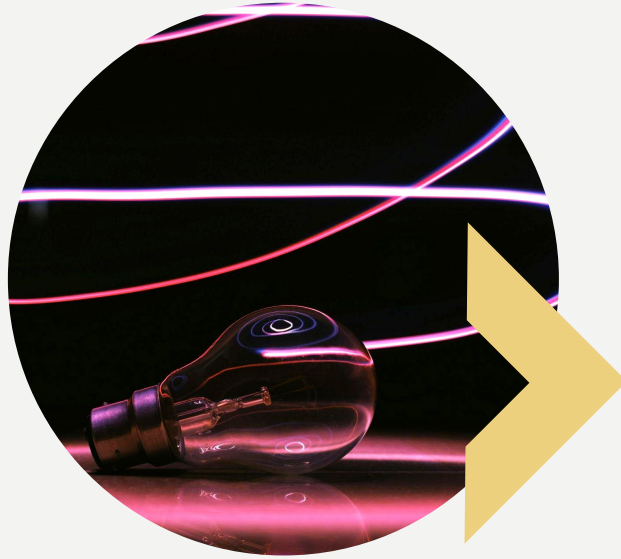


# 10x

Accelerating  
10x Breakthroughs



The world already has the knowledge and talent it needs to solve our biggest problems.

**We're simply not exploring and developing big ideas quickly enough.**

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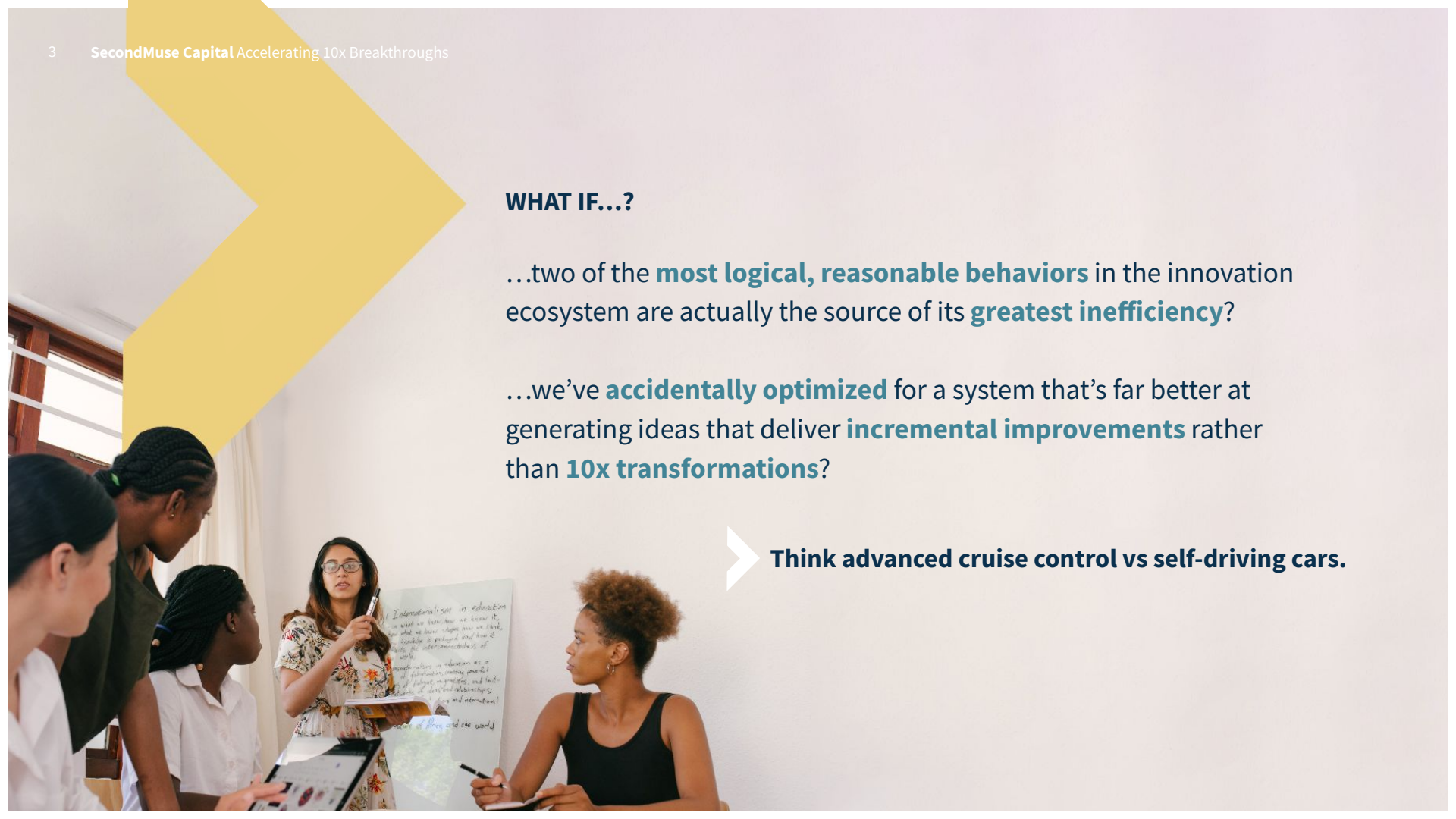
“Papers and patents are becoming less disruptive over time” - Nature, Jan 2023

