

Board of Directors Meeting Minutes

Date of meeting: April 29, 2023

Notice of this meeting was emailed by President Sten Linnander on April 23, 2023.

The meeting was called to order at 2:00 PM EDT online.

The following Directors were present:

Sten Linnander
Mike Foody
Stephen Davis

With 3 directors present out of 3, a quorum was declared.

Also present was Sebastian Gallehr as a guest.

The Secretary asked for additions or corrections to the Board Meeting Minutes of April 11, 2023 and distributed by email on April 13, 2023. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

President Sten Linnander began the meeting by delivering his first draft of a TedTalk. It was 18 minutes long, which is perfect timing. His presentation was met with generally positive feedback....

- Sebastian suggested shortening some passages, especially the one about Sten's persona.
- It was suggested he makes it more about why he cares. Make it warmer.
- Stephen suggested starting with his contact with Al Gore as a grabber in the beginning, and then continue as a flashback. Mike said Gore is a divisive figure, Stephen answered that we're looking for people who already agree with us and they're likely to like Gore.
- Stephen asked Mike about mentioning the Living Globes in this first TedTalk. Mike said everything Sten mentioned already exists today, with slightly greater delays. The difference being that it doesn't exist as a consumer product. So perhaps say that one can go see it at many locations that they can find out on our website.
- Mike: There's the tactical and the spiritual aspect. Grabbing them is important: "Here's who you can be..."
- It was suggested that Sten could describe his own reaction, how it has given him purpose. Framing it that way. The change in Sten.
- Sten said he didn't know how to get people to talk to the Earth. Mike said that was his job to figure out.

The second part was about the numbers. Sten asked Mike who had helped him make all the decisions when it came to Global Imagination. Mike had someone who'd worked for the Discovery stores who sold Good Grips and DNA labs real cheap.

Mike spoke about the various approaches that cost differently, such as doing simply an AR version or only projection globes.

Sten reiterated that he thinks we need to go straight for developing micro-LED globes with a higher resolution, lower mass production cost and that are brighter, especially if they are in sunlight.

There was discussion about different levels of “investment” such as 6 – 10 – 25 million dollars. But first investing \$250-500,000 on a business plan to figure it all out before investing the \$25 million.

It was agreed that we need a new product marketing person, now that Fabian isn’t available.


Stephen said the IRS wants a 3-year budget as part of Form 1023 to get tax exempt status. Mike said to come up with something, Stephen said, you do it, Mike said you’ll have to sign it.

Sten will be leaving for 3 weeks on May 11th, but we can meet once before that. Sten suggested next Saturday, May 6th, when Mike said he could have some numbers for us.

The next meeting was tentatively scheduled for May 6, 2023, depending on Mike’s availability.

The meeting was adjourned at 3:10 PM EST.

Respectfully submitted,

DocuSigned by:

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Stephen Davis, Secretary

Date __May 1, 2023__