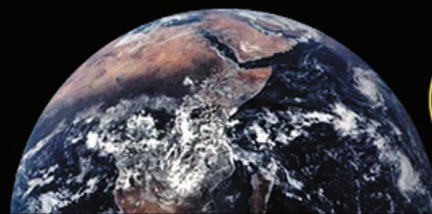




Transpartisan Policy Institute
Ideas Of, By, and For All Interested People
With the Earth Intelligence Network
Public Intelligence in the Public Interest
And the Public Budget Office



Goal of the Non-Profit Coalition

Our goal is to harness the potential of shared information on a global scale that transcends individual nations' narrow interests or corporate special interests in favor of both local and global, Whole-Earth interests. This will reflect bottom-up consensus, which is sustainable over time and space. Ultimately, we seek to connect every person to all information in all languages all the time—dots to dots, dots to people, people to people, at each level of community.

Each of the individuals and organizations referred to herein is viewed as a potential or actual leader in developing this capacity, and as thus pre-qualified for funds and support that encourage but do not mandate, our approach to Collective Intelligence centered on the EarthGame™, the Transpartisan Policy Institute and the Public Budget Office. All entities herein are explicitly and completely

independent of EIN and their presence here does not imply endorsement of EIN's approach, nor any EIN expectations. We think of EIN as an enabler for extensive iterative dialogue among the confederation of founding member elements and all others, with the goal of eventually establishing shared purpose, principles, and operating agreements using the EarthGame™ as a common tool for creating sustainable self-governance across all domains in all languages.

This brochure outlines our strategy for achieving our goal, and consequently, the elimination of the ten high-level threats to humanity, the harmonization of the twelve trans-governmental policies, and the engagement of all governments in migrating rapidly to sustainable affordable ways, means, and ends. Figure 1 illustrates our analytic model.

Our technical implementation boils down to “one man, one cell phone, one game, one planet.”

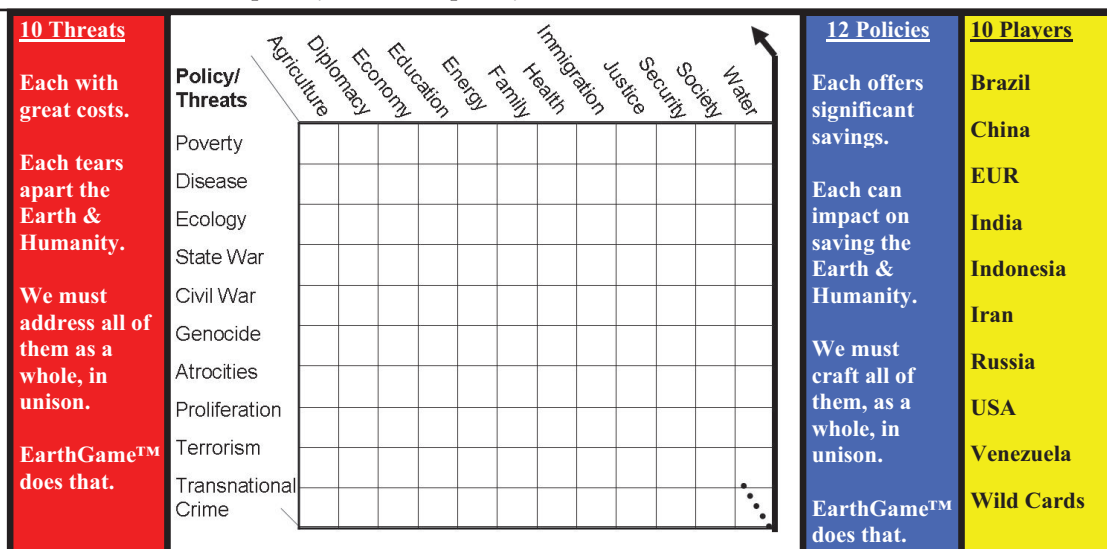


Figure 1: Our Analytic Model.

Objectives of the Non-Profit Coalition

We have three long-term objectives:

- 1. Expanding the Commons:** To facilitate information sharing treaties and agreements as well as open standards among trans-governmental, governmental, and private sector information producers and consumers, such that all information in all languages can be easily accessed and exploited by every person everywhere using open source software or a cell phone connection to a live on-demand volunteer teacher.
- 2. Saving the Commons:** To create compelling decision support on costs versus benefits of early and precise investments aimed at eradicating the ten high-level threats to humanity through harmonized funding of the twelve policy action areas (Figure 1) and—as

quickly as possible—the creation of an EarthGame™ that presents compelling actionable investment strategies to the eight major demographic players whose policies today will determine the future of the Earth and Humanity. This will be a service of common concern to Foundations, International Organizations, and Non-Governmental Organizations as well as Corporations and Governments.

- 3. Sharing the Commons:** To harness over 100 million volunteers who speak one of the 183 languages still important, and have access to the Internet, organized so as to be able to educate the five billion poor “one cell phone call at a time” on any topic from stopping a plant disease to fixing a tractor to healing with natural or alternative cures.

Virtual Budgetary Influence

With the identification of the ten high-level threats to humanity in priority order, and the isolation of the twelve most vital policy action areas to be harmonized, we are now ready to use decision support to better inform those spending (or stealing) up to five trillion dollars a year.