## WHAT IF...?

...two of the **most logical, reasonable behaviors** in the innovation ecosystem are actually the source of its **greatest inefficiency**?

...we've **accidentally optimized** for a system that's far better at generating ideas that deliver **incremental improvements** rather than **10x transformations**?

▶ **Think advanced cruise control vs self-driving cars.**



## HOW DID WE GET HERE?

### Innovators

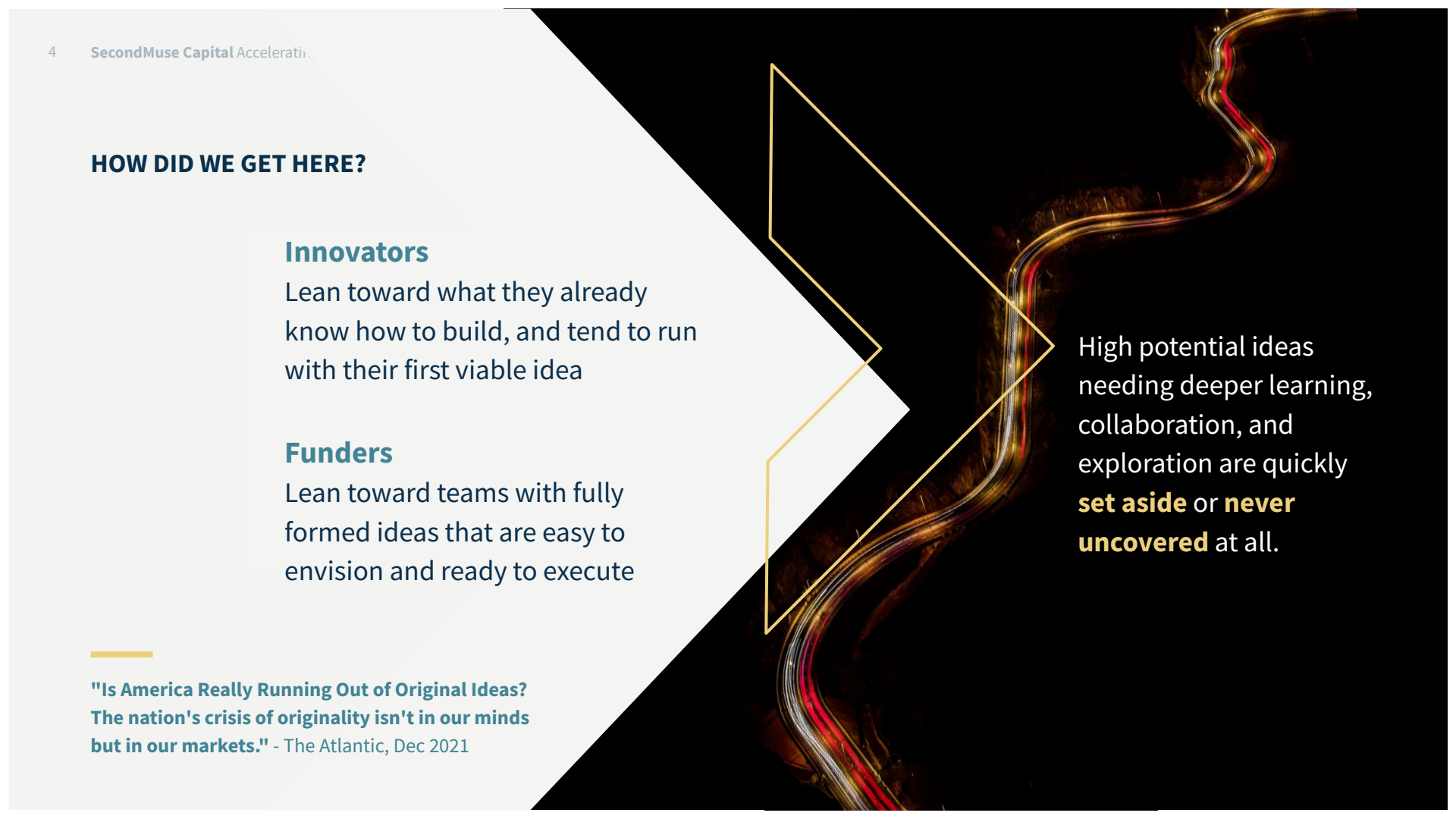
Lean toward what they already know how to build, and tend to run with their first viable idea

