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To the donors of Second Spoon Inc.:

A ninety-five-year-old Charlie Munger squints through his bifocals on the stage of Berkshire Hathaway's Annual Stockholders meeting; perhaps the last vestiges of the tremendous outer limits of pre-computer simulation-based stock valuation. For reasons I cannot explain, he, alongside running mate Warren Buffet, have remained atop the investment world for decades.

Here, he's asked, "How do you find a suitable spouse?" For Munger, the polymath helping orchestrate the precedent-setting investment strategies few could fathom comprehending, this type of question is – and remains – the core operating system of a \$500 billion institution. "The best single way is to deserve a good spouse."

As it turns out, some derivative of his answer holds true for many of the fatalistic questions that we face today as a non-profit. How do we continue raising money with hopes of funding our expansion initiatives? Becoming a deserving organization is a great place to start.

10x

Off the back of Munger's wisdom, we have fortified our executive leadership. You may be pleased to hear about the addition of Parker Thome as Chief Marketing Officer. I sure am. He was fielded by some of biotech's biggest names. It looks as though those long philosophical conversations (simulation theory amongst our best) have transitioned to considering solutions for curing world hunger. For those of you in Houston– I'd recommend meeting him for coffee sometime.

We talk a great deal about thinking ten *times* bigger, not ten percent bigger. This is hardly my idea. It was popularized by X's Astro Teller, the messianic mastermind behind Google's secret division aimed at solving humanity's most hard-pressed issues with radical solutions.

Teller would tell you that aspiring for incremental progress is a dubious application of human brainpower. He puts his moonshot thinking in pragmatic terms, "If you shoot for ten times bigger instead of ten percent bigger, it's almost never a hundred times harder and the payoff is one hundred times. You already know you've got a better return on your investment. But sometimes it's literally easier, and the reason is because the perspective shift is cheap relative to being smarter than everyone around you." Make no mistake; we plan on helping preserve the human relationship with this planet. Yes – literally.¹

¹ Excess foods account for 8% of global greenhouse gasses. Moreover, and perhaps off topic, I've acquired some level of distaste for the phrase "save the planet." Earth has overcome much worse. Save lives in general!

#MonkeyFirst

Space elevators. Interconnected appliances. Self-driving cars. X's secret? The *monkey*. An iteration of Mark Twain's trope: "Eat a live frog first thing in the morning and nothing worse will happen to you the rest of the day." Delightful.

Their tendency to hire aggressively for those who elect to train the monkey *first* rather than build a pedestal² allows us to consider which of our efforts are needlessly being allocated toward faulty superficial progress. Many ostensibly fall into this trap. Donors and investors expect results from the onset. It may be prudent for you to remain weary of startup entities where operating on the pedestal is a form of debased currency – actual "monkey teaching" is rare.

Context matters. Curing world hunger and climate change with massive reductions in food waste must remain at the forefront of our work. Everything we do strains through this filter. For the past four months, the majority of our team's work has centered on strengthening the local integrity of our operations in Miami and Nashville. Among many things, it has meant recruiting volunteers, doubling the number of distribution runs, and rescuing/delivering upwards of 500,000 pounds of food.

But, with keeping intro statistics in mind, it is time to reassess where we are.

The Monty Hall Problem

For some time, I envisioned media recognition as a derivative of the pedestal – a development that I was grateful for but nonetheless misinterpreted as merely an efficient signaling strategy rather than actionable insight into reaching our end goal. Here's a short list of where we've been these past four months:

- The front page of 'The Tennessean' read: "Hut, Hut ... Help the Hungry." Clever.
- USA Today took up the story on their 2.5 billion daily viewer platform. That's roughly a third of the entire human population. Our headline, "Changing the world one plate at a time," ranked above "Anne Hathaway Seeks 'Modern Love' in First Amazon Trailer." Not bad.
- SEC Network, at the behest of Belk Project Hometown, aired (and will continue airing all season) a one-minute "commercial" that provides the country with a behind the scenes view into our operation.
- Vanderbilt's student newspaper, "The Hustler" just published an article as well. It's titled "Second Spoon: How Mo Hasan is Fighting Hunger With an Old FedEx truck"

Heraclitus said it best, "No man ever steps in the same river twice, for it's not the same river and he's not the same man." Four months ago we were not considered a nationally recognized non-profit organization. Today we are.

² The "monkey first" allegory refers to a situation in which one is given the objective of getting a monkey to recite passages of Shakespeare on a ten-foot pedestal.

Rendering our previous course of action (Munger's hypothesis) outdated, it is imperative that we recognize our new positioning and make decisions on its basis – a pragmatic lesson taught in statistical probability: always account for variable change.

With our story reaching new households around the nation each day, the time may never be more practical to begin an aggressive expansion initiative. So, in an act that is admittedly part social proof, decision journaling, writing into existence, or all of the above, our goal for Second Spoon is to partner with ten universities within the next twelve months. An ambitious goal, no doubt.

But maybe this is our monkey. There's only one way to find out.

Thank you,

Anthony Mo Hasan