

# Board of Directors Meeting Minutes

Date of meeting: March 3, 2024

Notice of this meeting was emailed by President Sten Linnander on February 26th, 2024.

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

The following Directors were present:

President Sten Linnander

Treasurer Mike Foody

Secretary Stephen Davis

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

The Secretary asked for additions or corrections to the Board Meeting Minutes of November 25th, 2023, and distributed by email on December 3rd, 2023. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

There was general discussion about the agenda for this meeting, and it was agreed that the following issues and questions could be discussed....

- 1) The book about Awe that Sten just read that he says supports our thesis
- 2) The GoFundMe campaign.
- 3) The text of the GoFundme video
- 4) The issue of patents and a patent search about spherical micro-LED displays
- 5) A different idea for a place to get funding.
- 6) Stephen wants to have responses to which take to use for the GoFundMe video.
- 7) Mike reaction to Sten's proposed talk in Konstanz.

On the question of patents... Mike said we don't need to pay a patent attorney to search for the "freedom to operate" issue; but as part of our \$250,000 business plan, we probably should hire a third party just to be able to say that a third party did the search for the credibility. Mike said to keep in mind that LED globes have existed for a while, so the issues that we will face are things like, "How do you manufacture a miniature LED globe?" "How do you connect the micro-LED hexagons electrically?" that we might have to invent – meaning that there might be patents that get in our way. Simple question, for example... "If it's a sphere, how do you reach inside to connect the panels?"

Stephen asked about using triangles instead of hexagons, and Mike responded that it was possible, but you need a lot more triangles than hexagons.

Mike said he felt the patent issue was going to be one of the little details of miniaturization rather than the broader concept. Sten asked if we still need to do a patent search to start off with, and Mike said that until we know how we're going to do it, you don't really know what to be searching for.

Mike said we will probably end up going into partnership with a manufacturer to make our globes for us, and if there is a patent question, it will be theirs to solve, not ours. For example, if Sony or Samsung can make micro-LED spheres, then perfect. If they can't, it will be their job to figure out how and file for the patents on how to do it. So, we should not worry about patents, especially at this stage.

Mike went on to say that with globes, you encounter *awe* a lot, sometimes referred to as the “Wow! factor.” Part of the awe is that people can't figure out how it works. But what I can tell you from my experience at Global Imagination is that Awe is not enough. It is necessary but insufficient. It's great but it doesn't get the job done by itself.

Sten says that the book he read says awe motivates people to action. Mike disagrees. He says yes, awe is a motivating factor, but you need more to actually get something done. We're like those pictures of puppies but for global consciousness.

Mike went on to say that there are companies – non-profit incubators – who will assist in helping a non-profit “get their shit together,” and who typically offer grants of \$25,000. We should check them out as an alternative source of funding.

The agenda then shifted to Sten's upcoming presentation in Konstanz on March 24<sup>th</sup>, and Sten requested feedback from Mike about the outline he sent out by email. Instead, Mike asked Stephen what he thought about it. Stephen answered that during the week when Sten and he were at the beach in North Carolina, Stephen was “kind of” meditating and received a message to “let him go,” meaning to allow Sten to follow his excitement with whatever he wanted to say.

Stephen said, “If we were talking about him getting up and doing a TedTalk right away, I would have some objections. But we're not. I think this whole thing will mature and change over time, so to go into these cities and do a presentation for 20, 50 people, whatever, I think it's great. [Mike said, “great place to start”] But when it comes time to say, ‘Okay, we're going to do a TedTalk to be broadcast all over the world,’ then I might have some other things to say. But right now, I say ‘let him go.’”

Mike said: “It takes so long to hone a pitch to where it's ready for a TedTalk, and every word counts.”

Mike spent some time trying to find out how many times Pachamama was searched. He first came up with 12-15 a week, or 700 searches a year. Then he revised that to say that Pachamama was searched 13,000 times in the U.S. in the last month.

Stephen said that his son, Christopher had donated \$1000 to get our GoFundMe campaign underway, including \$500 to finish the video and \$500 to pay for social media campaign ads to drive people to GoFundMe. Stephen and Sten have a ZOOM call scheduled for this coming Thursday (March 7<sup>th</sup>) to discuss the details of being our social media consultants with Abigail (of Beluxe Creative) and/or a member of her team. The big question is: What can we afford of their services for an initial \$500?

Sten asked what we're trying to raise via GoFundMe, and Stephen said right now it says \$25,000. There was discussion about whether that should be \$35,000, if we are going to pay Sten to do presentations. Mike said he

thought we should designate the first \$25,000 to go to the LG organization, and the next \$10,000 could go to Sten.


Mike said that as Sten does these presentations, he should ask the attendees for donations to GoFundMe. He then suggested that Sten could measure the success of his presentations and the resonance at each one by how much the attendees kick into the GoFundMe campaign.

There was some discussion about Al Gore and whether to ask him for money. Stephen suggested simply giving him the link to our GoFundMe video on YouTube, which asks for donations at the end.

Then there was discussion about when the next meeting would be held, and the next meeting was scheduled for March 17th at 2:00 PM EDT.

The meeting was adjourned at 3:10 PM EST.

Respectfully submitted,

DocuSigned by:  
  
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Stephen Davis, Secretary

Date \_\_March 24, 2024\_\_