mean you're not cut out for this.*

It means nobody asked you the right questions yet.

**But you don't need to become a 'business person'.**

You don't need to worry about MVPs, writing business plans, or 'getting good at sales'.

There's another approach that compels people to act (and open wallets), encourages the right people to join your project, and removes your overwhelm by creating a clear roadmap and decision-making framework.

It's called **mission alignment**.

It unlocks every commercial opportunity that leads to long-term financial sustainability.

And all you need to do is tell your story to the right people, in the right way. You have everything you need already. You just need to join the dots.

The story that follows is John's, but it shows what's possible for you.

Let me explain.

An aerial photograph of a dry riverbed in a semi-arid landscape. The riverbed is a wide, winding channel of light brown sand and silt, with some small pools of water. The surrounding land is covered with sparse, low-lying green vegetation and scattered trees. The overall scene is one of a dry, arid environment.

# 01. Introspection

Finding the Why beneath the What

FORLUI



**Before the project.  
Before the science.**

**The most commercially  
important work we did  
with John had nothing to  
do with business.**

Every project needs an  
unreplicable foundation.

Anyone can copy a  
seeding technique, but  
nobody can copy *John*.

So before we looked at the  
project, we looked at the  
person.

## INTROSPECTION

# The Introspection Map

We explored 5 areas to unearth the key elements unique to John that could influence the project

**01.**

### Backstory

Everything he'd ever done. You never know where your story alignment will surface.

**02.**

### Values

What values developed in him as a result of those events.

**03.**

### Vision

What he wanted his future to look like & the effect he wanted to have on people and planet.

**04.**

### Strengths

What he was good at. Natural talents, experience & skills.

**05.**

### Passions

Things he enjoys. There's no point devoting your life to something you don't like, even if you are good at it.

We started by exploring John's backstory.

We didn't leave many stones unturned.

His high points, low points, memorable events.

The people in his life. His childhood, relationships, kids, how he got into science.

Not just the events – but his values that developed as a result.

That was the first task.

No analysis. **Just extraction.**



## 02. The Mission

Finding The Story Only You Can Tell

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## MISSION

# The Cause Beneath the Project

Every project working to restore something is also working to give something back to someone – human or animal.

I asked John about his pilot project in the High Atlas of Morocco.

Like most founders, he began to explain the methods.

The land had died.

John explained desertification and land degradation to me.

He expertly described what the land needed, and how his seeding technique worked.

How his technique made land regeneration possible in extreme and arid conditions, and how it used natural systems to rebuild ecosystems.

It was revolutionary.

But I wanted to find the human angle.

So, I asked him: **Who lives on this land?**

We found a fascinating and distressing story.



## The Amazigh

On the land as  
beekeepers for  
thousands of years.

They called themselves  
*'the free man'*.

But when the land died,  
the plants died, and the  
bees left.

The Amazigh were forced  
to leave their ancestral  
land.

Displaced to the slums of  
Casablanca and Agadir  
to work construction.

Climate refugees on  
Europe's doorstep.

No longer *'the free man'*.

They weren't free to go  
home.

As John told me about their plight, a flicker of recognition crossed his eyes as he remembered something we'd discussed in the introspection work.

He'd been sent to boarding school as a child.

Separated from his family. Cut off from home.

That wound stayed with him for decades.

The pain of being separated from the people and the place that belonged to him.

I asked John: What would happen if his project was a success?

*"They could go home."*

Bingo.

**We were starting to  
find a thread.**

The science was  
about the seeds, but  
this wasn't just a story  
of restoration.

This was about shared  
values of reunion and  
belonging.

It was about families,  
their homes, their  
sanctuary.

Same science.  
Different story.





## 03. Positioning

The commercial opportunity that  
pulls it all together

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## POSITIONING

# Positioning: What it is and Why it Matters

Positioning is about looking at the full reach of what your project already touches, recognising where that reach overlaps with your story, and connecting it to what others already value.

We'd found a powerful, emotive link between John and the local people, but there's another layer to building this story – and creating the income opportunities.

What could this land produce?

What products are part of this wider story?

But, crucially, who buys them?

I didn't ask John to think commercially. That was my job. I asked him to describe what a restored ecosystem and community would look like.

Seeds. Plants. Bees. Livelihoods. Heritage.

**It's then we made a key discovery.**



## Argan Oil

One of the most traded botanical commodities in the world, and Morocco produces 99% of global supply. The argan tree is native to the High Atlas — the same landscape John was restoring.

Traditionally, Amazigh women are the custodians of argan oil production. This knowledge is passed down through generations, from mother to daughter, making it both a livelihood skill and a cultural inheritance.

Argan wasn't part of John's original mission, but it was part of his impact ecosystem.

And argan sits at the heart of the premium ethical skincare market.

Ethical companies actively look to support projects that reflect their customers' values.

And it was my job to identify the product whose customers' values matched our project.



Who buys argan skincare products?

Women. Mothers.

What do they value?

Home. Security. Family.

Who makes the argan oil?

The Amazigh women. Mothers.

What have they lost?

Home. Security. Family.

Who was deeply driven by the values of home, security and family?

