

# Thought and Memory.org

## Rewarding incremental change

Chocolate is our first research focus.

*ThoughtAndMemory.org's service is ambitious. Our contributors can rate any product, company or subsidiary on a dozen different socially responsible consumer interests. Other consumer tools simply apply the reputations of a short list of multi-nationals to all of their subsidiaries.*

*Why are we so detail oriented? To reward businesses for positive incremental change. For example:*

*CadburySchweppes recently purchased the socially responsible Green & Black's chocolate label. Should the small company inherit its new parent's reputation? The reverse?*

*No. In order to track the actual value of each of its products we need to keep track of more than just who owns who.*

*That's why we've chosen to focus on completely modeling a single market segment. When we get that right, we'll move on.*

## Iterative process

# Our database is online, searchable, and improving!

Every aspect of our design process strives to be iterative. The flagship of ThoughtAndMemory.org's service, our online database, is no exception. We are now implementing this third generation user interface in response to the feedback that we received from the MIT Students for Global Sustainability in January.

Iterative group process requires a willingness to put everything you've got into creating something good, knowing full well that as soon as it is completed someone else will begin redesigning it. One Agile development guru quotes Johnny Rotten: "Don't know what I want, but I know how to get it."

Iteration gives creative control to whoever the current creators of a project are. Ideally iteration brings out the best of each successive tyrant.



Now that our online database is functional we are redesigning it for usability. Although we are committed to outreach and person to person interactive

outreach, our system should still explain itself to potential users. So clarity of use is our major UI goal.

As our website continues to evolve: look for ways that you would improve it. Our designs must serve you, our contributors, volunteers, and users. So try and keep us on our toes.

**This seems like a good way to think. Jumpshots are better when you think not of the shot, but of the follow-through. Researching chocolate is not a static end, but just the first spot on a continuous path.**

*Icarus responding to the "What shall we research after Chocolate?" blog entry. Nov 20th, '07*

# Sharing Knowledge, Building Community

Now that our online research tools are ready: we are organizing a grass roots community effort to populate our service with usable data. We must reach out to give a growing progressive community access to our service.

## Schools and Universities

Our preliminary market research suggests that students are our target contributors.

We are designing lesson plans that span Middle School English through College level Economics.

Know a motivated teacher or student? Email [GetInvolved@ThoughtAndMemory.org](mailto:GetInvolved@ThoughtAndMemory.org) to learn how to help students publish peer reviewed research on socially responsible products.

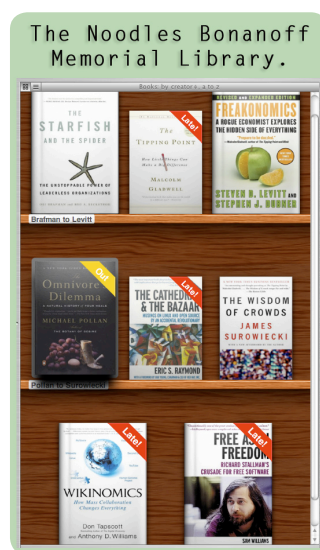
## Cell Phone Access to Come



So far, the only demographic group that would prefer using their cellphone to access socially responsible product information is high school students.

We will offer text message access to our database once our information base is solid and we have funds to support the service.

## Borrow A Book



Introducing a lending library of relevant books to share with our volunteers. Titles include: Wikinomics, the Wisdom of Crowds, and the Omnivore's Dilemma. Know any of their authors? Introduce our service to them...

## Building Coalitions

A number of services are now supplying users with information about a particular consumer interest (such as global warming or lead content in toys.)

ThoughtAndMemory.org seeks to work with these services to provide convenient centralized access to specific information about any interest in any product.

## First Comic Printed

Cambridge area artists (*represent!*) printed our first comic book in October. Pages are available, free, on our website. Our plot line committee is planning future issues to be created online with viewers.



## Video Intro gets play



Is it an infomercial? Well, it hasn't made late night television yet. But it does explain what we're up to. Like all of our efforts, many people helped make this video. Can you find the word that appears in the barcode numbers twice?

**I think the biggest challenge is reaching the critical mass, of both users and information, at which this really becomes a useful tool in real time for someone out shopping.**

*Focus Group Participant, January 24th 2008*

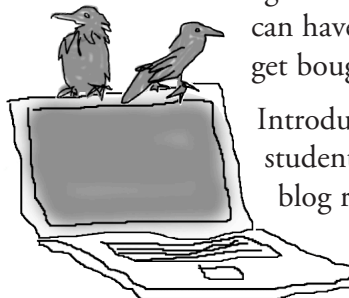




Spread the word

# You Can Host a Social Event, Workshop, Class.

ThoughtAndMemory.org offers contributors the chance to be more than just heard. Reviews and ratings that are published on our website can have a real impact on what products get bought and why they get bought.



Introduce your friends, classmates, students, church members, pen pals, blog readers, and neighbors to our service so that their voices can reach the ear of big business.

We must substantially increase our fundraising efforts

## Tax Deductible Donations Will Expand Our Service.

We have received two Director's Grants from the Council for the Arts at MIT and individual donations from each of our Board of Directors and several friends and relatives. We are also contacting a targeted list of foundations and corporate sponsors.

We intend to more than double our rate of fundraising over the next six months.

We are now offering hand screened organic cotton T-shirts to thank you for new donations.

Please include your shirt size when you mail checks to Thought And Memory, 17 Bishop Allen Dr, Cambridge, MA, 02139.

