



FOUNDERS STORY

Earthshot™ was founded by Bob Wyman and Mark Bernstein. Bob and Mark have been friends and collaborators for more than a decade, having worked together on several exciting cleantech projects.

At the end of 2019, Bob retired from Latham & Watkins LLP, where he was a partner for 32 years and served, among other roles, as Global Chair of its Environment, Land & Resources Department and Global Co-Chair of its Air Quality and Climate Practice Group. During his career at Latham, Bob was also the longest-serving member of the Congressionally-established Clean Air Act Advisory Committee, serving for 23 of the past 29 years. As an environmental policy advocate, Bob crafted several innovative approaches to reducing environmental impacts, including the use of market instruments and other regulatory tools to accelerate and monetize clean energy and transportation technologies.

As he approached retirement, Bob's spouse, psychologist and poet, Dr. Lisa C. Krueger, encouraged him to address the unfinished business of tackling climate change. They had often discussed educational approaches that illustrated personal impacts and highlighted the power of consumer choice. Bob naturally thought of Mark, his friend and sustainability expert, as the ideal collaborator to lead such a venture.

Mark Bernstein has been a pioneering leader in developing ideas, policies and technologies for improving sustainability. Mark has held influential positions in various organizations, from government, academic and finance and has spent years considering and developing approaches to affect consumer behavior from energy efficiency to recycling to sustainability choices.

Bob and Mark decided to collaborate on a project that would draw from their mutual expertise, initially focused on Bob's idea to create positive and educational interactive experiences along the lines of H.G. Wells' science fiction story, *The Time Machine*. Participants seated in a control pod would hurtle forward in time to witness climate impacts tailored to their home region. Returning to the present they would be able to choose paths forward by turning control dials reflecting energy, transportation and land use choices and view first-hand how smart decisions can both enhance their lives and protect the planet.

They evaluated existing programs around the world related to the personal engagement challenge – how to get people excited about new technologies and to understand what they can do to reduce their carbon footprint with concepts that are contemporary and interesting.

Key to the success of any educational experience would be its visual quality and interactivity. Bob reached out to his good friend Rob Legato. Rob is a triple Academy Award winner in visual effects. From his extraordinary achievements in perspective in such movies as *Titanic* and *Hugo* to his use of virtual imaging and filming in *Jungle Book* and *Lion King*, Rob brings an understanding of visual story-telling perfect for the Earthshot™ approach. Rob brought along one of his technology partners, Magnopus, experts in visual and augmented reality and multi-platform interaction, and the ideas for Earthshot™ started to take shape. This small creative team began to conceptualize a personal, immersive and entertaining experience for museum and mobile platforms that would convey positive messages, stimulate thought, encourage dialogue and propel constructive action.



During this period, Bob and Mark reached out to many other friends who are among the best and the brightest in the necessary fields of expertise, including Joe Goffman (Harvard), Vickie Patton (EDF), Mike Vandenberg (Vanderbilt), Manny Grace (Disney), Ann Carlson (UCLA), Clayton Munnings (IETA), Sean Watson (Strategy Consultant), Tom Lloyd (Capital Group), Cynthia Ringo (DBL Partners) and Nikki Buffa (Latham). Together with Rob Legato, they formed the founding Board of Directors. New Directors Belinda Walker (Girls & Gangs, New Village Girls Academy), Lauren Graham (Velvet Frame), Nikhil Jain (Serial Entrepreneur) and soon-to-be-inducted Jamar Graham (Unity Ads) add important community and gaming industry experience.

Our company name, Earthshot™, conveys the collective excitement and technological achievement of the Apollo moon shot. Our plan was to start with in-person immersive experiences with Oculus-type headsets, taking the program on the road to museums, county fairs and schools around the country. We would then build out the experience into a multi-player online game. When COVID changed the opportunity for in-person experiences, we flipped the script to focus on hand-held games with the plan to develop in-person experiences at a later date. We have an incredible board and, while continuing to build our team and broaden our partnerships, we are gearing up to build our first game!