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Subject: 'kickstarter' connecting scientists and businessmen
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Jeffrey,

I chose great tech developers to work on 'kickstarter' connecting scientists and businessmen. It would be profiles for business people and profiles for scientists. Scientist's profile would be done by an editor to make sure what they write about themselves is clear for business people and increase their chances to get funding. We should make a messenger on our platform so they can talk to each other.

I'm trying to understand the following things. I'd appreciate if you share your thoughts on the bullets below.

- What criteria businessmen use for choosing a scientists for funding?
- What criteria scientists use for accepting or rejecting funds from a businessman? Any specific scientists I should talk to for better understanding?
- Legal structure. How money is transferred between a businessman and a scientist if they matched (legal question)? Should we help them with the process?

My understanding is that we should take care of it so much as we can. Sometimes people wants to sponsor scientists and have taxes deducted. But they don't know how exactly to do that and done have time to take care of it. We can solve it and offer easy way to do that. It will bring to us some people who met out of our website bc they can process transaction easily.

Do you know any good lawyers who can advice on that? Ideally if they have some experience in managing science/business relationships and motivated by the mission more than by money

- Should it be the third person between a scientist and a businessman or not? How else we can increase the conversion from connections into actual

grants?

- Number of projects to start with. Do you think we should start with ~100 science projects and 20-30 businessmen for a test? What areas are the most under financed but look interesting for non-science people?
- 100 science projects. Should it be 20/80? Like 20% of famous scientists for marketing and 80% of new perspective scientists? Scientists are not easy to talk to. I want to think how many people we can realistically recruit within 3 months (to start quickly)
 - Businessmen. What is the criteria that we should use to pick right people? Net worth? Education? I assume the right type of businessmen are the people studied science when they were young. Any other criteria?
 - I'm thinking about the interface. Should it be more like Kickstarter or more like tinder. Businessmen can swipe between projects on free time if it's something closer to tinder. It can increase conversation but it might look not cool enough for scientists... what do you think?
 - Name. Any ideas?

Anything else important that I didn't mention?

Masha