

To: jeevacation@gmail.com[jeevacation@gmail.com]; Jeffrey Epstein[jeevacation@gmail.com]
From: jessica banks
Sent: Tue 1/4/2011 10:42:15 PM
Subject: thoughts

okay a few things - which, to upholding a new years resolution, i will try to be as succinct as possible in conveying...

i didn't realize you wanted the writing yet (about axel, i am assuming) since i need the recording you have of the interview to really do that. i thought i asked you for this before. how can i facilitate this? i also wanted to talk to you before starting to write (why i was trying to get a hold of you starting on the 19th) b/c i came away from the interview with some ideas that i wanted you to okay about both the global direction for all the interviews and thus the specific tone/process for the writing. Here is an outline of my thoughts and what i feel i/we need to establish, though i do believe this is better had as a conversation.

my basic thought (which would really, really help SEO stuff and have both scientific and financial value) is that we use these interviews for your science website -- a NEW one that is actually interesting and engaging and visually pleasing. Components of this website that i foresee are:

- an interactive/graphical visualization of topics and people/scientists that highlights dynamic and interesting connections. we do this with Seed (the visualization part - i don't want to write about graphics here so we can discuss this in person with a pad and pen).
 - the topics/broad ideas: i've noticed what seem to be motifs in your thoughts (these things could have small descriptions of YOUR big ideas and link to ways you discuss them with certain scientists). for instance (not an all-inclusive list):
 - money (duh, but what should be funded in your eyes, what would other players fund, what should the UN investigate, what could inform, teach, enable (and also blow smoke up the butts of) your current clients
- altruism, society (not in the saving it way, though i don't think you should shy away from cool stuff that might have positive side effects)
- beauty, elegance
- memory, longevity, evolution (maybe even sex), competition
- cryptography
- software capabilities
- intuition
 - the people: the scientists and the topics are linked and dynamic. interviews are embedded in the site. now, after the Axel interview i felt that there needs to be some PEER REVIEW on some of the ideas you bring up in the interviews - i.e., i need to talk to the interviewees WITHOUT you in the room afterwards. it's not that i don't think they tell you the truth about your ideas, i just think it's hard to really extract which ones are the most worthwhile when they are so ballistic and forthcoming (which is a beautiful aspect of how your brain processes, but sometimes some ideas are based on grand assumptions which- although they are viable possibilities- might not demonstrate as convincing an understanding of the underlying science that some of your ideas do convey).

○ you:

- we include a biography of you - a short one.
- we write about your philosophy for investment and lines of inquiry - e.g., you are not interested in saving the world but this does not mean you do not outright reject altruism; you gravitate to open-ended problems, not the ones that are focused on solving a very particular problem.

○ the proof: i feel it should be obvious which of these things/people you actually DO financially support. this gives credibility. and it also allows for space for you to do some of the other stuff which would exponentially increase your SEO power by having links to universities, funding etc. that could reciprocate.

If you like these ideas we need to discuss the logistics of this endeavor in terms of :

- time-line: a realistic one that won't defeat any one's expectations. (i am needing to take some other jobs lately so it would be helpful to me to have a schedule that we both understand - i am willing to forego things for you but i also need to make some money in a way that allows me to forecast).
- goal: is this SEO? is this to really give you a cool on-line presence that can help you make money and can be used by us in other ways to deliver information to different audiences
- the audience: important to agree on this? i dunno
- budget: do you want to spend your money on this and do you understand what it will involve?

I would foresee my role as being one of translator and integrator: making the interviews interesting and accessible as well as the other parts that need content. i would be liaison with anyone doing the actual website and make sure that all your interests and desires are met, that you (and your science peers) are conveyed as credible and accurate. i would help you filter. so basically that amounts to project management and content provider.

If you don't like this idea, we should talk about an alternative. I'll still need a better understanding of your audience, goals, etc. so i can be efficient about writing. AND I STILL NEED THE TRANSCRIPT.

i apologize for bringing up the efficiency - it is my issue, but i tend to do things 110% and feel the need to be cautious with you b/c i sometimes can't read your investment level or interest. also, i have had to take some other jobs so i can afford to keep figuring out where i stand with my company and how (and ,if - actually taking to heart some recent talks about making money that i have had with you) i can live comfortably while being able to accommodate (at least part time) the things i want to create.

finally, we still (from the last email):

"so i got a name / intro from a friend last week for an SEO guy. i was going to reach out to him but i wanted to talk to you first about how to frame the project...(we just didn't get a chance to discuss when i saw you last.)

can we have phone convo about how i should proceed with him? or would you like to contact him directly?"

jess

ps. i failed at being succinct. i am choosing not to let this prevent further attempts throughout the entire year.

pps. i like you a lot. i want to work with you and for you to trust me. i can't separate you from your money (you probably can't either) but i know that i am truly dedicated to you as a mentor and a friend. please, know this.