

Board of Directors Meeting Minutes

Date of meeting: September 3rd, 2023

Notice of this meeting was emailed by President Sten Linnander on September 1st, 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

With 3 directors present out of 4, a quorum was declared.

The Secretary asked for additions or corrections to the Board Meeting Minutes of August 20th, 2023, and distributed by email on August 26th, 2023. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

Mike explained that projection globes already exist, and described why a projection lens can be very expensive to design and manufacture. We will set ourselves as “different” by inventing new technology and using a micro-LED system, depending on our market research and what the market will bear.

Sten said he wanted to expand our team. For example, someone to replace Fabian in marketing. He also mentioned Michaël Boccara to work on getting the 10-minute images we need and blending them to produce the feed the Living Globes will need.

Mike said the images were no big deal – that 1-hour images are already available for free, blended. 10-minute images might be a different story and might well be the result of projecting into the future from the 1-hour images. He also said that we might look into using AI to make 10-minute images.

Stephen asked whether it would be advantageous in getting grants if we could list Space Science and Engineering Center as a partner and one of our team, for example. Mike explained that they are a commercial supplier who downloads satellite data and blend it together.

Mike suggested that we might word a grant proposal, “A Feasibility Study to determine how to increase human participation in saving the oceans,” but it will be dependent on the individual grants. He said our job in writing a grant proposal will be to “connect the dots” from the Overview Effect to action on the Foundation’s issue.

Sten mentioned the astronauts who have taken action based on the Overview Effect they experienced, citing astronaut Nicole Stott and her book, *Back to Earth*. Mike said there is a lot of research on how emotions drive action. He said we have good top-level messages, but we need to flesh out the story that supports them. Stephen suggested using AI which has access to all the research in the world.

Sten suggested that his main motivation is not to have people take action, but to let people see the Earth. Stephen countered that there are no grants for that, only grants that result in action. Mike said our objective is not to motivate anyone to take a specific action, but to create a will to action that can be applied to every grant there is. We help create a will to action for any global problem.

Sten observed that it's not an easy thing to offer a positive-oriented message that tries to motivate people to take action against fear-oriented issues. He said that people want to know Why the weather is changing, for example. Mike said that Sten just identified "curiosity" as another "dot" that can be connected between the Overview Effect and the action-oriented foundation.

Sten said he had not finished writing the LOI for Lemelson Foundation, one of the reasons being that he felt they wanted to know about the Team behind our project as well as our timeline. Stephen suggested that Lemelson did not ask for either the Team or the timeline, and that we shouldn't offer that information if they don't ask for it, especially when it's not our strongest argument. Sten admitted that he was used to giving that information when he filled out grant applications for his Nepal project, but Stephen said we should not confuse a Letter of Intent or Concept Note with an actual grant application and that we should stay away from talking about our Team unless we absolutely had to. Mike said he didn't think the Team was going to necessarily be one of our weaknesses. He said we had us, we will add a grant writer, and for Marketing we can use Vince and his resume.

Sten then read a synopsis of what he had written as a Concept Note for Lemelson Foundation. Mike found something on the internet with an outline for what a Concept Note should contain: Positive social impact, environmentally responsible, and a business model that is financially sound and self-sustaining. Sten noted that we qualify for all three categories.

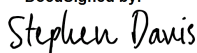
Sten suggested that each member of the Board writes a draft of the Lemelson Concept Note to discuss at the next meeting. Mike said the way to develop resonance with our project is to point out shared values and that we create action for what they are about, so we need to find out what they care about and show how we fit into that.

Stephen asked about Al Gore and how to get to him for a conversation.

The meeting was adjourned at 3:25 PM EDT.

The next meeting was set for September 29th, 2023 as another working session to start writing grant proposals.

Respectfully submitted,

DocuSigned by:

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Stephen Davis, Secretary

Date __September 6, 2023__