We seek to produce public intelligence (decision support) relevant to the following four communities of practice:

- 1. Foundation Investment.** One trillion dollars a year is directed toward alleviating poverty, eradicating disease, ameliorating environmental degradation, and so on down the list of the high-level threats. By enabling consensus on prioritized investment packages, decision support can accelerate and increase the impact of targeted donations.
- 2. Corporate Investment.** The pioneering work of Herman Daly, Paul Hawkin and others has finally yielded deep corporate interest in Natural Capitalism and Ecological Economics. By creating decision support specific to individual corporations and their global presence, we hope to accelerate the “green to gold” trend, while also providing “true cost” information (water content, fuel content, unfair labor content, tax avoidance) to the consumer at the point of sale via cell phone.
- 3. Government Investment.** National, state, and local budgets are becoming more transparent and also available on-line prior to legislative passage. By using the EarthGame™ with embedded budgets to show trade-offs and consequences, over time we hope to inspire public demands for less spending on war, more on peace. As Figure 2 illustrates, we spend \$900 billion a year on war now, when redirection of one third of that amount could easily fund both infinite wealth and a sustainable peace.
- 4. Criminal Investment.** Transnational crime is now estimated to be two trillion a year out of seven trillion. It is growing rapidly, and the existing government and

law enforcement models are relatively helpless to stop crime, or the takeover of legitimate properties by criminals using illegally-derived funds. We believe that the profit can be taken out of crime in two ways: by providing tens of millions of volunteers with an easy means of anonymously sharing information about criminal activities they observe; and by providing the poor with on-demand education that allows them to increase their legally-derived revenue.

Obstacles

The primary obstacles to our goal are:

- Lack of open standards in the digital world
- Lack of western fluency in 183 languages in the developed world
- Amount of historical and current information in analog form
- Emphasis by nations and corporations on secret or proprietary sources
- Concerns over privacy and security when information is shared indiscriminately

Enablers

Fortunately, there are also multiple enablers supportive of our goal:

- Massive amounts of substantive information in all languages is readily available, and especially so from within the many elements of the United Nations and the varied Non-Governmental Organizations (NGO), educational institutions, and centers for public advocacy.
- An EarthGame™ can be built for no more than \$2 million a year that will scale very rapidly and ultimately allow every person to play themselves at every level.

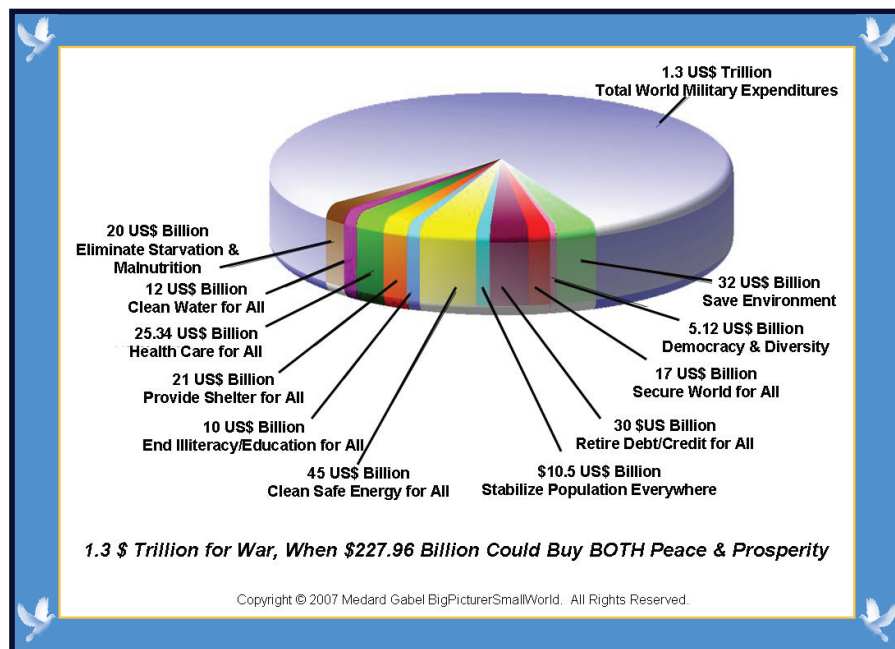


Figure 2: Relative Costs

- Public intelligence based on open sources of information in all mediums, all languages, now makes it possible for decision support to be provided to any person on any issue at relatively low cost, if not free.
- Transparency of budgets at all levels is accelerating, and this finally will allow all concerned citizens to judge bud-

getary trade-offs from an informed perspective, while using the EarthGame™ to evaluate trade-offs.

- Open source software and free Voice Over the Internet is now available, allowing tens of millions fluent in various languages, many of them in impoverished straits, to earn micro-cash for micro-translation, or for teaching “one answer at a time.”
- Individual routers that allow individual owners of information to control who can access their information and how it is shared, are coming on the market at the same time that Data at Rest encryption is becoming both routine and robust, generally free of charge.

