

**Magellan 500th Corp**



**Thomas Love, Hadley Stone, Keith Giambruno**

## **What is your vision statement?**

Our mission is to support the 500 year Magellan voyage retrace and to use the first circumnavigation anniversary as a catalyst to promote awareness and seek practical commitments for ocean plastics and actionable solutions for a cleaner ocean. We plan to create impactful results through a constructive and quantifiable plan of promoting social and political awareness.

What is your business plan?

## **Executive Summary**

The scope of the ocean plastic issue is enormous and daunting; however, the voyage attracts people's interest and represents a unique moment in history to obtain commitments and greater action. The journey around the world serves as a unique opportunity to align industries, governments and scientific efforts during this three-year voyage. The boat represents an inspiring vessel for individuals and companies who serve them and we seek to promote economical solutions. Magellan 500th Corp intends to bring awareness to the growing problem of ocean plastic accumulation, using the diverse ports and the voyage as a symbol for better management and improved practices. By working with our donors and operational endeavors, we plan to unite people to create change.

## Opportunity

The 500th year anniversary of Magellan's voyage is historic in that the first circumnavigation around the world unites people as global citizens in a uniquely spatial accomplishment, like going to the moon, and focused on the ocean plastic issue affecting the planet. As global citizens, it is important to raise awareness and seek actionable solutions for growing issues. This voyage can serve as a catalyst for international awareness and support collaboration for greater action from people, industries and governments seeking better practices.

## Marketing

Magellan 500th corporation has selected a marketing firm to design a website and implement a social media campaign. We also plan to create a short film with the director of a film for a similar organization that launched a successful video with inherent impact. We plan to advertise our case through social media platforms like Facebook while working to update viewers on our website. We plan to hold summits and publicize the impact we create by the organizations and people that we work with.

## Operations

Our operations include tying together our efforts in marketing with the voyage and strategizing to create impactful initiatives. We plan to work in close correspondence with the voyage and

identify solutions for ocean plastics in the port locations the ship will be and generate action. We intend to enact change by raising awareness and using the voyage momentum to obtain commitments from decision makers in industry and government through our summits in selected locations and inspire change through film, while analyzing and quantifying our impact.

### Financials

Our Chief Financial Officer has experience with managing business financials and will help our organization optimize our growth and impact. Our initial round of funding will be administered by the Arcadia Charitable Trust in collaboration with the Love Foundation, after which we will reach out to individuals and organizations whose interests align with our cause.

### Management

Our management team is composed of Tom Love, Hadley Stone, and Keith Giambruno. We plan to work together to maximize our impact and create the most change. We are also seeking a small advisory board to guide us in our work.

### Concept

Our concept is to create social awareness and action. We intend to generate change politically and in industry by proposing constructive ways to combat the problem confronting the oceans. This means partnering with larger organizations to develop ideas and initiatives to lessen the flow of plastics into our oceans via better practices and processes, lower output of products designed as single-use, improved materials, and practical economic solutions such as waste/recycle management and cleanup.

### Market & Competition

As a non-profit we intend to create collaboration rather than a competitive advantage. We are concerned with combating this growing problem affecting our oceans. We intend to grow the market through creating awareness and supporting positive change.

### Economics of the Business

We believe there needs to be awareness brought to the issue of plastic waste that is a by-product of many industries today. Industry roundtables and corporate commitments may facilitate win-win solutions that save businesses money and lessen pollution. Implementation of product redesign, education and awareness, and recycling commitments may support constructive change and incentivized regulations to promote cooperation. We plan to promote change through action rather than work with government officials directly.

## Costs

The costs for the business include our initial proposals for web design and marketing efforts as well as creating a short-film to bring awareness to the issue. These are some of our initial costs while our operational costs will be covered by our fundraising. We seek to grow the organization with more funding and implement strategies to create awareness.

What outcomes are you looking for in what timetable? (we need to be more specific with dates)

1. A successful voyage, retracing Magellan/Elcano's route
2. Constructive conversations – raising awareness
3. Potentially a summit, business roundtable, government symposium, interviews from locals or evidence of ocean pollution, promoting cultural change and potentially a short film.
4. Making this Spanish and European voyage more Global, getting American and multinational companies, organizations, and governments involved.

Timeframe: Just under two years.

Guam March 6, 2023

Mactan April 26, 2024

Timor May 15 - June, 15, 2024

Cape Town

Cape Verde Islands February 26, 2024

Sanlucar September 6, 2024

Sevilla September 8, 2024

What do you bring to this project that other NFP's and NGO's do not?

1. This is an event driven opportunity that could amplify awareness for a growing problem - we are uniquely positioned because of a cooperation agreement with the voyage.
2. The voyage is Spanish and there's potential to make the project global for a larger impact.
3. Relationships in the US for synergies, potential business partnerships, perspective of educating the sailing community and those with sailing family backgrounds or sailing experience –
  - a. NFPs and NGOs information silos and our organization may be able to tie together multiple interests and partners.

How are you going to fund the start-up phase?

*We are seeking grants from Arcadia and the Love Foundations.*

What do you both hope to achieve?

1. We hope to make a meaningful impact and have a constructive experience by promoting and managing a non-profit. We also intend to learn from leading scientists and ocean experts, and be involved with the voyage.
2. We plan to use the direct experience across the voyage i.e. evidence of plastic pollution or debris and bring that to attention in a personal empowering way.

Practical commitments and building relationships are crucial to our mission.