



# Minutes for Boost Foundation

06-05-2017 (01:30pm in Groningen)

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## Call to Order

The 17<sup>th</sup> monthly meeting of Boost Foundation was held on 06-05-2017 in Groningen. It began at 13:30 and was presided over by Ian Upton.

## Attendees

Voting members in attendance included, Ian Upton, Erudini Smits, Osman Akin, Justin Sloove, Roderick Lodewijks, Remco Scherpenzeel and Henk Bethlehem.

Non-voting members in attendance included Adrian Jaramillo, Marc René and Gert-Jan ter Schure

## Proceedings

### Theme

New projects, New funding

### General updates

*What went well?* That we are moving forward with 3 projects, Justin's trip and scouting phase, how Justin communicated while he was there about his story, Roderick's idea of looking at the planner bi-weekly, our team work, that Adrian stayed with us, that we are in Groningen, that Marc and Gert-Jan are getting more comfortable, the arrangements in Ecuador and meeting Patricio, pitching our story to AP Networks, communications about what we are doing, that our efficiency has improved, the compliance and sponsorship policy, the project plans, the Mascolori design and event planning, that we are building a reputation which attracts investors to us, applying for a trade mark.

*What can we improve?* Osman – structuring our communications to the outside world. He felt that before the project plans were made that everyone was working very individualistic and that during that phase it is difficult for him to find something tangible that he can communicate about. We discussed that this was normal and that with projects we work in a cycle. This means that we have peaks and then it slows down especially when we have to close the year. Henk – wants to be more structured with his work schedule and spread the workload evenly among the weeks. He also thinks that the status of becoming a new member should be clearly communicated. Remco – would like to get up to speed about acquisitions and leads on the commercial aspect. He would like to be more aware of what Ian is doing with the companies. He also needs to find a balance with managing work and boost. Justin – feels like he was missing the framework and guidance of the scouting phase. Communication with Patricio needs to improve even though it's expensive for Patricio to get internet over there which acts like a barrier. Gert-Jan – mentioned that we need to start documenting more efficiently. A lot of information is in Ian's head but needs to be on paper. We need to document better so that if one person leaves we would be able to continue with ease and not be too dependent on that person. Erudini – we need to improve our basic hygiene so if we can't make it to the meeting then we give notice. Also if someone is uncomfortable with their position in Boost or unhappy let her know so that it can be solved. Marc – would like to improve his personal pitch about Boost so that he can communicate it to his network. Adrian – thinks that we need to be patient with the projects. He also spoke about how he would like to find a way in which he can contribute most efficiently. He also expressed his option about the role of a member and a secondary volunteer. Ian – would like to improve our marketing and communications strategy, he also mentioned that we should always be looking for ways in which we can reduce costs and continue to improve. One way of doing this might be to stop team leader and use another



tool. He was thinking of hubspot. He also mentioned that we need to be honest when it comes to our trust and happiness score as they are KPI.

*Other comments?* We need to automate some of our tasks such as the minutes, google forms, electronic voting etc. Gert-Jan questioned whether we thought we are going too fast. Most of the members said no and believe we are capable of doing this. Ian mentioned that it is important that we take time off occasionally (take a holiday if required) and stay a little flexible. Marc and Osman requested that we start using the given templates because at the moment we all make documents with our own style (need to standardize). Also we need to be consistent with the names of our projects and their spellings. It might also be a good idea to reflect upon ourselves as a foundation – maybe go through a few minutes from the past and see where we are now. Also the website needs to be restructured when it comes to a few things, for example the school bag project needs to come under equal chances.

*Trust score* was an average of 89 (Increased) – (O-85, H-90, Re-95, J-90, G-85, E-85, M-90, Ro-95, A-90, I-90)

*Happy score* was an average of 90.5 (Reduced) – (O-90, H-95, Re-95, J-90, G-85, E-85, M-90, Ro-95, A-90, I-90)

### Projects

***Yatala water project*** – Roderick showed us the project plan once again and the project report. Ian explained the difference between the report and the plan so that the new members understand the two documents. Roderick specifically went through the financial part of the plan (the estimated budget). He mentioned that Ramani checked and agreed with the finances. He added a 30% risk mitigation buffer which is specific for the methods since the project is non-agile. He also added a 10% duffer for new material deviation (only for materials and the inflation). We have to state clearly that if there is any money over that it will go into Equal chances project.

We then had a discussion of the possible risks and which ones we need to set aside a buffer. He needed to add the materials, labour, and exchange rate (5%). Roderick updated the project report based on this discussion. He added labour costs with the assumption that there will be no volunteers working. He added a time risk, which is that we plan 4 months so we need to start getting in the money now otherwise the rainy season will start again. About the funding, Roderick mentioned that we need to start going to companies. At least 2 companies need to sponsor it and maybe we should have one main sponsor.

***Minuwangamuwa project*** – Remco spoke about the project plan. He said he will get in touch with Ramani, so that he can make the financial project report. This project is agile and similar to Pitawella project. We need to consider the lessons we learnt from Pitawella and make sure we don't make those mistakes again. It is important that we split the costs into material and labour so that we can have an individual mark-up (buffer) for them. Remco stated due to private reasons that he won't be able to lead this project so we have to think of a new project leader.

Justin needs to look into the finances for each project so that we can make a financial agreement and then we can start the next phase which is fund raising.