Our Strategy

We will adapt the proven process of decision support to open source information in all languages. That process consists of the following elements:

- Requirements Definition
- Collection Management (Know Who Knows)
- Source Discovery & Validation
- Multi-Source Integration and Evaluation
- Human Analysis (Historically & Culturally Grounded)
- Compelling Presentation
- Timely Helpful Dissemination

We call this Information Arbitrage™—the conversion of information into intelligence and intelligence into wealth for all—and Information Peacekeeping™—the use of shared information and free education “by the call” to create stabilizing wealth at the Bottom of the Pyramid, while nurturing a permanent peace for all.

Our strategy for achieving our goal can best be understood in the larger strategic context as illustrated below in Figure 3.

One Man, One Cell Phone, One Game, One World

With the cell phone, there is NO degree of separation. It’s the wireless version of “hard wired.” Ohm’s law reminds us that a “perfect amplification circuit” is “straight wire, with gain” and no resistors in the circuit. According to Ohm’s law, as voltage increases, resistance drops. Ultimate voltage equals zero resistance.

In Auric terms, and as we are human beings infused with electro-magnetism ourselves, this is denoted as a white, clear or golden aura, which is exactly what you see depicted in every religion’s pictures of “holy ones”, the “ones” with the “straightest wire” and least “resistance” to “the ultimate voltage”. The halo is never colored, always clear and bright.

Our concept of “one man, one cell phone, one game, one world” has scientific underpinning, and will amplify the aura of the world. If we add universal translation, and social networking without borders, we get closer to heaven on earth, or at least “straight wire(less) with GAIN”.

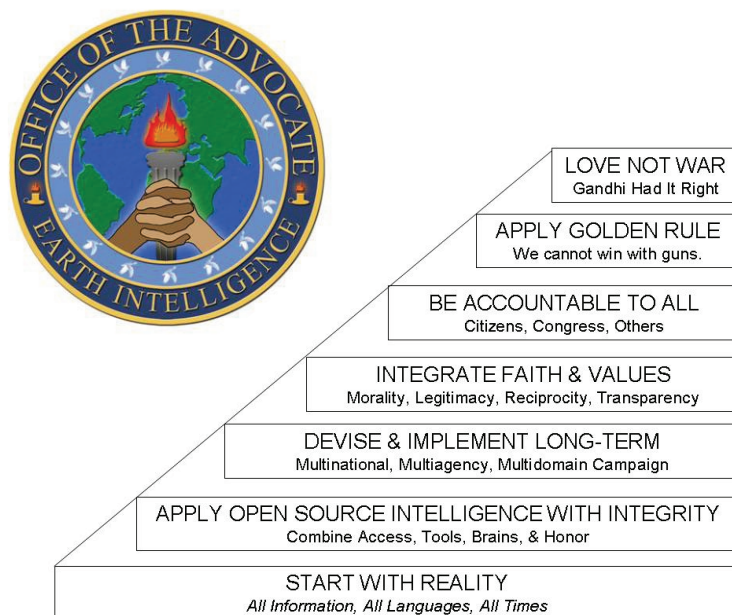


Figure 3: Reality-Based Transparency to Achieve Peace & Prosperity

Our Operational Construct

The long-term goal of connecting all people to all information is not achievable now. In the short term we want to focus on providing decision support to Foundations, and on empowering local communities with Open Access, Open Money, and Open Spectrum. We strongly believe that the cell phone, not the laptop, will be the key to liberating the entrepreneurial energies of the poor. Using Telelanguage, we seek to fund the registration and utilization of a hundred million volunteers able to both translate, and teach “one answer at a time” in any language, using their Internet access to search, and their voice over the Internet to teach individual cell phone users “on demand.”

Ten High-Level Threats

The High-Level Threat Panel of the United Nations, a panel that included LtGen Dr. Brent Scowcroft USAF (Ret.), has identified the ten threats that are relevant to the Earth & Humanity. They are itemized and illustrated in Figure 1, along the left-hand vertical axis. Corruption of the few imposes poverty on the many; poverty in turn produces all the other threats less proliferation (a government specialty). The second threat, Infectious Disease, has killed over twenty Popes, Kings, Queens, Presidents, and Prime Ministers. We ignore these and the other high-level threats to Humanity and the Earth at our common peril.

Twelve Policies Coherent at All Levels

A careful review of past “Mandate for Change” volumes, all of them partisan, has shown that there are twelve policies that must be addressed coherently at all levels. We will support anyone willing to address these policies in a Transpartisan manner, which is to say, on the basis of facts and dialog instead of dogma and deception. These are illustrated in Figure 1 along the upper horizontal axis. All points of view have value, and all points of view must be considered if any policy is to be sustainable both politically as well as economically. No point of view should prevail on the basis of dogma, deception, or denial. Facts must be transparent.

Transpartisan policy development should be characterized by three attributes:

1) No point of view is excluded, and no point of view is exclusive of any others.

2) The “true cost” of all goods, in terms of fuel, water, sweatshop and child labor, and tax avoidance, will be recognized in all calculations.

3) All twelve policies must be harmonized to address all ten threats with the most effective possible combination of shared avoidance, remediation, and pro-active prevention.

The neighborhood is the starting place for both the health of Nations, and the health of the Earth. We seek to test and develop our tactical program from the neighborhood to the municipality to the county or district to the province or state to the region, and finally, in five to seven years, at the global level where we can do real-time science and real-time democracy across all boundaries—public intelligence without borders.

