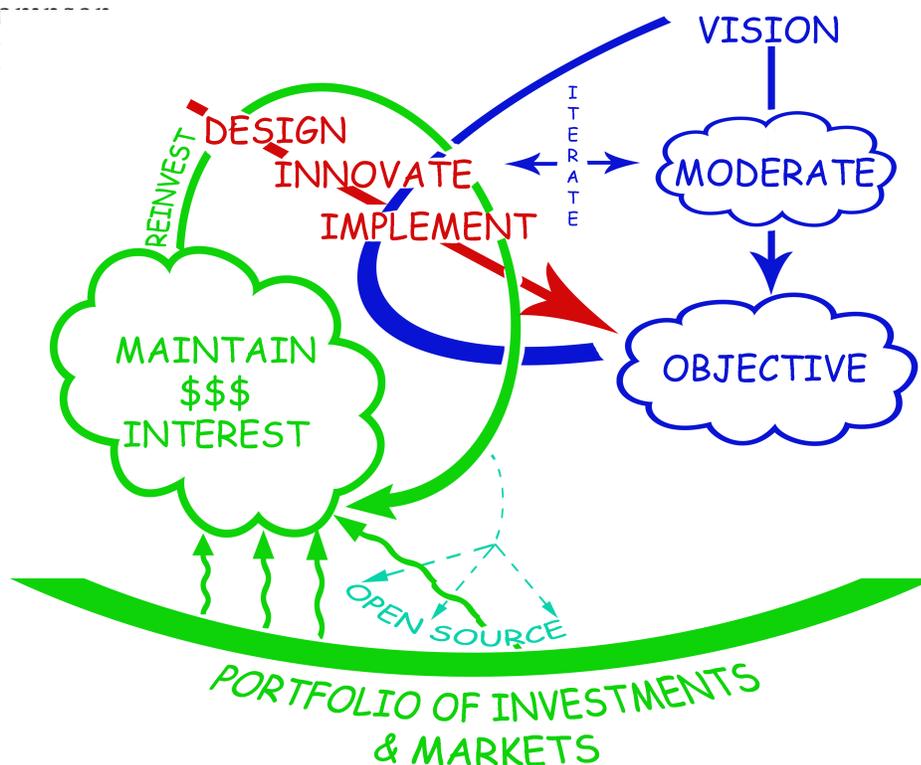


## ECI 2015 ADVISORS WEEKEND WORKING RETREAT - SUMMARY OF NOTES FROM GROUP 3 - GOVERNANCE/OPERATIONS

### Group Participants:

- Graciela Chichilnisky (*Co-leader*)
- *Nicolas Eisenberger* (*co-leader/lead note taker*)
- Brad Brereton
- Joel Daunic
- Rhys Daunic
- Robert Th.....
- Cory Smit

### Field Notes<sup>1</sup>



### What is Mode of Operation?

#### Assets

- Inspiring place
- Cuffey Cove Ranch (Roth Ranch)
- Global Thermostat
- Core Team

<sup>1</sup> Transcribed from event photos of hand written notes.

- Broadband(?)

### Limitations

- Limit resources
- Remote location

### Funding

- Donations
- Sponsors
- Programming
- I.P.

⇒ **Take people and/or ideas through a process**

⇒ **External Demand: Provide a service**

⇒ **Self-Generated Ideas: Innovate**

⇒ **On-going Expertise + Publishing + Web-Based Networks**

### Clear

- Mission Statement-concise
- Valued Proposition
- Board/Structure-Key people / 501c (3) status
- Case Statement
- Market the idea

### Graciela:

- Subscription based membership
- Large Corporations, etc
- ECI  logo

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### NOTES [Nicolas Eisenberger]

- Report Out Template?
- Issues
- Opportunities

- Challenges
- Questions
- Suggestions/Next Steps

### **Model and Financing Group**

- Key Issues:
- Mission/POV/Esthetic
- Objectives
- Theory of change
- Operating model
- Revenue model
- What we are and what we are not

### **Strengths:**

- Incredible inspiring place
- History of gathering people and delivering thought provoking experiences and new relationships
- Peter and Graciela and their ideas about change
- Global Thermostat example
- David and Roth range facilities
- Community of people interested in doing something extraordinary
- Cory
- Rhys

### **Weaknesses:**

- Limited resources
- Remote location
- Still unclear vision

### **Implications For Focus:**

- Related to innovation/technology
- Related to human interactions with the planet
- Something where mindful sustainable innovation would be critical
- Huge in scope or scale or potential to be so

### **Mission:**

- Inspire, educate, and empower innovators to bring mindfulness into their activities in the world
- Support innovations that can change the world (and address its challenges and meet human aspirations) in a conscious, sustainable way
- Usher innovations that change the world in a conscious, sustainable way
- Should always have a Technology or innovation nexus?
- Should always have a scalable, repeatable multiplier effect (be big)

**Objectives:**

- Develop/support mindful sustainable innovations that change the world
- Spread the idea and practice of mindful sustainable innovations around the world
- Inspire and empower the people who come to the institute to innovate successful, impactful solutions in a mindful sustainable way in their work and lives

**Revenue Model Options:**

- Benefactor
- Philanthropy
- Sponsors
- Program revenue
- Patent
- GT

**Operating Model:**

- Meditation
- Mentoring?
- How do you get a multiplier effect
- How do you get to this grand vision
- Gamification
- Convening
- Patent generation
- Training and fundraising and electronic networking
- Training young people?
- Training people in power
- Issue based gatherings/programs
- Serve as a gathering point for groups that want our place, community, and insights
- An incubator of mindful, sustainable innovation (that we ideate, or that are brought to us)
- A hatchery
- Ongoing support
- Web community
- Publications about issues and the practice of MSI

**Three Basic Modes:**

- External demand
- Internally generated
- Ongoing programs/publications

**Value Prop:**

- Gather together in beautiful place

- powerfully expand your community
- Get taken through a process that enlightens and activates their efforts

### **Notes** [Rhys Daunic]

#### **Process:**

- Challenges or fledgling innovations targeting environmental challenges are brought to Elk Coast Institute (either unsolicited or recruited).
- Elk Coast Institute assembles a team of diverse innovators to immerse in Elk to develop an action plan, deepen thinking -- through mentoring, collaboration, and mindfulness practices -- to steer innovations towards scaleable, open source innovations guided by The Golden Rule.
- Books are published to share this process.
- Revenue from innovations generated in Elk bring revenue (long term).

#### **Challenges:**

- What is the structure of the program once they arrive (how does Mindful Sustainable Innovation get activated? How does Open Source Innovation get encouraged/processed?)
- How do we finance and sustain the infrastructure to recruit innovators, communicate the framework, and bring people here. Are expenses covered for innovators? Are they paying a fee to go through this process?
- Can we identify a first class of attendees and work backwards from a process as outlined above?

#### **GOAL FOR SUNDAY**

Take the component parts from the discussion and construct a straw man around the foundations we already have, shape into a mission and actionable fundraising plan.