

Board of Directors Meeting Minutes

Date of meeting: June 19, 2025

Notice of this meeting was emailed by Chris Davis on Monday, June 16th, 2025.

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

The following Directors were present:

Sten Linnander, President

Stephen Davis, Secretary/Treasurer

Chris Davis, Director

With 3 directors present, a quorum was declared.

The Secretary asked for additions or corrections to the Board Meeting Minutes of May 22, 2025. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

Meeting Summary:

Customer POV Survey

Chris presented a summary of nine consumer and corporate personas and composite profiles. Emotional triggers, barriers, and motivations were distilled to guide outreach, product messaging, and prototype development. A standout insight: people are more drawn to emotional resonance and storytelling than facts or specs. Chris emphasized short social media video ads as an effective approach. Sten suggested involving younger audiences to avoid generational bias.

Actionable Insights:

- a. Emotional triggers include awe and a connection with Earth.
- b. Functional needs include elegant, environmentally responsible design.
- c. Motivations: contributing to a mission, learning opportunities, and owning a conversation piece.
- d. Prototype suggestions include minimalist design, LED lighting, modular pricing, and content overlays.
- e. Suggestions were made to validate assumptions with younger audiences, acknowledging that all current personas came from older adults.

Website Survey

Stephen shared updates to the website's engagement survey. New elements include:

- Emotional-response options sourced from ChatGPT's persona work.
- Specific questions about globe size, pricing, and live satellite feed fees.

- A flow from the survey to a volunteer opportunities page.

Chris suggested improving the user flow by adding a yes/no volunteer interest question to the survey itself. Stephen agreed to implement it as a separate follow-up page after the survey is submitted.

Prototype Development

Discussion focused on integrating insights into the prototype:

- Preference for sustainable, energy-efficient, and elegant design.
- Potential for tiered pricing and modular or software-based upgrades.
- Need to balance “consumer” and “corporate” models, possibly requiring separate versions (e.g., 16" for home, larger sizes for schools or hotels).
- There was consensus on a sustainable, beautiful, functional design, ideally for both home and institutional environments. Chris flagged the importance of prioritizing energy efficiency and a modular system. Different globe sizes were discussed to address distinct markets.

Corporate Outreach Strategy

Chris described five institutional personas (e.g., Marriott, National Geographic), combined into a corporate composite called “Global Impact.” They explored how aligning with ESG (Environmental, Social, Governance) metrics could be used to pitch Living Globes to corporations.

Stephen and Sten both noted that, based on past experience, it's often surprisingly easy to get meetings with high-level executives—simply by asking. The idea was floated that initial outreach could happen without needing to hire external specialists.

Chris added that once in the door, the group must be professional and align with each company’s ESG (Environmental, Social, Governance) metrics. He suggested future tools like impact dashboards to help corporate partners track and promote their ESG contributions—a dashboard that allows corporate partners to track their Living Globes placements and associated sustainability impacts (e.g., educational value, energy savings). Stephen appreciated the idea and its potential for grant proposals and partnerships.

Presentation Opportunities

Chris suggested tailoring talks and media for both consumers and corporate audiences. He offered to reach out to his contact at the UN Sustainability Development Goals startup group for potential collaboration.

Prototype Video

Chris advised editing the old GoFundMe video into a short, emotionally compelling 30-second video for Facebook and Instagram ads. This would lead people to the new engagement survey. Everyone agreed to proceed. Chris emphasized the goal: using the ad not for donations but to drive people to the new survey and volunteer sign-up.

Differentiated Product Strategy

- The conversation moved to potentially producing two globe versions: one for home use (smaller, less expensive) and one for institutional use (larger, premium).
- Sten suggested that environments like schools, hotels, and the United Nations may require larger, high-resolution projection globes.
- The group acknowledged ongoing limitations in LED resolution and how different technologies might be needed depending on the use case.

AI-Powered Decision Support

- Chris explained he had trained a dedicated ChatGPT model called “Living Globes” with all the persona data and insights.
- Stephen asked if there was a way the team could all access and use this shared model.
- Chris committed to researching how to make the model collaborative, enabling the team to query it about customer reactions to podcasts, videos, or messaging.

Further Discussion between Sten and Stephen

Chris had to leave the meeting at 3:30, but Sten and Stephen continued their discussion.

Stephen began by saying he liked the work Chris had done on the POVs, but that LGS was nowhere near ready to market Living Globes, and that Sten’s presentations have a different purpose of finding people who resonate with Sten’s story and the idea behind the Living Globes and create a community of support from them along with benefactors who can finance what we’re trying to do.

Sten then relayed what ChatGPT said about only bringing up Sten’s story in a presentation if he was asked how the project got started, but not to lead with it.

Stephen strongly disagreed and said he was writing a new script for a presentation that led with Sten’s experience of seeing the Earth live during the ceremony. Sten said he wasn’t sure the Earth he saw was live, and Stephen said he needs to be certain about that point, and Sten should ask the Earth about it when he goes on his retreat in August.

They both agreed that Sten came away from that experience knowing that the Earth wants to be seen, and that was the key statement that all our presentations and marketing need to be based on.

Sten expressed his fear that if we go out front with the idea that the Earth is alive, we may lose people who would buy a Living Globe. Stephen said, first of all, we never have to say the words, “the Earth is alive.” That can be one of the realizations of someone owning a Living Globe, but it is not our job to tell people that. And secondly, if we lose people because of Sten’s story, we don’t want them anyway.... Not now at least. Let them walk out, in the same way that Sten didn’t want people who would only stay if the ebook was free. When it comes time to market the Living Globes, we can figure out how to get those people back, if we want. But right now our focus is on building a community of believers, not selling Living Globes. We want the people who

resonate with your story. And if you don't go out and tell your story, there's no way for them to resonate with it. We're marketing for people who resonate with you and resonate with the idea. And that needs to be the point of Sten's presentations.

Sten asked if Stephen thought that benefactors will be more interested in supporting the whole idea based on what he's speaking about, his experiences and how it came to this, than simply if they are focusing only on the Living Globes.

Stephen answered that at this time, we don't have a Living Globe, period. All we have to sell, actually, is Sten's story and the big idea of letting the Earth be seen by as many people as possible. Our job is to put Living Globes on coffee tables and then let the chips fall where they will.

Sten expressed his fear that people would hear his story as WooWoo and walk away. Stephen said that if someone hears Sten's story as WooWoo and walks away, we didn't want them in our community to begin with. Not at this stage.

Stephen then asked Sten how he was coming with lining up speaking engagements with the Kiwanis and Lions service clubs. Sten didn't seem to remember anything about that.

The meeting was adjourned at 3:45 PM.

The next meeting was set for July 24th, 2025.

Action Items:

- **Stephen** to revise website flow to add volunteer interest question and follow-up page.
- **Chris** to contact UN SDG partner and explore short ad cuts from the existing video.
- **Sten** to contact younger acquaintances for survey feedback.
- **Team** to continue refining consumer and corporate pitch strategies based on persona insights.

Respectfully submitted,

Stephen Davis

Stephen Davis, Secretary

Date __ June 22, 2025 __