

PROJECT PROPOSAL

Name

Email

Address

Today's Date

EXPLANATION -*Tell us more*

EXPECTATIONS -*What we can expect from each other*

ENTRY -*\$100 and 5 friends*

EXIT -*3% and the option to own*

Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.

~Margaret Mead

ABOUT US

We are a small collective of designers, developers, strategists, and like-minded visionaries who enjoy gathering around things that matter, things that shape our culture, and things that make a difference.

Wherever you are, we help you take your passion to the next step by assisting in such things as defining, ideating, branding, or mapping your passion. Our organic network of thought-leaders and industry experts from numerous disciplines can help guide you, and we'll do everything we can to support and encourage you on your journey.

We believe the Church should go deep, restoring people to whole-ness, and it should go wide, restoring the world to whole-ness as well.

We believe big impacts can be made by coming alongside young, capable, committed teams with a genuine burden on their heart for a new way to make a difference in the world.

We believe we can empower these visionaries by keeping their passions up front, creatively and strategically accelerating their idea, helping them gather supporters, and cheering for them along the way.

We believe in designing self-sustaining initiatives, that change begins even during prototyping, and the true change is what happens inside us all as we strive to better our world together.

We call it "mobilizing good."

...and we're looking for some crazy-talented dreamers who feel the same way!

EXPLANATION

We don't promise we will accept all project proposals, but this form is designed to make sure we're all on the same page and agreeing to the same expectations. We just want to be good stewards and communicate clearly.

*Provide a
SUMMARY
of your idea*

Articulate your
PASSION

We believe motivation starts at a “have to” and evolves through mindfulness to a “want to,” but we don’t believe an individual is ready for the commitment required to build something new until that evolves even further into a “can’t not.”

Please describe the problem you have a passion to solve, and why you are the right person to do this. What strengths, talents, and experiences will help you be successful? Explain how this passion has become a “can’t not”:

Describe your
MOTIVATION

*“It is not what a man does that determines whether his work is sacred or secular, it is why he does it.”
~Anonymous*

We want our work to play a role in imparting the Gospel. However, we believe there are many creative ways to serve the Kingdom. Sometimes a project SHARES the gospel with words, and sometimes it SHOWS the gospel with actions.

Please describe how your project may serve the Kingdom:

Define the shape

SHAPE

of the solution

"Pick battles big enough to matter, but small enough to win". ~Jonathan Kozol

Please define the scope of the solution you are picturing:

- Does the solution involve other people?
- Does it require start-up capital?
- Can you measure the need you are solving for?
- Is this solution feasible from a business-perspective?
- How will it impact West Lafayette? Indiana? The US? The whole world?
- Is it sustainable?
- etc...

Consider the
DURATION

GreyMob is designed to assist with the early stages of a solution. We will help you “put some legs” on your passion, get some traction, and do what we can to move closer to your objectives.

Please consider where you picture this solution going:

- How do you define success?
- Is your solution scaleable?

Projected Date of completed GreyMob work _____

What you expect GreyMob to have completed by this date?

OKAY, TIMES UP.

That wasn't so hard, was it?

NOW WHAT?

Thanks for making it this far! Please just email your completed project proposal to info@greymob.com. We'll take a few weeks to take a look at what you're proposing and then get back with you. We may work back and forth with you to refine the proposal in ways that best suit the both of us.

WHAT HAPPENS AFTER THAT?

If your proposal is accepted, we'll work through some of the nitty gritty stuff together. The next few pages are a preview of the EXPECTATIONS, ENTRY, and EXIT conditions (subject to change).

Once that's over with, we'll get right to work!

EXPECTATIONS

GreyMob is itself a venture striving to do good and make a difference in the world. We are looking for passionate, capable individuals willing to share their ideas to come alongside us in our work for a time. We care very much about our fellows and desire to work as partners, but in order to be good stewards of our resources and our own sense of calling, we retain the right of authority in all matters as we're working together under this agreement.

WE PLEDGE

- To help you define your problem.
- To assist you in designing a brand, system, or product.
- To problem-solve with you throughout the early stages of your solution.
- To help you look for others to come alongside and help you.
- To support and encourage you emotionally and spiritually to the best of our ability.

YOU PLEDGE

- To commit to investing 5-10 hours/week in your solution.
- To respect the advice and tutelage we offer.
- To actively participate in educating yourself about your problem throughout the process.
- To engage with GreyMob donors and sponsors.
- To keep the dream you have alive despite difficult times and temporary setbacks.

ENTRY

We know how important it is that you are committed to your dreams, and that you have a team of cheerleaders supporting you along your way.

FEE

We ask that within the first 60 days of our collaboration that you provide GreyMob with \$100 to provide working capital, and as a gesture of your commitment. We encourage you to raise this entry fee from friends and family. If your proposal is accepted and you are named a GreyMob Fellow, our work to come alongside you and your idea will be scholar-shipped by our generous GreyMob donors and sponsors.

TEAM

We ask that you also form a team of backers. These are at least 5 friends or family-members who know about this venture who will be an emotional and spiritual support for you. We recommend each team member commit to keeping you accountable by checking in with your progress.

Name

Email

Name

Email

Name

Email

Name

Email

Name

Email

EXIT

Our desire is to design and stimulate ventures that can do some good in the world around us. We want your idea to succeed even beyond the scope of our involvement.

INTELLECTUAL PROPERTY - SPINNING OUT

All Intellectual Property, including but not limited to copyrights, trademarks, patent rights, trade secrets and know-how, brought to the collaboration or created as part of the collaboration shall be considered jointly owned by GreyMob and you.

Within 90 days after the formal completion date of the collaboration, you have the option to complete an Exit Agreement to spin out from this collaboration and take all the Intellectual Property with you for the purpose of exclusively pursuing a venture to commercialize our collaboration.

If you don't complete an Exit Agreement and turn it in within these 90 days after formal completion date of the collaboration, GreyMob may exclusively pursue further development and commercialization of the collaboration, including but not limited to the Intellectual Property.

DILIGENT PROGRESS

If you spin out your venture you must demonstrate, when asked, to GreyMob's satisfaction that you are continually making diligent efforts to develop the venture. Failure to demonstrate diligent efforts to develop the venture for any continuous 12 month period may result in GreyMob exclusively pursuing further development and commercialization of the collaboration, including but not limited to the Intellectual Property.

REVENUE RIGHTS

If you spin out a venture and it or the related Intellectual Property is able to make some revenue, you agree to annually pay GreyMob 3% of the annual gross receipts generated after it first starts generating revenue. Additionally, if the venture or the related Intellectual Property that is spun out of GreyMob has an exit event, either through the sale of more than 50% of its stock or the sale of more than 50% of its assets, then you will pay GreyMob a one time fee equal to 10% of the gross exit value. GreyMob has the first right of refusal to this sale.

ADDITIONAL LEGAL DOCUMENTS

If either party spins out the Intellectual Property a more detailed contract or license may be developed to be consistent with this agreement and executed by all the parties to this agreement.

SIGNATURES

By signing below I am stating that I have received, read, and understand all of the information in this document.

Your signature

Printed name

Date