

Board of Directors Meeting Minutes

Date of meeting: July 30th, 2023

Notice of this meeting was emailed by President Sten Linnander on July 27th, 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

Mirella Spritzer joined as the meeting was in progress.

With 3 directors present out of 4 (and later 4 directors), a quorum was declared.

The Secretary asked for additions or corrections to the Board Meeting Minutes of July 8th, 2023, and distributed by email on July 11th, 2023. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

This meeting was so packed with information and so lively that the Secretary could not decide what to keep out of these minutes. The complete audio recording of the meeting is available at

https://drive.google.com/file/d/1YQpb7tfGJZ00rArCYP03pOe_q3HOO3Bb/view?usp=drive_link

So instead of regular minutes with summaries in the correct chronological order, the Secretary is simply listing key quotes made by each Director at various times throughout the meeting, and everyone is encouraged to listen to the recording to get the full context for the following quotes:

President Sten Linander

- If we create a movement, it should be about the Earth being alive.
- If we do not succeed within a certain time, maybe a year, or something like that, in attracting funding for the project, then I would like to go public with it, including how it came about and everything.
- RE: AR. There's a big difference between watching a picture for 10 seconds about what the earth looks like on your cell phone, and if you have a globe standing there day and night that you are living with — a big difference in terms of how you connect with it. You're going to realize that the Earth is changing all the time and how it is changing. Seeing the earth once live or even twice, or three times isn't going to cut it as I see it.
- the globe itself would be the most convincing thing for people to connect with the Earth in different ways. Plus then they'll get such a much better feeling for what's happening on Earth, with all the apps that we can give them, like how climate change is affecting things especially.
- I'm not against AR. I'm just for living Globes, and I agree that if people can't afford the Globe, then AR is a good way for them to be able to at least see the Earth, fairly live. But you're right that my passion is for the living globes in the homes.
- The educational purpose is something we have been focusing on too little. Mike has been saying it's going to take a lot of money to develop, not only the globes, but more specifically, all the lesson plans and everything that goes with

that and I bet that is probably so. But I still think that that's going to be about half of the reason for these living globes, and schools all over the world are going to really want to have them. If we had the purpose of being educational, we would be able to get funding. But I think there's money for educational purposes. So, I think we should put more focus on that even if it costs money.

- What I understood from Stephen was that if we expand out towards other areas like education and so on, then yes, we can do that. But we should talk about creating the original idea of putting globes on the coffee table. So, I can well understand that attitude tonight. And for me it would be enough if we got those globes out there because I think much of the rest would truly follow, including opening it up for others to be able to make more content. But that would be an add-on and not the original focus.
- If I found a friend —and I don't know anybody who would be able to come up with \$25,000 — I would have to tell them what we concretely needed it for. I would have to tell them: Well it's \$10,000 for a grant writer and it's this for that and this is for research or whatever.

Treasurer Mike Foody

- As I look at our approved Vision and Mission, we're making the whole process of fundraising harder. Let me outline the way I think about Vision and Mission. It's that Vision is "see," and Mission is "do." So, a Vision would be like: "We envision a world where people treat the Earth like it's their best friend." And a Mission statement would be more on the "do" side, like: "Our mission is to strengthen people's connection to the earth — and I'm making this up as I go — by developing innovative technology that creates a sense of wonder and engagement in people; by creating entertainment level content which personalizes the Earth; and by creating a community of like-minded individuals to act.
- If we have multiple components to what we think we might do, then we need our mission to be broader stated. Remember, raising money is not about what we want; it's about what they want.
- There are two contradictory things here. One is that to get a grant, you have to frame it the way the grantor wants it; and two, to put up a website, you have to frame it the way you want it.
- If you look at all we have to do to be successful, we have to think the matter through. So hypothetically let's say we want to have a Living Globe plus AR plus an educational component to what we do. Plus, we want to affect action, we want to have people do something.... do climate shit or treat the Earth as if it's their best friend, or whatever. We describe what we do in those terms, so if someone wants to invest in action, we say, "Oh yeah, and emphasize this portion of what we do. Or someone says, "Hey, we are all about technology," we get them to fund the AR portion of what we do. If someone says boy, we've seen these Globes everywhere, is there a consumer version? And we get them to fund we have to do with cloud services to feed all these in in real time. It doesn't just magically happen. So, if someone is interested in real-time "feed the climate information," we get them to fund it. If we say, we just want you to fund the consumer Hardware Globe, the harder it's going to be to get money. The broader we can lay out all the different components of what we're trying to accomplish, the easier it will be to get money. It would become a question of describing exactly what we want. We have to describe it in a way that's going to be broadly open to getting money without lying, without misleading, without doing any of that. But we have to frame it in a way that we can get money for different things that we're trying to accomplish.
- Sten's brother, Michael Obermayer, felt that a hardware Globe only showing a live picture of the Earth would only be worth \$100. Mike agreed that it will be a hard product to sell, and we will run into people constantly saying, why would we spend so much money on just a globe?
- Nobody is going to buy just a hardware globe that shows live pictures of the Earth that doesn't do anything else sitting on their coffee table. As a consumer product. whether we do it or whether we enable people to do it, having additional content beyond just the live feed is going to be important to having families adopting these globes.
- Nobody can tell the difference between an hour and 10-minute images.
- If I'm an investor or a donor or a sophisticated business person, your conviction is insufficient. You were going to need to do real marketing studies and real proof points and real things to justify millions of dollars of investment.

