

To: Jeffrey Epstein[jeevacation@gmail.com]
From: Dan Dubno
Sent: Thur 10/8/2009 3:30:04 PM
Subject: RE: WHAT NEXT? Here's what I'm thinking

- 1) First, get Jeffery Epstein to have a private "mini-Gadgetoff" in celebration of some of the cool stuff and people at a place of his choosing because of it would be fun. Perhaps Al Seckel and I can curate this. IF YOU WANT.
- 2) Take the "Hourglass Initiative" from the theoretical and conceptual stage... and turn it into an active NGO...

Needed immediately: a business plan, a budget, a timeline for deliverables, and the official 501 C-3 filing (all one step)

- a. Advisory board: Nobel-types, (heavy on biology), and WMD experts
 - i. Working with existing organizations in some capacities. These include:
 1. Council on Foreign Relations
 2. Carnegie Endowment for Peace (and Ethics in NYC)
 3. Center for Biosecurity in Baltimore
 4. MIT and Kennedy School (Belfer Center)
 - ii. Further consultation with experts
 1. Intelligence and scientific advisors
 2. White House Science advisor (who has indicated DARPA is now interested in solving technical aspects of our proposal)
 3. EFF, Wikipedia (and Wikileaks) and other internet groups who are devising methods for protecting web anonymity (Jimmy Wales, et al)
 4. Technologists (including key folks at Google and other companies) who have been studying the difficulty of providing anonymizing methods
 5. Studying methods for most effectively rolling out an educational campaign to younger scientists (high school level upwards) on ethical

concerns scientists must face dealing with WMD issues (esp bio) and how to structure and support efforts to have codes of ethics discussed and adopted in academic settings

b. Funding "Hourglass Initiative"

i. Operational funding for creating the basic institutional infrastructure

1. Potential sources include:

- a. Skoll Urgent Threats Fund (Larry Brilliant)
- b. Google Foundation (for technology assistance... and for help with codes of ethics education)
- c. Markle Foundation
- d. Others

ii. Plan and budget for educational component

1. Several symposiums to increase visibility of the issue... and to coalesce working groups and board members and advisors to help design the educational component of the ethical code
2. Similar efforts to bring scientists, technologists, intel folks, and web security experts together to begin designing (or working with existing technologies... i.e., TOR, Wikipedia, social networks, etc. to insure we design methods that protect whistle-blower anonymity
3. Publicizing the mission so scientists and others around the world see this as a non-partisan (non CIA) effort... but an effort by the scientific community to begin policing itself regarding ethical behavior and WMD threats
4. Publicizing the growing threats of rogue scientist activities that "democratize" such deadly technology and the importance of having scientists responsible and active in efforts to contain such potentially devastating technology
5. Gathering an effective staff of scientific evaluators, investigators (former journalists, retired intel folks)

- c. Design "educational" component and strategy to promulgate scientific code of ethics re: WMD
- d. Software development (for international anonymous web-based whistle-blowing)

2) Other projects to pay the rent and send two kids to private school:

a. Consulting with DHS S+T and other security entities regarding new technologies that are game changers regarding terror:

- i. long range explosives detection technologies (lasers)
- ii. various other technology approaches to detect IEDs , concealed weapons, and suicide bombs
 - 1. Passive millimeter wave
 - 2. Backscatter radar
 - 3. various handheld detector devices

b. Other consulting:

- i. Rocket Racing League (admittedly a fools' errand, this, but fun)
- ii. Various freelance advisory gigs... for Google... and some other companies regarding how to have "Gadgetoffs" and other events that stimulate collaboration and out of the box thinking with their staff and or clients
- iii. Maybe consult for my friend Jeffrey about what "Florida Science Foundation" charity initiatives wont blow back

4) Gadgetoff:

1) we have created a great community of innovators

2) The economic model is broken: If everyone "participate, who PAYS? So far, we've never lost money, and again are breaking even, but if this thing is to grow and be financially viable we must:

a) expand sponsorships

1. which means providing a clear value proposition for sponsors... that can be quantified.

2. Perhaps have separate events catering to sponsors and their needs

b) enlarge the definition of "participants" to allow more paying folks to attend

c) have a more organized method of:

1. sponsoring "scholarships" for innovators who most need them
2. enlarging the corporate sponsorship base
3. Getting more corporations to donate even cooler swag
4. Enhancing collaborations with other technology aggregators to guarantee that much more new technology premieres at our events
 - a) WIRED, ATLANTIC, POPULAR MECHANICS, MAKE MAGAZINE, POPULAR SCIENCE, etc
 - b) Encourage prominent Tech blogs to have more active participation
 - c) have a "traditional" network partner:
 - 1) DISCOVERY NETWORK
 - 2) ABC, etc

From: Jeffrey Epstein [mailto:jeevacation@gmail.com]
Sent: Thursday, October 08, 2009 6:44 AM
To: Dan Dubno
Subject:

now what?

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