

Board of Directors Meeting Minutes

Date of meeting: May 6, 2023

Notice of this meeting was emailed by President Sten Linnander on May 1, 2023.

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

The following Directors were present:

Sten Linnander

Mike Foody

Stephen Davis

Mirella Spritzer accepted our invitation to join the Board of Directors and was present at this meeting.

Also present was Kilian Koepsell as a guest.

With 4 directors present out of 4, a quorum was declared.

The Secretary asked for additions or corrections to the Board Meeting Minutes of April 29, 2023 and distributed by email on May 1, 2023. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

Kilian introduced himself to Mirella with a brief personal history, and Mirella returned the favor with her own background.

Mike then relayed a conversation he had with his friend Vince at Microsoft who said that he was estimating \$250,000 for a thorough business plan for the product side of our work, which includes all the market research, all the technology research, all the pricing research and writing the business plan – just for the U.S. Sten asked where we would get the people to execute all that research and Mike said that Vince has worked with a lot of contractors in this business and would probably be able to find who we need.

The next step would be to write the proposal, and Sten wanted to know about the timing. Mike said three years from the time we're funded to execution, and we're in a place now where we could start writing the proposal and start figuring out who we're going to approach for the money we need. Stephen said it will take about 4 months for the IRS to approve our tax exempt status, which we will need to apply for grants. So, we should take those 4 months to write this business plan which we will also need for grant applications. Mike thought we should start right away polishing the pitch and putting together the materials we will need and then start approaching wealthy individuals and foundations rather than waiting to apply for grants. Mike even suggested we do a simple crowd-fundraise to get the money we need for a business plan.

Kilian suggested we need to develop a pitch deck for our presentation and Mike agreed that it will be necessary to have one no matter who we approach. He said the questions right now are: who do we go after for the money? What are we pitching? How much money do we ask for? He suggested we begin crafting a pitch to go to a small number of wealthy individuals who might align with our thinking about the Earth.

Sten said that the granting foundations he has been working with want to see exact outcomes and how you are measuring it. Kilian said there are some grants that are designed specifically for this situation – to fill in the gap between a good idea and being ready to go to market. He gave the example of Small Business Innovative Research Grants from various agencies in the science foundations and the military who finance ideas that very few people believe in and therefore you can't get typical funding. But they are ideas that would be great if they worked and therefore worth financially supporting to see if they work. They typically first have a 6-month phase for between \$200,000-500,000 as a proof of concept, and then if that works would come the second phase of financing. But, he said he had only seen this in a science context, and one thing you are not allowed to spend this money on is market research.

Mike said that he knows people at the NSF, NOAA, at NASA, all of which have these kinds of grants. And Sten again mentioned the Audacious Project.

The conversation then turned to the Narrative required by the IRS on Form 1023. After some discussion, the Narrative was approved.

Then the 3-year budget was introduced, also required by the IRS on Form 1023. After some discussion, the Budget was approved.

Both Mike and Kilian had to leave the meeting.

Sten then expressed his hesitation about not mentioning the Living Globes in his TedTalk. Stephen pointed out that there will most likely be several TedTalks, and that the first one should be focused on finding and energizing people who already agree with us that the Earth is alive; it is not to sell the Living Globes. Steve Jobs, for example, would have never mentioned the iPhone two or three years before it was available to buy.

The next meeting date was up in the air due to Sten's upcoming trip to Nepal.

The meeting was adjourned at 3:15 PM EST.

Respectfully submitted,

DocuSigned by:
Stephen Davis
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Stephen Davis, Secretary

Date __May 7, 2023__