

The Creativity/Innovation Fund

The Goals:

- Nurture Creativity/Innovation in Louisville - help our local idea makers and game changers thrive
- Bring more Creativity/Innovation to Louisville - increase our number of good ideas
- Get big-time hype about Creativity/Innovation - let others know that Louisville is the place for good ideas

The Basics:

Provide support for individuals with great ideas by helping with some basic and small obstacles. What keeps lots of entrepreneurs and artists from pursuing their passion and ideas - paying the bills. It's hard to write songs when you have to worry about paying the rent. It's hard to create business plans when your focus is keeping the heat on. In short, how do you free up the greatest resource - time.

The Big Idea - create a fund that generates stipends for individuals – free them up to create. In grandest form it would be a \$10 million fund that would generate enough money to provide a year's worth of income to 10 individuals each year. Pay them a decent living, give them health insurance, and see what they do.

Make it a 10-year project. Make it a big deal. 10 donors agree to give us \$1 million for 10 years. We use the money as seed capital on 100 great ideas. Track the change those ideas make. At the end of 10 years, we give the money back.

We'd also connect these individuals with the best Louisville has to offer. Get them shows at the best galleries, meetings with the best venture capitalists, and interviews with the best news outlets. We make it a big deal. A real investment in big ideas.

Variations on the theme:

You don't have to have \$10 million. You could create the fund at any size. Make the fund smaller, pay smaller stipends, pick fewer ideas.

Not just money - you could provide the support in other ways. What if a downtown developer agreed to lease his empty apartment for free for a year? What if a local art supplier agreed to provide free supplies for a year? What if...?

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