

Board of Directors Meeting Minutes

Date of meeting: July 8th, 2023

Notice of this meeting was emailed by President Sten Linnander on July 3rd, 2023.

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

The following Directors were present:

President Sten Linnander

Treasurer Mike Foody

Secretary Stephen Davis was ill and couldn't make it at the last minute.

Mirella Spritzer was not available for the meeting.

With only 2 directors present out of 4, a quorum was absent.

Mike and Sten decided to continue the discussion anyway even though no business could be conducted.

Mike read a couple of sentences from an email he had just sent out: "There's a lot of work that goes into crafting a compelling mission around which to build a community, and in producing a steady stream of relevant, engaging content across multiple channels. It's not a "one way path," either. These days, it takes responsiveness and interaction – not only with your followers, but with like-minded individuals and organizations we follow to get initial traction." He stressed that the goal of doing things like podcasts and an international conference is to build a community of like-minded people, and that we can't get big money for a project like ours unless we can show how it's going to make a difference. He added that doing podcasts is not a passive venture anymore. It requires actively and interactively building followers, and we're not talking about 70 followers or 3,000 followers.... We're talking about 10s or 100s of thousands of followers, which requires staffing, etc.

He went on to say that he re-sent the ChatGPT outline and told Sten to fill-in a bunch of the work that he did into that outline, we'll bring it to MaryAnne to find out how much it would cost. She would also answer the questions of do we really need podcasts or an international conference? We already know we need to professionalize our message, our logo, brand, website, etc. in order to go out and raise the next big donations of money which would fund the continuing growth of the community but also finance the research and development of the living globes.

The next issue to face is the question of: What is the problem we're trying to solve? What actions do we want to inspire? And what makes us different and leads us to believe we will be successful?

Sten then said he felt the focus should be on fundraising, because without funding we cannot do much more than podcasts. The ideas for creating a community are long-term projects. He admitted that we cannot be sure the globes are going to produce the effect we hope for, but we have to be prepared when/if the IRS tax exempt letter comes through. He felt we have enough vision and mission to move forward now.

Mike disagreed. He said the vision and mission we have now are very amateurish and we need a professional presentation. If we're going to raise \$250,000 for a business plan or we're going to raise \$25,000 to build a community, we're going to be dealing with sophisticated investors, and simply telling them that we have a live globe is not enough.

Sten disagreed. He feels that it would be much easier to do it as a for-profit and then create a community as a not-for-profit, even though it would probably be more expensive per unit.

Mike said we couldn't get grants for a for-profit, and Sten said, "Oh yes we can, from the EU for a technology start-up."

And Mike asked, "And what's novel about our start-up?" Sten responded, "that we're creating living globes to replace the static globes in homes."

Mike countered, "the only difference here, compared to the globes that already exist, is the price point and the target audience."

Sten said, "That's a big difference, but you do not seem to appreciate the importance of making a live globe, as opposed to a globe with just a picture of the Earth. That's what made Al Gore's dream about a satellite beaming back live pictures... we already had plenty of pictures of the Earth, What we didn't have, and what swayed NASA to approve it, were live pictures of the Earth."

Mike asked, "Are you suggesting that I don't appreciate the value of live globes, having built them for over a decade?"

Sten: "You have not built live globes that show the Earth with only 10 minutes lag time as something you can buy at Walmart."

Mike: "That's true. The nice thing about a community is that you can start and build it over time, whereas a globe is a 2- to 3-year endeavor."

Sten said he was going to Sweden on the 17th to be with family and he wants to take something he can hold in his hands to talk about the globes.

Mike said we're looking at 2 streams of money – one stream to build a community and the other to build the living globes. There may be different fundraising strategies but they can operate in parallel and simultaneously.

Sten asked: "What are we missing to get this done now?" Mike answered with the same answer he's been giving for a month: "Combine the ChatGPT with what you wrote in your Thoughts About a Movement and let's give it to MaryAnne. We have to pull together all the assets we have and then stage it and find out what the different stages are going to cost."

Sten then said we will need to the same thing for the living globes product. And he asked: How can we speed up the whole process.

Mike said, "Find \$25,000." Sten asked: How? Mike reiterated: "Combine the ChatGPT with what you wrote in your Thoughts About a Movement and let's give it to MaryAnne. We have to pull together all the assets we have and then stage it and find out what the stages are going to cost."

Sten asked, "And what about the living globes business plan?"

Mike answered: I can put together the technical side, but we're going to need someone to write a plan for the market research side of things. But what we need right now is that first kick-starter of \$10-15,000 that gives us that polished message – vision, mission, website, branding, etc.

Sten asked, "Don't we need a simple 1-page white paper to give to people when we're fundraising, explaining why we need that initial \$10-15,000?"

Mike: Yes, and I can do that once we get MaryAnne's feedback.

Sten: Can it get done by the time I leave for Sweden?

Mike: If you can pull your stuff together right away, we might be able to do that.

Sten: Good. I'll focus on that.

No date was set for the next meeting.

The meeting was adjourned at 4:00 PM EST.

Respectfully submitted,

DocuSigned by:

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Stephen Davis, Secretary

Date __July 11th, 2023__