### Funders

Lean toward teams with fully formed ideas that are easy to envision and ready to execute

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"Is America Really Running Out of Original Ideas?  
The nation's crisis of originality isn't in our minds  
but in our markets." - The Atlantic, Dec 2021



High potential ideas needing deeper learning, collaboration, and exploration are quickly **set aside** or **never uncovered** at all.

We have to stop  
closing the window  
where the magic  
happens.

We call it **The Audacity Window:**

**A stage of intensive, hyper-focused searching** for the new technique or shift in perspective that unlocks everything.

It's about **learning and prototyping** rather than executing, so it's psychologically uncomfortable and culturally misunderstood. That's why few want to linger here. Yet this is the **secret** of cathedrals of innovation like Google X.

It also delivers audacity **efficiently**. Lengthy pursuit of good-not-great ideas is the source of most of the unnecessary waste in the innovation process.



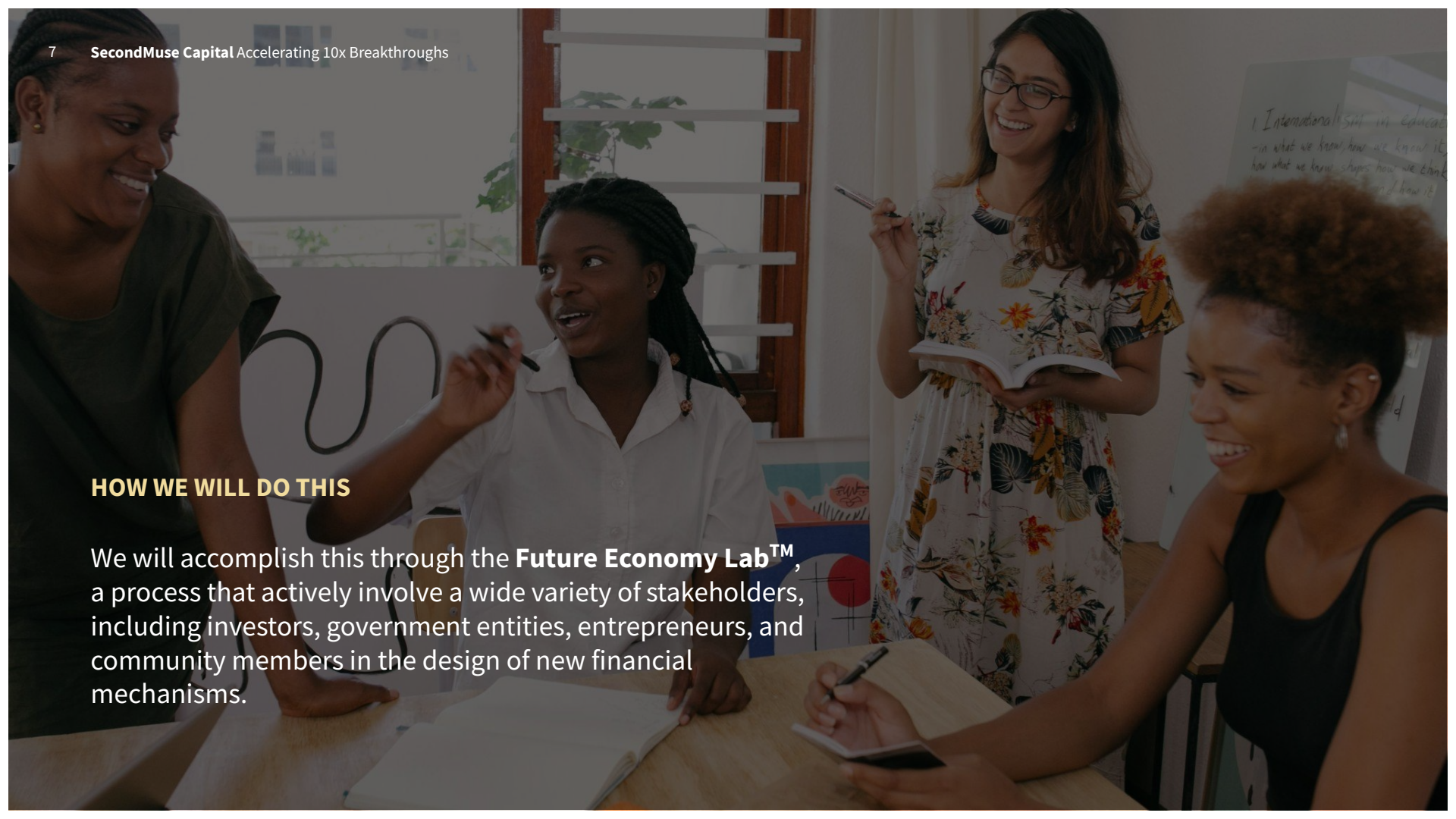


## HOW CAN WE FUEL AND PROTECT BOLD INNOVATORS IN THIS WINDOW?

We can turn a **trickle of 10x breakthroughs into a torrent** by developing approaches to funding and technical support that counterbalance the financial, cultural, and psychological forces that say “play it small, play it safe.”

## HOW WE WILL DO THIS

We will accomplish this through the **Future Economy Lab™**, a process that actively involve a wide variety of stakeholders, including investors, government entities, entrepreneurs, and community members in the design of new financial mechanisms.



Future Economy Lab

## **Building solutions:** Our two prong approach



### **Funding**

Develop a deep understanding of the unmet needs and barriers faced by both the supply and demand sides of capital. In all stages, we'll engage varied stakeholders who support high-risk, high-reward ventures; stakeholders responsible for bridging research and entrepreneurship; and, of course, innovators themselves.



### **Technical Assistance**

Investigate the forms of technical assistance that innovators want and need during their exploration process, and the factors that will set them up well to plug into conventional sources of capital and support once they're ready to execute and scale their initiatives.





# The Process & Teams Involved



A global research and design lab focused on innovating how we create financial mechanisms and strategies that support the growth of inclusive and resilient economies.

