

AC/UNU Millennium Project
Planning Committee
July 26 – 28, 2006
Silicon Valley Node Report

General Node efforts since August 2005

- Encouraging and supporting beneficial collaboration between MP and WFS
- Supporting the Foresight Institute's development of a Nanotechnology Road Map to address 3 or 4 MP Challenges among other Nanotech Objectives
- Contributing to the development of a web based platform to facilitate learning and expansion in communities of social entrepreneurs providing products and services to serve the needs of the least advantaged, the 3 billion people making less than \$2 per day
 - The Origin of this effort was the MP recommendation to provide a large cash prize to social entrepreneurs who developed and delivered appropriately priced services to meet the needs of the most needy people on the globe.
 - That initiative resulted in the annual Tech Awards (Silicon Valley Technology Museum for Innovation) of \$50,000 each to 5 Social Benefit Entrepreneurs selected from 25 finalists out of 700 applicants
- Contributing a CEO perspective and experience on economic sustainability, execution, scalability and metrics

The Millennium Project and The World Future Society www.wfs.org

- Identify ways MP and WFS can benefit from the sharing of resources, perspectives and assets to the mutual benefit of both organizations
- Mp has 29 global nodes. WFS has in general, many moribund, 81 chapters in 31 countries around the world. 41 chapters are in the US.
- The WFS has successfully completed a 6 hour Futures/Strategic Planning Process to achieve three Goals by 2011:
 - \$500,000 Surplus or Endowment
 - Membership increase from about 18,000 to 50,000
 - Paid Conference attendance from about 900 to 2,500
 - The Goals are supported by strategies and tactics. As these practices are demonstrated to be effective, and WFS adds staff paid for from growth and contributions, it will become an even more useful and beneficial partner for the Millennium Project who has a Mission substantively different, but equally urgent to the WFS Mission
- The World Future Society is established as a learning community to help people understand and use futures thinking and tools ethically

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The Millennium Project and The Foresight Institute's 6 Nanotechnology Challenges and the Nanotechnology Roadmap

- The Foresight Institute www.foresight.org
- As I am writing this report, the Foresight Institute's web site is down and I will have to add their goals later. (Ah, the marvels of technology.)
- The Foresight Institute's has moved from its 1989 founding to help expand the ethical awareness and research into nanotechnology to 2005 where there mission has advanced to help facilitate ways for organizations to ethically commercialize the implementation of nanotechnology research.
- Their 6 Nanotechnology Challenges were a direct result of Eric Drexler's conversation with Jerry Glenn about HOW nanotechnology could help mitigate the 15 Millennium Challenges
- Foresight is established as a learning community to help people understand and use nanotechnology ethically

The Millennium Project and Santa Clara University's Global Social Benefit Incubator

- Santa Clara University GSBI (Global Social Benefit Incubator) <http://www.scu.edu/sts/programsandpartnerships/gsbincubator.cfm>
- Offer two week on campus scholarships to award winning Social Benefit Entrepreneurs (The Tech Awards, The World Bank Awards, and others) to develop business plans to help their enterprises become economically sustainable (total or minimal direct government, foundation or individual contributions) and scalable to grow effectively and efficiently to the benefit of the least advantaged
 - There are three phases to the GSBI – pre-program, program and post program when they return to their countries
 - The three phases are supported by a web based Wiki called JotSpot www.jotspot.com
 - The learning model has evolved from a traditional academic 'presentation' model to the more appropriate learner centric learning model (the participant knows a lot and is motivated by economic need or urgency of mission to learn more to help them be even more successful achieving their goals)
- The three phases of the GSBI model
 - The pre-campus program phase starts 60 to 90 days in advance of the social entrepreneurs coming to campus and requires them to do reading, market analysis, mission and vision statements and a

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fishbone diagram of revenues and expenses (a method of showing sources and uses of funds)

- Two CEO level small and large business Mentors are assigned to each social entrepreneur to provide feedback, support and guidance
- The campus phase of the program is designed to provide broader, deeper information about the context, characteristics, and interaction among the pre-work they did, and the post work implementation they are going to do. These activities are supported by about a 50% Mentor presence in the evenings to develop a presentation to Funders for Start Up Capital, and the development of the Executive Summary of a Business Plan
 - The last day of the program following presentations to a Venture Capital Panel, the Mentors work with the entrepreneurs to incorporate the venture panel's feedback and develop a tactical plan for execution of their strategy when they return to their countries
- Post program follow up requires the entrepreneurs to 'meet' with their Mentors once a month using Skype to discuss progress on their tactical plan, and hear recommendations as how to manage the inevitable challenges that arise as the result of implementing beneficial new concepts and ideas. The management theory here is 'You get what you inspect, not what you expect.'
- As a condition of acceptance in the future the social benefit entrepreneurs will have to agree to replicate this learning process with at least five other capable, local social benefit entrepreneurs.
- The Wiki and the Global Social Benefit Entrepreneur Collaboratory (developing entrepreneurs through the learning processes of being a user of the knowledge - to a contributor to the knowledge base - to a Mentor) provide the technical infrastructure that allows each entrepreneur to have their own space so that others who want to help can be knowledgeable about where the enterprise came from, where it has progressed and what it needs to help ensure its continued growth and success. Thus the good will of others will be guided to be effective rather than just intended to do good.
- The Santa Clara University GSBI (Global Social Benefit Incubator) is established as a learning community to help Social Entrepreneurs understand and use effective commercial practices to economically sustain and scale (grow) their enterprises ethically