- I have for many, many years, dealt with people who donate money, and going after money with a super tight limited statement that says things like where your conviction is, is not an effective, money-raising strategy; and so we need a broader statement that says we are going to spend a whole bunch of money investigating all the different technologies to see what works to accomplish this strengthening connection thing.
- My expectation is that we will combine a Globe with AR to create an engaging experience. And for those people that can't afford Globes, we will provide AR to accomplish our mission.
- I'm a hundred percent in alignment that we need physical globes to strengthen the connection with the Earth, showing live images as technology can possibly permit.
- I think strengthening the connection to the Earth by personalizing it, by showing not only the live picture but other thing, that affects people every day — like the heartbeat over Africa of weather that turns into hurricanes — those kinds of things, will also help to strengthen the connection with the Earth.
- Re: educational globes. They are different markets with different drivers with a different product. The characteristics of what you would do in a consumer product are very, very different than what you do for a school product. You have to go hunting to find qualified prospects — and “qualify” in our case is to mean donors that we can align what we want with what they want, and they have money; and the grant time frames are matching our time frames for what we want to do. There's going to be a set of criteria that make these donor organizations match. It might be quite easy to get money, or fairly easy to get money, for educational purposes, worldwide like that. But we are talking about a completely different type of globe.
- If we were try to put William Shatner's name up on our marquis, he's going to be careful about it, because of his brand, etc. So, I think we have to start one or two things. Two things. One is we have to get our shit a little bit more together than it is right now, and I think that we have to target people who are willing to deal with an organization that doesn't quite have its shit together, and that's a very, very specific kind of person.
- We need to do market research to figure this out. Okay, we all want to do a coffee table globe. What would someone spend on it, given different levels of functionality? That's an important question. So, if market research says that people will only spend \$100 if all it does is show a live picture of the earth, then you know we have to make decisions accordingly. If it says they'll spend \$300 or even \$800 if it does all these other things in addition to showing live pictures of the earth, and the only way to make the technology work is at an \$800 price point, we might have a different set of decisions that we make. We all want a coffee table Globe, but this is a complex expensive endeavor and we need to think the matter through.
- There are many more questions than just, are we are going to do a coffee table globe? We need to talk about distribution channels, partnerships, extensibility, engagement, additional content, affecting action as opposed to just throwing out a product. In order to get donors, there's all sorts of questions.
- STEN: I have a slightly different question and that is: What specifically do we need the first 25k for? MIKE: I would describe it as putting together a polished presentation and enough outbound and inbound communications to enable us to raise the 250k we need to thoroughly research a coffee-table consumer product. But it would include hiring a grant writer. I advocate sending an application in closer to the deadline because you'll get better at deciding how to ask money. So, the bigger the stakes, the more important it is to be in towards the end.

Secretary Stephen Davis

- We would need to rewrite our Vision and Mission, and I question what that would do to our IRS application for tax exempt status.
- Stan has a theory, and it is just a theory. There is no proof, but this company is based on that theory and nothing else, and if we don't want to follow that theory then we shouldn't be a company. Because this corporation is there to support Sten.
- Are we going to publicly present a lie, when we know we're not going to go for AR? And Sten is not going to accept anything more than 10 minutes images; he's been quite clear about that. And so I don't want to spend time or money on one hour images; this is a 10-minute Vision and this is what we are here to support.

