

Board of Directors Meeting Minutes

Date of meeting: September 9, 2025

Notice of this meeting was emailed by Chris Davis on August 26, 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 August 6, 2025. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

1. Opening and Agenda

- Meeting opened by **Sten** at 3:47 pm.
- Agenda based on Stephen's suggested outline.
- Christopher requested adding feedback on Sten's "conversation with the Earth."
- Stephen noted a possible brief interruption for oxygen tank delivery.

2. Feedback on "Conversation with the Earth"

- **Christopher** highlighted three key takeaways:
 1. **Potential Allies:**
 - Focus on authenticity of interest, not perceived ability to deliver.
 - Example: "D." may still be a useful contact despite unclear contributions. Sten to follow up with him.
 2. **Networking via LinkedIn:**
 - Christopher previously compiled a list of ~40 contacts.
 - Sten to consider reaching out from his personal LinkedIn profile (with Christopher's guidance on use and messaging).
 3. **Business Planning:**
 - Earth suggested no need for an expensive consultant; a lean, internal plan is sufficient.
 - Christopher will share a startup business plan template (Excel).
 - Discussion included costs, prototypes, support needs, scaling, etc.
- **Financial Needs:** Earth emphasized importance of financial and professional collaborators. Volunteers with financial/marketing expertise remain critical.

- **Pacing:** Earth suggested the project is proceeding at the right pace; Christopher disagreed, urging more speed and structure to attract volunteers and partners.
 - **Consensus:** Team agreed timelines must remain ambitious (prototype target by end of year), while balancing realism.
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3. For-Profit vs. Non-Profit Structure

- **Sten:** raised possibility of hybrid or for-profit entities, partly due to tariffs.
 - **Stephen & Christopher:** both emphasized Earth's guidance toward **non-profit only**; discussion seen as a distraction.
 - **Decision:** Consensus to remain non-profit. Possible future need for parallel entities in US and Europe acknowledged.
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4. Prototype Hardware

- Options under consideration:
 - **YuChip:** 12" LED globe (\$1,200). Awaiting availability of physical sphere to load images and produce demo video.
 - **Glass Globe (via Michael Zan):** Target under €1,000 including projector. Aim for portable design (coffee-table suitable). Awaiting November prototype.
 - **Toosen Globes:** 16" models considered but quality/pitch not sufficient for Living Globes.
 - Discussion of use cases: prototypes needed for presentations, podcasts, and comparisons.
 - Possible additional technologies: OLED, LCD, QLED. Stephen shared visuals of a large OLED globe in Tokyo. Christopher suggested raising these options with Michael Zan for feasibility.
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5. Financial Needs / “Chicken and Egg” Problem

- **Stephen:** Emphasized difficulty of progressing without funds for prototypes, which are needed to attract interest and benefactors.
 - **Christopher:** Showed roadmap (Q4 2025 focus on grants/fundraising). Suggested starting free LinkedIn outreach campaign now; paid ads not cost-effective.
 - **Sten:** Stressed importance of approaching high-profile allies like Al Gore at the right time. Possible timing: now, even before prototypes.
 - **Consensus:**
 - Begin LinkedIn outreach with Christopher's contact list.
 - Consider letters to notable allies (Al Gore, David Attenborough, astronauts).
 - Keep roadmap targets (prototype by end of year, fundraising in Q4).
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6. Outreach: Podcasts and Presentations

- **Stephen:**
 - Original podcast idea (astronaut interviews) now outdated; energy level low.
 - New suggestion: “evergreen” podcast episodes using *The Earth Speaks* chapters, with Sten's commentary.
 - Stressed urgency of “talking to people” via podcasts, service clubs, etc.

- **Sten:**
 - Skeptical about German service clubs' usefulness (past experience with Rotary & Kiwanis yielded little).
 - More excited about pursuing **TEDx talks** (local, German-language).
 - Suggested aiming for full **TED Talk** within a year (requires training and early application).
 - **Consensus:**
 - Stephen: support Sten's TEDx focus if it excites him.
 - Christopher: continue exploring LinkedIn networking and podcasting.
 - All agreed outreach must expand soon to build visibility and attract benefactors.
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7. Brainstorming & Next Steps

- Need structured brainstorming outside board meetings to identify exciting, feasible outreach strategies.
 - Possibilities:
 - Letters to astronauts (invite to Board of Advisors).
 - Renewed attempt to contact Al Gore (with invitation to Advisory Board).
 - TEDx applications for Sten.
 - LinkedIn outreach campaign using contact list.
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8. Action Items

1. **Sten:**
 - Follow up with "D." to confirm continued interest.
 - Contact Michael Zan (glass globe prototype update).
 - Consider drafting letter to Al Gore (Advisory Board invite).
 - Explore TEDx application opportunities in Germany.
 2. **Stephen:**
 - Share ChatGPT notes on podcast idea with Board.
 - Assist with letters (astronauts, Al Gore, etc.).
 3. **Christopher:**
 - Resend LinkedIn contact list (40 names).
 - Provide guidance on LinkedIn use (training for Sten).
 - Share business plan Excel template.
 - Maintain roadmap updates.
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9. Closing

- Meeting concluded after ~2 hours.
- Next meeting: To be scheduled; possible inclusion of Michael Zan for technical discussion.

The meeting was adjourned at 3:50PM.

The Brainstorming session focusing on LinkedIn was set for September 23, 2025. The next Board meeting was set for October 7, 2025.

Respectfully submitted,

DocuSigned by:
Stephen Davis
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Stephen Davis, Secretary

Date __ September 10, 2025 __