Eight Other Players

Eight other players, in addition to the European Union and the USA, will determine whether or not the Earth and Humanity are sustained and then refreshed. This is very important. They are listed in Figure 4. Wild cards include such nations as Malaysia, Pakistan, South Africa, and Turkey, as well as religions and transgovernmental movements.

It is essential that our Earth Project be focused on establishing solutions and sustainable practices that can be rapidly and comfortably shared with the eight other players. Most promising for all of us is the wisdom that recognizes that infinite wealth is achievable if we provide the five billion poor with the information tools they need to unleash their entrepreneurial innovation and energy. Micro-cash is relevant not just to the funding of specific economic opportunities, but also, and more importantly, to the promulgation of communications and computing tools to the Third World, and to the provision of useful information as well as 24/7 reachback capabilities such that a farmer or merchant can get an authoritative answer, affordably, to any question they have dealing with their contribution to their local economy.



Figure 4: Ten Players with Global Impact

Concept for Change

Our concept for change calls for the creation of a global network of volunteer experts and observers who can create Collective Intelligence easily shared and supportive of “end-user-driven” policy. We have created ExpertWiki for each of the thirty factors, and invited the top experts in the world, as identified by one of our co-founders, a skilled international information broker, to connect and contribute.

We anticipate a convergence among the varied Collective Intelligence communities represented by the Co-Intelligence Institute and the Collective Intelligence blog; the Wikipedia phenomenon; the knowledge inherent in the 80 million members of Reuniting America and in other organizations around the world (with Reuniting Earth as a logical follow-on post-2008); and volunteer experts as well as on-the-ground observers from academia, business, civil societies, media, non-governmental organizations, and unions; virtually any network that wishes to join and abide by our shared principles. Bloggers will become “information minutemen” on call all across the planet, active in every language.

Our goal is to enable a public policy decision process that uses public intelligence, Serious Games, and local Wisdom Councils to establish honest open budgets at all levels, budgets that serve the public interest—what some have called “citizen-based” policy.

Our Tactical Implementation

Our planned solution for the challenge of acquiring, integrating, exploiting, and sharing all relevant information pertaining to the ten threats, twelve policies, and eight challenges is depicted on the next page, in Figure 5. This figure represents over a half century of direct personal experience by the co-founders spanning communities of interest in social networking, sense-making and other enabling technologies, the substance of decision support in all domains; and, most recently, integral consciousness.

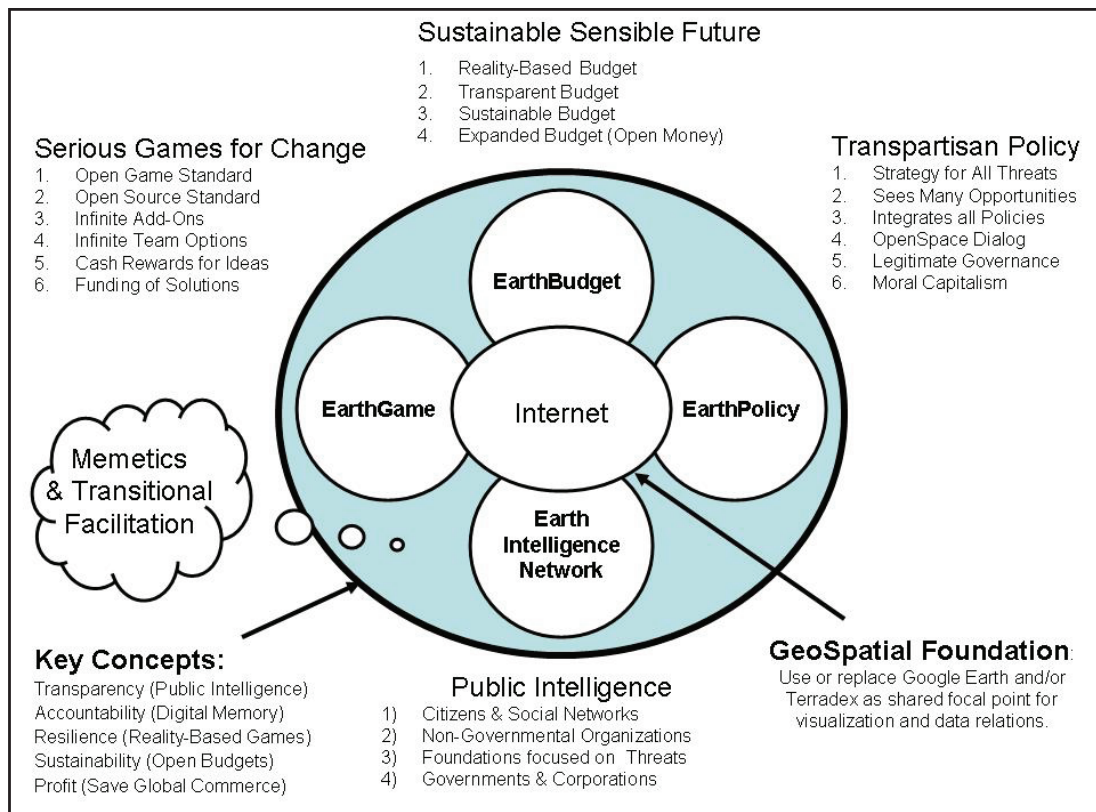


Figure 5: Planned solution for the challenge of acquiring, integrating, exploiting, and sharing all relevant information pertaining to the ten threats, twelve policies, and eight challengers.