Foundational to the work of the lab is the belief that economies can produce more than a just financial returns for a select few. They can incentivize innovation to create more resilient and sustainable economies

[Our Work >](#)

**ORGANIZATIONS WE  
HAVE WORKED WITH**

avpn



pivotal  
VENTURES

SILVER  
LINING

VISA  
Foundation

WELLS  
FARGO



## To Date, Across Our 7 Labs

*The figures in this section shed light on various aspects of our FEL process. It is crucial to prevent potential misinterpretation by stressing that these numbers, while valuable, provide only a limited glimpse of the process and are not intended to quantify our impact.*



**4**

**FINANCIAL MECHANISMS FULLY DESIGNED AND IN THEIR LAUNCH PHASE, TARGETING USD**

**\$144M IN CAPITAL**

**UNDER MANAGEMENT**



**18**

**WORKSHOPS FACILITATED**



**332**

**PARTICIPANTS IN WORKSHOPS**



**148**

**DIFFERENT ORGANIZATIONS INTERVIEWED**



**275+**

**SOURCES OF SECONDARY RESEARCH REVIEWED**



**31**

**FINANCIAL MECHANISM CONCEPTS GENERATED**



**6**

**PUBLIC REPORTS**



**594**

**SURVEY RESPONSES ACROSS THREE SURVEYS**

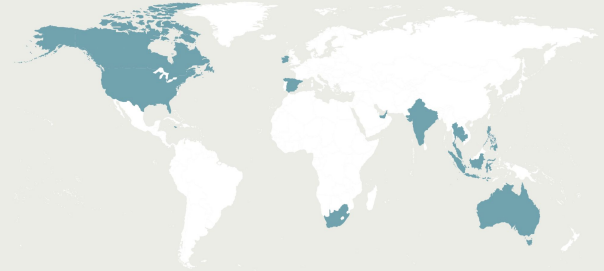
**6**

**DIFFERENT TYPES OF ECOSYSTEM ACTORS WHO ENGAGED ACROSS WORK (not mutually exclusive)**

Academic institutions; financial institutions and investment entities; small business owners; Government entities; girls, femmes, and gender expansive youth of color; foundations and other philanthropic organizations

**15 COUNTRIES**

**REPRESENTED BY INDIVIDUALS WHO HAVE PARTICIPATED IN A LAB**



- Australia
- Cambodia
- Canada
- Cayman Islands
- Hong Kong
- India
- Indonesia
- Ireland
- Philippines
- Spain
- Singapore
- South Africa
- Thailand
- UAE
- U.S.

## The FEL Process



### Envision

**Key Deliverable:** Preliminary Landscape Map

The FEL team and our partners align on the lab's scope, assign roles and responsibilities, identify stakeholders that we want to collectively engage, and **kickstart our process together**.

### Define

**Key Deliverable:** Summary of Findings Report

We use various research tools—such as desk research, interviews, and landscape mapping—to **understand the ecosystem's needs and challenges**. We synthesize the data during sense-making sessions with partners and begin creating initial models of potential solutions. These are then shared with a wider stakeholder group in an interactive workshop.

### Design

**Key Deliverable:** Investment Strategy Guide

We engage with both the supply and demand sides. This strategy ensures that the designed product(s) are tailored to **meet the specific needs of the diverse stakeholders** with whom we collaborate. We develop an investment strategy, establish a risk framework, construct a financial model, and identify a sample pipeline of investments and potential collaborators.

### Launch

**Key Deliverable:** Pitch deck and other fundraising collateral

This includes creating essential **collateral for fundraising**, including a pitch deck, a term sheet, and a data room outline. We have several strategies for launching the product: we may partner with organizations, identify a party that has been involved in the process, or generate a Request for Proposal to pinpoint the most suitable group to bring the idea to market.



Founded in 2023 by Courtney Hohne, a 17-year veteran of Google and its "moonshot factory" Google X, **CMH Collective** aims to democratize the innovation process, catalyzing more organizations to work on ideas that could make the world 10x better, and getting more people involved in the work of building the future.

[Find out more >](#)



**SecondMuse Capital** exists to finance more just and sustainable world. We do this by managing funds, sourcing details and providing fund design services for community impact and new market funds.

[Find out more >](#)



## Join Us!

To build this, we need visionary partners like you.

[hello@secondmusecapital.com](mailto:hello@secondmusecapital.com) [www.secondmusecapital.com](http://www.secondmusecapital.com)