



Re: Venture Philanthropy – A High Tech Incubator and Philanthropy.

VPC is a new concept that combines high tech, venture capitalism, celebrity endorsement and philanthropy.

The Technology: The Universal Decoder Project is a decade old dream of mine: to create an algorithmic lexicon of planetary objects that could then be machine-readable. A what? Well, imagine holding your cell phone over any natural (and some man made) object(s) and it would 'decode' the image and 'identify' the plant, animal or mineral object. (i.e. this is an angel trumpet plant, this is an aphid, this is laurel, this is a boreal chickadee etc.).

I believe that in terms of reach, a Universal Decoder (“UD”) is almost of the order of magnitude of the Gutenberg Press for it will open the natural world to anyone and everyone. This capability will democratize information access and empower mankind to better understand the natural world, so essential to living in harmony with our planet.

Applications of the technology will be widespread and will be useful for natural history, general and specialized education, environmental studies, medicine, bio-medical software applications, agriculture, pest control, survival training (i.e.-edible plants), ecological surveys, gardening, recreation, entertainment and others.

The idea: I want to create a new kind of company: A Venture Philanthropy Corporation. (“VPC.”) The idea is simple, the corporation will raise venture capital in partnership with charitable, educational and environmental groups (“The Partners”) to fund the development of next generation technologies that will educate, empower and enlighten.

The first project is the Universal Decoder Project. (there are others) .The VPC acts as a technology incubator for next generation software while creating an ongoing revenue stream for the Partners through technology licensing and marketing alliances.

How will this work? A donor purchases shares in the VPC and donates them to a Partner (a charity or cause of his/her choosing.). The VPC conducts the R&D and receives up to 75% back in various forms of funding¹. Those funds would then be donated to the chosen Partner. This allows the donor to receive a 100% tax credit, the Partner receives 75% of the initial donation once the R&D is completed and an equity stake in a world class research and development company.

¹ R&D is funded at numerous levels of government in Canada. The federal stacking rules are such that R&D projects can receive as much 75% funding under these rules. In effect one dollar in capital investment can yield four dollars of R &D work. The caveat is that the technology has to stay in Canada but it can be licensed globally.

How does this help the Partner? The VPC licenses the technology and generates revenue. In this way the Partner receives both a cash donation early on as well as an ongoing revenue stream from the VPC in the form of dividends as well as increasing equity value. UD technology will be installed in hand held telephones and PDAs and sold as part of the cellular telephony service. Even at pennies per month per user, the revenue stream will be significant.

Philanthropists, donors and ecologically sensitive investors are sensitive to and understand the precarious situation that our planet is in. We need to find new ways of doing things (politically, socially and environmentally) and we need to do it over many scales of human activity. Change is slow to come and it requires huge investments of time and effort on a planetary scale to address some of our immediate global problems. We need to think big. We have Big Problems. We need Big Solutions.

We need to generate a tremendous capital base and apply it to global solutions. That capital requirement, I believe, goes beyond normal fund raising and traditional philanthropy. A Venture Philanthropy Corporation can generate a capital base in the hundreds of millions or even billions of dollars.

Venture Philanthropy is an idea that will work and will attract wide interest and support. Venture Philanthropy is pure capitalism with an enlightened purpose. Sustainable and self-regenerating economic models will replace outdated 'greed' models that do not account for their true cost. (ie pollution, social disruption etc.).

Right-minded people with sincere effort and dedication can make a difference. In the natural world the whole is more than the sum of its parts and it is the 'emergent behaviour' of new combinations of living structures that has led to this majestic planet that we inhabit. New combinations of social and economic structures will enable the emergence of a more sane and ecological economy and global society.

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