John.

The science creates the supply chain.

But the values create the connection.

This is mission alignment.

Ethical brands deeply value projects whose values align with their own, and with their audience.

You're part of the same story.

I've seen brands and impact projects co-create powerful awareness campaigns.

Create movement-building documentaries together.

Successfully lobby governments together.

Save coral reefs, pull tons of plastic from our seas, and restore rainforests.

But they don't have the skills or resources to do that work on the ground.

You do.

It's why they'll fund your work.

The goal isn't to 'sell' the project.

'Commercialisation' in this context doesn't mean compromising the mission.

It means using the mission to make more people care, by collaborating with a partner who has the platform and influence to accelerate your impact.

Not from changing or ignoring the science, but by making it human.

The mission gives depth to the brand.

And the brand gives fuel to the mission.

So the question we needed to ask now wasn't  
*'How do we create a market'?*

John's a scientist. That was never the question.

The right question was: **'Who already has one?'**



## SEEDS

The beginning  
of regeneration.



## PLANTS

Restoring the land,  
one tree at a time.



## BEEES

Nature's connectors  
and pollinators.



## PEOPLE

Rooted communities.  
Lasting impact.



## PRODUCT

Pure, natural value  
from a thriving system.



## **04.** What this Means for You

Your project has a story like this.  
It's waiting to be found.

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# But the takeaway **isn't** argan.

It's not even brand partnerships.

It's the process that lies beneath.

01. Find your deep, personal why.
02. Find what links your values with your project.
03. Find people who share those values.
04. Join the dots to make a cohesive narrative.

Mission-aligned people will pay you to continue your work, whether it's through brand partnerships, plot sponsorships, ecotourism or another method.

**But this foundation must come first.**

Brand partnerships were the route that made the most sense for John's project.

Ecotourism and voluntourism stood out as strong alternatives, as did legacy plots — people leaving restored land in their wills.

John may yet explore those options too.

They all have the potential for powerful value alignment.

Your story will point somewhere different.

The ecosystem you work in, the communities attached to it, the knowledge held within it — those will determine your route.

But the storytelling foundation you need, and the process to build your story, is identical.

You don't have to change a thing about your work.

You don't need to become a salesperson, a marketer, or a 'business person'.

You don't need to become someone you're not.

In fact, you shouldn't. That's the point.

John didn't.

You already have everything you need.

Because the foundation of your most powerful and effective commercial opportunities aren't manufactured.

**They're revealed.**



THE BARAKA PROJECT

It begins with a seed.

Nature returns.

The bees follow.

And from that,  
the people come home.



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## About Matt / Forlui

I'm Matt Deasy.

I'm not a scientist – I'm a  
business builder.

And that's why this works.

I started in entrepreneurship  
with no money, no business  
education, and a single ski  
chalet in France. That  
became a multinational  
snow and surf holiday  
business operating across  
Europe and Africa.

I founded Forlui to help  
impact ventures do the one  
thing most struggle with:

**Turn purpose into a model  
that actually works.**

# Next Steps

The process is simple, but not always easy. If you see your project in John's story, here's how we can work together.

## Build-your-own

### IMPCT Workbook

€47-

(Digital workbook)

Guides you through the exact process and questions we used with John to uncover the key elements of his story.

[Pre-order →](#)

## Talk it through

### 1:1 Viability Audit

€297-

(1 x 90-minute call)

A 90-minute call with us to brainstorm together and discuss your project. Can be taken before or after you complete the workbook.

[Book Session →](#)

## Built-with-you

### 1:1 IMPCT Sessions

€2,500-

(6 x 2hr sessions)

The full guided 1:1 workshop to guide you through the IMPCT process from foundations to a clear roadmap ahead.

[Find Out More →](#)

# FAQs - The Workbook

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## Do I need any business experience?

None at all. The workbook is built for people who know their field deeply and have never thought commercially. You'll be asked about your story and your project — not business plans or financial models.

## How long does it take to complete?

Most people work through it over a few sessions rather than in one sitting. There's no deadline and no right pace — it's designed to be revisited as your thinking develops.

## What do I get at the end?

A clear picture of your personal Why, your external mission, and the first credible commercial thread running through your project. The foundation everything else builds on.

## What if I get stuck?

The workbook uses the same questions we worked through with John, with examples to guide you. If you want to work through it with someone, the 1:1 Viability Audit is the natural next step.

[Get your Workbook Here →](#)

# FAQs - The Audit

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## What actually happens in the 90 minutes?

We dig into your project — the story behind it, who it touches, what it produces — and brainstorm the credible, logical path to financial sustainability, giving you several clear options to start from and consider.

## Do I need to complete the Workbook first?

No. The Audit works as a standalone starting point or as a next step after the Workbook to discuss the work you did in the Workbook. Either works.

## What do I walk away with?

A written summary of everything we covered and a clear sense of the most credible next step for your specific project.

## Are the sessions conducted online?

Most sessions and audits are conducted via video call to support impact ventures operating globally.

[Book your Audit Here →](#)

# FAQs - The Workshop Sessions

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## What does six sessions actually look like?