Local Communities First

Our concept and our capabilities, while highly relevant to the national and global dialogs, emphasize the importance of localized understanding and integrated policy-making such that localized resilience can protect each community regardless of failures at higher levels. Until we succeed in transforming the global, national, and even state policy and budgeting processes, our greatest successes will be at local levels, and these will serve as examples for adjacent and higher-level communities.

The Internet

The Internet has demonstrated the ability to connect dots to dots, dots to people, people to people, and cash to both ideas and movements. The Internet is still in its infancy. If public power is to be preserved in the face of the massive assault on our civil as well as economic liberties by both corrupt governments and predatory global corporations, all too eager to internalize profit and externalize “true cost” (the actual cost of consuming non-renewable resources while accelerating climate change), then we must take the Internet to the next level as a Commons, not as a private property for hire. We plan for the use of the Internet to mobilize individuals, knowledge, funding, and presence, such that We the People can restore informed engaged democracy and community-oriented moral capitalism at all levels.

Memetics & Open Spectrum

Our planet and our institutions are in mass disarray. Our so-called mainstream institutions have become less reliable than necessary to support a competitive complex democracy. We are facing a near future of great dislocation at the same time that we have infinite opportunities.

There is good news. A few great minds now recognize the fundamentals of what was called Limits to Growth or Steady State Economics in the 1970’s, Ecological Economics in the 1980’s, and Natural Capitalism in the 1990’s. The “True Cost” meme is here to stay, and the smartest business leaders now recognize that going green is pro-business and the only way for a business to survive and prosper in the long-term.

Memes of localized resilience and sustainability are being rapidly promulgated by a public health community that has found Katrina-like consequences whenever centralized authorities rather than localized authorities are confronted with a pandemic. We need a memetics framework to facilitate learning, transitions, and transformations.

In support of informed dialog at all levels, we offer a free weekly report, *GLOBAL CHALLENGES: The Week in Review* as well as automated syndication of headlines, and individual forecasts for each of the thirty topics. We challenge all citizens to create something similar for each town.

Open Spectrum is an essential means of sustaining the Commons.

Serious Games for Change

Apart from their utility in nurturing Open Space and Open Culture dialogs, and comprehensive reflective Transpartisan policy-making, Serious Games for Change can help us achieve Thomas Jefferson's vision of an informed engaged citizenry, in his words, "a Nation's best defense." In the age of concepts and competing belief systems, it is the minds of our citizens, not our military, which will save our Earth and Humanity.

The world is long over-due for an end to the current educational system that is part advanced child care, part prison sentence, and part rote learning for factory workers.

Those who will create the future in the 1st World are Digital Natives who have no patience for teachers that know less than their students can learn on the Internet or via Serious Games and other interactive media. At the same time, the five billion at the Bottom of the Pyramid (BoP) do not have time for 18 years of "rote" education. Instead, they must be able to learn as much as possible via free online and low time-demand classes, pulling everything else via a hand-held device that allows them to observe and report, to learn and share, and to reach out to others for "just enough, just in time" education, training, and help.

An EarthGame™, properly designed to open standards with stable transparent Application Program Interfaces (API) and infinite localized and issue specific add-ons that easily integrate with one another and easily share public intelligence with one another, could in time become an almost real-world real-time engine for life-long and specialty education, for gaming scenarios, policies, and thus budget allocations that provide for the future, and for sharing experiences and feelings relevant to all cultural heritages and all communities of interest.

An EarthGame™ able to provide free education in 183 languages, along with a global network of volunteers who can answer questions and mentor the five billion poor "one cell call at a time," is the single fastest way of stabilizing those areas afflicted by poverty, disease, environmental degradation, and all the other predations upon human beings and other species who are brutalized by their circumstances.

With sufficient support, this could actually inspire a Nobel-equivalent prize series, but with a twist: 10% of the money goes to the individual who has the idea relevant to saving the Earth or a part thereof, and 90% of the prize money goes to implementing the idea. Thus do we harness the distributed Collective Intelligence of the Whole Earth for the common good of all.

Real-World Sustainable Budgeting

Peak Oil is upon us. We knew it was coming in 1974 but a combination of corrupt politicians and avaricious energy corporations chose to conceal from the public this vital intelligence relevant to our future. Never again!

The public now has a digital memory and the capacity to recognize both past misdeeds and present misrepresentations. WikiCalc, in combination with new architectures such as will be provided by the World Index of Social and Environmental Responsibility (WISER), and new legislative direction that budgets be transparent and online, will radically alter the manner in which policy is reflected in budgets. Transparency will sharply reduce corruption and the mis-allocation of resources. A digital network of citizen watchdogs and anonymous digital whistle-blower havens will increase the detection of fraud, waste, and abuse.

Our budgets, at the local, state, and national levels must be fully visible, and fully rationalized in favor of the end-user, of the citizen that bears the burden of taxation and whose loyalty to any government must be founded on the real and persistent legitimacy of that government. We can save Earth and Humanity, through public Collective Intelligence.