***Green Future*** – Justin presented his results from his Ecuadorian trip. The scouting phase is coming to an end. We have identified who Patricio is and the community - Agua Santa. Patricio is a 38 year old permaculture farmer. There are 52 families in the Agua Santa community and it is a 20 minute drive from the city Riobamba. In Agua Santa the families live of their agriculture. They live on top of the mountains and the only real concrete building is a church. The community is poor and the main problem they have is that the land is highly damaged making it hard to use. In the sixties, they planted a lot of pine and eucalyptus trees for economic purposes. These trees soak up a lot of water leaving the area dry and then the soil starts to crack.



Wind goes through these cracks causing soil erosion making the cracks even deeper. The wind, rain and water changed the soil and landscape in a negative way over time. (Dry soil → top soil erosion → unfertilized soil → no cultivation for food or live stock)

*Who will benefit from this project?* The community as a whole because they will be able to start living from and earning some money again from the forest. The environment and the ecosystem. Farmers (permaculture) will help the economy.

*Will the trees we plant be cut again to build pine trees once again if the price goes up?* Maybe through the project agreement or partnership agreement we can make sure that the community will use the tree and the land in a more sustainable way (make sure they don't cut the new good trees to plant pine trees again for economic reasons).

If we have any more questions, please write them down so that Justin can ask Patricio about it in the next email. The project consists of the following steps:

Step 1) Take the old trees out,

Step 2) Inject the ground and soil with a special type of fungus,

Step 3) Plant special plants (paganaris) which will make the soil good once again

Step 4) Prepare the ground and then start planning the native trees,

Step 5) Have a water irrigation system. They have a system where they use pumps to move the water around and it works well.

In a nutshell, the scope (are the above steps), the time duration (roughly two years), finances required (€50,000), the risks (similar to other projects), stakeholders (the community, Patricio, and maybe other organisations that want to help). Justin mentioned that the people there are educated and know what they are doing. They have the knowledge and the technology but they lack the funding. The community have a work ethic similar to community service called – Mingas. Here people from the community can work on the lands for a very small fee. Justin said that he thinks we should have the partnership agreement with the community leader and with Patricio (that they both sign the agreement).

In total there are 3 projects that we can do with Patricio. 1. To make the mountain green (above mentioned project). 2. It to make the micro-organisms that they need. 3. To build a school to educate the locals about the trees (Make a field school for farmers in the area) – this project does not have a proposal yet and is still in the idea phase.

Gert-Jan spoke to the group about the world problem regarding top-soil erosion. We need to see which proposal or project is priority for Patricio and then make the plan for it. We need short-term goals to see how we can help them. It might also be better to actually have a pilot project and test how it works out.

Ian stated that we said that we would spend €10,000 on a new project but this project costs a lot more than that. So he asked the board whether we were will to divert from our original financial plan. This went into a vote. All member except Erudini said no. The reasons for not diverting were, that it is a new project and there are a lot of barriers, it requires a lot of funding and we are having difficulty getting what we need for other projects even, maybe we can do a small pilot project with €10,000 and see how that goes first, maybe we can do it next year instead of rushing this year. Ian then asked the board to vote on whether we should move to the next phase and actually draw up the partnership agreement. All members said yes and Justin agreed to inform Patricio about it all.

Funding



Remco and Ian will look into the options we have and follow up on some of the leads. This includes contacting, Tribo, TopDesk, AP Networks (the private donation from the owner) etc. In order to start crowd funding or even to approach companies it might be handy to have a one-pager for Yatala water project and for Minuwangamuwa. If we put the project plans and reports on the website then we can use that as a base.

### Marketing and Communications

Ian was looking into using a marketing tool called Hubspot. At the moment the CRM system that we are using, Teamlarder, has a few limitations and Marc does not think that it fits well with us. At the moment only 3 people can use Teamleader, but if we can find something else that is more user friendly and more people can use it, that would be a better option. We need to unsubscribe for TeamLeader and then transfer our contacts to our new system. Twinfield is a monthly subscription so we can stop that whenever we want. Gert-Jan and Justin think we should keep Twinfield till the end of the financial year. Ian brought forward the motion to stop Team Leader and to start looking for alternatives. All members agreed.

Osman gave us a small presentation about the communication strategy which he has divided into different strategies based on the audience. He divided them into categories of volunteers, NGO's, other groups, donators, fans and friends, internal communications, and campaigns. We then went into a small discussion that we should start to automate most of our email communications and forms. At the moment we have a disintegrated system and we need to make it an integrated system.

### Human Resources and Legal

Henk has been with us for now for four months, and according to the proceedings he is allowed to become an official member after three. The motion to make him an official member was brought forward. Everyone said yes. The members all believe that he is a valuable addition to the team and that he brings the balance among us. He works hard, is extremely knowledgeable and has experience in his field that we need. In order to sign him and Osman at the kvk, Ian will fill in the required forms and then send it to them so that they can add a copy of their passport.

We then went through the sponsorship policy that Henk is creating at the moment. Which parties (companies) cannot donate based on their background and what they do. This led into a discussion about each company that was on the list. Which companies do we exclude and which ones do we do extra research in. Ian decided that he will send us all an email where we can state which industry we really do not think will fit with us and therefore will not accept a donation from them. The meeting ended with us expressing a few last thoughts and then going for a team building event.

## **Announcements**

- If you have questions about Green Future project that needs to be answered by Patricio, then let Justin know.
- Answer Ian's email about the sponsorship policy.

## **Adjournment**

Ian Upton moved that the meeting be adjourned, and this was agreed upon at 19:14.

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Erudini Smits

Secretary Boost Foundation

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30/05/2017

Date of Approval