

CDI Mtg

30 Sept 2011

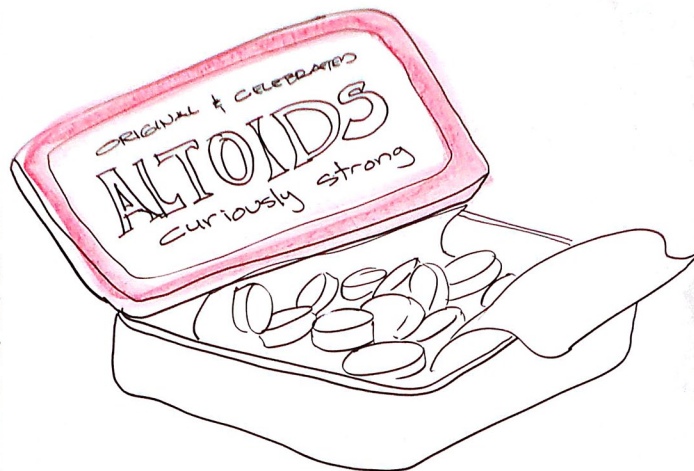
TEAM NAME: "Curiously strong"

Our Pilot  
is like a...  
Box of ALTOIDS



Team Members

- Sheldon Brown
- Guna Nadarajan
- Tracy Hammond
- Brian Smith
- Michael Lord
- Carol Lafayette



it looks like

The Great Ideas/  
Key Points, why...

- resilient to environment
- impacts millions of people
- strong, unique sponsorships
- original, celebrated (research & publication branding & dissemination)
- visionary: encourages creative uses of it
- multisensory, multimodal
- 100% natural - organic
- XSEAD (paper insert keeps ideas fresh, current & together)
- future: encourages fertile collaboration
- SOLID ART
- The President loves it
- transformative change agent
- counters cultural hollowness
- mobile, portable
- repurposable - "ALTOID READY" (technology devices) "maker spaces" (communication - geocaching)
- Encourages communication between those who don't know each other
- Supports Curiously strong art/science + tech ideas
- different flavors & sizes

I'm looking for the  
Love Circus where  
everyone is eating  
Altoids

★ engaged the senses &  
was tasty!

Video left a great  
taste in my mouth

Curious in looking/working  
toward the pilot