Recruiting Experts and Observers

We are a service of common concern, striving to help all organizations, and especially non-profit and localized neighborhood organizations, achieve transparency, resiliency, and prosperity through shared information and applied intelligence. Everyone has knowledge, everyone has a unique perspective. EIN has identified the top published experts in the world for each of the threat areas. We seek early funding to identify the top published experts for the other twenty factors (OSS.Net funded searches for the ten high-level threats.)

ExpertWiki

ExpertWiki, in all cases including the identification of fifteen websites of especially high value, and in the cases of the ten threats only, also the identification of the top published experts, have been offered to the public for inspection and augmentation. Each expert has been invited to connect his or her name to their home page, to invite unpublished experts to list themselves and further expand the network that could ultimately become the World Brain.

An illustration of the generic World Brain functions inclusive of shared calendars, directories, libraries, and wikis, is provided in Figure 6. These will be built out from the ExpertWiki.

Centers of Excellence and Information

Earth Intelligence Network has identified 450 Centers of Excellence, and we have begun the process of making direct access to their information much easier. We welcome the nomination of additional Centers of Excellence whose information can be added to our Deep Web Technologies federated search center. It costs \$10,000 to create a federated search engine for specified Deep Web applications. Deep Web donated the first one, on poverty. We seek funding to do the same for each of the other factors.

Eight Functionalities

The Weekly Review that we publish on all 30 factors is but the tip of the knowledge iceberg. We are recruiting experts in order to create Global Intelligence Councils that will support the Global Policy Councils of the Transpartisan Institute of Reuniting America, and any other deliberation bodies. For each of the 30 factors we are creating an open software suite of tools along STRONG ANGEL (TOOZL) lines, such that anyone can join and share the global directory, use and add to the global calendar, use and contribute to the distance learning and virtual library collections. Anyone can monitor and contribute to the expert forum (a wiki with varied levels of privilege). Our intent is not to be a hub, but rather a catalyst for the migration of this model and these open source functionalities to all web sites, all centers of excellence, all communities of practice.



Figure 6: Shared “World Brain” Functions

Conference

Since 1992 OSS.Net, Inc has brought together a global audience interested in Open Source Intelligence (OSINT). Our new conference takes the participants to the next level, creating a global capability for Multinational Decision Support. Conference details are at <http://www.oss.net/IOP>. While other events such as those sponsored by the Global

Knowledge Partnership, namely the World Summit on the Information Society and the Global Knowledge Conference are vital contributions, this new annual conference will henceforth focus strictly on multinational decision support and information sharing as it applies to the ten threats, twelve policies, and eight challengers.

Technical Objectives

Search and sharing are no longer the challenge. Visualization and sense-making are the challenge, along with reality-based budget (space, time, cost) correlation. Our highest priority as a species must be to address the ten threats by devising twelve policies that can be adopted by the eight major players apart from the European Union and the United States. We strive for a global “balanced budget” that is sustainable; that nurtures the five billion at the Bottom of the Pyramid, and that wages peace while ending war.

Technical Implementation

Three emergent memes will be of considerable importance in achieving our long-term goals:

1. Micro-Giving. There are many excellent endeavors that match individuals donors with individual needy. We hope to take micro-giving to the next level by working with Nokia to start a global program that gives free cells phones and a fully paid year of service from one well-off person to one poor person. We plan to work with the new Army Civil Affairs Brigade to link them to Foundations so that as they move through a devastated area, they can easily communicate specific needs (e.g. a new well) that could be funded by Foundations interested in real-time Stabilization, Reconstruction, Humanitarian Assistance, and Disaster Relief, if not resolvable by US capabilities for “Peace from the Sea.”

The EarthGame™ will provide for the receipt of cell

phone messages with Global Positioning Satellite (GPS) reference information such that micro needs can be entered by any individual and be visible to distinct levels (foundations, NGOs, governments, the public).

2. Open Spectrum. The false premise that the airwaves can be treated as a marketable asset has severely retarded innovation and the effective use of the electromagnetic spectrum. We believe that by working with Nokia, Apple, and providers of solar-powered roof-top wireless nodes, we can accelerate public demand for Open Spectrum.

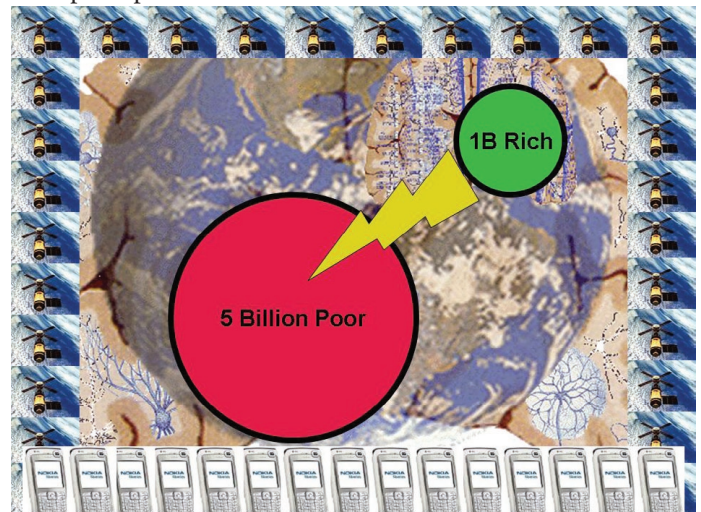


Figure 7: Education “One Call at a Time” Will Produce Infinite Wealth

3. Open Money. Open Money is the global infrastructure for the emergent parallel monetary system. It is free, democratic, open source, sustainable, and supports public good. The right of monetary or value creation and recognition is universal and held by We the (Sovereign) People. Open money can reflect both tangible and intangible value, and can be used by local communities as a means of assuring both local values and local control of the means to meet local needs. Open Money is a necessary foundation for all other Opens, and will counter-balance the current financial monopoly that relies on scarcity and secrecy to concentrate wealth unjustly. Open money does not seek to confiscate or redi-