Six 1:1 hours working through the IMPCT framework applied to your project — from your personal story to a clear commercial model. You'll leave with everything documented and ready to use.

## My project is already underway. Is it too late?

The IMPCT framework isn't a starting gun. It works on projects at any stage — because the story, the mission, and the commercial opportunity were always there. We're finding them, not creating them.

## Does this work for my type of project?

Every project with a strong mission has a commercial thread running through it. The work is finding it. That's what the six sessions are designed to do.

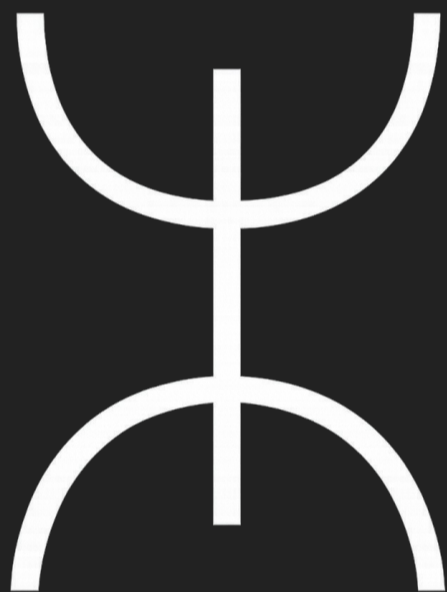
## What if it doesn't work for my project?

Session 1 is a deep conversation about your project before the framework begins. If by the end of it we both feel this isn't the right fit, you get a full refund. No awkwardness.

[Find Out More →](#)

# Appendix

# The Symbol Behind The System



The **Yaz** is the traditional Amazigh symbol of freedom.

The Amazigh had two core elements that resonated deeply and aligned with the core values of the project.

**The Yaz** – The Amazigh were known as ‘the free ones’. The Yaz was their ancient symbol of freedom.

**Baraka** – Baraka is a positive spiritual energy attached to a person, place, or object believed to offer protection. The Amazigh would get baraka from their home.

*We’d found our name – The Baraka Project – and our logo.*

# Real World Brand Partnership

## Examples

Partnerships between impact projects and brands have proven highly effective for both parties

### SUPPLY CHAIN

#### DR BRONNERS X SERENDIPALM

Dr Bronner's work with local smallholder farmers in Ghana to get fair trade certified, organic palm oil. The supply chain became the story.

### SUPPLY CHAIN

#### ADIDAS X PARLEY

Parley intercepts ocean plastic before it enters the sea. Adidas turned it into 15 million pairs of shoes. The environmental mission became the product.

### CAUSE ALIGNMENT

#### WATER.ORG X STELLA ARTOIS

Both need water to exist. Stella Artois linked every glass sold to clean water access. 5.7 million people reached since 2015. Shared values became a commercial platform.

### CAUSE ALIGNMENT

#### VASELINE X DIRECT RELIEF

Vaseline heals skin. Direct Relief delivers healthcare in crisis zones. The same product sold to consumers was donated to people in disasters. \$25M in funds and products. One mission, two markets

### COLAB CAMPAIGN

#### UNSPLASH X PLAN INTERNATIONAL

Plan International needed authentic images of girls to challenge harmful stereotypes. Unsplash mobilised their photographer community to create them. The platform's content became the cause.

This happens at every level — not just global brands.

## THE FRAMEWORK

# The Forlui IMPCT Journey

Each step builds on the last. The first three are featured in this case study. We build community and traction in the workshop. All of them start with the work you're already doing.

# I

## Introspection

Finding the 'Why' beneath the 'What'. The personal story that makes your project yours and nobody else's.

# M

## Mission

Explore the full reach of your mission. The communities and ecosystems that change when the work succeeds.

# P

## Positioning

Finding the income opportunity from what you already do, so you don't need to become someone you're not.

# C

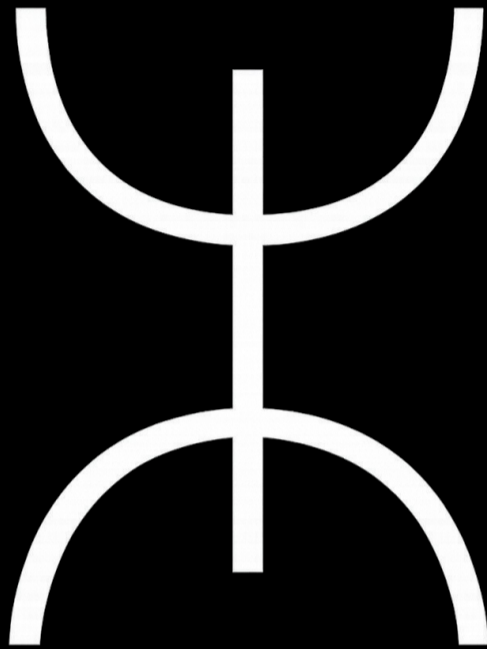
## Community

Identifying and bringing together the right people around the project.

# T

## Traction

The smallest possible first commercial step. Prove it works before you build everything else.



# **THE BARAKA PROJECT**

A Forlui Case Study

[www.forlui.com](http://www.forlui.com)

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