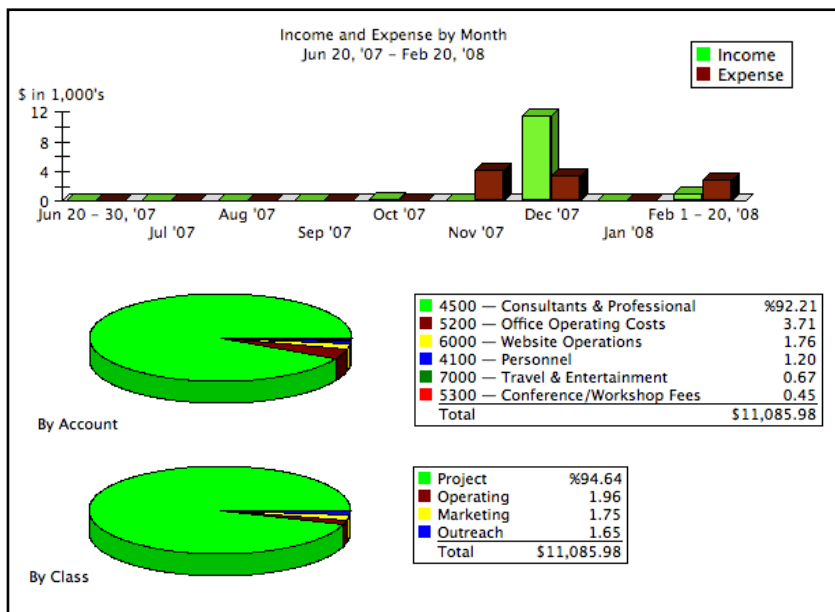


### We Run a Tight Ship

Thanks to getting a jump start from volunteers our expenses total only \$11,000 to date. Contracted labor represents the bulk of our spending.

### 95% of Expenses for Programming

Most of our expenses were related to the Web Design and User Interface programs. Outreach and Administration will be increasingly important in the coming year as we begin to provide public access to our service.



26 people have donated more than 10 hours so far

## 3300 Volunteer Hours Logged!

The first question that experienced non-profit advisers always ask is "Does anyone else think that your project is a good idea?"

Good question. Our answer is "Yes!"

"It is really the right time for this." is what we hear from people most often. Maybe that's why so

many people have committed significant time, skills, and perspective to help get this snowball rolling.

Thanks, everyone! At this rate we'll be able to make progressive purchasing a convenient and rigorous everyday experience for anyone anywhere who wants to "Buy it like you mean it!"

Our goal for Researching the Chocolate Industry:  
**200 Reviews and  
1000 Ratings by August, 2008.**

**Volunteer Research Groups**

email: [getinvolved@thoughtandmemory.org](mailto:getinvolved@thoughtandmemory.org)

Host your own Thought And Memory research event at home with friends and family.

"Tupperware party" Living Room Research Groups

Sign up to receive our "Weekly Challenge" emails to find out about our weekly research topic

Challenge Emails

Let your teacher know about our lesson plans for publishing peer review research on socially responsible company products.

Classes and Student Groups

Also ask about our work study and internship opportunities.

Nominate an expert for inclusion in our first research discussion panel.

Expert Panels













Thanks!

Let's celebrate a sea change as technology enables convenient consumer power

Saul Alinski's "Rules for Radicals" charged activists to celebrate progress as organizational victories. Leaders like Saul have tirelessly helped people power guide corporate power for generations. Communications technology is now activated a new generation of more casual organizers. So let's celebrate!



## Did we really do all this cool stuff?

-  Launch a functional website where people are sharing knowledge about socially responsible chocolate.
-  Receive 501c3 public non-profit status as a charitable educational organization.
-  Create a brand including a pamphlet, a volunteer packet, logos, a letterhead, T-shirts, and mugs.
-  Found a hard working Board of Directors and an experienced Advisory Board.
-  Publish a video intro to describe our service.
-  Write a class lesson plan to introduce middle, high school, and college age students to our system.
-  Host a design contest, a workshop and a table at a fair and two conferences.
-  Conduct preliminary market research.
-  Publish a comic book to tell the story of how everyday people can make a difference with communication technology.
-  Be the sole subject of MIT's Participating in the Arts Through Design video design class.
-  Receive two Director's Grants from the Council for the Arts at MIT.
-  Keep a blog and report on relevant news stories.

Go team!

## Who is behind the scenes at Thought And Memory, Inc?

### Board of Directors

Analucia Berry, Lucy Mendel, Rebecca Nesson, Daniel Ring, Shaunalynn Duffy, Clay Ward, Jamie Weller.

### Advisory Board

Chris Csikszentmihályi, Peter Huybers, Fritz Knabe

### Dev Flock

Mike Eggar, Sean Driedger

### Plot-line Committee

Taras Mauch, John Till, Jim Wauters

### Major Contributors

Stefan Barton, Ale Chiesa, Roopa Das, Sherri Davidoff, Rebecca Faery, Jessica Gath, Luke Griffiths, Hayat Imam, Raj Kottamasu, Fazle Khan, Sean McVeety, Anil Moni, Laura Nichols, Kevin Scully, Zan Stein, Ben Stephens, Luke Sullivan, Michael Ward

### Institutional Supporters

Delicious Library, MIT Center for Future Civic Media, The Council for the Arts at MIT, [www.taxattorneycpa.com](http://www.taxattorneycpa.com)

### Family, Friends, and Donors

You know who you are and we love you!



email us at:

**GetInvolved@  
ThoughtAndMemory.  
org  
or call  
617.216.8768**