rect existing wealth, but rather to create infinite wealth for the five billion poor, thus protecting existing wealth without deprivation of the poor.

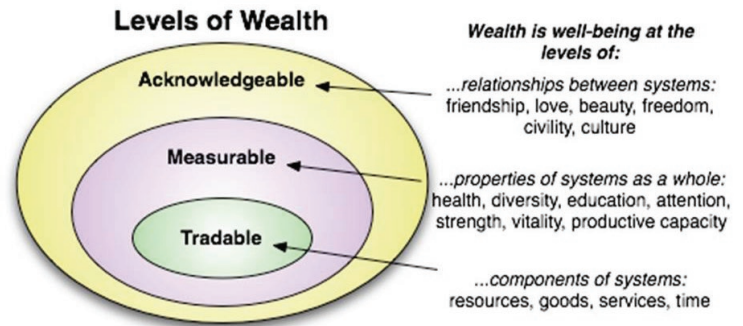


Figure 8: Open Money

Financial Donations

We are seeking funding (tax deductible contributions to our 501c3) for each of the 30 factors. With this money we will:

- 1) Identify and recruit all possible experts and observers;
- 2) Integrate as well as visualize all available information;
- 3) Make it all freely available online.
- 4) Provide decision support to Foundations, International Organizations, Non-Governmental Organizations, and all intermediaries.

Intermediaries We Will Support

We have identified nine distinct “tribes” with both requirements and capabilities in the decision support arena. They are:

- Academia
- Civil Society (advocacy, labor, and religion)
- Commercial Interests Going Green
- Foundations
- Governments
- Law enforcement
- Media, both Niche and Mainstream
- Militaries
- Non-Governmental Organizations

We will help accelerate multinational information sharing among these tribes, focusing carefully on the ten threats, twelve policies, and eight demographic challengers.

At a functional level, we will seek to inspire and support Serious Games and Games for Change; we will offer transpartisan decision support and policy option development to policy summits, citizen dialogs, and think tanks; and we will very deliberately seek to inspire a massive migration of all budgets at all levels to the Internet where they can be freely discussed and evaluated.

Our ultimate goal is to help create Transpartisan policy

and a sustainable sensible budget within the European Union (EU) and the United States of America (USA), that are suitable for migrating to the eight other major players. The harsh reality is that even if the EU and the USA were perfect from tomorrow, this will not matter unless the other eight major players begin adopting Natural Capitalism and sustainable integrated policies themselves.

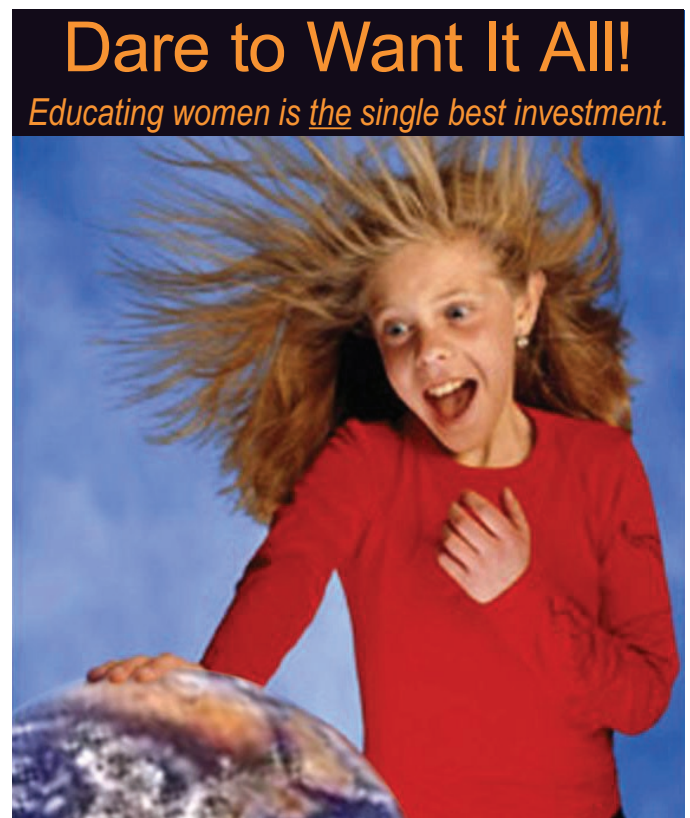


Figure 9: Dare to want it all!

Pro-Forma Budget

Our *pro forma* budget is outlined on page 9. Our 501c3 application has been submitted to the Internal Revenue Service. All major credit cards accepted. We have begun fund-raising by direct mail to specific foundations known to be concerned with any of the thirty factors.

