

Consumer Power Initiative- Guiding Producer Cultivation Project List

Networking, supporting and creating Guiding Producers

1. Recruiting new Guiding Producers
 - a. Giving Store (project underway with Kagen Zethmayr and Madhav Malhotra putting it together)
 - i. Sells various products: Baby/Kid, Pet, Houseware/Kitchen, Outdoors/Play
 - ii. GiveDirectly is the profit recipient
 - iii. Soft launch should be ready first week of August 2022. 1.5 months
 - iv. Hard launch second half of September 2022
 - v. Plan to network through community groups, religious groups, podcasts-spaces where people show that they care
 - vi. CPI Networking benefits Giving Store and vice-versa
 - b. Recruiting for new Dropshipping/Sales Platform projects
 - i. Store that sells personal productivity boosters
 1. Key Market Effective Altruism Community
 - ii. Store that sells headphones/gaming gear
 1. Using streamers/influencer
 - c. Other potential low-cost projects
 - i. Platform for music albums/visual art where projects benefit charities
 - ii. Video game bundles sold that benefit charities
2. Outreach out to existing Guiding Producers, getting them to become partners in the project such as [Bosch](#), [Carl Zeiss](#), [Humanitix](#), [Newman's Own](#), [Bosch](#), [BOAS](#), [Misericordias](#) and [Impact Makers](#). (outreach project to commence upon website completion)
 - a. Conscious recognition by these companies of a shared mission to help the world by directing profits they make from their economic activities that help the world.
 - b. Requesting resources
 - i. Networking- the connections people in these organizations have
 - ii. Funding- money for CPI or other aspects of Guided Consumption project
 - iii. Expertise- knowledge that they have from working in organizations
 - iv. Data- information from their businesses
 - c. Potential adoption of CPI brand (indicating shared mission/vision across Guiding Producers.
 - d. Adoption of partnership agreements/transparency, culminating in CPI Brand for the global project of directing the world's profits toward solving important projects.
 - e. Potential lobbying of existing Guiding Producers to shift some portion of charitable portfolio to EA charities
3. Hiring an expert in business/market sector analysis full time (funding constrained)
 - a. Getting volunteer/support staff for Guiding Producer Cultivation Team
4. Developing connections to philanthropic space to expand funding for Guiding Producer creation/acquisition

5. Develop Potential Economic Partners for Guiding Producers
 - a. Free/discounted consultants for Guiding Producers (see BOAS)
 - b. Suppliers offering more attractive terms to Guiding Producers
 - c. Employees choosing Guiding Producers over regular companies since they want to help the world rather than enrich people
 - d. Advertisers potentially offering better rate
 - e. Retailers offering better shelf spaces at lower rates to Guiding Producers
 - f. Other economic actors?
6. Develop funding apparatuses for Guiding Producer Startups

12 month Goals (Fall 2023)

- A. At least \$1 million in additional revenue from charities attributable to CPI from Guiding Producers**
- B. 15 Guiding Producer Partners,**
- C. At least 3 instances of viral Growth from new/early Guiding Producers/extreme market-share capture from existing Guiding Producers resultant from movement**