

Board of Directors Meeting Minutes

Date of meeting: September 29th, 2023

Notice of this meeting was emailed by President Sten Linnander on September 26th, 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 September 3rd, 2023, and distributed by email on September 6th, 2023. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

Mike opened the meeting by introducing a new Lemelson Concept “with a new twist” that he had emailed out just a few minutes before the meeting started. He compared it to “an iPhone moment for a global engagement,” based on “much of what Lemelson focuses on is educating inventors, invention, education, and building ecosystems to do that.”

He explained, “We're focused on strengthening humanity's connection to the planet. We start for sure with the real time images of the earth. That's our focus. But we expand a bit from that and also provide a platform that lets other people add global sustainability stuff.... For example, the World Wildlife Foundation builds an app on our platform to strengthen people's connection to the question of what's happening with animal herd reduction, biodiversity, how climate change affects it, all the stuff that the WWF does. And we would keep a pretty tight focus, but we would open it up to third parties, so they can build engagement for their particular global cause.”

“So, in the context of going a little bit beyond live images of the Earth, hypothetically, let's say we together decide that we want to expand it to Earth Systems, the heartbeat kind of stuff, right? Heartbeat, breathing, blood circulation, all that stuff? Because it's all there. And what do we leave for third parties to do? And how do we build that platform? So, there's a lot of strategic issues to discuss.”

There was some discussion about whether to ask for \$25K grants or \$250K grants, and the argument was proposed by Stephen that if we ask for — and get — \$25K now, it would be easier to go back to the same source and ask for \$250K because we now have established a relationship with that donor.

The meeting took a short break while Sten and Stephen read the Lemelson Concept Mike was proposing. Mike then emailed the three questions he asked Bard AI and the answers he used while writing the paper. Those questions were:

- My first contention is that the most successful inventors and entrepreneurs have a strong emotional connection to their mission.
- My second contention is that creating a strong emotional connection with people is essential to fostering meaningful action to benefit any cause.
- My third contention is that in education, results are substantially improved when students have an emotional connection to the topic.

Mike then explained the word “pipeline” that he used in his Concept: the word pipeline, generally speaking, applies to the phases that things go through. So, an innovation pipeline would mean lots of people come up with ideas, you qualify them, you decide which ones to invest in and you go and spend money. That's the pipeline of innovation.

Mike continued: To expand that pipeline, you have more kids trained in STEM who are interested in science, technology and engineering and math who are excited by global sustainability, which leads to more entrepreneurs who will take their passion about global sustainability and invent towards it. And then more consumers will buy those inventions because they also have an attachment to global sustainability.

We need inventors to look at the question of how to create new ways of teaching about the Earth that are more exciting, more engaging, and create a stronger connection — because right now that doesn't exist. So, if you're an inventor and you're passionate about teaching kids about the globe, there are a few things that you need that you don't have right now: You need a platform to build it on and you need a way to reach them.

And so the thing that Mike thinks will be attractive to Lemelson is that we want to focus invention and innovation on this question, because there is very little. There's no invention that's going into how to get entrepreneurs to focus on global sustainability. This is a necessary component; it's underserved and it needs invention. It needs inventors to focus on it.

Mike then said there are two critical things that go into this that we have to agree on before he would be comfortable sending in a proposal like this, because it assumes both of them. So, he thought the next step is for the Board to be all in agreement to adopt the “iPhone approach,” where we focus on things that are core to our mission — which is to strengthen that connection to the Earth, and that's where we spend our resources. In the same way that Apple builds a bunch of internal apps for the iPhone and then lets everybody else do everything else, we focus our efforts on the Living Globe with its real-time pictures.

But what about some other stuff, like the personification story, because it's already there. It just hasn't been pulled together — the heartbeat, the circulation, the eyes, the breathing is already there. So, strengthening that connection is what we focus our resources on. But we have to decide: Do we want to do more than just the real-time imagery, to include the personification aspect, for example. That's the first thing we have to reach agreement on.

The second thing we have to reach agreement on is: Do we want it to be a platform that third parties can build to, to do all sorts of other stuff, even though we may only focus on strengthening that connection and the things around that.

Stephen made a motion to say Yes to both questions. The motion was seconded and passed.

Mike felt it needed to be clarified that this is not a story for consumers. This is a story for partners and funders. This is a story about why we are absolutely essential in the fight towards global sustainability because that emotional connection is critical to success right now. And that's a story that we're going to flesh out in great detail over time. We're going to have one set of papers that has all the research backing in blog posts. But the notion that our mission is a critical success factor to everybody else's mission in global sustainability is really going to be important.

Mike went on to explain what our ecosystem might look like:

- apps in an app store.
- there will be globe movies,
- there will be Globe Games,
- there will be Globe Music,
- there will be globe everything.

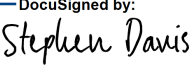
So, one aspect of it is the developer ecosystem, the platform and the tools we give to developers that ties them to our platform. It is an invention ecosystem. It provides a platform that lets people invent and redistribute their invention.

In response to a question from Sten, Mike went on to talk about “disrupting.” To be a disrupter, you need to do something in a way that fundamentally changes how people think about something. We literally could disrupt the way people teach about the globe. It's not maps we're disrupting; it's not globes we're disrupting; it's education about the globe, the world, that we're disrupting. We want to revolutionize the way people learn about the planet. We're going to invent a new way to do experiential engagement for global sustainability. And we are going to revolutionize experiential engagement.

The meeting was adjourned at 3:45 PM EDT.

The next meeting was set for October 19th, 2023 to continue working on the Lemelson concept paper.

Respectfully submitted,

DocuSigned by:

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Stephen Davis, Secretary

Date __October 3rd, 2023__