- How does [the education piece] fit into our mission of having a globe on a coffee table for people to see continually to affect their relationship with the Earth. How does that fit? I don't understand. The Vision is of connecting with the Earth and the Mission was by putting globes in homes. Yes, "among other things," which could also mean by putting globes in schools and other things. But these are, in fact, very different globes.
- One of the jobs Sten has is attracting other people to participate. Many non-profits have a Board of Advisors, separate from the Board of Directors, who come together to support the company. And I think we should be actively contacting people like William Shatner, Ron Garan other astronauts — other people who, obviously, would resonate with what we're trying to do and enlist them to join the Advisory Board so we can begin to attract other people who are more well-known than we are and get them involved and get them on our website, for example.
- For me, this whole company has existed for one purpose, and that is to produce a consumer Globe to sit on a coffee table for people to have continual contact with the Earth, to deepen their connection with the Earth. The idea of encompassing education and classroom globes and everything like that, for me, was not part of our purpose .But apparently in order to raise money we have to make it part of our purpose. I don't particularly agree with that approach. I'm not saying that anything that's been said today is wrong. I'm just saying that I have had a misunderstanding from the very get-go and I'm not sure that I'm prepared to start talking or giving time or energy or effort to talk about a classroom globe. The me, the whole point is the consumer globe, sitting on the coffee table or hanging as the chandelier, which I would love to see — for the sole purpose of exposing families to the idea of the Earth on a continual basis so that they can deepen their connection with the Earth. I mean, we could sit here for days and list out all the different ways that people could deepen their connection with the Earth. But what we agreed upon from the very beginning was that we were going to do it via a consumer globe on a coffee table. I'm not sure I have any excitement for anything else other than that, and I don't want to dilute or take our time, diluting that effort solely because we think that we're not going to be able to raise money with that purpose. So, I'm not sure where I stand right now, but it's on shaky ground.
- MIKE: As we dig into what a "consumer globe" means, what are the features of a consumer Globe? STEN: It shows the earth live as she looks right now. MIKE: Is that all it does? STEPHEN: And once that gets established then we can add other things onto it or we can allow other people to add. I don't know we're the right people with the right company to create a classroom Globe. The point is we don't have to be doing everything we have. We have one goal in mind as far as I'm concerned. A consumer Globe, sitting on a coffee table, and whatever else develops after that, all the other things that can develop after that, fine, but we don't necessarily have to do it. Our goal is to put that damn thing on the coffee table.
- it's not our job right now to have the additional capabilities. Those digital capabilities can be added on by others or us. I don't care. MIKE: Let's talk about what do you think it takes to get other organizations to build content? What sort of cool kids? What sort of integration do you think is required? STEPHEN: Well, I have no idea and I don't want to talk to you because you're focused on what you're focused on tonight. I'm not saying that I'm right; I'm simply saying that has been my understanding and it's why I find a lot of this discussion to be extraneous and a waste of time. Why are we not talking about what we're focused on, and talking about how we get there instead of how we get to other all these other places. Now, I don't disagree that I may be eliminating a bunch of donors who want to see us doing other things, and I agree with Mike that we have to find grants that we match with. And I'm not saying that there aren't more grants that we would match with if we had a whole bunch of stuff in our mission statement.
- Hiring a grant writer is the number one priority so that we can get grant applications going and get this thing moving. STEN: Do we need money to specify content for the grant writer? STEPHEN: I think the four of us can come up with enough content in an efficient manner to give the grant writer what he or she needs to apply for these grants. I agree with Mike that we need to polish this, so I sent out that 250-word essay that I wrote for The Audacious Project. We need to polish that to give the grant writer what they need to apply. Yes, if we had money, we could do a whole lot of market research and polish. The polish would be pristine but we're not in that position right now. We're in a position where we have to go with what we've got. We have done an awful lot of talking about what we've got and tried to come up with the best way to express what we've got. And I think we've got to go with that and start applying for grants. It may be that we get absolutely zero response and have to modify our approach, but I think we need to start going for it.
- RE: Audacious Project grant. I wouldn't wait till February to do it because then we're stuck with a very short time frame to actually fill out the real application.

Mirella Spritzer

- Who is the target market, if we have such a thing, because as we explore different technologies my mind also goes in terms of access to such technology. If we have underdeveloped or developing countries that are interested in this, would they have access to more modern technology to be able to run whatever we want to show. That's where my mind goes in terms of access and privileges of the third world countries.

The meeting was adjourned at 3:50 PM EST.

No date was set for the next meeting.

Respectfully submitted,

DocuSigned by:
Stephen Davis
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Stephen Davis, Secretary

Date __August 5th, 2023__