

Board of Directors Meeting Minutes

Date of meeting: April 28, 2024

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

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

The following Directors were present:

President Sten Linnander

Secretary Stephen Davis

Treasurer Mike Foody joined at 2:10 PM EDT

With 2 directors present, and later 3, a quorum was declared.

The Secretary asked for additions or corrections to the Board Meeting Minutes of April 7, 2024, and distributed by email on April 10, 2024. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

Sten gave news about Mirella and the plans for a conference. Decisions to be made: in person/hybrid/online, target audience, title, about the Earth being alive and conscious, how to frame it, organizations to get involved. Sten thinks Mirella would be a great asset as a paid employee of LGS.

Sten also said his next presentation will probably be in St. Gallen, Switzerland, and that 13 of the audience at his presentation in Konstanz have met again for a brainstorming session.

Sten asked how we're going to frame the whole project in terms of the history. The "lite" version is his contact with Al Gore; but he sees the whole conversation with the Earth as a marketing asset rather than as something that keeps people away. But he can't prove that. "If I only talk about the Earth being alive, I will reach a very small audience. If I tell them it's leading to something concrete that is going to help people connect with the Earth, and that the idea came from the Earth itself, it'll raise a couple of eyebrows. In what direction those eyebrows are raised, we don't know." He added that ultimately, we're going to have to accept that the Earth is alive and conscious, which is the direction we're going anyway.

The discussion then moved to Mike's idea presented in the last meeting. Mike explained that he's been concentrating on the part of the concept that would have LGS subcontracting out to another company to run the operational aspects of fulfilling globe orders. LGS would market and sell the globes but then subcontract making, delivering and supporting the globes to the acquirer of the GDH assets.

Sten then questioned the conflict of interest and how the IRS would see it. Mike said that right now the biggest question is: How does LGS acquire the ability to market and sell the globes, but who makes, delivers and supports the globes, because LGS is not set up to do it.

Mike said the objective here is to make LGS gain the credibility that Global Imagination has developed in order to generate revenue, but also give it the likelihood of fundraising success. GI had a 2-step plan to make smaller globes that would cost \$1000-2500 that could be sold to school labs, high-income individuals, etc., which would require a relatively small investment (\$6 million). Once that plan is in operation, then you go after the public consumer version which by that point is self-supporting, so you don't need to raise \$50 million right off the bat, making our \$250,000 business plan unnecessary.

He said there is less value to Global Imagination if we decide to go directly to a consumer market because there's a different clientele, different style marketing, etc. But if we take the intermediate step, then GI has "a ton of value."

Stephen asked if he was correct that the concept was to have a philanthropist buy the assets from GDH, donate them to LGS, and LGS then hires someone like Pufferfish to operate the business for a cut of the revenue. Mike said that was one option, but another option would be for GDH to sell its assets directly to Pufferfish or Atmosphere and then, for some reason Mike hasn't figured out yet, Pufferfish or Atmosphere would operate the business for us (assuming there is a good financial reason to have a non-profit involved).

Mike said that the most feasible route he can see at the moment is for GDH to sell its assets to another company and LGS then subcontract with that company to make, deliver and support the globes for a percentage of revenue.

Mike then asked Sten and Stephen how they felt about taking the intermediate step and not going directly to a consumer model. Before answering, Stephen asked whether the intermediate globes would display live pictures of the Earth. Mike said 100% yes. So, Stephen said, we would be fulfilling the concept of live images, just on projection globes that do not fit on a coffee table, correct?

Correct. The whole purpose, Mike said, is to tell the story effectively that the Earth is one whole living, breathing system, and that requires live images. Stephen then said, in answer to Mike's question, if we could focus on putting live projection globes in schools, he'd be fine with that, since the kids growing up now need to know about the Earth as a system.

Sten answered Mike's question saying that having live globes in schools is good, but what's an important element also is living on a daily basis with a Living Globe sitting on a coffee table at home where you can have constant contact with a live Earth. He then asked what it would cost to develop LED globes, and Mike's answer was \$50 million, because we have to find someone who will make custom LED panels and manufacture them in bulk.

Sten asked Mike what it means to him when the Earth said this project would happen "with ease." Mike said, "This thing about not needing to spend any money to start up a globe business and then focusing on raising money to drive down the cost of existing technology to go after schools, that sounds pretty easy to me compared to trying to raise \$50 million.

What has yet to be determined, Mike said, is: What is the advantage for someone like a school or museum to buy through us, instead of buying directly from Pufferfish, or Atmosphere, for example. So, this whole idea is predicated on there being a reason for someone to buy from us, and right now he doesn't know what that reason is.

Sten then asked Stephen about the GoFundMe campaign. Stephen explained that the statistics were not good. Out of 7000 people who had seen the Facebook ad in the past week, 181 had clicked through to the GoFundMe page, and out of those 181, only 1 donated. Stephen said he had made some changes for the next week, including a new video and a slight change in the audience to delete the Technology Early Adopters, which was an add-on by our FiveRR expert on audiences.

Mike said the way he sees it, the Facebook ads are delivering appropriately, maybe on the low side and maybe they can get better, but the conversion to donations on GoFundMe is delivering nothing. So, if we want to fix this, we need to fix the GoFundMe page to increase that conversion rate.

Stephen said he had exhausted his knowledge and ability on this and suggested we hire someone from Fiverr to fix the GoFundMe page, and it would cost anywhere from \$15 to \$200. Mike asked Stephen to get some real quotes from several of the FiveRR experts.

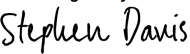
What followed was a discussion about profits versus gross margin, and that profits are usually about 10% of the cost of an item, not 50%.

Stephen also asked about whether we would keep the live feed aspect of the business, and Mike thought we probably would.

The next meeting was scheduled for May 19th.

The meeting was adjourned at 3:30 PM EST.

Respectfully submitted,

DocuSigned by:

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Stephen Davis, Secretary

Date __May, 2024__