Mission-Oriented Budget, 30 Factors

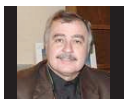
IOC

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Revenue Needs:

At full capacity in year five, we seek \$12 million per year. Below is a broad itemization of what it will take to accomplish the mission of creating public intelligence and public policy in a public context. This itemization corresponds to the “Six Bubble” Concept illustrated on page 5. Initially we must rely on foundations who agree to sponsor factors of special interest to them, but eventually this will be self-funding via citizen contributions to the “Big Bat” that can finance the transpartisan creation of public policy in the public interest.

Leaders	Key Personnel: Kim Blozie, Susan Cannon, JZ Liszkiewicz, Jon Ramer, Robert Steele Key Partners: Council on Foundations, Reuniting America, UN Foundation Objective: Facilitate Epoch B Swarm or Collective Leadership Cost Factors: Minimalist Infrastructure, Leadership Search & Empowerment Measureables: Participants, Use of Public Intelligence, Impact on Public Policy	\$62,500 5%	\$600,000 5%
“Big Bat”	Key Personnel: Steve Arnold, Mitch Ratcliffe, Joe Trippi Key Partners: Amazon, CISCO AON, Deep Web Technologies Objective: Create community networks able to impact on public policy Cost Factors: 4 people, servers, Amazon web services, license fees for tools Measureables: Visits, pages, subscriptions, links, contributions	\$125,000 10%	\$1,200,000 10%
Intelligence	Key Personnel: Mary Ellen Bates, Walter Dorn, Ran Hock, Winston Maike Key Partners: Amazon, IBM Alameda Lab, Commercial intelligence providers Objective: Provide public intelligence on all factors to support policy dialog Cost Factors: identifying, recruiting, and tasking experts, source acquisition Measureables: Inputs to other bubbles in form of pages, wikibooks, content	\$250,000 20%	\$2,400,000 20%
Policy	Key Personnel: Jim Rough, Wisdom Councils, Jim Turner, Sunshine Cabinet Key Partners: Reuniting America, Transpartisan Policy Institute, Think Tanks Objective: Develop transpartisan public policy in open global dialog Cost Factors: Local, regional, and national policy summits, broadcasting Measureables: Documents, participant time, GAO/OMB Attention	\$187,500 15%	\$1,800,000 15%
Open Money	Key Personnel: Jean-François Noubel, Eric Harris-Braun Key Partners: Community networks, local chambers of commerce Objective: Build the next global, free, peer-to-peer, open source currency system Cost factors: Startup then summits, global governance, peer-to-peer global monetary system Measurables: wealth/ life quality index	\$187,500 15%	\$1,800,000 15%
Budget	Key Personnel: Arnie Donahue, state & local budget directors Key Partners: GAO, OMB, National Online Budget Simulation Objective: Develop a sustainable balanced budget that provides for the future Cost Factors: Acquisition and uploading of budgets at all levels, automation Measureables: Visits, pages, subscriptions, links, new entries, modifications	\$62,500 5%	\$600,000 5%
EarthGame™	Key Personnel: Susan Cannon, Medard Gabel, Robert Young Pelton Key Partners: BigPictureSmallWorld, UN State of the Future Project Objective: Provide an online problem-solving and policy dialog tool for citizens Cost Factors: 14 staff and related costs of facilities and infrastructure Measureables: Lines of code, players, scenarios, GAO/OMB Attention	\$250,000 20%	\$2,400,000 20%
Memetics/ Open Spectrum	Key Personnel: Tom Atlee, Michael Dowd, Jock Gill, Mark Smith, Kathy Steele Key Partners: Co-Intelligence Institute, CommunityWeaving, Wisdom Councils Objective: Create a vibrant global conversation with real meaning for all Cost Factors: All forms of media-message communications both active and passive Measureables: New Wisdom Councils, new inputs, local to global policy impact	\$125,000 10%	\$1,200,000 10%
Administration	One Third People, One Third Infrastructure, One Third Travel or Out-Sourcing		
TOTAL	Initial Operating Capability Full Operating Capability	\$1,250,000	\$12,000,000



Steve Arnold
Architect and Strategic IT Evaluator



Medard Gabel
*Created World Game with
Buckminster Fuller*



Jon Ramer
*Cooperation Commons, Interra
Co-Chair, Earth Intelligence Network*



Tom Atlee
*Pioneer and Facilitator for Collective
Co-Intelligence*



Jock Gill
*Communications Visionary for Public Dialog
Open Spectrum Pioneer*



Mitch Ratcliffe
*Author, entrepreneur
and technology strategist*



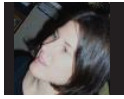
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Expert Wiki*



Eric Harris-Braun
Global Open Money Pioneer



Jim Rough
Pioneer & Facilitator of Wisdom Councils



Kim Blozie
*Master of Arts in Non-Profit Management
Fund-Raiser, Earth Intelligence Network*



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CEO, Online Strategies, Inc.



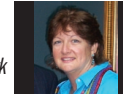
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Author & Trainer, Auras



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GLOBAL CHALLENGES: The Week in
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Joe Trippi
Pioneer of the "Big Bat" for Democracy



Michael Dowd
America's evolutionary evangelist



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